



# Florida Department of Citrus

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Annual Report  
2019-2020

# FLORIDA DEPARTMENT OF CITRUS

## Annual Report

### 2019-2020

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# **FLORIDA DEPARTMENT OF CITRUS**

## **ANNUAL REPORT**

### **JUNE 30, 2020**

#### **EXECUTIVE SUMMARY**

The mission of the Florida Department of Citrus (FDOC) is to maximize consumer demand for Florida Citrus products to ensure the sustainability and the economic well-being of the Florida Citrus grower, the citrus industry, and the state of Florida. The department conducts marketing and promotional campaigns for Florida Citrus products; establishes minimum maturity and quality standards for citrus fruits; regulates the practices used in harvesting, grading, packing, and processing citrus fruits; conducts scientific research supporting citrus products; and conducts economic and marketing research.

The Florida Citrus Commission (FCC) sets the annual assessment on each box of citrus going into the channels of trade. Historically, citrus advertising assessments have fully funded operations. However, the orange crop for Fiscal Year 2014-15 dropped below 100 million boxes for the first time in 49 years due to the continued challenge of citrus greening, or HLB. Additionally, growers are faced with increasing production costs in order to sustain their groves in the battle against citrus greening. The FCC and FDOC have provided some relief to growers in the form of assessment rate reductions in the last five years. In 2017-18, the citrus industry faced a new challenge in Hurricane Irma, which made landfall in Florida just as the harvesting season was expected to begin. The storm caused widespread damage, impacting every citrus-producing region in the state with growers experiencing 30 to 70 percent crop loss. The last USDA production forecast of that season placed Florida Orange production at 44.95 million boxes in July, a decrease of nearly 35 percent over the previous season, and 3.88 million boxes of grapefruit. In 2018-19, Florida Citrus production returned to pre-Hurricane Irma levels and exceeded expectations slightly with 71.9 million boxes of oranges and 4.5 million boxes of grapefruit produced. In 2019-20, there were small fluctuations in production from the previous year reflecting an overall stabilization of the industry. The season ended with 67.7 million boxes of oranges and 4.9 million boxes of grapefruit produced.

The industry remains optimistic for continued stabilization and potential future growth as new investments are made and new research emerges.

#### **MARKETING**

The main activity of the Global Marketing Department at the FDOC continues to be marketing and promotion of Florida Citrus products, executing marketing initiatives in the United States, Canada, Europe, and Asia. The majority of domestic marketing programs focus on Florida Orange Juice with some programs aimed at fresh Florida Citrus. International programs focus primarily on fresh Florida Grapefruit with some programming focused on Florida Orange Juice and fresh Florida Oranges in certain markets.

In 2019-20, the global marketing programs achieved great success. A video showcasing highlights of program activity for the season may be viewed at the following link: [FDOC Global](#)

[Marketing Video](#) or

<https://fdocgrower.app.box.com/s/ftcsw6c3tywhjfpwttk0udy3nf5udvh2/file/711522033528>

While FDOC's domestic marketing programs continued to focus heavily on highlighting the nutritional benefits of Florida Orange Juice, a new approach was taken in 2019-20 to move from driving awareness to sales. Through a series of industry workshops, the department developed a campaign to drive sales of 100% orange juice through e-commerce partnerships with major retailers during cold & flu season and beyond.

The new campaign included a target audience shift from a focus on Millennial Moms to Lapsed OJ Buyers, who research showed would be open to purchasing again if given a reason to return. The campaign also debuted a new look, feel and tagline, "The Original Wellness Drink." In terms of tactics, the new campaign took an integrated approach including e-commerce partnerships with Amazon, Instacart and Walmart, driving consumers to purchase through display ads, video ads, paid search as well as delivering content through social channels and influencers. Additionally, the FDOC continued proactive and reactive programs to combat negative attention to the sugar content of orange juice through targeted communications with health professionals, such as registered dietitians, and media outreach with messages regarding the role 100% orange juice plays in the diets of children and families.

While the COVID-19 pandemic altered consumer behaviors and working conditions beginning in late February, the FDOC e-commerce campaign and messaging points already in place were well-suited for the new environment and were not impacted negatively by the situation.

Overall results of the campaign include more than 303 million impressions, \$4.6 million in attributed sales of 100% orange juice and a campaign ROAS (Return on Ad Spend) of \$4.28. These results include \$4.46 million in attributed sales at Instacart, which had steady and consistent engagement since launch in mid-January. This program had a campaign ROAS of \$6.01, which is significantly higher than benchmark. Additionally, the e-commerce campaign with Walmart reached consumers more than 56 million times and had attributed sales of more than \$830,000. Social media content also drove to retail with a frequency of about 2.5 times a week with the lapsed buyer audience performing the best.

