Florida Orange Juice™

Virtual FCC Meeting
Marketing Budget Update
May 29, 2026



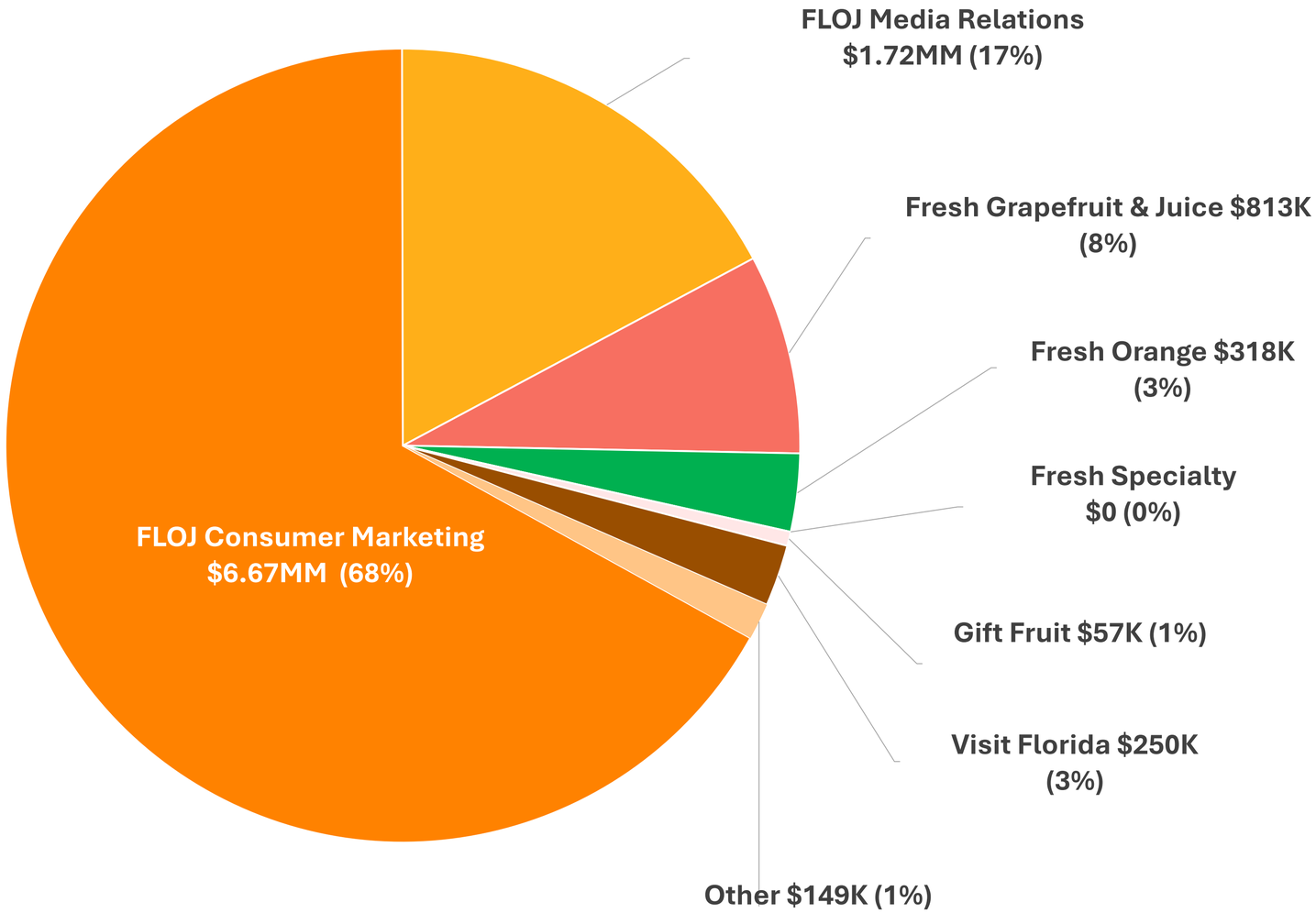
Agenda

FY26-27 PROGRAM RECOMMENDATIONS

- Program overview
- Three scenarios



FY25-26 Budget Overview



FY26-27 Program At-a-Glance

Florida Orange Juice

- E-comm, Display & Retail Promos
- Health Pros Program
- Creative
- Social & Influencer
- Consumer Media Event
- Media Relations & Crisis Comms
- Grove Media Event
- Limited Time Offering

