

FLORIDA DEPARTMENT OF CITRUS

Gift Fruit Shippers Advertising Materials 2019-20 Ordering Catalog

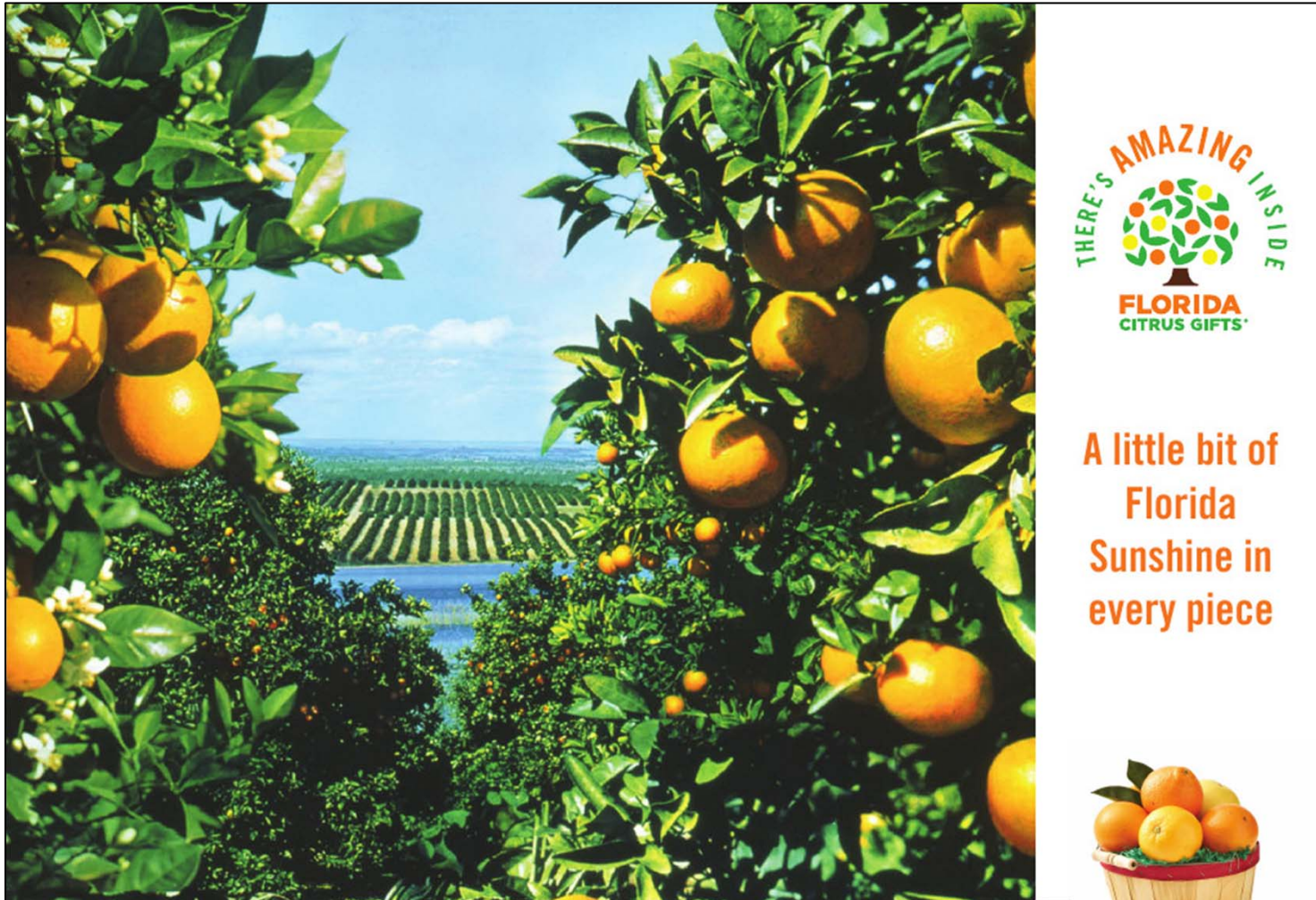


TRAYLINERS – OPTION A

Trayliners with Recipes and Facts on Back – 15 ½" x 10 ½" – 250/Pack – \$10.12 per Pack

NEW – Grove Scene Trayliner

FRONT



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NEW – Grove Scene Trayliner BACK

A GIFT ESPECIALLY FOR YOU!