Domestic Grapefruit and Gift Fruit programs also performed well, with highlights including high engagement rates on social media for both programs.

At the international level, the FDOC conducted retail and public relations activities, in association with agency partners in Japan, South Korea, Canada and Europe. While the majority of these activities concentrated on fresh grapefruit, the FDOC promoted 100% orange juice in Canada and South Korea, as well as fresh Florida Oranges in Canada.

In Canada, activations included fresh Florida Grapefruit, fresh Florida Oranges and Florida Orange Juice. For Florida Grapefruit, FDOC focused on retail outreach to secure produce space for Florida Grapefruit, including several flyer ads featuring the Florida Grapefruit logo, as well as demos at retailers Sobeys, Metros and Longo's. For fresh Florida Oranges, the FDOC held several fresh-squeezed orange juice demos at retailers to encourage purchase of Florida fruit and

educate consumers on the health benefits of Florida Oranges. These activities resulted in a sales lift compared to pre-demo sales at participating retailers. For Florida Orange Juice, programs focused on issues management work to educate registered dietitians on the health benefits of orange juice to combat changes within the Canada Food Guide that removed fruit juice as an option counting toward fruit intake. Consumer outreach included matte stories and a TV appearance by Registered Dietitian Sue Mah that focused on ways to incorporate OJ in everyday family life.

In South Korea, activities focused on highlighting the nutritional benefits and premium quality of Florida Orange Juice. Programs included maternity classes to educate new moms on the benefits of Florida Orange Juice as well as online promotions with retailers Sweet Balance and Vendy's. For Florida Grapefruit, activities included the above-mentioned maternity classes, in-store sampling at Emart, online promotions with Freshcode and Café Amoje, as well as hospital promotions.

The FDOC marketing strategy in Japan focused on highlighting the premium quality of Florida Grapefruit. The FDOC focused on educating consumers on the great taste and versatility of Florida Grapefruit through a variety of tactics, including public relations, foodservice and retail marketing. Activities include a Florida Grapefruit cooking show on a local channel in Okinawa and a dedication event to the "god of academics" for a pass exam promotion. Retail activations included the production of new point-of-sale materials and vinyl bags. The FDOC also hosted a trade tour in Florida for five attendees from the Japanese trade industry in January with retail, grove and packinghouse visits. Late in the season, port congestion and closures in the food sector due to COVID-19 left a large inventory of Florida Grapefruit with importers. The FDOC quickly implemented a late-season trade support program to provide financial support to importers for sample fruit incentives, a program that was well received by the trade and further showed the industry's commitment to the Japanese market for future seasons.

In Europe, retail marketing and public relations programs focused on fresh Florida Grapefruit as a culinary ingredient with premium quality. In France, FDOC hosted a media event at a U.S. embassy property in Paris featuring unique Florida Grapefruit recipes and uses for 27 attendees from the media. This resulted in more than 25 stories and posts on social media. Retail sampling programs also took place throughout France. Pan-Europe programs took place with three retailers in the United Kingdom along with a social media campaign. Retail campaigns also took place in Colruyt in Belgium, Albert Heijn in the Netherlands, and ICA in Sweden in partnership with the Florida Department of Agriculture and Consumer Services.

Retail demos and sampling events were impacted in several international markets as a result of the global spread of COVID-19. Efforts were made to pivot programs to digital and/or virtual activations, when possible.

Additionally, as a result of the impact of COVID-19 on the ability to travel, the Marketing Department hosted a series of webinars for the industry on topics ranging from consumer behaviors to sales data for 100% orange juice.

## **ECONOMIC AND MARKET RESEARCH**

During the 2019-20 fiscal year, the Economic and Market Research Department (EMRD) managed the collection, analysis and reporting of market research and production data and findings to the FCC, FDOC staff and citrus industry organizations and stakeholders. The department released more than 15 periodic reports, including a baseline economic outlook for the citrus season, monthly economic indicators, and other measures of industry performance.

EMRD enhanced presentation materials to increase the content of citrus industry trends reported to the FCC and other industry stakeholders.

In addition to periodic publications, the department also served as an industry point of contact for data on the decline in the value of Florida Citrus production due to increased imports and excess orange juice and grapefruit juice supply in inventories. The department provided surplus supply estimates in support of the Florida Citrus Mutual Section 32 surplus request, and provided a disaggregated assessment surplus inventories for both not-from-concentrate and frozen concentrate to the United States Department of Agriculture/Agricultural Marketing Service (USDA/AMS) contact.

EMRD expanded the discussion on retail sales trends by reporting on additional data points to describe the rapid changes in volume movement associated with an increase in consumer demand for Florida processed and fresh citrus products. The department presented webinars to provide in-depth analysis of increased demand associated with consumers' purchases in response to COVID-19 concerns, including enhanced retail sales data and consumer tracker data. The department collaborated with researchers at the Florida Agricultural Marketing and Research Center at the University of Florida to provide enhanced analysis of consumer demand for orange juice across demographic and regional groups, and evaluated consumer perception of the positive attributes of orange juice in increasing demand. The department also worked closely with Dr. Ronald Ward to provide additional insight into the key demand drivers for orange juice to industry organizations.

