FLORIDA DEPARTMENT OF CITRUS

FDOC Update

Doug Ackerman
Executive Director
Florida Orange Juice tailgate fuels New York City for a day

Thousands flocked to Herald Square to celebrate the start of tailgate season.

August 21, 2014
Media Relations...

• FDOC newsroom (FloridaCitrus.org)
  – 14K+ newsroom pageviews since launch
  – 5K+ unique users (3+ min/visit)
• Dozens of response letters issued
  – Nutrition (e.g. “sugar”)
  – Industry viability
• Proactive story-placement
Changing the Media Mix

Old

New

- Broadcast
- Digital

- Broadcast
- Digital/Soc
- Print
Content, content, content...

- “sizzle” clip
Content, content, content...

- “sizzle” clip
- Ambassadors/advocates
  - Erin Andrews
  - Dr. Jennifer Arnold
  - Kate Geagan
  - Michelle Bernstein
  - John Polk
How is it going so far?

- 800 stories
- 6 continents
- 260 million impressions
- Website activity
  - 11K unique users
  - 21K pageviews
  - 15K views on YouTube
  - 175+ sites linking back to our content
CAPTAIN CITRUS MAKEOVER
FDOC’s Grapefruit Identity in Recent Years
Global brand management: 1 globe, 1 brand
A New Unified Global Identity
## Budget Overview – International Programs

### Grapefruit

<table>
<thead>
<tr>
<th>Market</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>$3,200,000</td>
</tr>
<tr>
<td>Korea</td>
<td>$300,000</td>
</tr>
<tr>
<td>Europe</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>$900,000</td>
</tr>
<tr>
<td>UK</td>
<td>$700,000</td>
</tr>
<tr>
<td>Netherlands</td>
<td>$250,000</td>
</tr>
<tr>
<td>Belgium</td>
<td>$250,000</td>
</tr>
<tr>
<td>Sweden</td>
<td>$200,000</td>
</tr>
<tr>
<td>North America</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>$500,000</td>
</tr>
<tr>
<td><strong>TOTAL GRAPEFRUIT</strong></td>
<td><strong>$6,300,000</strong></td>
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### Orange Juice

<table>
<thead>
<tr>
<th>Market</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Asia</td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td>$300,000</td>
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<tr>
<td>North America</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>$400,000</td>
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<tr>
<td><strong>TOTAL OJ</strong></td>
<td><strong>$700,000</strong></td>
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</table>

Int’l Program Budget = $7 million

DOC Funds = $2.6 million (37%)
MAP Funds = $4.4 million (63%)
## Retail Marketing – Europe, Canada, Korea

<table>
<thead>
<tr>
<th>Country</th>
<th>UK</th>
<th>Benelux</th>
<th>Sweden</th>
<th>Korea</th>
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<tbody>
<tr>
<td>France</td>
<td>Auchan</td>
<td>Colruyt</td>
<td>Ica</td>
<td>E-Mart</td>
</tr>
<tr>
<td></td>
<td>Monoprix</td>
<td>Carrefour</td>
<td></td>
<td>Homeplus</td>
</tr>
<tr>
<td></td>
<td>Greengrocers</td>
<td>Netherlands</td>
<td>Canada</td>
<td>Lotte Mart</td>
</tr>
<tr>
<td></td>
<td>Grand Frais</td>
<td>Greengrocers</td>
<td>Loblaws</td>
<td>Kim’s Club</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lotte VIC Market</td>
</tr>
</tbody>
</table>

**European Countries:**
- France
- UK
- Benelux
- Sweden

**Canadian Companies:**
- Loblaws

**Korean Companies:**
- E-Mart
- Homeplus
- Lotte Mart
- Kim’s Club
- Lotte VIC Market
<table>
<thead>
<tr>
<th>Area</th>
<th>Store Name</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>National</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AEON</td>
<td>504</td>
</tr>
<tr>
<td></td>
<td>Ito Yokado</td>
<td>182</td>
</tr>
<tr>
<td></td>
<td>Seiyu</td>
<td>373</td>
</tr>
<tr>
<td></td>
<td>Daiei</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td>UNY</td>
<td>228</td>
</tr>
<tr>
<td><strong>TOHOKU area</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Miyagi Coop</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>Universe (Arks Group)</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Max Value Tohoku</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>Yamazawa</td>
<td>66</td>
</tr>
<tr>
<td><strong>CHUBU area</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Balor</td>
<td>223</td>
</tr>
<tr>
<td></td>
<td>UNY</td>
<td>231</td>
</tr>
<tr>
<td></td>
<td>Feel</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>Harashin</td>
<td>73</td>
</tr>
<tr>
<td><strong>KYUSHU area</strong></td>
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<td></td>
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<tr>
<td></td>
<td>Taiyo</td>
<td>92</td>
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<tr>
<td></td>
<td>HelloDay</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Marukyo</td>
<td>97</td>
</tr>
<tr>
<td><strong>KANSAI area</strong></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Heiwado</td>
<td>120</td>
</tr>
<tr>
<td><strong>KANSAI area</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Izumiya</td>
<td>93</td>
</tr>
<tr>
<td></td>
<td>Kansai Supermarket</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>Mandai</td>
<td>149</td>
</tr>
<tr>
<td></td>
<td>Life Osaka</td>
<td>130</td>
</tr>
<tr>
<td><strong>Retail &amp; Marketing - Japan</strong></td>
<td></td>
<td></td>
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<tr>
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Retail Marketing - Japan

