STATE OF FLORIDA
DEPARTMENT OF CITRUS
605 EAST MAIN STREET / BOX 9010 / BARTOW, FLORIDA 33831

www.FloridaCitrus.org

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STEVE JOHNSON
CHAIRMAN
FLORIDA CITRUS COMMISSION

May 12, 2026

NOTICE OF MEETING, COMMITTEE MEETINGS and PUBLIC HEARINGS
TO ALL COMMISSION MEMBERS, CITRUS FRUIT GROWERS, DEALERS, INDUSTRY ORGANIZATIONS and OTHER INTERESTED PERSONS

The Florida Citrus Commission announces a meeting and schedule for the Commission and its committees to be held at the Florida Department of Citrus, 605 East Main Street, Bartow, Florida 33830.

COMMITTEES – 9:00 a.m., Wednesday, May 20, 2026

The following committees of the Florida Citrus Commission will meet to discuss and give consideration to the items listed below and on the attached tentative agendas.

Economic & Market Research
Administrative & Budget
Global Marketing
Scientific Research Committee
Legal/Government/Regulatory

Florida Citrus Commissioners also sit as members of each referenced committee of the Florida Citrus Commission; therefore, substantial and detailed discussions, public input, consideration of, and Commission action upon Committee issues occur during the Committee meetings. These meetings are open to the public.

Virtual access to this meeting via Microsoft Teams is also available by using the link provided below:

Join on your computer, mobile app or room device: **Click here to join the meeting**
Meeting ID: 245 145 021 630 529
Passcode: NB6eb6Mk
Download Teams | Join on the web

You may also call in to the meeting (audio only) by using the following telephone number and conference ID:
1 (904) 539-9759, Phone Conference ID: 452 468 470#

Rosa Walsh, Ph.D.
Secretary, Florida Citrus Commission

Any person deciding to appeal any decision made by the Commission will need a record of the proceedings and may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Section 286.0105, Florida Statutes

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring reasonable accommodations to participate in this workshop/meeting is asked to advise the agency at least 48 hours before the workshop/meeting by contacting: Heather Anderson at handerson@citrus.myflorida.com or (863)537-3950. If you are hearing or speech impaired, please contact the agency using the Florida Relay Service, 1(800)955-8771 (TDD) or 1(800)955-8770 (Voice).

AGENDA

May 20, 2026

1. Call to order

2. Invocation and Pledge of Allegiance – Commissioner Carlos Martinez

3. Roll call

4. Approval of minutes from telephonic Commission meeting held March 18, 2026

5. Chairman's Remarks
   - Advisory Committee Appointment – Processing Statistics Reporting Advisory Committee

6. Executive Director's Remarks

7. Committee reports and Commission action on committee items:

   a. Economic & Market Research – Chairman Sutton
      - Processing Statistics Reporting Advisory Committee Updates
      - Contract amendment – Nielsen Consumer, LLC (fresh retail data purchase)
      - Contract renewals:
        - Toluna USA, Inc. (market survey panelist)
        - University of Florida – Florida Agricultural Market Research Center (consumer trade studies)

   b. Administrative & Budget – Vice-Chairman Hollingsworth
      - Presentation of Comptroller's Monthly Financial Executive Summary
      - Budget Revision based on April USDA Crop Forecast
      - Preliminary Operating Budget Presentation
      - Presentation and Request for Approval of Personnel Action as Required Pursuant to F.S. 601.99036, F.S.
      - PALM Update
      - Presentation and Request for Approval of Purchase Order for PALM Project Support
      - New contract: BI Consulting Services (low-code business applications for revenue system)
      - Inspector General Report

   c. Global Marketing – Chairman Meador
      - FY2025/26 Domestic Marketing Programs Update
      - Domestic Orange Juice Marketing Plan for FY2026/27
      - Domestic Fresh Marketing Plan for FY2026/27
      - International Marketing Program Update
      - Asian Agency Contracts
      - Contract renewals:
        - Padilla Speer Beardsley, Inc. (consumer marketing)
        - Padilla Speer Beardsley, Inc. (media relations and issues management)

   d. Scientific Research – Chairman Hollingsworth
      - New contract/same vendor: New Varieties Development & Management Corporation (new citrus varieties)
      - Contract amendment: Citrus Research and Field Trial Foundation, Inc. (mitigation of licensing fees for emerging varieties)

   e. Legal-Government-Regulatory
      - License List No. 4
      - Initial Rulemaking:
        - 20-3.007 – Post Estimate Price Report: To update language to include an alternate date of reporting in the event USDA is unable to release the initial Crop Estimate in October.

    - 20-9.008 – Utilization of Certificate of Deposit or Letter of Credit in Lieu of Bond: To remove the reference link and add language referencing rule 20-100.004 where the form can be found at.
    - 20-10.001 Charitable and Unemployment Relief Shipments: To remove the reference link and add language referencing rule 20-100.004 where the form can be found at.
- New contracts/same vendors
    - Office of Attorney General (on as needed basis)
    - GrayRobinson, PA (legal services – FCC general counsel)
    - Keller & Heckman, LLC (legal services – food law/marketing)
- New contract: Clark, Campbell, Lancaster, Workman & Airth, PA (legal services – FDOC general counsel)

8. Report from FCC's General Counsel
9. Other business
10. Announcement of next meeting of the FCC
11. Adjournment