EMRD also continued to provide internal support with custom data for use in domestic and international programs, and to project citrus crop utilization and imports for use in budget projections. The department provided consumer trend studies in support of marketing programs to inform on changes in consumer tastes and preferences as well as studies focused on performance measurement and a benefit-cost analysis of investing in FDOC marketing activities. The department provided data in support of strategic planning efforts throughout the year.

EMRD worked closely with the University of Florida/Institute of Food and Agricultural Sciences Economic Impact Analysis Program on research, headed by Dr. Christa Court, to provide key information for the update to the Economic Contributions study. The department also completed the production trends report to demonstrate the impacts of current production trends on long-term production availability.

EMRD continued efforts to quantitatively assess world orange juice availability by updating the world OJ model for use in estimating imports for the Florida Citrus Outlook and for internal budget utilization estimates.

Additionally, EMRD performed activities related to the requirements set forth in F.A.C. Rule Chapter 20-3, "Citrus Fruits Dealers," including the publication of a weekly processor statistics report and the post estimate fruit price reports. The department maintained a confidential processor statistics database and network sources and implemented the process of data migration into SQL server to ensure the security of the data and to enable the team to respond to ad hoc industry data requests in a timely manner. The department met periodically with the Processing Statistics Reporting Advisory Committee to provide updates and seek guidance on new trends in reporting.

## **SCIENTIFIC RESEARCH**

In 2019-20, the Scientific Research Department (SRD) focused on the health benefits of Florida Citrus, with an emphasis on Florida Orange Juice. The department continued to fund a longitudinal study on orange juice consumption and its effect on weight and health measurements of children, resulting in one publication, a presentation at a large conference, two manuscripts under journal review and a likely additional manuscript when the project is completed in 2021. In addition, SRD funded two observational studies on children and adults that were completed this year. The first examined the effects OJ consumption on diet quality and weight and resulted in a publication in the spring. The second looked at the trends in OJ consumption and how nutrient adequacy is affected over time and will result in a total of four publications in the 2020-21 fiscal year. A clinical study on orange juice consumption and hydration during and after exercise, funded in the 2016-17 fiscal year, yielded one publication this year with an additional manuscript in progress. SRD also began a collaboration with the International Life Sciences Institute, North America (ILSI NA) and is providing funding for a systematic review on lutein and zeaxanthin and eye health. This collaboration also allows the SRD Director and Registered Dietitian to sit on the Bioactives Committee and help determine the future projects and directions of this committee. SRD also proposed and began funding two systematic reviews examining the current literature on: hesperidin as delivered by orange juice and various health benefits, and orange juice and its effect on inflammation and oxidative stress.

In addition to ILSI NA, SRD also collaborated with outside entities, including the faculty at UF/IFAS Citrus Research and Education Center, on citrus greening disease-based projects. Within the industry there is an interest in examining and potentially taking steps to redefine the U.S. Food and Drug Administration standard of identity for both the orange and orange juice. Staff has been involved in the initial discussions and data gathering for these projects. SRD continues to serve on the Nutrition Committee for the Juice Products Association (JPA) and works closely with the committee concerning JPA-funded research and health professional and consumer outreach.

The Scientific Research Advisory Committee met several times to assist staff in continuing the plan for the SRD nutrition research program. SRD staff participated in both in-person and virtual nutrition meetings and conferences as well as followed and provided FDOC comments on the Dietary Guidelines for Americans scientific committee meetings and their final report. SRD staff also assisted the global marketing department with developing nutrition- and health-focused messaging, presented educational information to the industry, registered dietitians, and nurse practitioners, and supported public relations programs. These activities included developing and delivering a webinar to Canadian dietitians concerning the benefits of including 100% orange juice as part of a well-balanced diet as well as a webinar to the industry on OJ research and messaging with a focus on immunity.

SRD Publications:

Sakaki JR, Melough MM, Li J, Tamimi RM, Chavarro JE, Chen MH, Chun OK. Associations between 100% orange juice consumption and dietary, lifestyle and anthropometric characteristics in a cross-sectional study of U.S. children and adolescents. *Nutrients*. 2019;11(11). pii: E2687. doi: 10.3390/nu11112687.

Maillot M, Vieux F, Rehm C, Drewnowski A. Consumption of 100% orange juice in relation to flavonoid intakes and diet quality among US children and adults: analysis of NHANES 2013-16 data. *Front Nutr*. 2020 May 13;7:63.

