STATE OF FLORIDA
DEPARTMENT OF CITRUS
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STEVE JOHNSON
CHAIRMAN
FLORIDA CITRUS COMMISSION

June 4, 2026

AMENDED 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 in conjunction with the Florida Citrus Industry Annual Conference at the Hyatt Regency Coconut Point Resort & Spa, 5001 Coconut Road, Bonita Springs, Florida 34134. The Commission will meet in Calusa Rooms D&E.

COMMITTEES – 12:30 p.m., Wednesday, June 10, 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
Global Marketing
Administrative & Budget
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. This meeting is open to the public.

Heather Anderson

Heather Anderson, 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

June 10, 2026

1. Call to order

2. Invocation and Pledge of Allegiance – Commissioner Carlos Martinez

3. Roll call

4. Approval of minutes from Commission meeting held May 20, 2026, and virtual Commission meeting held May 29, 2026

5. Chairman's Remarks

6. Executive Director's Remarks

7. Committee reports and Commission action on committee items:

   a. Economic & Market Research – Commissioner Sutton
      - Florida Citrus Update: Crop Utilization, Demand, Consumer Awareness

   b. Global Marketing – Chairman Meador
      - Presentation and Request for Approval of FY2026/27 Domestic Marketing Plan

   c. Administrative & Budget – Chairman Schirard
      - Presentation and Request for Approval of FY2026/27 Preliminary Operating Budget
      - Inspector General Report

   d. Legal/Government/Regulatory – Chairman Martinez
      - New contracts/same vendors:
        - Office of Attorney General (on as needed basis)
        - Allen, Dyer, Doppelt & Gilchrist (legal services – trademark/patent)
        - Sohn's Market Makers (Korea retail marketing and public relations)
        - Yamano & Associates, Inc. (Japan marketing and trade representative)
      - New contract: SAF Consulting Group, LLC. (management support services for FY2026/27)
      - 6-month Contract Notice

8. Report from FCC's General Counsel

9. Other business

10. Announcement of next meeting of the FCC

11. Adjournment

The Florida Department of Citrus is an Equal Opportunity Employer and Agency.