Florida Orange Juice™

Global Marketing June FCC Update



Agenda

FY25-26 RECAP VIDEO

FY26-27 DOMESTIC ORANGE JUICE MARKETING PLAN

FY26-27 DOMESTIC FRESH MARKETING PLAN




YANKEES
2014

FY26-27 Domestic Orange Juice Marketing Plan



Mission/Objective

Maximize consumer demand for Florida Citrus products to ensure the sustainability and economic well-being of the Florida Citrus grower, the citrus industry and the State of Florida.

Promote and Protect Florida Orange Juice Brand

Drive sales and strengthen consumer value perceptions to support the industry in the near term while positioning demand for Florida Orange Juice to grow as industry revitalization efforts accelerate.



How We'll Get to More...

Propel Florida Orange Juice forward as The Original Wellness Drink™ consumers look to for their functional beverage needs.



Audiences

CONSUMERS

Drink more orange juice, more often; Share their love for it



- Defined more by mindset and functional beverage needs
- Includes broader set of orange juice consumption frequency – protect heavy, grow moderate/light
- Looking for wellness, for self and family
- Age 25 to 55, mid-to-upper-income skew
- Digital natives with technology interests
- Sports are big – viewers and players
- Food, beverages and supplements key to optimizing health

HEALTH PROFESSIONALS

Recommend more orange juice, more often for its health benefits



- Credentialed health professionals and wellness experts: MDs, NPs, PAs, CPTs
- Lifestyle, Performance, Retail and Media Registered Dietitians
- Health Pros seeking health and wellness resources for family, customers, clients and themselves
- Health Pros looking for food, beverages and supplements key to optimizing health

Driving Value for the Modern Juice Consumer

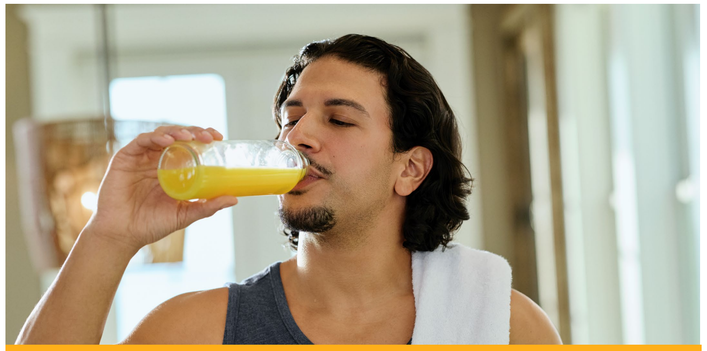
Modern needs meet one simple solution.





PERFORMANCE

Florida Orange Juice supports my active and busy lifestyle.



HEART HEALTH

Florida Orange Juice is an easy choice for supporting my heart health.



IMMUNITY

Florida Orange Juice keeps me feeling my best during cold and flu season, and beyond.



LIFESTYLE

Florida Orange Juice is part of my family's routine each and everyday.

Our Campaign

Florida Orange Juice

The Original Wellness Drink.™



The True Original

Get your juice from The Original Wellness Drink™

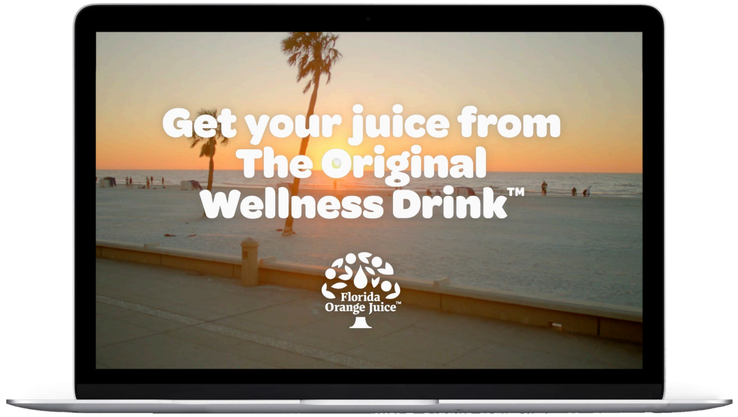
Florida Orange Juice™

The True Original – In-market Assets



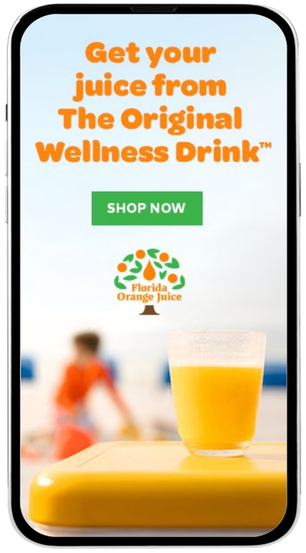




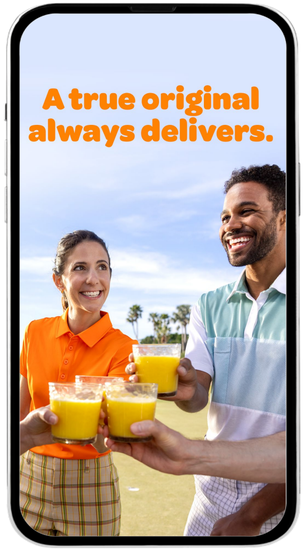




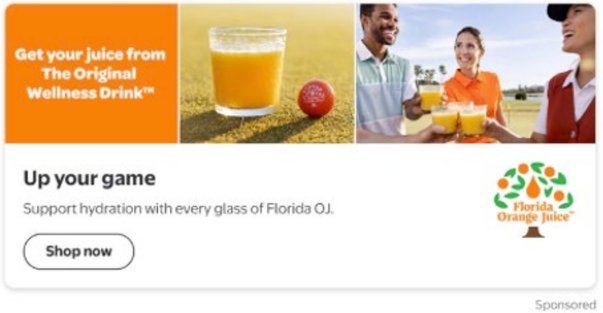


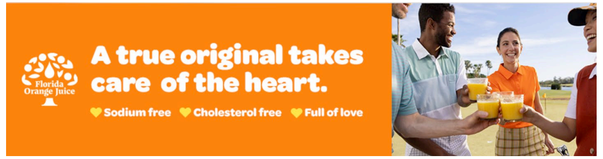












FY26-27 Consumer Campaign Snapshot

The True Original

CORE CAMPAIGN ACTIVATIONS AND PARTNERSHIPS

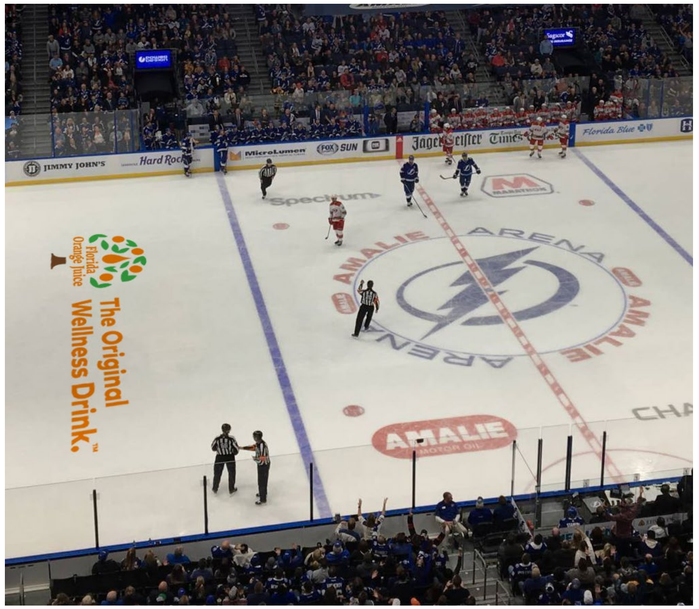


Awareness	Consideration	Purchase	Repeat Purchase
	ZETA	instacart ZETA Walmart Grocery CRITEO	instacart CRITEO Walmart Grocery ZETA

Always on digital paid, e-commerce, earned, owned, social & influencer, website & blog, issues & crisis management

Activate Florida Orange Juice as the “True Original” Fuel of Tampa Bay Hockey Culture

Engage with millions of hockey fans and drive thousands of high-impact interactions and engagements to influence orange juice consumption throughout the 2026-27 hockey season.







Partnership Goals

- 20+ million campaign impressions
- Over 4K in-person fan engagements
- 5+ hours of broadcast visibility



Limited Time Menu Partnerships

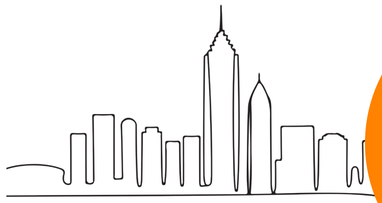
Powered by Florida Orange Juice

Seasonally themed to inspire performance, celebrate life and support wellness



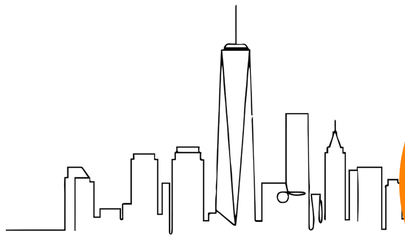
Performance
Fall

Tampa, FL



Immunity
Winter

Atlanta, GA



Lifestyle
Summer

New York City, NY

Potential Partners

- Cafes
- Food Halls
- Fast-casual concepts
- Restaurant groups
- Micro chains

Program Goals Per Market

- 5-10 participating location
- 50% featured menu retention post program
- 2-3 influencer/media partnerships
- 500K consumers reached

Consumer

Grove to Glass Media Event

- Invite media to a day of educational and experiential opportunities this November
- Provide opportunities for them to understand and appreciate the industry and the people behind it
- Capture high-quality video in advance and offer virtual components to anyone unable to attend in person



A Newsworthy Experience Bringing Florida Orange Juice to Life

Host a curated media experience in NYC that connects Florida Orange Juice to relevant wellness, culinary and lifestyle conversations while building relationships with the nation's leading consumer media.