Kelly MR, Emerson DM, Landes EJ, Barnes ER, Gallagher PM. Gastrointestinal implications of post-exercise orange juice consumption. *J Nutr Health Sci*. 2020;7(1): 101.



GLOBAL MARKETING DEPARTMENT

# Domestic Orange Juice Marketing

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FY 2019-2020 PROGRAMS





# A New Marketing Approach

## Driving Orange Juice Sales

In 2019-20, the Florida Department of Citrus delivered a national marketing campaign aimed at driving sales of 100% orange juice through eCommerce channels during cold & flu season and beyond.

The approach, which was developed with industry input through a series of workshops, introduced a new tagline, "The Original Wellness Drink," as well as a new look and feel. In a shift from previous years, the campaign's target audience became lapsed OJ buyers, who research showed would be open to returning to purchase Florida Orange Juice. The campaign's success was measured against Nielsen retail sales data.

This integrated campaign was built on learnings from the past while incorporating ever-evolving consumer purchasing habits. The tactics supporting the campaign included:

- Messaging focused on the nutritional benefits of 100% orange juice, highlighting hydration and immunity support during cold & flu season.
- Promoting content with eCommerce partners (Amazon, Instacart, and Walmart).
- Delivering content through social channels (Facebook, Instagram, and Pinterest).
- Leveraging influencers to drive awareness and brand engagement with target audiences across social platforms.





# Driving Orange Juice Sales

## Delivering Results

The FDOC campaign met the goals set by the citrus industry, driving more than \$4.6 million dollars in attributed sales since its launch in January 2020.

The campaign exceeded impression goals and has delivered a frequency of +2 consistently throughout the program.

The team also delivered a campaign Return On Ad Spend (ROAS) of \$4.37\* which indicates a strong measure of success for the program.

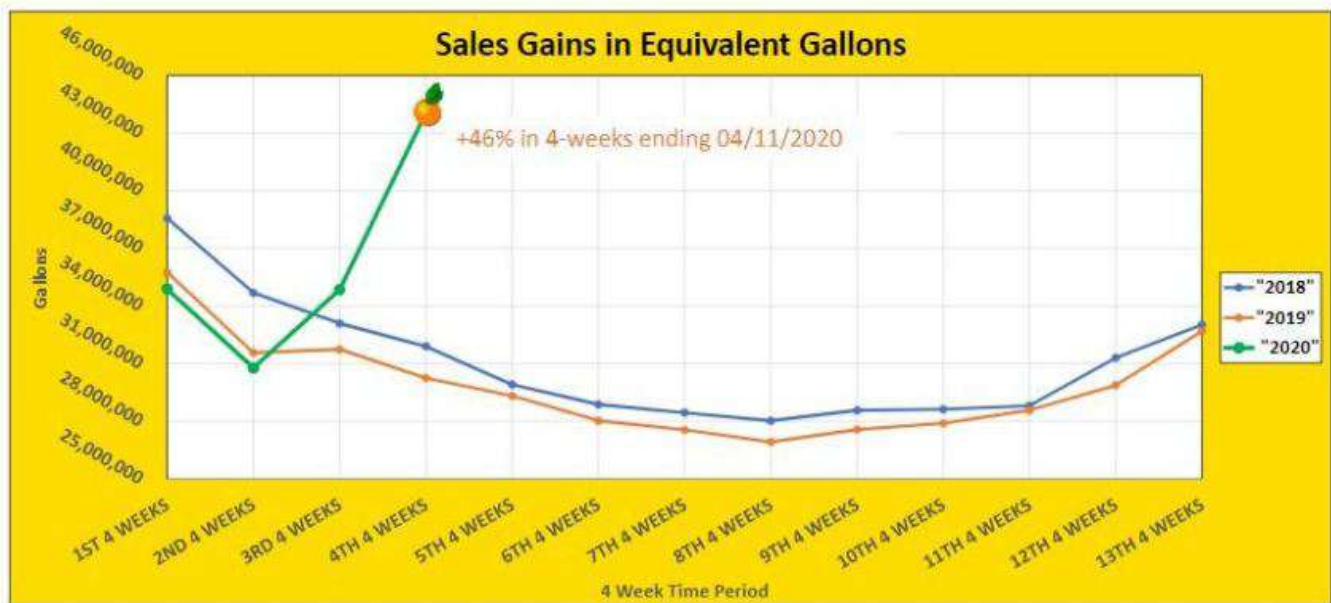
Nielsen results show the campaign has delivered sales increases from launch through close\*.

The following pages provide campaign specifics and how each tactic performed throughout the duration of the campaign.