A Taste Of Florida Sunshine!

You have just received a very special gift of fresh citrus from Florida. Go ahead... enjoy a delicious piece of fruit right now! Every Florida Orange, Grapefruit and Tangerine is sun-ripened and ready to eat. Florida's subtropical climate with abundant sunshine, ample rainfall and unique sandy soil helps grow the juiciest and sweetest citrus in the world. Peel and eat one for a mouthwatering snack. Florida Citrus will add a touch of color, sweetness and variety to your favorite recipes. This amazing climate may also cause blemishes on the exterior of the fruit but don't worry...there's always amazing inside.

Mahi Mahi Recipe with Charred Orange Citrus Coleslaw

Ingredients:

1 cup Florida Orange Juice
8 Florida Oranges, sliced in half
3 teaspoons Olive oil
1/4 cup Shallots, minced
1/2 cup White wine
1/2 cup Heavy cream
1 stick Butter, unsalted, room temperature
4 each Mahi-mahi, cut into 6-oz. pieces

Slaw

1 cup Florida Oranges, segmented
1/2 cup Florida Grapefruit, segmented
1/2 cup Red cabbage, thinly shaved
1/2 cup Napa cabbage, thinly shaved
1/2 cup Orange bell pepper, thin strips
Salt and Pepper

Preparation:

- Using a grill pan over high heat, char the oranges that have been cut in half. Once charred, remove and set aside.
- In a 1-quart saucepan, reduce the orange juice to 1/4 cup. Allow to cool.
- In a separate 1-quart saucepan, add 1 teaspoon olive oil and minced shallots. Cook until translucent, approximately 1-2 minutes. Add the white wine and reduce until almost dry. Add the heavy cream and reduce by half. Squeeze 4 of the charred oranges into the heavy cream and reduce for another 2 minutes. Whisk in the butter and set aside over a warm water bath.
- In a stainless steel bowl, combine the cooled reduced orange juice with the slaw ingredients. Season with 1/4 teaspoon salt, mix and keep cool.
- In a sauté pan over medium high heat, add 2 teaspoons olive oil; allow the oil to come up to its smoke point. Season the mahi-mahi with salt and pepper; sear flesh-side-down for 1 minute. Turn the fish, reduce the heat and cook until the fish is fully cooked, 4-5 minutes. Place the fish on the plate. Equally portion the citrus slaw over the top. Spoon 2 tablespoons beurre blanc around fish and garnish with a charred orange.

For more recipes, please visit FloridaJuice.com



Juice It

An orange or grapefruit grown in Florida is bursting with juice. Chill your Florida Citrus overnight and squeeze them right before serving. Quench your thirst with freshly squeezed orange juice over crushed ice or blend with vanilla ice cream for an old fashioned shake. Enjoy a delicious citrus smoothie or slushy anytime of the day.

Citrus Seasons

The many varieties of Florida Oranges and Grapefruit ripen at different times of the year. Of course, the seasons vary depending on weather and other natural occurrences.

Seasons vary annually	January	February	March	April	May	June	July	August	September	October	November	December
GRAPEFRUIT												
All Varieties												
ORANGES												
Red Navels												
Ambersweet												
Hamblins												
Navels												
Pineapples												
Valencias												
SPECIALTY												
Sunburst Tangerine												
Fallglo Tangerine												
Robinson Tangerine												
Dancy Tangerine												
Honey Tangerine												
Nova Tangelo												
Orlando Tangelo												
Honeybell Tangelo												
Templets												

Keep It Fresh

A special gift deserves special care. Your Florida Gift Fruit was picked fresh right from the tree at the peak of its ripeness, and then shipped to you as quickly as possible. When Florida Oranges, Grapefruit and Tangerines are picked they will not ripen further or become more orange in color. Remove all the fruit from the box. The best place to preserve the fresh taste of Florida Citrus is in the refrigerator where you store fruits and vegetables. Otherwise, store citrus in a cool dry place. Citrus needs good air circulation so don't put your fruit in a plastic bag or plastic wrap. With these few simple steps, your gift will stay fresh and flavorful for a long time.