Consumer

Always-on Programming



Consumer

Media Relations & Reputation Management



Robust Outreach Strategy for Florida Orange Juice









Trend-Tied Engagement Where Orange Juice Has Credible Nutrition Relevance

COGNITION



WOMEN'S HEALTH



PICKY EATING



FORTIFICATION



Media placements
Credible expert-led social content
Owned & partner newsletter amplification

We'll Connect with Media Across the Entire Food Landscape

FOOD & LIFESTYLE

Tasting Table.
FOOD&WINE
GMA
TODAY
People
REAL SIMPLE
Parade
Southern Living
GARDEN&GUN
The New York Times
USA TODAY

HEALTH & NUTRITION

EAT THIS NOT THAT!
EatingWell
martha stewart
the kitchn
Health
Men's Health
Prevention
Women's Health
bon appétit

BUSINESS & LOCAL FLORIDA

WSJ
WINK
The Miami Herald
Tampa Bay Times
The Palm Beach Post
WESH 2
News Channel 8

NONCOMMERCIAL FOOD SERVICE

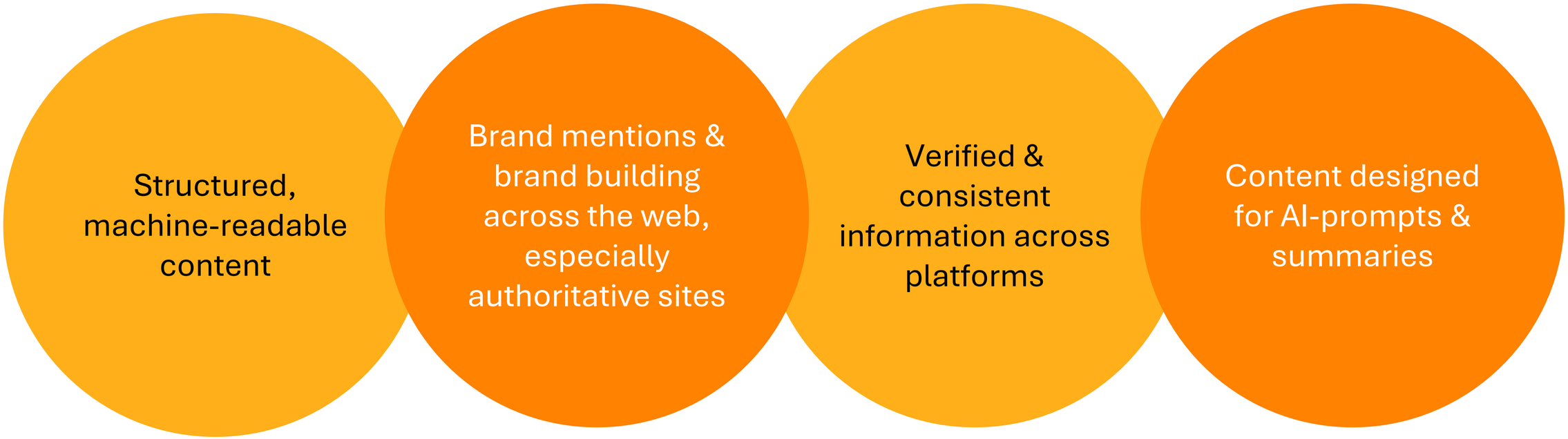
SCHOOL NUTRITION
FoodNavigator USA
ON-CAMPUS HOSPITALITY
prepared FOODS
BEVNET
FSD
FoodService Director
NOSH
producebusiness
FOOD MANAGEMENT
Food & Beverage Insider

Prioritize media reaching target consumer audiences

With AI influencing the way people search, we need to focus on additional optimization opportunities.

Ensure the right messaging about Florida Orange Juice and fresh citrus is showing up across ChatGPT, Google Gemini, Claude, Perplexity and Grok by shaping our content strategically.

GEO ESSENTIALS:



Reputation Management

WHAT WE'RE ADDING



Amplify Response Efforts



Media & Messaging Coaching



Tabletop Issues Simulation



AI Monitoring & Response



Generative Engine Optimization (GEO)

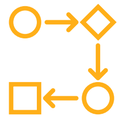
WHAT WE'RE RETAINING



Around-the-clock Monitoring



Playbooks & Prepared Content



Process & Protocol



FCM Collaboration

Consumer

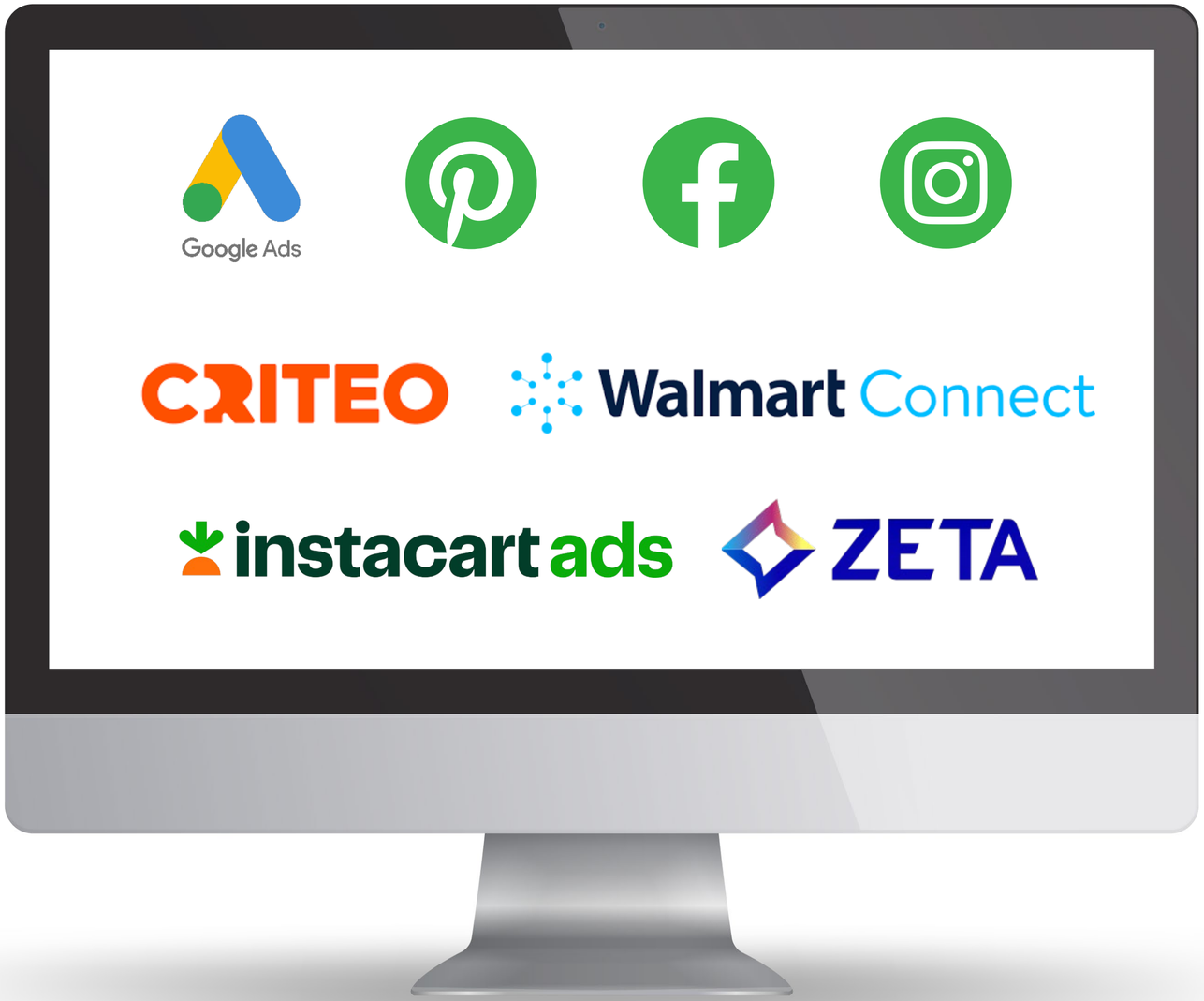
Digital Advertising



Targeted Multi-channel Digital Advertising & E-commerce Brings Our Story to Life

High-impact ads across digital channels and e-commerce platforms boost visibility throughout the entire purchase journey.

Behavioral and predictive targeting techniques ensure messaging reaches Modern Juice Consumers.



E-Commerce

Connect with shoppers across leading e-commerce and delivery platforms at high-intent purchase moments, helping drive conversion, basket penetration, and repeat purchases of Florida Orange Juice.