**\$4,630,866.54**  
ATTRIBUTED SALES

**303,300,503**  
CAMPAIGN IMPRESSIONS

**\$4.28**  
CAMPAIGN ROAS





# Adjusting During a Pandemic

## Driving Orange Juice Sales

The full impact of COVID-19 on consumer behavior is not yet known. The Florida Citrus industry gained momentum in sales early on as concerns about the pandemic hit the U.S. However, experts agree the way consumers shop may have been permanently altered and there remains many unknowns.

Starting in late February, sales of 100% orange juice increased as consumer purchasing habits shifted. According to Nielsen, consumers began stockpiling pantry staples and seeking out foods with nutritional benefits, such as orange juice. Decades of industry messaging helped build consumer awareness around the health benefits of OJ.

The FDOC's eCommerce programs were in place prior to the impact of COVID-19. Immediate adjustments were made to content to ensure it was respectful to consumers and reinforced helpful information around orange juice's health and wellness benefits.

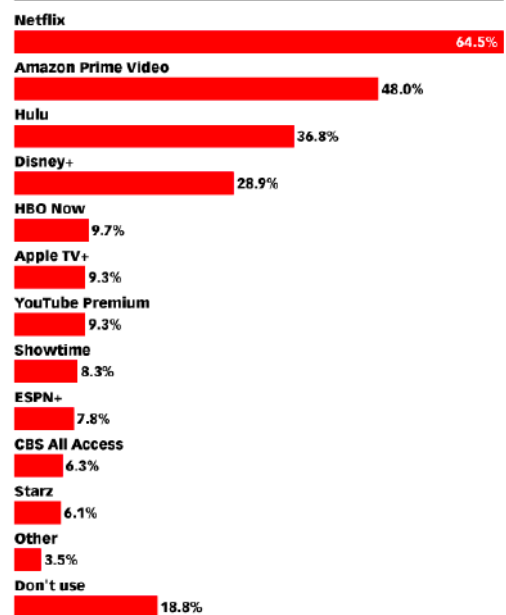
Some key stats on consumer behavior during this time include:

- 30% - 50% increase in pre-packaged snacks and comfort food
- 95% increase in digital groceries
- 66% increase in food related searches
- Rise of home cooking and food / dinner as an entertainment moment with families
- Increase in digital streaming and video watching

Looking to the future, consumers are going to continue to stay with familiar products. Consumers still have lingering concerns and will continue to be guarded in their shopping habits. Research indicates that there will be a continued growth of digital channels and an increase in eCommerce.



**Video Streaming Services Used by US Adults During the Coronavirus Outbreak, March 31, 2020**  
% of respondents



Note: ages 18+; subscribe in the household

Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

254490

www.eMarketer.com



# A New Audience: The Lapsed Buyer

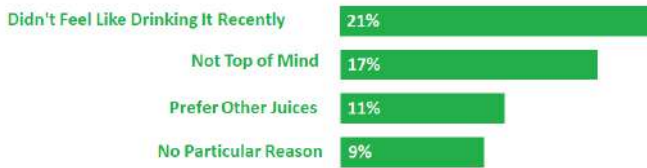
## Driving Orange Juice Sales

In developing the new campaign, the FDOC explored different segments of the consumer audience to determine where the most opportunity existed to drive sales of Florida Orange Juice.

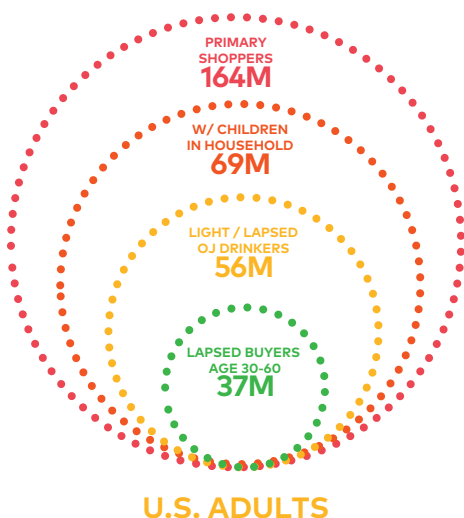
Based on research from the Economic and Market Research Department, the University of Florida and Nielsen, the FDOC identified Lapsed Buyers of orange juice as an audience with high potential.

A Nielsen study reported that 50 percent of non-buyers are willing to purchase orange juice in the future.

The study also showed that the top reasons for not purchasing were often points that the FDOC could address with effective messaging, including:



The lapsed buyer audience provided the FDOC the ability to reach more than 38 million consumers, which is a much larger group than previous programs targeted.



The team utilized quantitative and qualitative research in order to assess attitudes toward key issues and track awareness of outreach efforts among key audiences, including general consumers and Lapsed Buyers.

Consumers still demonstrate affinity for OJ.

