FY 2026-2027 Florida Citrus: November 13, 2026

FDOC DOMESTIC OJ MARKETING CAMPAIGN

OVERVIEW

BUDGET: $12.16M

Advertising Attributed Sales Goal
$52-56 Million

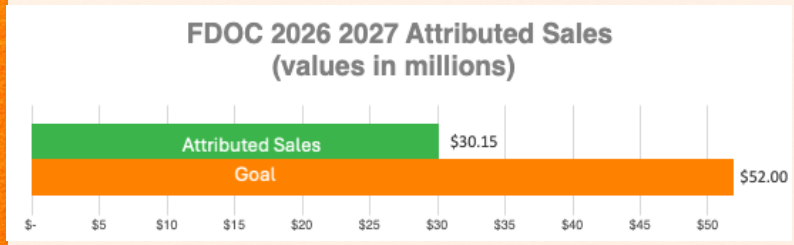
% To Goal ($52M)
57.98%

Advertising Attributed Sales
$30,148,020

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
$2,262,239	$5,357,707	$299,861	$22,228,213

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

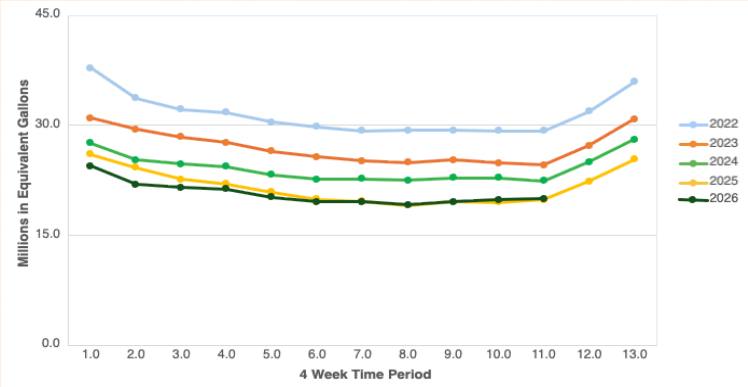
(October 2026)

Florida Oranges
10.00 Million Boxes

Florida Grapefruit
1.30 Million Boxes

Florida Specialty
450,000 Boxes

U.S. TOTAL OJ VOLUME SALES



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

(SYTD – October 31, 2026)

REGION	GALLONS	PRICE PER EQ
South TL OJ	8,627,442	$11.46
Midwest TL OJ	4,018,985	$11.71
West TL OJ	3,743,965	$12.73
Northeast TL OJ	3,580,836	$11.90
TOTAL U.S. TL OJ	19,961,937	$11.83

FDOC CITRUS JUICE STATISTICS

Florida Processors' Statistics Report Summary (Oct-Sep)
Season-to-Date Packaged and Bulk Movement
W/E October 31, 2026, Processors' Statistics Report #4

	2024-25	2025-26	% CHANGE
SSOJ (NFC) (Millions SSG)	18.7	20.3	8.9%
FCOJ (Millions SSG)	15.2	10.9	-28.3%
SSGJ (NFC) (Millions SSG)	0.5	0.6	-9.6%
FCGJ (Millions SSG)	0.2	0.1	-64.1%

*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