Fresh Grapefruit & Juice

- E-comm, Display & Retail Promos
- Health Pros Program
- Creative
- Social & Influencer
- Trade Advertising
- Retail Toolkit
- College Food Service

Fresh Orange

- E-comm, Display & Retail Promos
- Retail Toolkit
- Creative
- Social & Influencer
- Trade Advertising

Fresh Specialty

- E-comm, Display & Retail Promos
- Social Media
- Creative
- Influencer

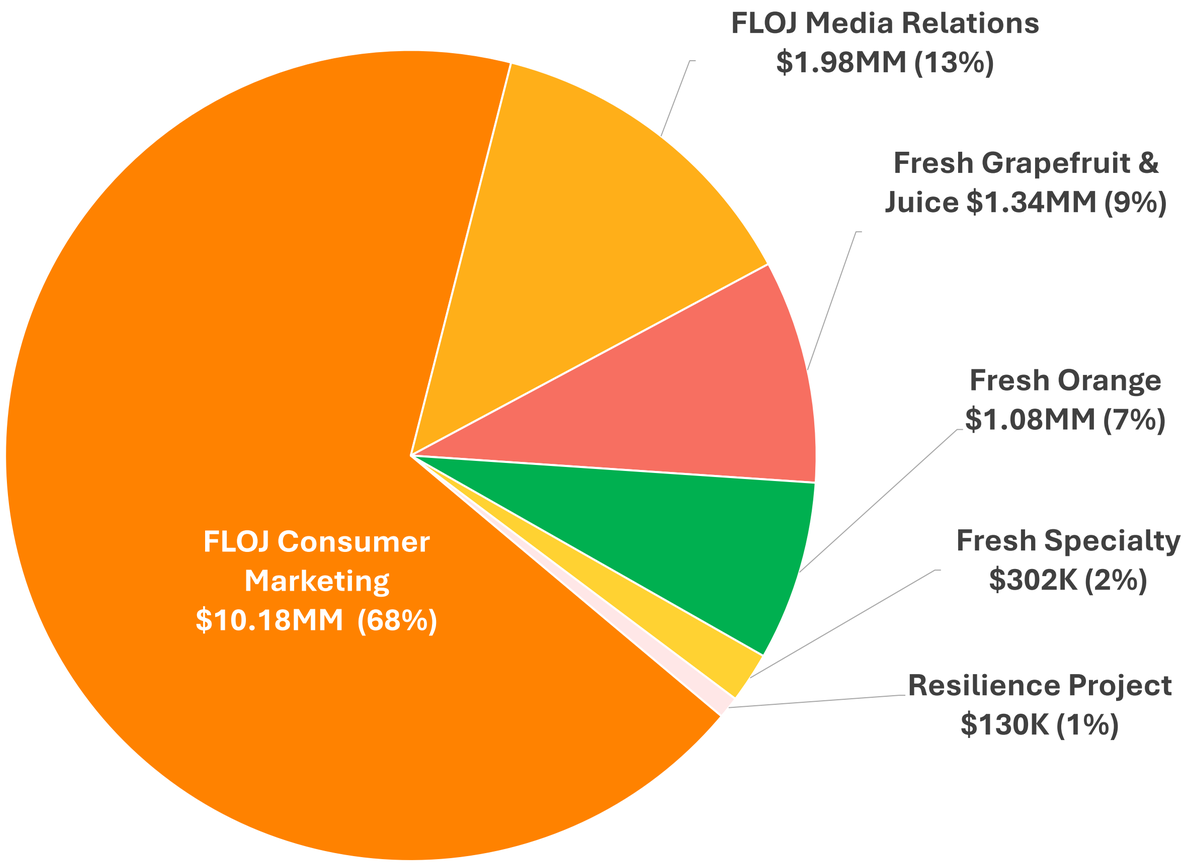
Resilience Project

- Legacy Storytelling Videos
- Influencer
- Social Media
- Paid Media

Other Programs

- Gift Fruit

FY26-27 | Option 1
$15 MM Utilization



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

Option 1 | Program Goals

	FLOJ	Fresh
Campaign Impressions	3.5B	92M
Attributed Sales	+$45MM – $50MM	$2.8MM –$4.1MM
Social Media & Influencers	8M engagements 265M impressions	1M engagements 75M impressions
ROAS	$8 – $10	$5 – $6