**81%** of consumers agree that "100% orange juice is healthy."

**78%** of consumers say they feel good giving 100% orange juice to loved ones.

**63%** of consumers associate 100% orange juice as a source of vitamins and nutrients.

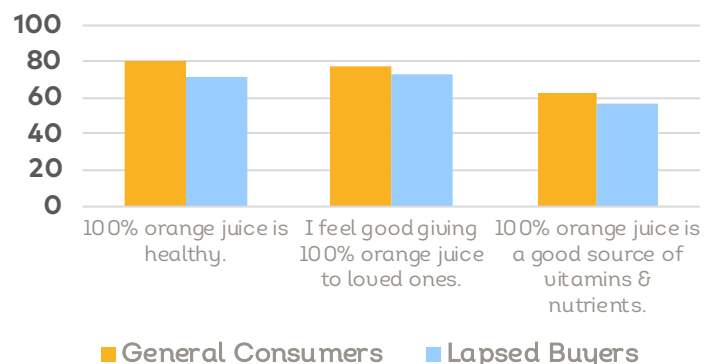
There continues to be opportunity to shift perceptions with Lapsed Buyers.

**71%** of Lapsed Buyers agree that "100% Orange Juice is healthy."

**73%** of Lapsed Buyers say they feel good giving 100% Orange Juice to loved ones.

**57%** of Lapsed Buyers associate 100% Orange Juice as a source of vitamins and nutrients.

### General Consumers VS Lapsed Buyers



©2019 Porter Novelli. Results based on Porter Novelli's Fall Styles survey of 3,624 American adults. Data was collected in October 2019.



# A New Brand: The Original Wellness Drink

## Driving Orange Juice Sales

As part of the new campaign, the FDOC revised the look and feel of the Florida Citrus brand.

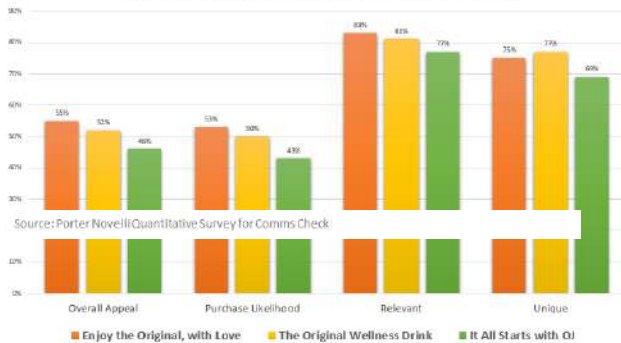
FDOC launched a new branding campaign with a new tagline—**The Original Wellness Drink**. The new tagline is simple and relatable to the Lapsed Buyer, yet still welcoming to other audiences.

During the creative process, the FDOC developed dozens of branding approaches and conducted consumer research on the top five taglines below:

- The Original Wellness Drink
- Live Healthy. Shine Bright.
- Enjoy the Original, with Love
- It All Starts with OJ
- Live Well. Orange Up.

Based on the initial quantitative test, “The Original Wellness Drink” and “It All Starts with OJ” rose to the top.

Creative Campaign Quantitative Survey Results



The team conducted qualitative testing to gain deeper insights on which creative territory had the greatest market potential with consumers. “The Original Wellness Drink” won with one of the highest performance scores based on its strong fit to the health proof points and cold + flu season messaging.

“The Original Wellness Drink/ reminds me of WHY I should be buying orange juice consistently.”  
– Lapsed buyer

“The Original Wellness Drink/ may help me buy as an impulse purchase if I see it at the grocery store while walking next to the juice section.”  
– Lapsed buyer





# Customized Content Driving Orange Juice Sales

The FDOC created content specific to individual campaigns, including Cold & Flu, The Original Wellness Drink, and National OJ Day, while remaining focused on driving purchases of Florida Orange Juice.

- A lifestyle photoshoot generated content that showed how orange juice plays a role in self-care, family health and everyday life.
- Seasonally relevant messaging allowed our content to resonate with the target audience while highlighting specific benefits of orange juice.
- Using direct call-outs and links to retail partners provided a clear call to action leading users to make a purchase.

Real-time data was utilized to guide cross-platform content strategy with each channel having a specific purpose. Imagery, graphic styles, and copy were all tested across platforms to determine what content resonated best with audiences.



# The National eCommerce Campaign

## Driving Orange Juice Sales

During the planning process, the FDOC worked with the industry to build a campaign with the goal of driving orange juice sales as measured by Nielsen Sales Data through a national digital campaign focused on cold & flu season. The FDOC created benchmark goals of 187 million impressions and a targeted weekly frequency of 2.

The integrated marketing campaign featured new content supporting "The Original Wellness Drink" and a series of tactics designed to reach the Lapsed Buyer:

- eCommerce partnerships with Amazon, Instacart, and Walmart
- Social media engagement through Facebook, Instagram, and Pinterest
- Display (banner ads) on key websites
- Video ads through OTT
- Paid search
- Influencer activities

Data demonstrated that these retailers and social channels are where the target audience gathers information and spends their time making the locations the ideal place to influence our target audience.

