Legal/Government/ Regulatory Committee

Presentation to the FCC
June 10, 2026

Elliott V. Mitchell, General Counsel
Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

Agenda

- Legal Contracts
- International Marketing Contracts
- Consultant Contract
- 6-month contract notification

Office of Attorney General

Legal Services

Business Unit: Legal
Bid Requirement: Bid Exempt – Government Agency
DOC Contract No.: 26001
Amount: As needed
Funding: 57101010002 - 131654
Term: July 1, 2026 through June 30, 2027
Purpose: Provides legal services to the Florida Citrus Commission and handles litigation as requested by Commission.
Status: New Contract, same vendor, 1-year contract, no renewal option

Staff recommends approval of this contract.

Allen, Dyer, Doppelt & Gilchrist, P.A.

Trademark, Copyright & Patent Attorneys

Business Unit: Legal
Bid Requirement: Bid Exempt – Subject to AG Approval
DOC Contract No.: 26003
Amount: $30,000.00 FY2026-2029
Funding: 57101010002 - 131654
Term: July 1, 2026 through June 30, 2029
Purpose: Provides general legal services relating to trademark, copyright, patent and promotional law.
Status: New Contract, new vendor, 3-year contract, no renewal option

Staff recommends approval of this contract.

Sohn's Market Makers

South Korea Retail, Public Relations & Trade

Business Unit: International Marketing
Bid Requirement: RFP 25-02
DOC Contract No.: 26007
Amount: $1,120,900 26/27FY
As Approved 27/28FY
Funding: 57101813103 – 1335D & 57101813103 – 1335G
57101813104 – 1335D & 57101813104 – 1335Q
Term: July 1, 2026 through June 30, 2028
Purpose: In-country representative and marketing agency to help FDOC maximize demand for Florida grapefruit, grapefruit juice and orange juice in South Korea.
Status: New Contract, same vendor, 2-year contract, one 3-year renewal option

Staff recommends approval of this contract.

Yamano & Associates

Japan Retail, Public Relations & Trade

Business Unit: International Marketing
Bid Requirement: RFP 25-01
DOC Contract No.: 26008
Amount: $590,086 26/27FY
Funding: 57101812103 – 1335D
57101812103 – 1335G
Term: July 1, 2026 through June 30, 2027
Purpose: In-country representative and marketing agency to help FDOC maximize demand for Florida grapefruit and grapefruit juice in Japan.
Status: New Contract, same vendor, 1-year contract, one 3-year renewal option

Staff recommends approval of this contract.

SAF Consulting Group LLC

Senior Marketing & Communications Support

Business Unit: Marketing
Bid Requirement: Excepted from Bid Process
DOC Contract No.: 26010
Amount: $198,000 26/27FY
Funding: 57101511003 - GR010
Term: July 1, 2026 through June 30, 2027
Purpose: Provides senior marketing and communications accountability to support the FDOC.
Status: New Contract, new vendor, 1-year contract, no renewal option

Staff recommends approval of this contract.

Bryant Christie, Inc.

- Consultant for FAS funding
  one 3-year renewal (contract manager – Shannon Shepp)

Thank You

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