Highlights for Option 1

FLOJ

- Maximizes e-commerce and performance marketing for FLOJ
- Includes regional or multiple local Limited Time Offering activations
- Consumer media event addition

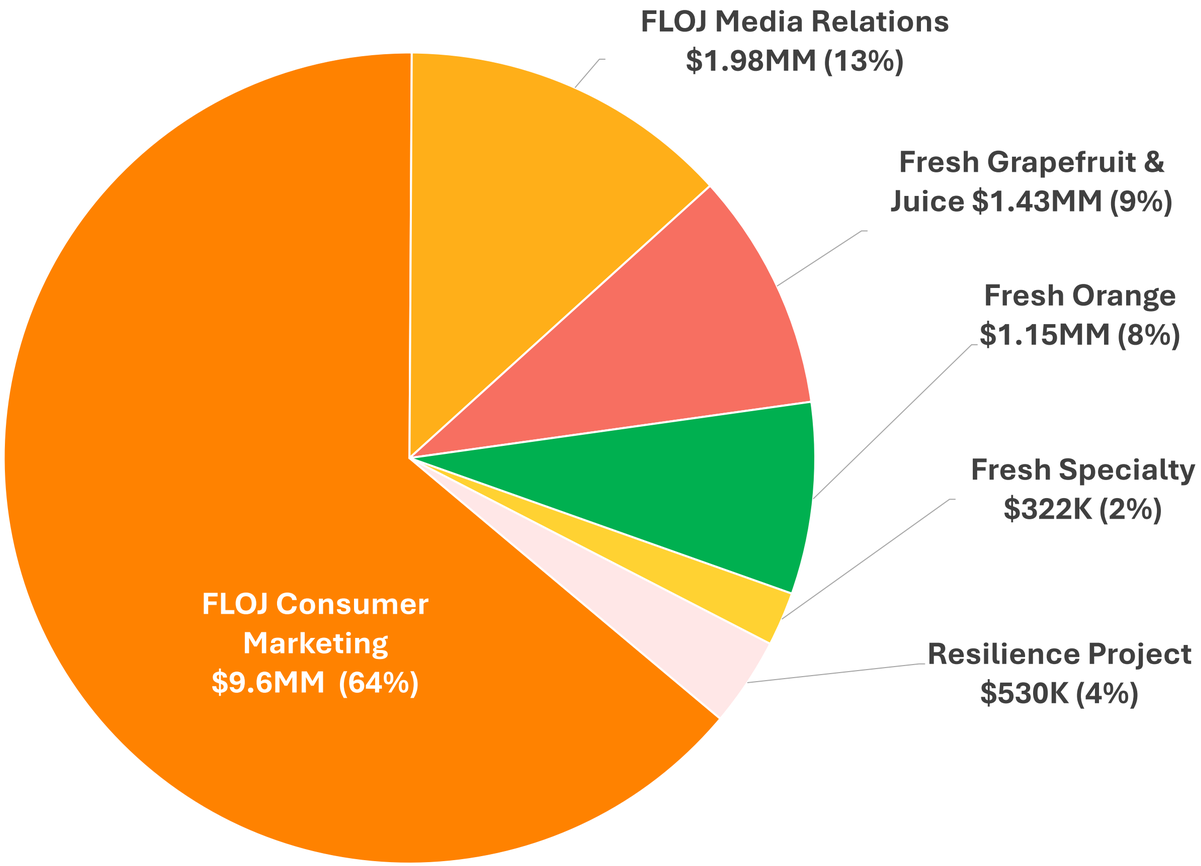
Fresh

- Strong e-commerce and performance retail trade marketing program for Fresh
- Includes University food service program

Resilience Project

- Pilot video storytelling campaign for Florida Citrus industry

FY26-27 | Option 2
80% OJ/20% Fresh



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

Option 2 | Program Goals

	FLOJ	Fresh
Campaign Impressions	3B	115M
Attributed Sales	+$40MM – $45MM	$3.4MM – $5.1MM
Social Media & Influencers	8M engagements 265M impressions	1.26M engagements 93M impressions
ROAS	$8 – $10	$5 – $6

Highlights for Option 2

FLOJ

- Strong e-commerce and performance marketing for FLOJ
- Includes regional or multiple local Limited Time Offering activations
- Consumer media event addition