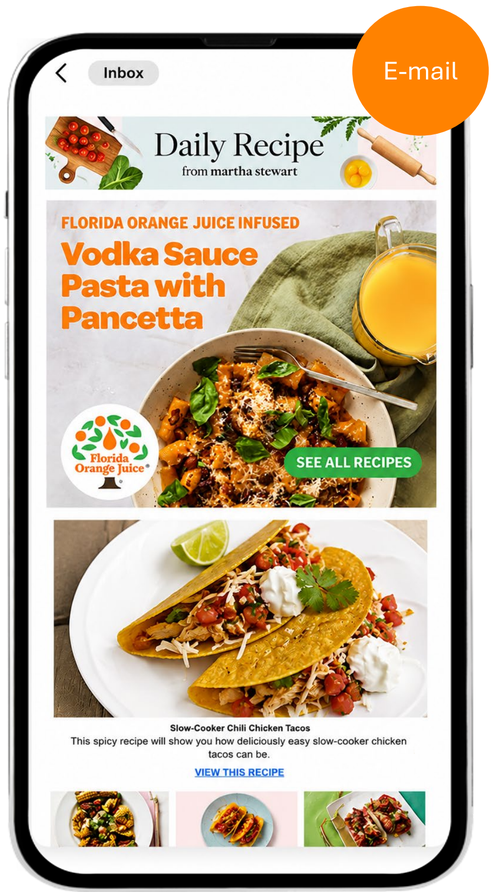


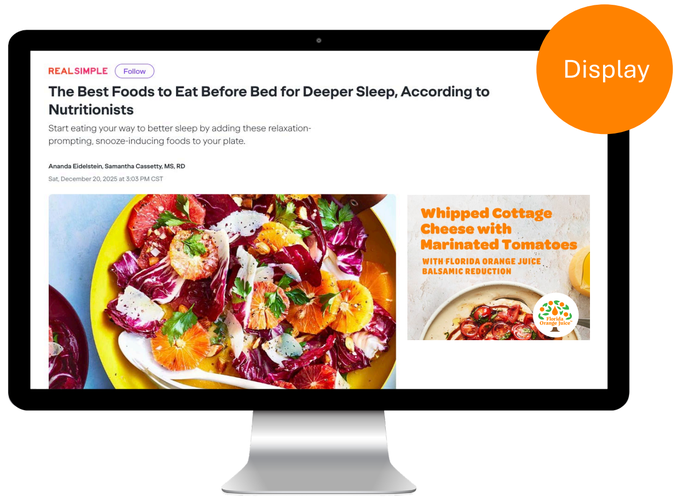


Performance Digital Marketing

Target key consumer audiences across the digital landscape with benefit-driven messages and ingredient inspiration to encourage discovery and further influence Florida Orange Juice consumption.



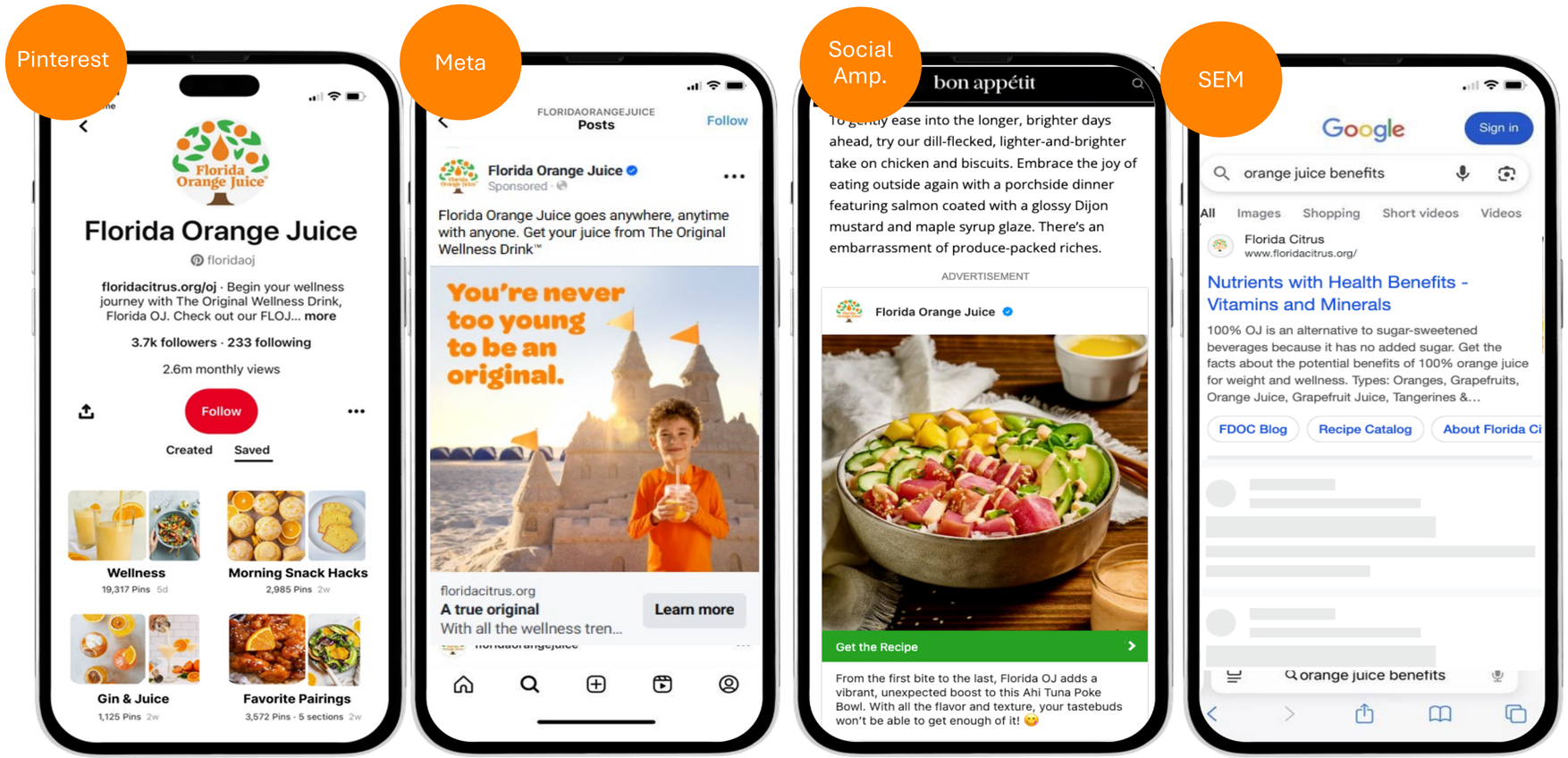






Performance Digital Marketing

Use social and SEM to deepen engagement in active discovery and intent-driven moments, turning content and recipe inspiration into site visits, consideration, and continued interest.



