

FY 2021-2022 Florida Citrus: September 21, 2021 Update

As of 9/21/21



FDOC Domestic OJ Marketing Campaign: \$19.7M Budget

July 1, 2021 – June 30, 2022

eCommerce Attributed Sales

\$6,743,321

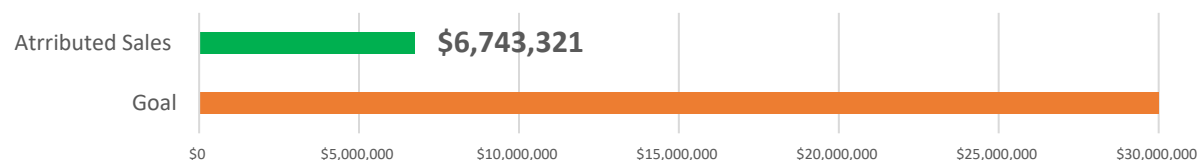
eCommerce Goal

\$30M

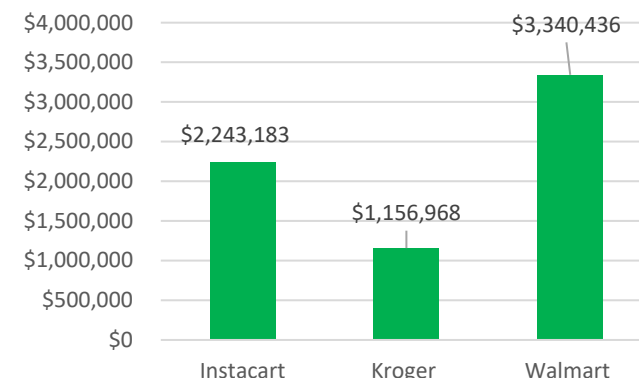
% to Goal

23%

FY2021 - 2022 Attributed Sales Tracker



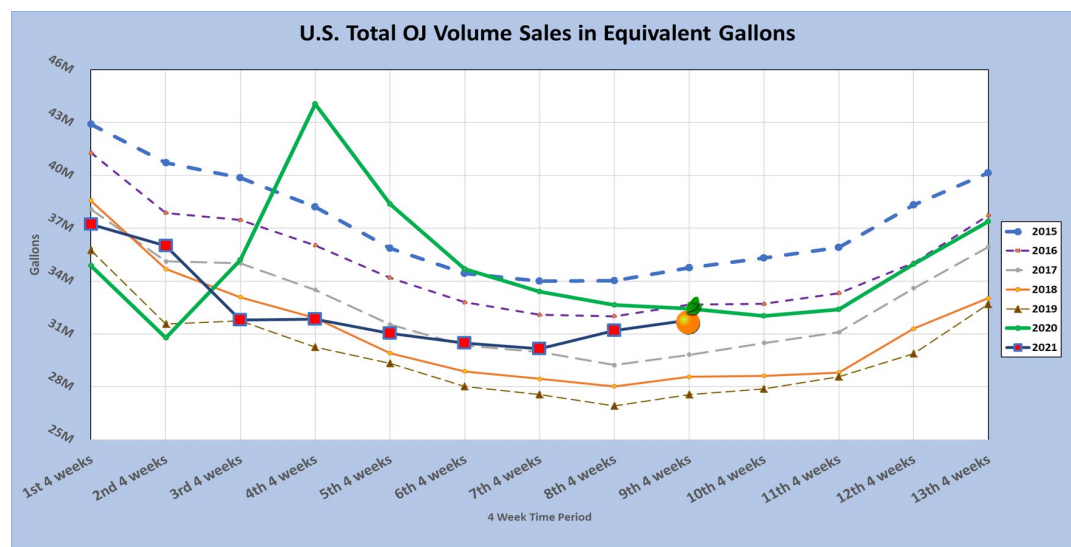
Attributed Sales by Retail Partner



eCommerce Future Activations

- Instacart activations launched 7/1/21
- Walmart activations launched 7/6/21
- Kroger activations launched on 7/29/21
- Amazon OTT launched 8/23/21.
- Amazon Display launched 9/13/21
- Quotient (Albertsons, Safeway, Food Lion, Stop and Shop, etc.) activations launch 9/23/21

Total U.S. OJ Volume Sales mid-Aug. to mid-Sept. at Pre-2017 Levels 4-week period ending 9/11/21



*Data Source: 2019-2021, FDOC Custom Database – Nielsen Answers on Demand (AOC)

Audited Post Estimate* (June 2021)

Average Price Per Pounds Solids

Early / Mid-Season

\$2.14472

Valencia

\$2.40654

Grapefruit

White: \$2.2500

Red: \$2.322202

Crop Forecast (July 2021)

Florida Oranges

52.8 Million boxes

Florida Grapefruit

4.10 Million boxes

Florida Specialty

890,000 boxes

FY2020-2021

Annual FDOC Generic Promotion Return on Ad Spend (ROI)*

\$9.28 – \$9.67

*Benefits of FDOC Generic Promotion on Demand for OJ, Annual ROI Study, UF-FAMRC