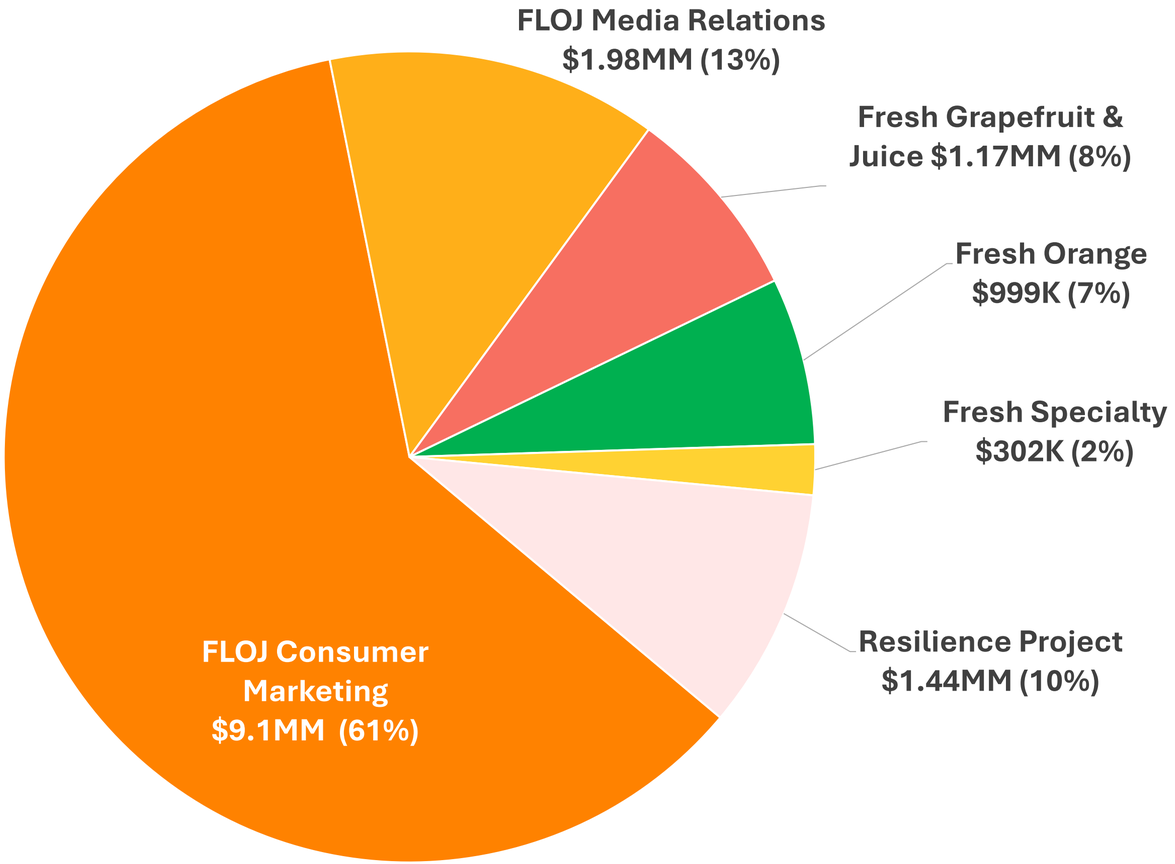
Fresh

- Maximizes e-commerce and performance retail trade marketing program for Fresh
- Includes University food service program

Resilience Project

- Moderate program to tell the story of Florida Citrus industry

FY26-27 | Option 3 Resilience Budget



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

Option 3 | Program Goals

	FLOJ	Fresh
Campaign Impressions	2.5B	92M
Attributed Sales	+$40MM	$2.8MM – $4.1MM
Social Media & Influencers	8M engagements 265M impressions	1M engagements 75M impressions
ROAS	$8 – $10	$5 – $6

Highlights for Option 3

FLOJ

- Lowest e-commerce and performance marketing for FLOJ of all options
- Includes regional or multiple local Limited Time Offering activations
- Consumer media event addition