Consumer

Social Media & Influencers



Consumer

Driving Demand Through Social Media by Inspiring Purchases

Influencers for Third-Party Credibility



@join_jules
COCKTAILS & MOCKTAILS
673k IG Followers



@runningonveggies
RUNNER & RECIPE CREATOR FOR ATHLETES
76k IG Followers

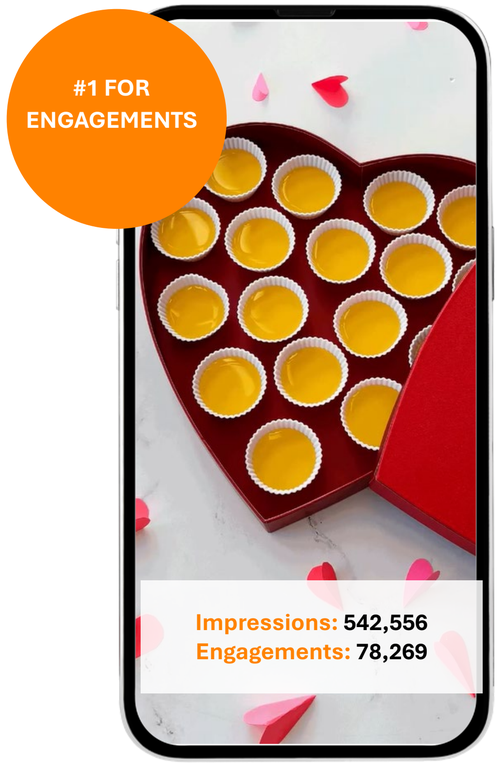


@alectreffs
PERFORMANCE
116K IG Followers

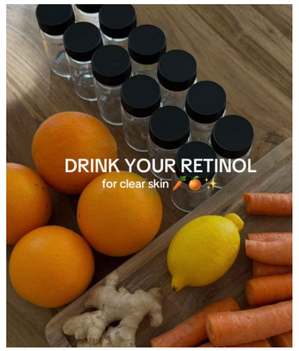


@emmanuel.duverneau
RECIPES
45K IG Followers

Organic Content that Inspires



User-Generated Content for Authenticity









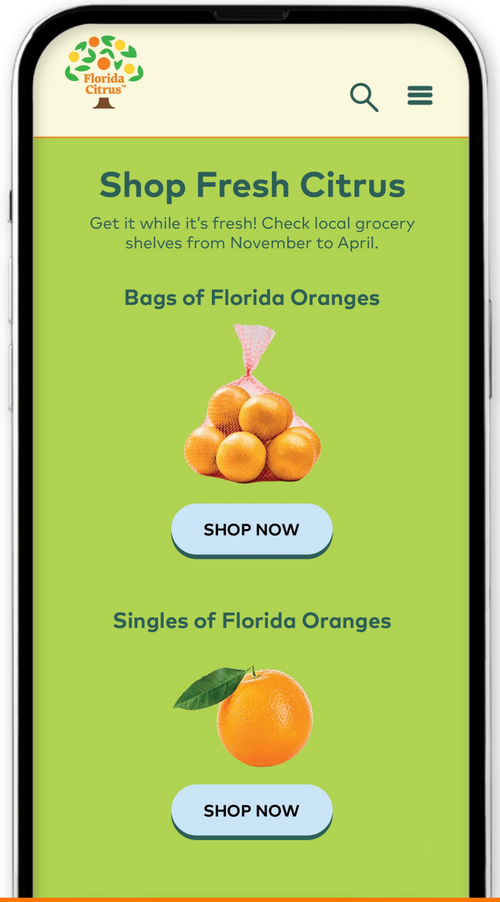
Consumer

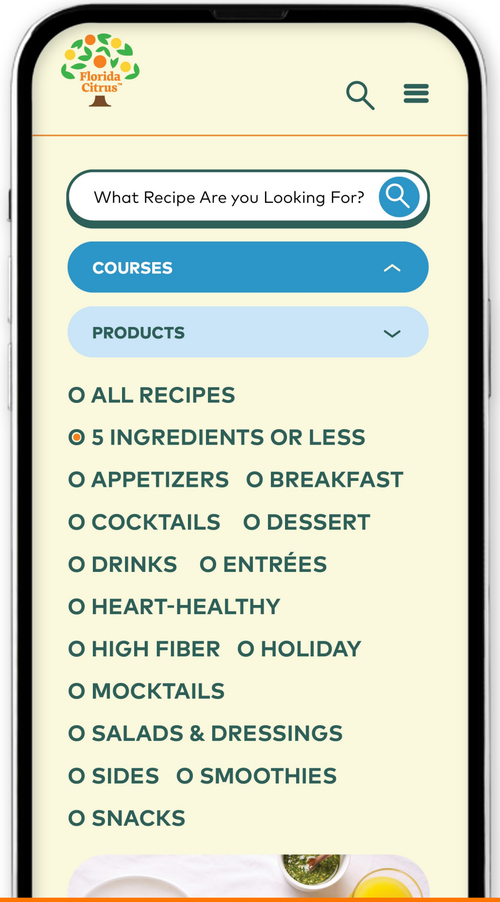
Website & Blog

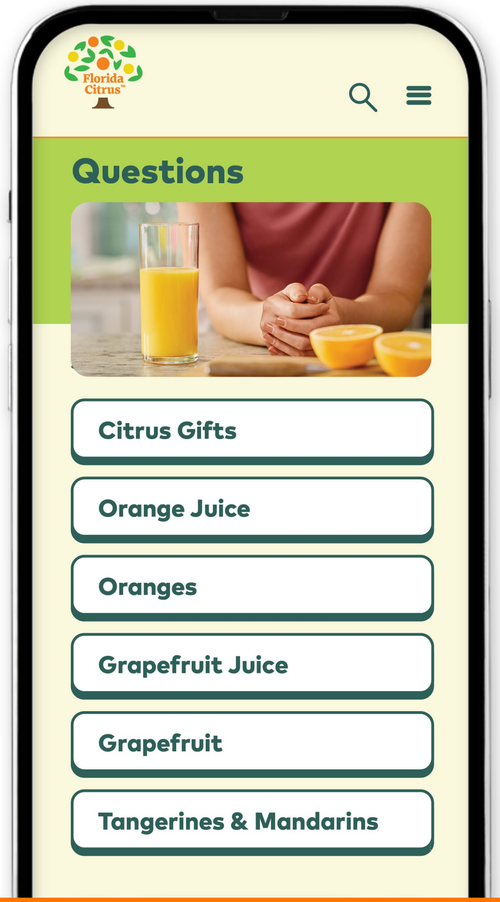


Consumer

Website Management & Enhancements: FY26-27 Recommendations & Discussion



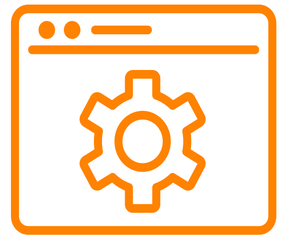




Reusable On-Page Calls-to-Action



Ongoing Technical Maintenance



FRESH CITRUS UPCS

RECIPES EXPERIENCE

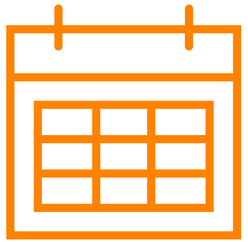
FAQ EXPANSION

SITE-WIDE ACTIVITIES

Blog: FY26-27 Recommendations & Discussion

Nearing 12 months since launch, FDOC has maintained its content cadence, stayed nimble to timely needs and successfully engaged its audience.

Monthly Calendar



Trends Research



Targeted Topics & Content Strategies



Blog Page Updates to Nurture Engagement



Views per user are 19% above site average; visitors' average engagement time is 91% above average.

Reaching Health Professionals



Health Pro

Health Professionals Program Snapshot

OBJECTIVE: Promote the nutritional benefits of 100% orange juice and its role in overall wellness, while building credibility through evidence-based education and health professional engagement to inspire trust and drive recommendations.

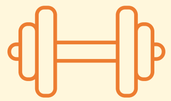
KEY AUDIENCES

HEALTH PROFESSIONALS (PRIMARY)	CONSUMERS

ALWAYS ON

Health Pros Website	Content & Resource Development	FLOJ Squad	HP/KOL Engagement	Nutrition Conferences	Messaging Insights

CORE HEALTH CAMPAIGNS

IMMUNITY	HEART HEALTH	PERFORMANCE	HEALTH & WELLNESS
November/December	February	May/June	Ongoing
			Women's health, Cognition, Fortification, and Picky Eating

MEASUREMENT & EVALUATION

Health Pro

Credible Education, Expert Partnerships & Always-On Engagement

PARTNERSHIPS

AAPA

SmartBrief

·A·S·P·D·A·
FUELING VICTORY®

Sports & Human Performance Nutrition
a dietetic practice group of the
eat right. Academy of Nutrition and Dietetics

CONTENT

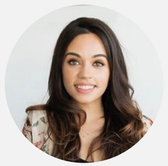
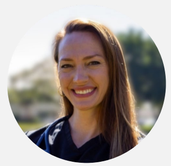


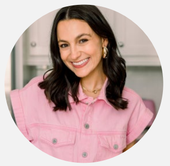
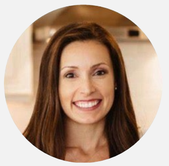
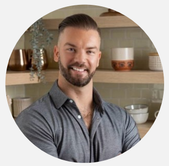






AMPLIFICATION

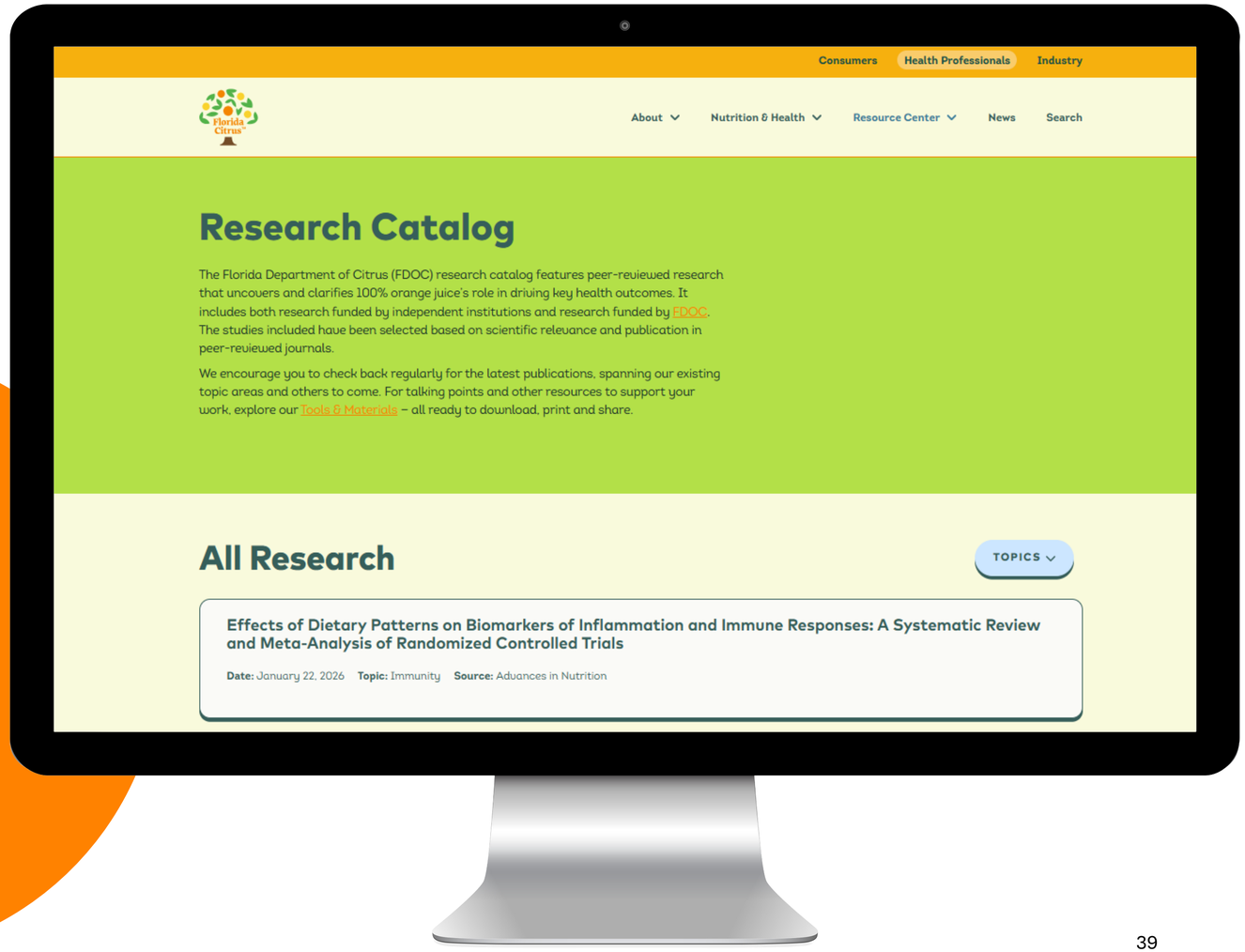
SHAPE REAL SIMPLE GOOD HOUSEKEEPING Health EatingWell Prevention