Enjoy the Sunny Flavors of Florida Citrus

Butter: Add a little Florida Orange Juice to softened butter. Chill to set, and use as a delightful extra touch of flavor to just about anything from pancakes to pork chops.

Salads: Use fresh 100% Florida Citrus Juice instead of vinegar in salad dressing recipes. For a basic citrus dressing, whisk together 1 part orange, tangerine or grapefruit juice to 3 parts extra virgin olive oil. Whisk in the herbs and seasonings and salt and pepper to taste. Top green salads with orange, tangerine or grapefruit sections. To double the citrus impact, use the citrus dressing. Enjoy the taste of Florida!

Meet a Grower: Ellis Hunt



In 1922, Ellis Hunt's grandfather and great uncle embarked on a new journey in the Florida Citrus industry and started Hunt Brothers Inc. in Lake Wales, deep in the heart of citrus country. Growing up in the groves and knowing at a young age this was all he ever wanted to do, Ellis is now a third generation Florida Citrus Grower working alongside his family to produce fresh Florida Oranges and Grapefruit as well as juice oranges that make delicious Florida Orange Juice.

To find your fresh Florida Citrus,
visit PickFLA.com



TRAYLINERS – OPTION B

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NEW – Beach Holiday Trayliner

FRONT



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NEW – Beach Holiday Trayliner BACK

MAKE IT SPECIAL WITH FLORIDA CITRUS

“A Tip From A Florida Orange Grower” McKenna Family: Dehydrated Citrus Decor

During holiday season, moms are looking for unique ways to decorate their homes. In a home full of Florida Growers, the McKennas like to add a little citrus to their holidays with their own ornaments and memories made from dehydrated citrus. One of their favorites is crafting ornaments and decorations with the family. We think you'll really enjoy this special addition to your home.

Supplies:

- 3 Florida Grapefruits, sliced into ¼” thick slices.
- 3 Florida Oranges, sliced into ¼” thick slices.

Preparation:

1. Preheat oven to 170° F.
2. In batches (each type of citrus at a time), arrange citrus slices onto cooling racks and place each cooling rack onto a baking sheet.
3. Place the cooling rack and baking sheet combo into oven and bake.
 - Florida Grapefruit: 8-9 hours, flip the Citrus fruit every 3 hours
 - Florida Orange: 6-7 hours, rotating baking sheets every 2 hours
4. Remove from the oven and allow to cool completely. Citrus slices should be completely dry and slightly pliable to the touch.
5. Place wire or string through dried citrus slices and hang as homemade ornament.



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Honeybell Tangelo												
Temples												

Pan Seared Grouper With Florida Citrus Salad

Ingredients:

- 3 cups Florida Orange segments, seeded
- 1 ½ cups Florida Grapefruit segments, seeded
- ¼ cup lime segments, seeded
- ¼ cup red bell pepper, diced
- 3 jalapeño peppers, diced
- 1 cup red onion, diced
- ¼ cup green onion, chopped
- Salt to taste
- Pepper to taste
- 6 Florida grouper fillets, skin removed
- 2 cups all-purpose flour
- 2 tablespoons olive oil, plus more as needed



Preparation:

1. Remove outer skin and all white pith from oranges, grapefruits and limes. Use small knife to remove segments, leaving behind any pith. Squeeze remaining pith for any juice. Place orange, grapefruit and lime segments in bowl along with juice. Add red peppers, jalapeño peppers, red onion and green onion. Season with salt and pepper to taste; chill.
2. Season grouper fillets with salt and pepper. Dredge grouper in flour on both sides; shake off any excess. Heat large skillet over medium-high heat; add 2 tablespoons olive oil. When hot, add fillets to pan in single layer and cook until edges begin to brown. Use two large skillets or repeat process, if necessary. Turn fish over with metal spatula; cook on other side until fish is cooked through and flakes easily when tested with a fork.
3. To serve, divide Florida Citrus Salad among 6 plates, placing salad in middle of plate along with some juices. Place grouper fillet on top of salad; drizzle with olive oil, if desired.