The FDOC launched an initial awareness campaign on paid social in December to condition the new audience with FDOC messaging and build new audience pools, which the team could then re-target once the full eCommerce campaign launched in January.

For the eCommerce partnerships driving direct to orange juice sales, the team ensured equity across the selection of UPC codes promoted, which were limited to around 40 from our Nielsen custom database of over 2,000 UPCs. The campaign featured distribution across the most popular size containers, ensuring the UPCs were currently active, the product was readily available, and were known to include some juice from Florida Oranges.



Channel	Dec	Jan	Feb	Mar	April	May	June	
Ecommerce - Amazon		[Orange bar]						
Ecommerce - Walmart		[Orange bar]				[Green bar]		
Ecommerce - Instacart		[Orange bar]				[Green bar]		
Social - Facebook/Instagram	[Orange bar]	[Orange bar]					[Green bar]	
Social - Pinterest		[Orange bar]						
Search - Google	[Orange bar]	[Orange bar]						
Display / Banner Ads		[Orange bar]						
Online Video - OTT					[Green bar]			

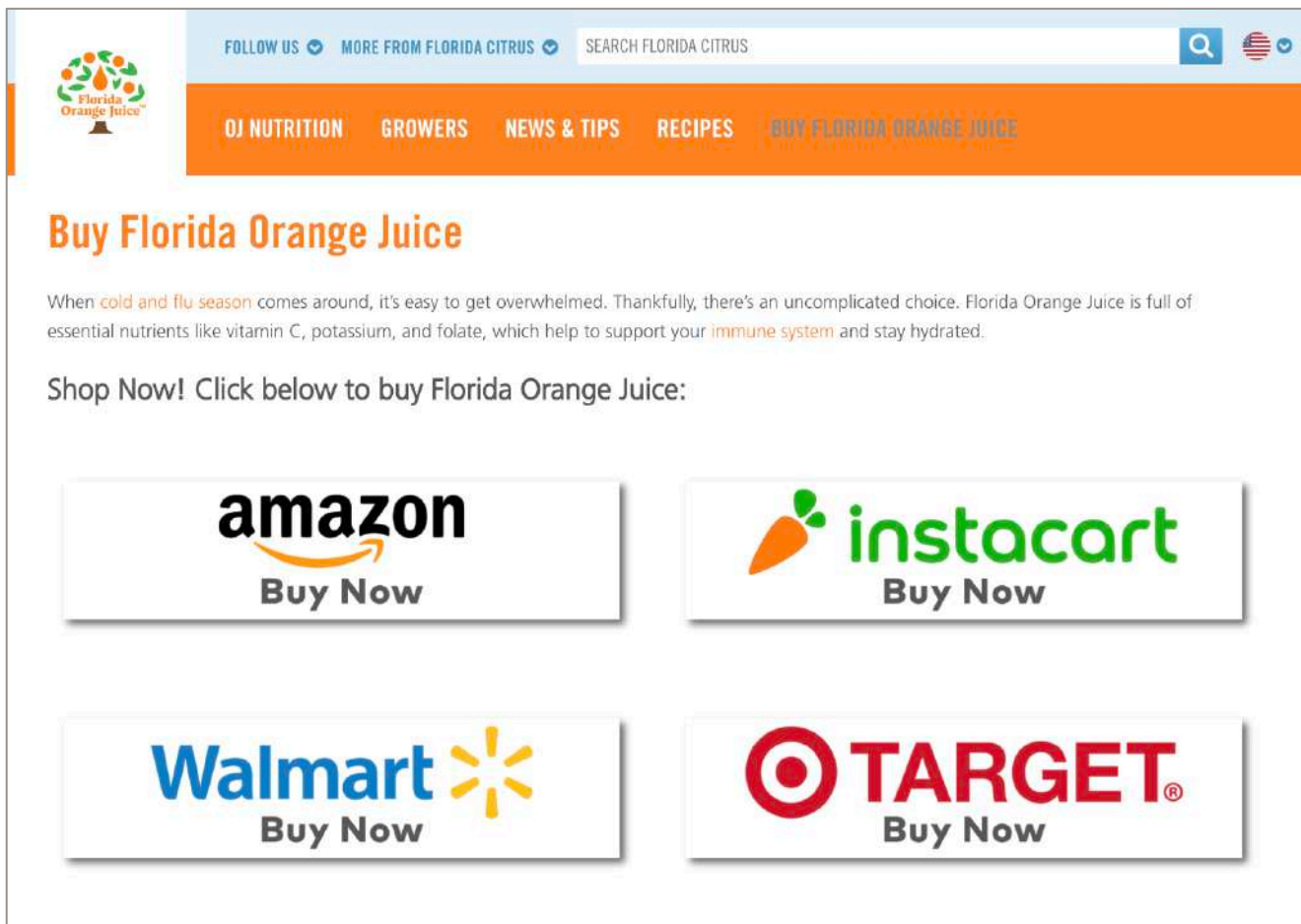




# Retail Landing Page

## Driving Orange Juice Sales

A retail landing page was created on FloridaJuice.com as support for conversion focused media. To help guide the audience through the purchasing path, a "Buy Florida Orange Juice" link was added to the main navigation leading to a page with direct links to our eCommerce partners.