Equipping Health Pros with Tools to Recommend 100% Orange Juice

EXPAND OFFERINGS FOR HEALTH PROFESSIONALS

- Toolkits
- Research Catalog
- Continuing Education Opportunities
- Recipe Hub
- Frequent Touchpoints

Support Health Pros with insight and easy-to-use tools that help them and Florida Citrus.



Building Credibility & Connections with Health Professionals

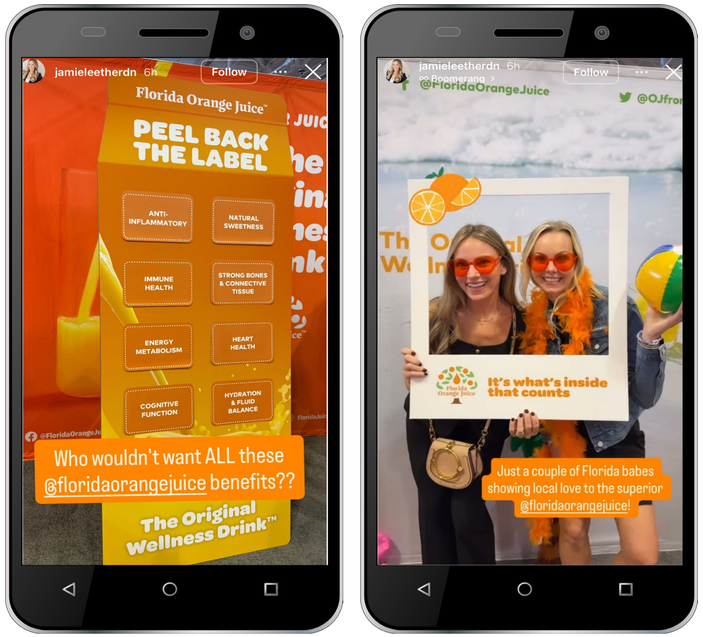
Drive inclusion of 100% orange juice in nutrition recommendations and guidelines by nurturing advocates to champion its nutrient density and role in healthy diets.

HOW WE GET THERE

- Share the latest scientific research to build credibility
- Uncover barriers and refine messaging
- Equip HPs with tools to enable confident recommendations
- Amplify and scale advocacy







NUTRITION NEWS UPDATE WITH KATHERINE BROOKING MS,RD
SPRING 2027

eat right. Academy of Nutrition and Dietetics
FNCE® 2026
Food & Nutrition Conference & Expo®
San Antonio, TX | October 24-27


FY26-27
Domestic
Fresh Citrus
Program

Strengthening Value for Florida Fresh Citrus

Build awareness of Florida Citrus availability while strengthening how it is perceived, chosen and valued by consumers.

Support a more consistent and compelling presence in-store and across the consumer journey.



Driving Demand Requires Engaging Multiple Audiences Across the Full Ecosystem

PRIMARY AUDIENCES

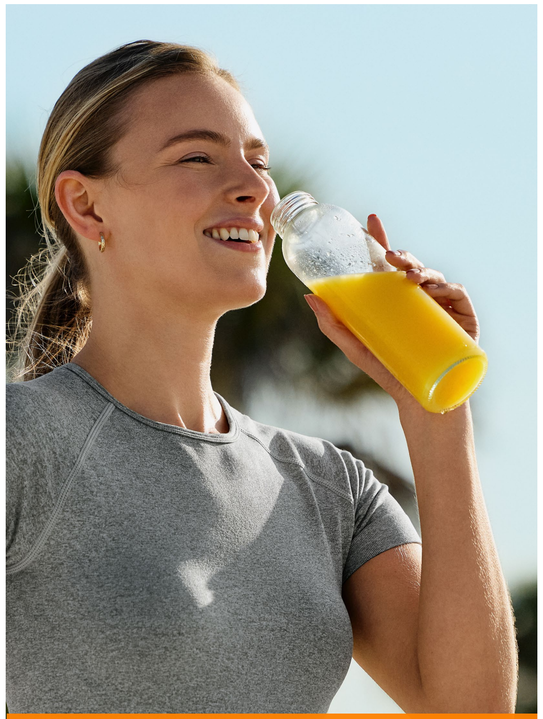
SECONDARY AUDIENCE



RETAIL



FOODSERVICE



CONSUMER

Fresh Orange

FY26-27 Domestic Fresh Orange Program



Reinforcing Florida Fresh Oranges as the Everyday Essential



GOAL

Drive visibility, household purchase and retail movement for Florida Fresh Oranges by reinforcing confidence in Florida-grown quality and everyday relevance



STRATEGY

Position Florida Fresh Oranges as the trusted everyday choice known for exceptional flavor, juiciness and quality from the inside out.



AUDIENCE

- Gen Z and Millennial parents aged 18-34, high index towards women managing the household
- Mid-to-higher income households
- Frequent, stock-up buyer

Fans of the Florida Oranges

The Florida Oranges. Is that a new indie rock band? A minor league hockey team? Nope, the Florida Oranges are just that: the juiciest, most delicious oranges on the market with fans from coast to coast. Those that know *know* there's no substitute. Fans of the Florida Oranges *absolutely love them* and aren't afraid to let you hear about it.

Fresh Orange


















FLORIDA ORANGES FAN CLUB
In season & In stock
Florida Citrus
#1


Florida Citrus
WHAT'S INSIDE COUNTS
Despite their often weathered look on the outside, Florida Oranges pack incredible flavor and juiciness on the inside.

10:30

Linked in

floridacitrus



The Florida Oranges are on tour, selling out produce aisles from coast to coast. No venue is too small or too big. Just make sure you have plenty in stock.

