

FY 2026-2027 Florida Citrus: October 16, 2026

FDOC DOMESTIC OJ MARKETING CAMPAIGN



OVERVIEW

BUDGET: \$12.16M

Advertising
Attributed Sales Goal
\$52-56 Million

% To Goal (\$52M)
42.48%

Advertising
Attributed Sales
\$22,087,523

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
\$1,305,452	\$4,034,723	N/A	\$16,747,348

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

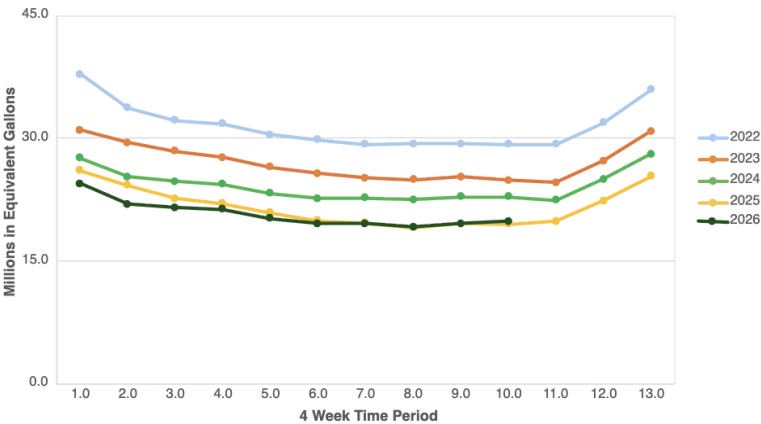
(August 2026)

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 – October 3, 2026)

REGION	GALLONS	PRICE PER EQ
South TL OJ	117,368,189	\$11.51
Midwest TL OJ	56,866,624	\$11.69
West TL OJ	50,842,082	\$11.88
Northeast TL OJ	50,605,011	\$12.67
TOTAL U.S. TL OJ	275,557,855	\$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