

# FY 2026-2027 Florida Citrus: October 9, 2026

## FDOC DOMESTIC OJ MARKETING CAMPAIGN



### OVERVIEW

BUDGET: \$12.16M

Advertising  
Attributed Sales Goal  
\$52-56 Million

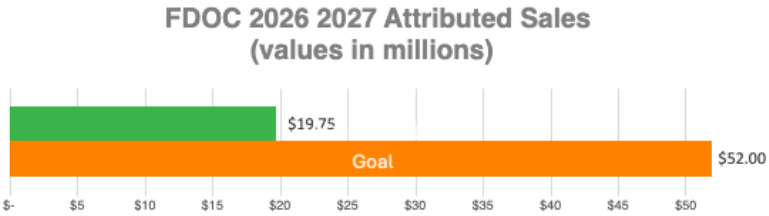
% To Goal (\$52M)  
37.99%

Advertising  
Attributed Sales  
\$19,754,788

FY2025-26 Annual FDOC  
Generic Promotion Return  
on Investment (ROI)\*  
\$2.64-3.40

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

### ATTRIBUTED SALES



### ATTRIBUTED SALES BY PARTNER

| Criteo**    | Instacart   | Walmart | Performance Marketing |
|-------------|-------------|---------|-----------------------|
| \$1,087,476 | \$3,703,956 | N/A     | \$14,963,356          |

### AUDITED POST ESTIMATE

(Week-ending March 28, 2026)

Early/Mid-Season  
No Estimate for 25-26

Valencia  
\$2.77977

Grapefruit  
White: No Estimate for 25-26  
Red/Pink: \$3.75000 (Final)

Average Price Per Pounds Solids

### CROP FORECAST

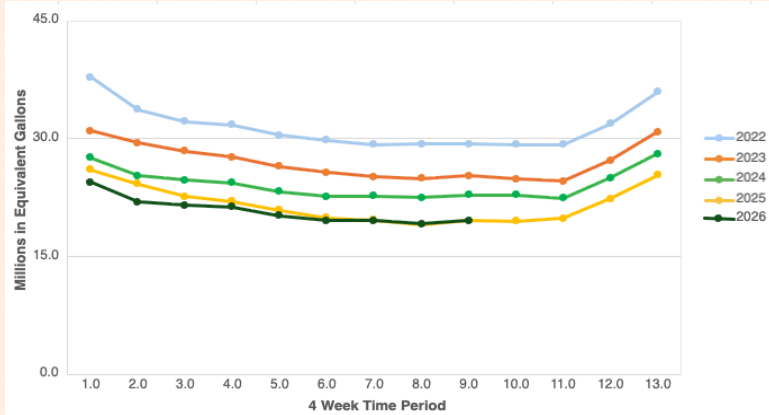
(August 2026)

Florida Oranges  
12.95 Million Boxes

Florida Grapefruit  
1.35 Million Boxes

Florida Specialty  
460,000 Boxes

### U.S. TOTAL OJ VOLUME SALES



### TOTAL U.S. – XAOC SYTD 2025-26 IN GALLONS

(SYTD – September 5, 2026)

| REGION           | GALLONS     | PRICE PER EQ |
|------------------|-------------|--------------|
| South TL OJ      | 108,749,713 | \$11.52      |
| Midwest TL OJ    | 52,870,295  | \$11.69      |
| West TL OJ       | 47,201,674  | \$11.87      |
| Northeast TL OJ  | 46,948,591  | \$12.66      |
| TOTAL U.S. TL OJ | 255,655,189 | \$11.83      |

### FDOC CITRUS JUICE STATISTICS

Florida Processors' Statistics Report Summary (Oct-Sep)  
Season-to-Date Packaged and Bulk Movement  
W/E October 3, 2026, Processors' Statistics Report #53

|                           | 2024-25 | 2025-26 | % CHANGE |
|---------------------------|---------|---------|----------|
| SSOJ (NFC) (Millions SSG) | 268.3   | 266.6   | -0.7%    |
| FCOJ (Millions SSG)       | 218.3   | 182.4   | -16.4%   |
| SSGJ (NFC) (Millions SSG) | 8.7     | 8.5     | -2.7%    |
| FCGJ (Millions SSG)       | 1.1     | 1.3     | 11.1%    |

\*Data Source: 2022-2026 FDOC Custom Database – Nielsen Answers on Demand (AOD) and Nielsen IQ Discover

\*\*Includes these retailers: Albertsons, Meijer, Walgreens, Shipt, Weis Markets, Giant Eagle, Fresh Direct, BJ's