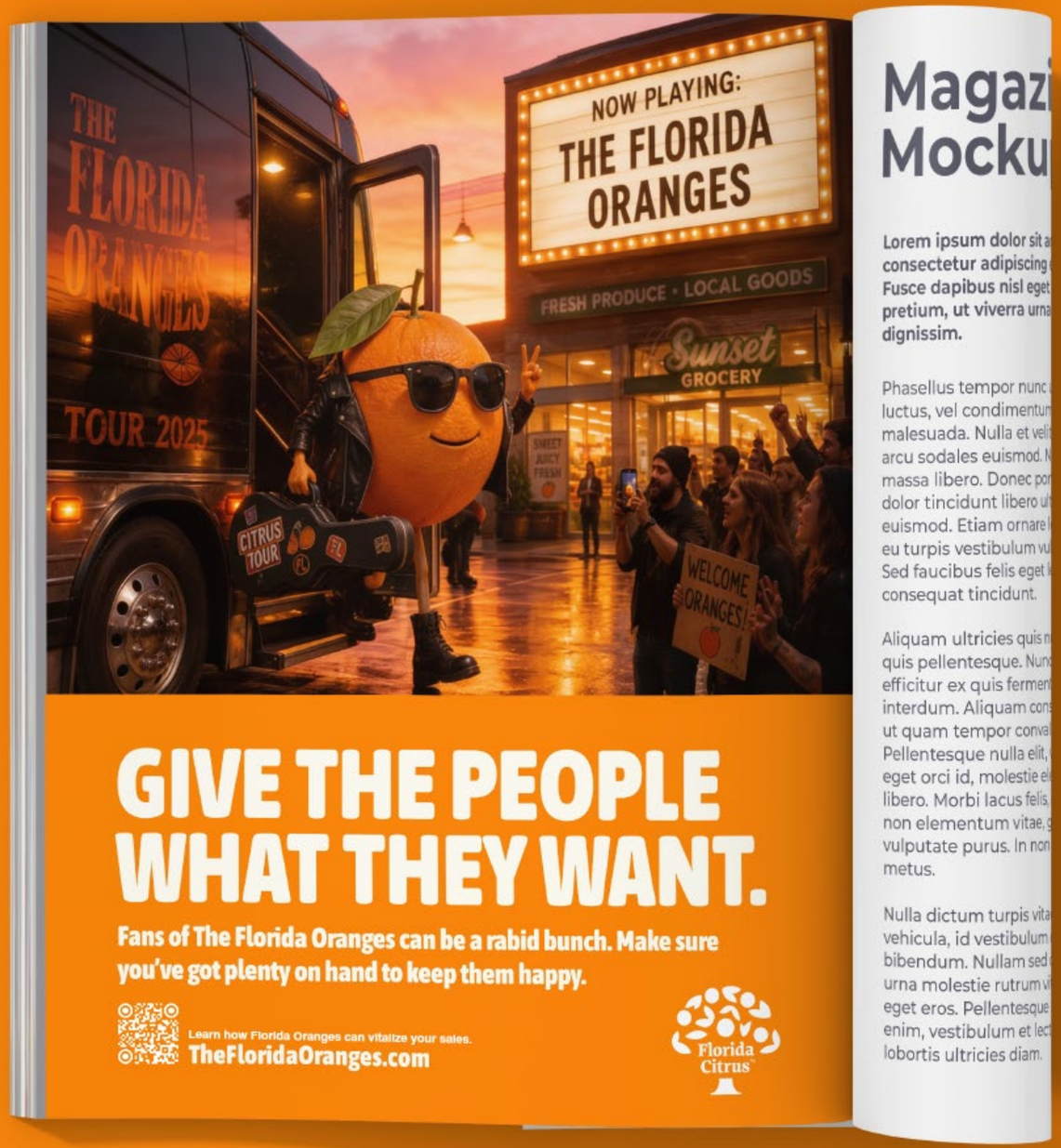
10:30

Linked in

floridacitrus



Fans of the Florida Oranges are out in droves. Put them on your schedule and see what kind of attendance you get in your produce aisle.



Magazi Mocku

Lorem ipsum dolor sit a consectetur adipiscing Fusce dapibus nisl eget pretium, ut viverra urna dignissim.

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FY26-27 Fresh Orange Plan

Core Campaign Activities and Partnerships



Creative Content Development



Social Media



Media Relations & Crisis Communications



E-commerce, Display, & Retail Promotions



Retail Webinars & ABM Campaigns

COSTCO WHOLESALE

instacart

PB PRODUCE BUSINESS

GROCERY DIVE

Progressive GROCER

THE PACKER

Fresh Specialty

FY26-27 Domestic Fresh Specialty Program



Making Florida Specialty Citrus a Seasonal Must-Have



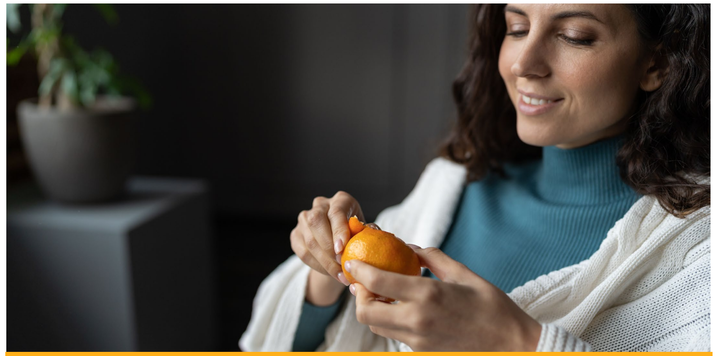
GOAL

Drive purchase of Florida specialty citrus by building seasonal excitement, anticipation and discovery.



STRATEGY

Position Florida specialty citrus as a limited-time seasonal favorite worth seeking out while available.

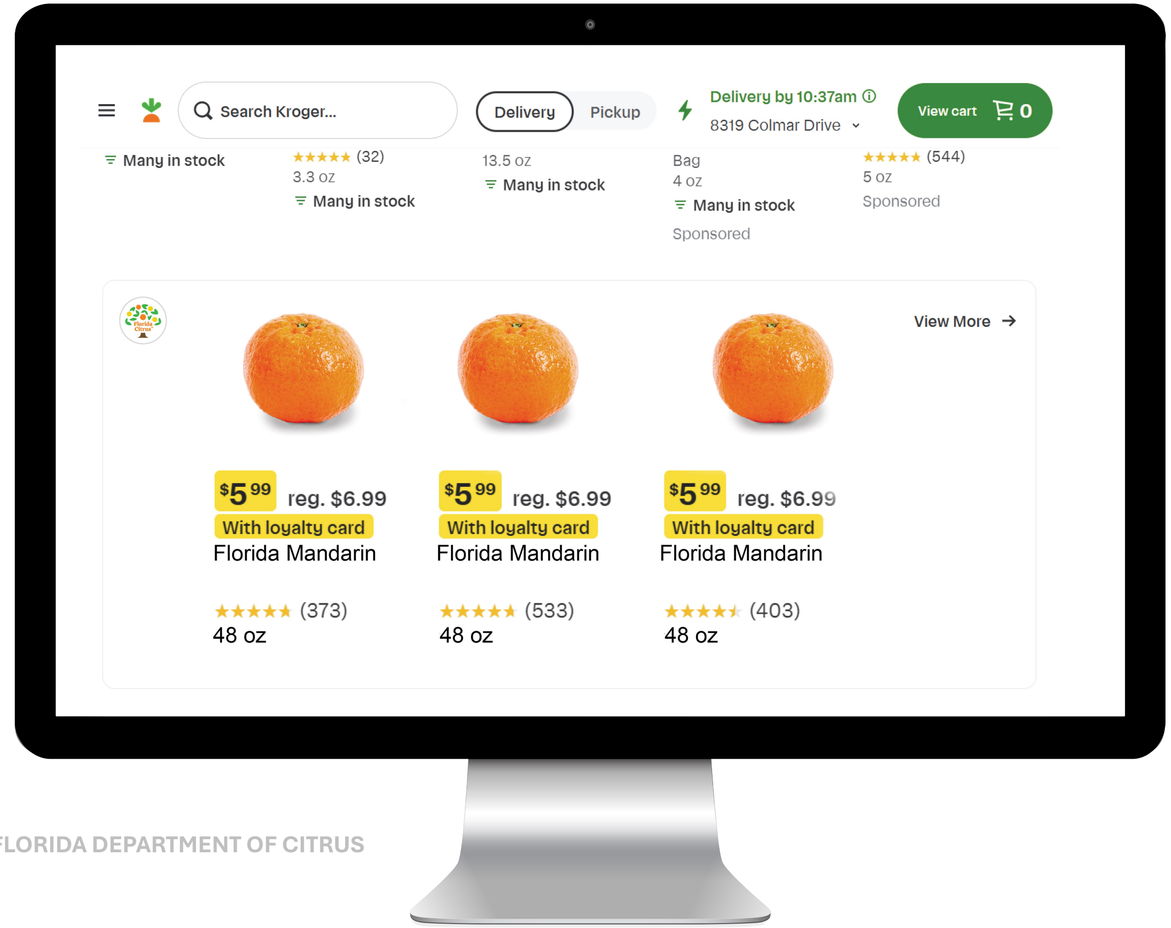


AUDIENCE

- Ages 25–44, younger family and lifestyle-focused skew
- Convenience-oriented snack and lunchbox shoppers
- Interested in fresh, easy, feel-good food choices
- More likely to engage with seasonal and discovery-driven products
- Opportunity to build affinity with younger households through snackable, shareable and seasonal usage occasions

Creating Seasonal Excitement for Fresh Specialty

Sponsored products, display and video ads to drive retail velocity during peak selling periods.



Build anticipation and seasonal excitement through social content, influencer partnerships and media relations that reinforce the limited-time nature of Florida Speciality Citrus.



FY26-27 Fresh Specialty Plan

Core Campaign Activities & Partnerships

- Creative Content Development
- E-commerce
- Influencer
- Social Media
- Media Relations

instacart

Fresh Grapefruit

FY26-27 Domestic Grapefruit Program



Expanding Usage and Relevance for Florida Fresh Grapefruit



GOAL

Drive awareness, consideration and purchase of Florida fresh grapefruit by increasing relevance, expanding usage occasions and supporting retail movement.



STRATEGY

Reposition Florida fresh grapefruit as a flavorful, modern and versatile choice that elevates meals and occasions while encouraging rediscovery among today's consumers..



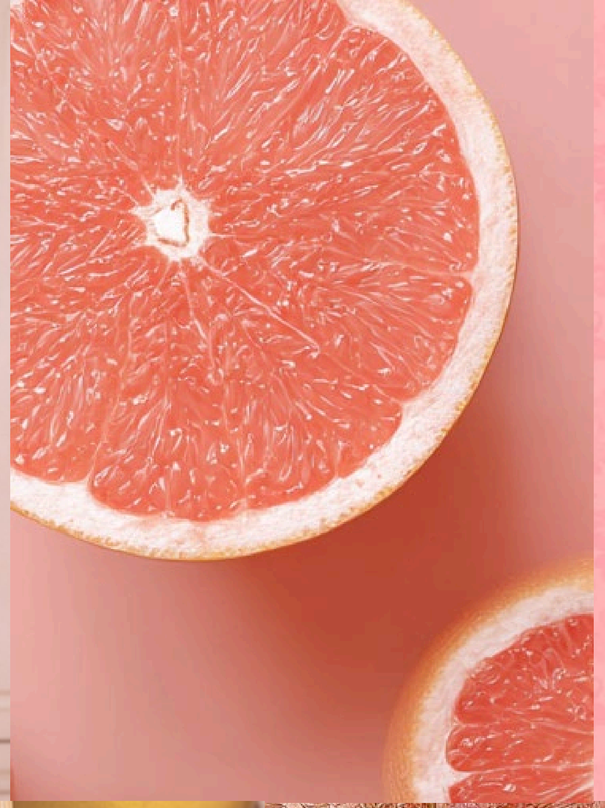
AUDIENCE

- Age 35-65, higher income skew
- Premium, low frequency buyer, mostly in store but comfortable online
- Integrated into meal prep and home routines
- Support current buyers while engaging younger consumers and parents through more modern, elevated usage occasions

This calls for Florida Grapefruit

To love Florida Grapefruit is to know that every moment is made better by its very presence. An everyday breakfast is instantly made more memorable when Florida Grapefruit is introduced. Normal recipes become elevated and cocktails and mocktails with Florida Grapefruit have that little something special. Make every moment a little more memorable with the exceptional and elegant Florida Grapefruit.