• Unlike past years, Yamano & Associates is meeting with each retailer to develop a customized plan
• FDOC support options include:
  – Merchandising support to help develop enhanced displays
  – POS materials and giveaways
  – In-store sampling / demos
  – Display contests
  – Local TV and radio advertising

• FDOC requisites for stores:
  – Set sales target for the season prior to FDOC support and share results at the end of season
  – No discounted pricing during FDOC promotions (promotion does not equal discount)
Japan Retail Trade Tour

- Currently six Japanese retail buyers are confirmed: OK Corporation, Summit, Izumiya, Toko Store, Nafco, Apple land
- Importers will attend at their own expense

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Monday, 1/26</td>
<td>Evening arrival in Vero Beach (no official functions)</td>
</tr>
<tr>
<td>Tuesday, 1/27</td>
<td>Grove tours, presentation, private dinners</td>
</tr>
<tr>
<td>Wednesday, 1/28</td>
<td>Packinghouse tours, individual meetings, group dinner</td>
</tr>
<tr>
<td>Thursday, 1/29</td>
<td>Supermarket tours. Farewell dinner in Orlando.</td>
</tr>
<tr>
<td>Friday, 1/30</td>
<td>Free day in Orlando</td>
</tr>
<tr>
<td>Saturday, 1/31</td>
<td>Return to Japan</td>
</tr>
</tbody>
</table>
Japan – Grapefruit Drug Interaction

• GF-DI concerns are becoming more widespread in Japan

• FDOC will leverage its domestic program to begin educating consumers and healthcare professionals on the issue
Domestic Retail Grapefruit 2015
Kroger – Grapefruit Juice Demos

Healthy breakfast demo event designed to drive incremental trial of grapefruit juice.

Program Overview

- January 9 -11
- 600 locations
- Offer: Save $1.00 on your purchase of Florida Grapefruit Juice
- Estimated total impressions: 600K
Grapefruit Juice Demo Creative

Fuel up for your day.

Convenient.
Delicious.
Amazing.

Easy French Toast Egg Mug Scrambler™
Cinnamon swirl bread, sausage and Egg Beaters® combined in a mug for a quick microwave breakfast. Enjoy with a delicious glass of 100% Florida Grapefruit Juice.

Ingredients:
- 1 box PAM® Original Non-Stick Cooking Spray
- 1/4 cup Egg Beaters® Original
- Sausage patty, chopped
- 1 slice cinnamon swirl bread, torn into small pieces
- 1 tablespoon maple-flavored syrup

Directions:
- Spray inside of large microwave-safe mug with cooking spray. Place sausage in mug. Microwave on HIGH 30 seconds; blot sausage dry with paper towel.
- Add Egg Beaters® and bread to mug; mix well.
- Microwave on HIGH 1 minute. Stir; microwave 30 seconds more or until set. Top with syrup. Serve immediately.

Cook’s Tips:
The scramble puffs up and fills the mug while cooking. It falls quickly once removed from microwave. Use a large (15-ounce) microwave-safe mug to hold the ingredients and to reduce the chance of overflow. Mugs that are wider and shorter work best. A 2-cup glass measure may be used as well. Microwave wattages vary, adjust cook time as needed. Cook the scramble just until the egg is set.
Meijer – Grapefruit Program

An exclusive Meijer program to make savings simple using digital coupons to influence purchase of Florida Grapefruit Juice.

Program Overview
- February 15 – March 15
- 206 locations Chain-wide
- Offer: TBA
- Estimated total impressions: 1.1MM
Grapefruit Program Creative

Squeeze more out of every day

- 100% juice
- Naturally fat and cholesterol-free
- Excellent source of vitamin C
- No added sugar or artificial ingredients
Price Chopper – Coupon Kiosk Program

Targeted offer based on loyalty card shopping data to drive new and repeat purchasing.

Program Overview

- January 4 – February 28
- 142 locations Chain-wide
- Multiple offers targeted to loyal, lapsed, and new users of both grapefruit juice and fresh grapefruit
- Estimated total impressions: 140K
Costco – Grapefruit Price Rebate

Instant savings to influence purchase of Florida Grapefruit during peak season.

Program Overview

- January 5-11, 2015
- 176 locations
- Northeast, Midwest, Southeast
- Offer: $1.00 OFF Florida Grapefruit
- Est. number of impressions: 6MM
Costco – Results

Five districts in the NE, SE & Midwest

Year over Year Results
• All districts were at least 47% over LY
• Most were in the +50% range
• One district in the NE almost +100%

Previous Week Results
• All districts within the 50% range
• One exception one district in 30% range

Price Points
$6.99 Southeast
$7.99 Northeast and Midwest
Program Overview

• January 23 - February 28
• 165 locations in Tampa area
• Offer: Save $2.00 when you buy ONE (1) 5 lb. bag of Florida Grapefruit + fresh seafood
• Estimated total impressions: 61.5K

In-store support presenting inspirational recipes and savings to influence trial and purchase.
Uncorked Creative

Uncork Flavors That Pop.

There's nothing like the tangy flavor of Florida Grapefruit in culinary creations. For this and other inspired recipes, visit gottfloridagrapefruit.com

Shrimp and Florida Grapefruit Salad

Publix®
“The best fertilizer in any grove is the owner’s footsteps.”

GROWERS WELCOME
Thank you.

www.FloridaCitrus.org