For more recipes, please visit FloridaJuice.com

Winter Citrus Soother



This warm citrus drink is perfect for those chilly nights—or any time!

Ingredients

- 3 cups Florida Orange Juice
- 1 cup Florida Grapefruit Juice
- ¼ cup honey
- 1 (3-inch) cinnamon stick
- 1 Florida Orange, sliced into thin rounds

Preparation:

In a medium saucepan combine orange juice, grapefruit juice, honey and cinnamon stick. Place over medium heat. Cook, stirring occasionally, just until warm (do not boil). Remove cinnamon stick with a slotted spoon; discard. Ladle into 4 mugs, and garnish each mug with a citrus round. Serve warm. Serves 4 to 5.

To find your fresh Florida Citrus,
visit PickFLA.com



POST CARDS

Blank on Back - 6" x 3 ½" - 250/Pack - \$5.00 per Pack

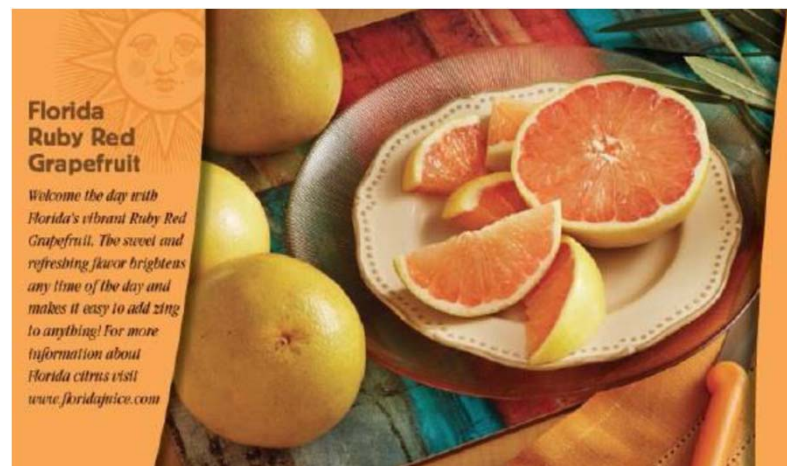
Option A: Florida Citrus All Fruit



Option B: Navel Oranges



Option C: Ruby Red Grapefruit



ORDERING INSTRUCTIONS

To order products from this catalog, fill out and mail the enclosed order form. Be sure to accompany your order with check or money order in the amount of purchase payable to the Florida Department of Citrus.

Mail check and order form to:

Florida Department of Citrus

Attn: Gift Fruit Marketing

Box 9010, Bartow, FL 33831, Phone (863) 537-3999

GIFT FRUIT SHIPPER MATERIALS ORDER FORM

FLORIDA DEPARTMENT OF CITRUS
GIFT FRUIT SHIPPERS ADVERTISING SUPPORT MATERIALS
FISCAL YEAR 2019-20

PLEASE ORDER BY PACK OR QUANTITY AS LISTED: MINIMUM ORDER \$15.00 (PRICES SUBJECT TO CHANGE)

TRAYLINERS & POST CARDS – 250 PER PACKAGE

DESCRIPTION	PRICE	QUANTITY	SUB-TOTAL
GROVE SCENE TRAYLINER	\$10.12		
BEACH HOLIDAY TRAYLINER	\$10.12		
FLORIDA CITRUS ALL FRUIT POST CARD	\$5.00		
NAVEL ORANGES POST CARD	\$5.00		
RUBY RED GRAPEFRUIT POST CARD	\$5.00		

SHIP TO ADDRESS:

PAYMENT ENCLOSED: _____

CONTACT NAME:

ORGANIZATION:

STREET ADDRESS:

CITY, STATE, ZIP:

CONTACT PHONE NUMBER:

CONTACT EMAIL ADDRESS FOR SHIPPING UPDATES:

*PAYMENT FOR ORDER MUST BE RECEIVED BEFORE ITEMS CAN BE SHIPPED.

PLEASE MAKE CHECK PAYABLE TO: FLORIDA DEPARTMENT OF CITRUS

QUESTIONS: (863) 537-3999 – GIFT FRUIT ORDERS