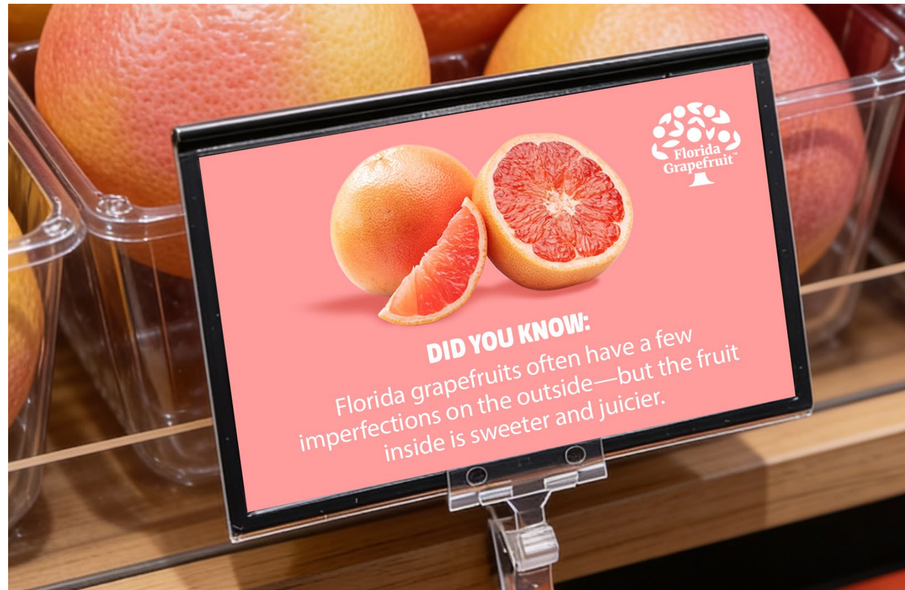


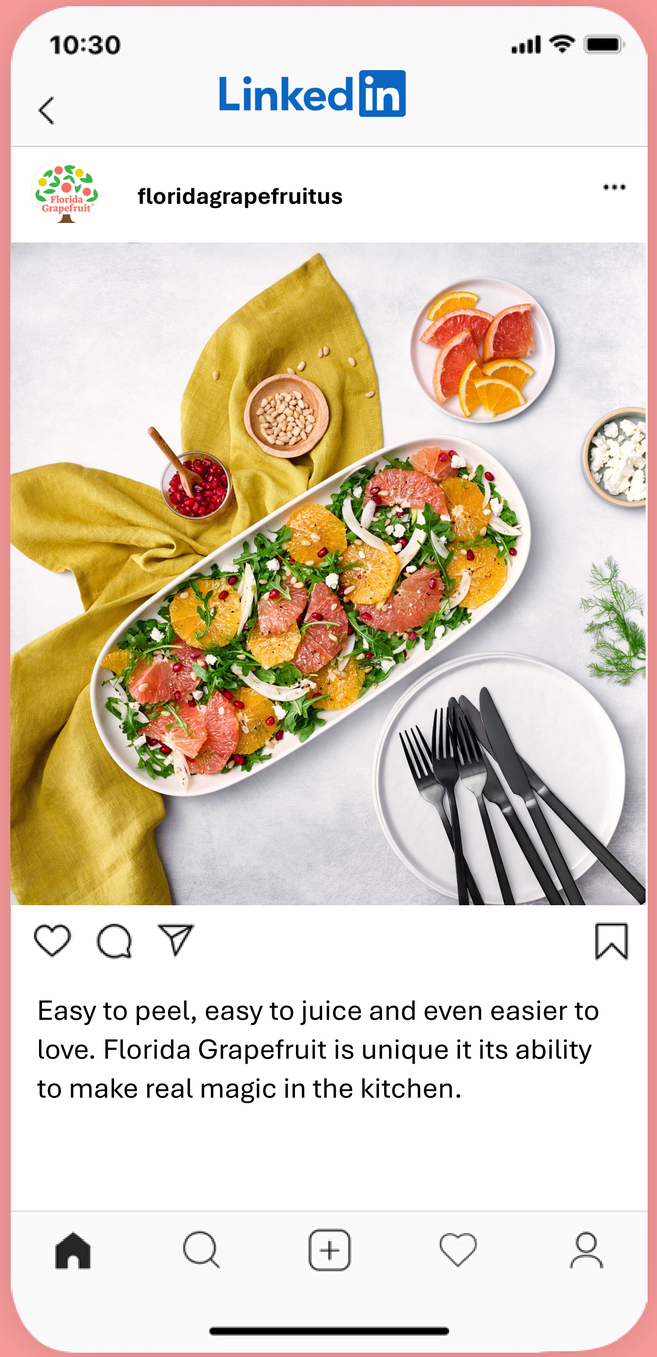





CELEBRATING SOMETHING SPECIAL?
This calls for Florida Grapefruit.
In season & In stock
Florida Grapefruit™


CREATE SOMETHING SPECIAL
with Florida Grapefruit
In season & In stock
Florida Grapefruit™


Florida Grapefruit™
DID YOU KNOW:
Florida grapefruits often have a few imperfections on the outside—but the fruit inside is sweeter and juicier.


10:30
floridagrapefruitus
Easy to peel, easy to juice and even easier to love. Florida Grapefruit is unique it its ability to make real magic in the kitchen.


10:30
floridagrapefruitus
I'm taking
Florida has all the ingredients—the right soil, the right sunshine—to grow the tastiest and juiciest grapefruit. And Florida Grapefruit is the ideal ingredient to to make a routine meal something extra special.



Mag
Moc

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College Dining Channels to Drive Fresh Grapefruit Trial & Consumption

Geofence Menus of Change network to reach operators shaping healthier menus

UF UNIVERSITY of FLORIDA



NACUFS



ALIGN WITH FOODSERVICE OPERATORS & DRIVE CONSUMPTION AT SCALE

Partner with the University of Florida dining operations to provide and promote fresh Florida Grapefruit across campus dining rooms.

UF is a land-grant university and stives to buy/serve as much food product from Florida as possible.

SCALE & EDUCATION THROUGH RD NETWORKS

- Reach RDs and operators through national dining networks (e.g., NACUFS)
- Inspire menu development and nutrition messaging
- Extend learnings across campuses

FY26-27 Florida Fresh Grapefruit Plan

Core Campaign Activities & Partnerships

Creative Content Development

E-commerce, Display & Retail Promotions

Influencer & Social Media

Media Relations & Crisis Communications

College Nutrition & Foodservice

FY26-27 Florida Grapefruit Juice Plan

Core Campaign Activities & Partnerships



E-commerce & Retail Promotions



Influencer



Social Media

Always-On Timing: July 26' - June 27'

instacart

International In-Flight Advertising

Use in-flight placements like pre-roll video and WiFi ads to deliver campaign messages during uniquely high attention travel moments, reaching consumers on international flights from the U.S.



High Attention

Capture travelers during high-attention, distraction-free moments when they are most engaged and receptive



Stronger Recall

Deliver memorable video placements that build brand awareness and strengthen brand recall



