STATE OF FLORIDA
DEPARTMENT OF CITRUS
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STEVE JOHNSON
CHAIRMAN
FLORIDA CITRUS COMMISSION

October 20, 2026

NOTICE OF MEETING, COMMITTEE MEETINGS and PUBLIC HEARINGS
TO ALL COMMISSION MEMBERS, CITRUS FRUIT GROWERS, DEALERS, INDUSTRY ORGANIZATIONS and OTHER INTERESTED PERSONS

The Florida Citrus Commission announces a meeting and schedule for the Commission and its committees to be held at the Florida Department of Citrus, 605 East Main Street, Bartow, Florida 33830.

COMMITTEES – 9:00 a.m., Wednesday, October 28, 2026

The following committees of the Florida Citrus Commission will meet to discuss and give consideration to the items listed below and on the attached tentative agendas.

Scientific Research Committee
Global Marketing
Administrative & Budget
Economic & Market Research
Legal/Government/Regulatory

Florida Citrus Commissioners also sit as members of each referenced committee of the Florida Citrus Commission; therefore, substantial and detailed discussions, public input, consideration of, and Commission action upon Committee issues occur during the Committee meetings. These meetings are open to the public.

Virtual access to this meeting via Microsoft Teams is also available by using the link provided below:

Join on your computer, mobile app or room device: **Click here to join the meeting**

Meeting ID: 296 736 729 354 053
Passcode: 6kD76z5k
Download Teams | Join on the web

You may also call in to the meeting (audio only) by using the following telephone number and conference ID:
1 (904) 539-9759, Phone Conference ID: 286 708 420#.

Heather Anderson

Heather Anderson, Secretary
Florida Citrus Commission

Any person deciding to appeal any decision made by the Commission will need a record of the proceedings and may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Section 286.0105, Florida Statutes
Pursuant to the provisions of the Americans with Disabilities Act, any person requiring reasonable accommodations to participate in this workshop/meeting is asked to advise the agency at least 48 hours before the workshop/meeting by contacting: Heather Anderson at handerson@citrus.myflorida.com or (863)537-3950. If you are hearing or speech impaired, please contact the agency using the Florida Relay Service, 1(800)955-8771 (TDD) or 1(800)955-8770 (Voice).

AGENDA

October 28, 2026

1. Call to order

2. Invocation and Pledge of Allegiance – Commissioner Carlos Martinez

3. Roll call

4. Approval of minutes from telephonic Commission meeting held September 16, 2026

5. Chairman's Remarks
   - Advisory Committee Appointments – Scientific Research Advisory Committee

6. Executive Director's Remarks

7. Committee reports and Commission action on committee items:

   a. Scientific Research – Vice Chairman Frielich
      - New Varieties Development and Management Corporation Update

   b. Global Marketing – Chairman Meador
      - Florida Citrus Content Engagement Testing
      - Domestic Marketing Updates
        - Processed Orange
        - Fresh Orange
        - Fresh Grapefruit
      - Global Marketing Updates
        - 2026/27 Market Plan Updates

   c. Administrative & Budget – Chairman Schirard
      - Presentation of Comptroller's Monthly Financial Executive Summary
      - Presentation and Request for Approval of Revised Operating Budget for FY2026/27
      - Presentation and Request for Approval of Assessment Rates for 2026/27 Season: Order #CIT-26-04-FOI
      - Inspector General Report

   d. Economic & Market Research – Chairman Sutton
      - Florida Citrus Outlook – 2026/2027 Season

   e. Legal-Government-Regulatory – Chairman Martinez
      - License List No. 2
      - Contract renewal: Bryant Christie, Inc. (marketing consultant for FAS funding)

8. Report from FCC's General Counsel

9. Other business

10. Announcement of next meeting of the FCC

11. Adjournment