Fresh

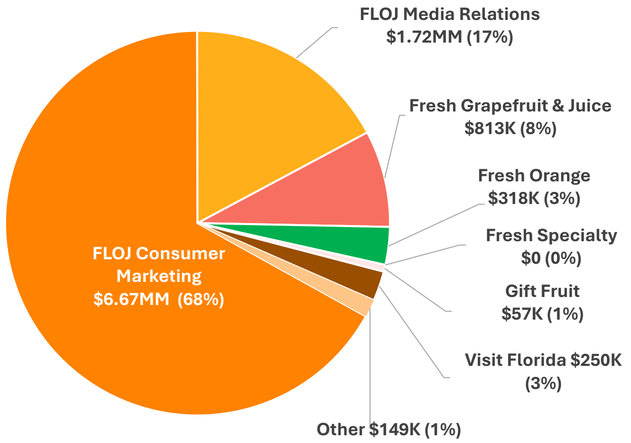
- Solid e-commerce and performance retail trade marketing program for Fresh
- Includes University food service program

Resilience Project

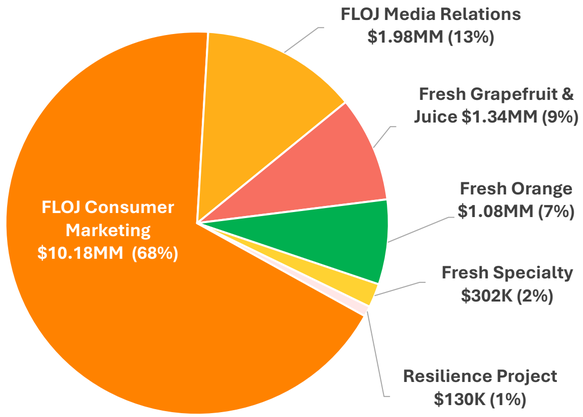
- Maximizes program and campaign for strongest Florida Citrus industry storytelling and highest potential broad-based impact

FY26-27 Funding Scenarios

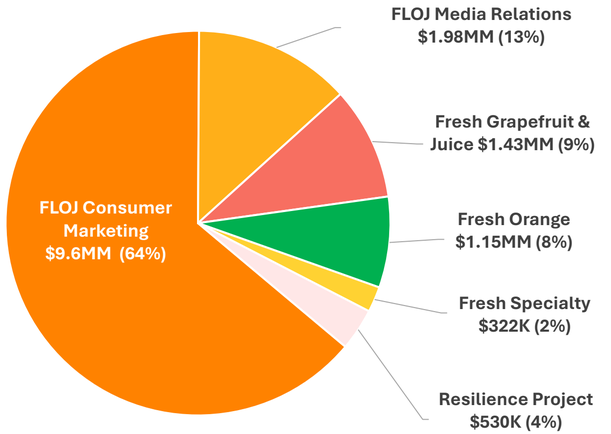
FY25-26 Program



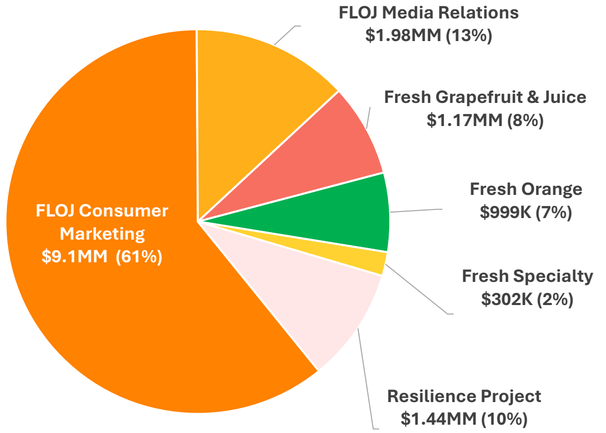
Option 1 $15M Utilization



Option 2 80% / 20%



Option 3 Resilience Project



	FY25 – 26 FLOJ	FLOJ	Fresh	FLOJ	Fresh	FLOJ	Fresh
Campaign Impressions	2.25B	3.5B	92M	3B	115M	2.5B	92M
Attributed Sales	$25MM – $30MM	+$45MM – $50MM	$2.8MM – $4.1MM	+$40MM – $45MM	$3.4MM – $5.1MM	+$40MM	$2.8MM – $4.1MM
Social Media & Influencers	3.2M engagements 250M impressions	8M engagements 265M impressions	1M engagements 75M impressions	8M engagements 265M impressions	1.26M engagements 93M impressions	8M engagements 265M impressions	1M engagements 75M impressions
ROAS	$8 - $10	$8 – $10	$5 – $6	$8 – $10	$5 – $6	$8 – $10	$5 – $6


Thank you