Expanded Reach

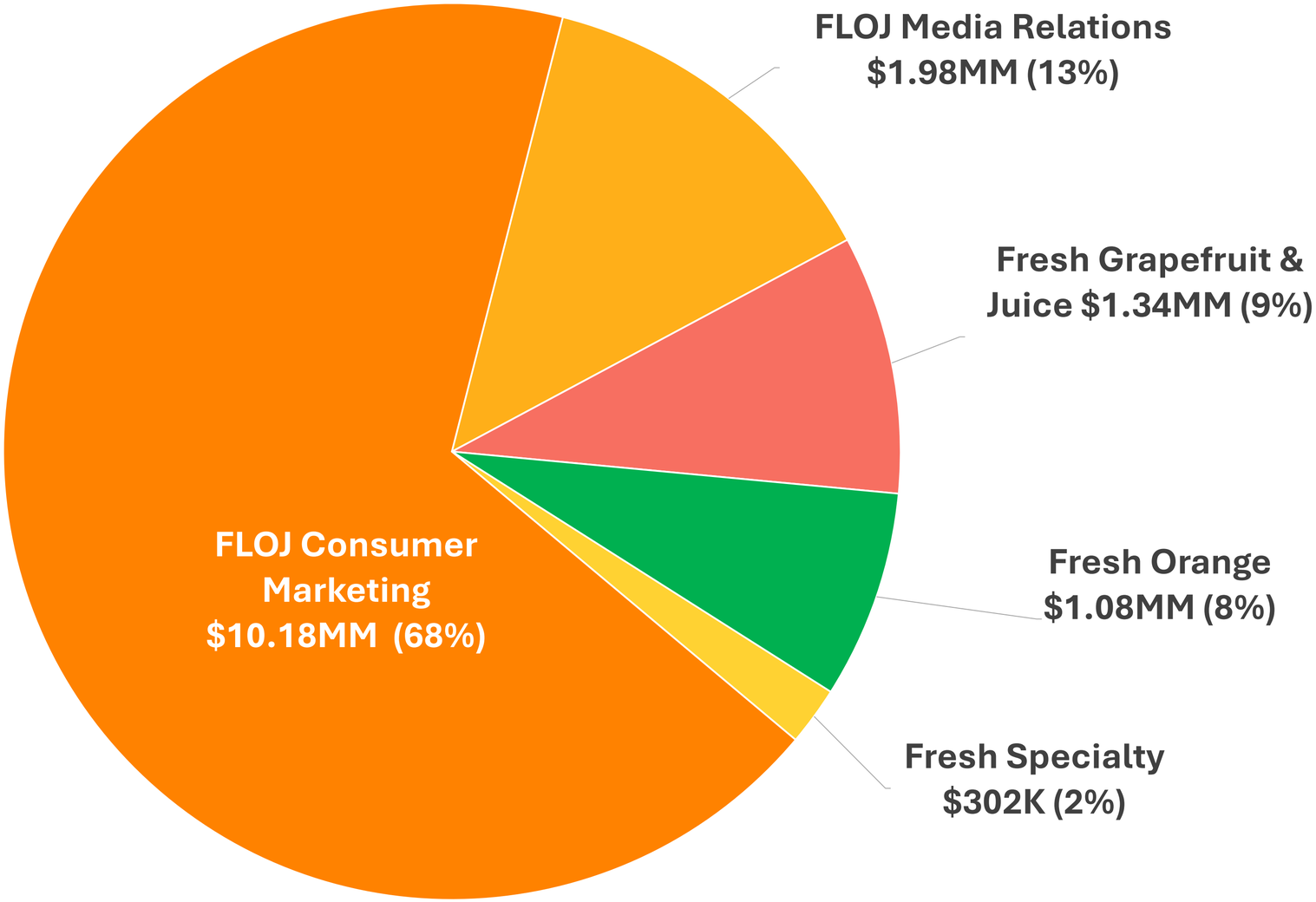
Extend campaign reach across domestic and international routes connecting with audiences beyond traditional media and beyond the United States

Airlines include American, Virgin Atlantic, JetBlue, Porter and United with routes from U.S. cities, including Miami, Orlando and Fort Lauderdale, to Canada, France, Japan, South Korea, the UK, and Belgium

Budget & Metrics



FY26-27 - $15 Million



Gift Fruit ($57K) and Visit Florida ($250K) included above

FY26-27 - $15 Million Program Goals

	FLOJ	FRESH
Campaign Impressions	3.5B	100 M
Attributed Sales	$52MM – $56MM	$2.8MM –$4.1MM
Stretch Sales Goal	$60 MM	$5 MM
Media Placements	100+	13
Website	2 Million Page Views	
Social Media & Influencers	11M engagements 325M impressions	1M engagements 75M impressions
ROAS	$13-14	$5 – $6

Measuring Success

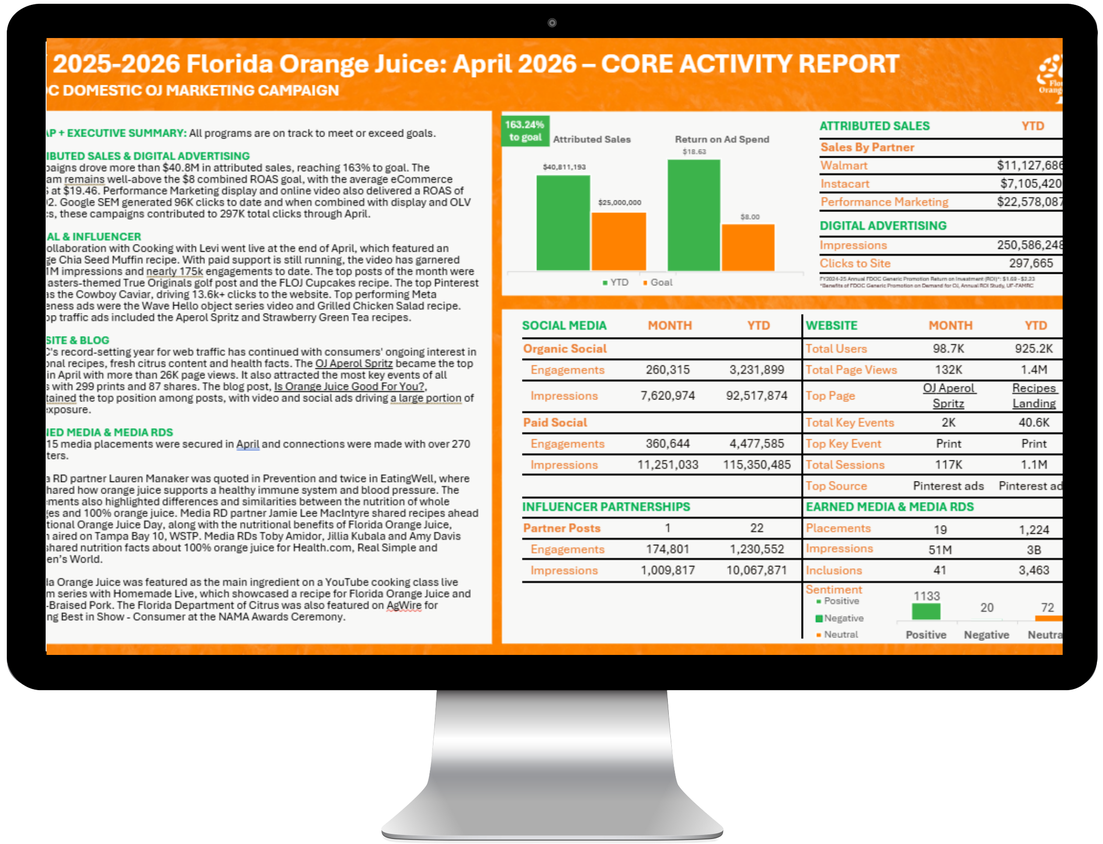


Measurement & Reporting

WEEKLY DASHBOARDS

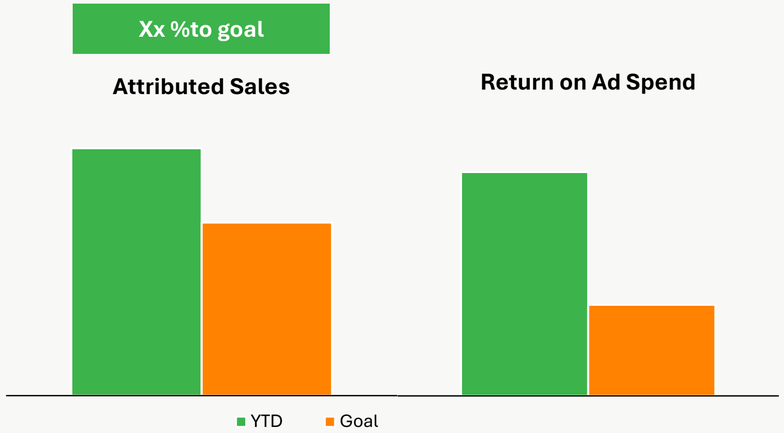


MONTHLY REPORTS



FY 2025-2026 Florida Citrus: xxx 2026 – CORE ACTIVITY REPORT

FDOC DOMESTIC FRESH CITRUS MARKETING CAMPAIGN



ATTRIBUTED SALES	YTD
Sales By Partner	
XXX	$
XXX	$
XXXX	$
ADVERTISING	
Impressions	xx
Clicks to Site	xx

BY PRODUCT	ATTRIBUTED SALES	UNITS YTD
Grapefruit	xx	xx
Fresh Citrus	xx	xx
Fresh Specialty		

FY2024-25 Annual FDOC Generic Promotion Return on Investment (ROI)*: $1.69 - $2.23
*Benefits of FDOC Generic Promotion on Demand for OJ, Annual ROI Study, UF-FAMRC

RECAP + EXECUTIVE SUMMARY:

FRESH GRAPEFRUIT UPDATE

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FRESH ORANGE UPDATE

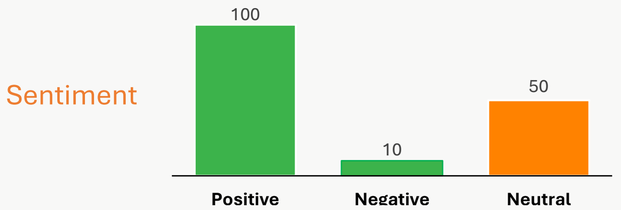
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FRESH SPECIALTY UPDATE

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SOCIAL MEDIA	MONTH	YTD
Organic Social		
Engagements	xx	xx
Impressions	xx	xx
Paid Social		
Engagements	xx	xx
Impressions	xx	xx

INFLUENCER	MONTH	YTD
Partner Posts	x	x
Engagements	x	x
Impressions	x	x
EARNED MEDIA		
Placements	x	x
Impressions	x	x




Thank you