# eCommerce

## Driving Orange Juice Sales

### Instacart

Instacart is a digital eCommerce platform that allows consumers to purchase their groceries through a mobile application from a local grocery / retail location and deliver direct to their home.

FDOC partnered with Instacart to use data to precisely target the Lapsed Buyer as well as reach a broader audience.

The team secured two key executions with Instacart to reach the audience:

- Promoted Hero Ads - large display ads that are at the forefront of the buyer shopping experience
- Promoted Search Results - select SKUs of FDOC products are highlighted and appear when consumers search for juice or orange juice related search terms

Instacart activities were very successful through the life of the 2020 marketing program. Instacart was launched prior to the onset of the COVID-19 pandemic and saw strong results in sales and consumer engagement with 100% orange juice.

During COVID-19, Instacart also saw a strong interest from consumers and a large spike in 100% orange juice sales.

## RESULTS

**\$3.36M**

IN SALES

**\$6.01**

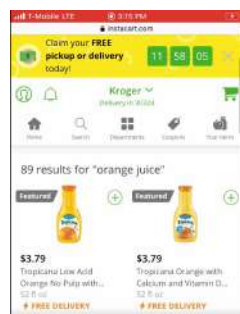
ROAS

**+150.3%**

BENCHMARK

**83.6M**

IMPRESSIONS



### Walmart

Walmart offered the FDOC the ability to access their large consumer base and promote the nutritional benefits of Florida Orange Juice in an eCommerce, digital storefront.

Working closely with Walmart, the team promoted ads directly on Walmart.com and in key sections of their online grocery store. The team also worked with Walmart to ensure select SKUs of 100% orange juice were promoted through search during the consumer shopping experience.

The FDOC social ads' "Shop Now" feature directly linked to Walmart.com's juice page to further drive purchase intent amongst consumer audiences.

## RESULTS

**\$832K**

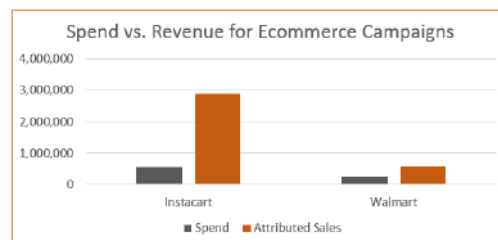
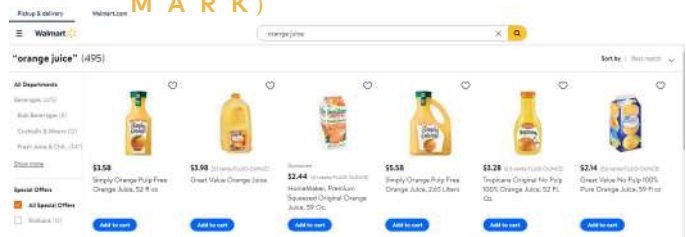
IN ATTRIBUTED SALES

**56.7M**

CONSUMERS

**\$2.50**

ROAS (\$1.75 - \$2.25 BENCHMARK)





# eCommerce

## Driving Orange Juice Sales

### Amazon

Amazon, the number one U.S. online retailer, gave FDOC exposure to a massive audience on a national scale. FDOC had access to Amazon's large consumer base and promoted the benefits of Florida Orange Juice in a custom digital storefront.

The program raised awareness through Amazon's OTT offering, reaching consumers as they streamed their favorite programming. Ads were served to the Lapsed Buyers on Amazon.com as consumers conducted their online shopping. The team also worked with Amazon to ensure select ASINs (UPCs) of 100% orange juice were promoted and consumers could add directly to their carts to purchase.

### Display and Banner Ads

To further drive messaging, the team secured data on the shopping and lifestyle habits of Lapsed Buyers and identified key websites and digital locations they frequently spend time.

Through our digital partners, the FDOC was able to deliver custom nutrition focused 100% orange juice messaging with a call to action to "Shop Now" driving purchase intent.

The team also served content in "shopping carts" and "shopping lists" as a reminder to consumers to purchase 100% orange juice or add the final item to finish off their cart.

## RESULTS

**7.8M**  
REACHED BY OTT CONTENT

**43.5M**  
CONSUMERS REACHED

**85,000+**  
PURCHASES

**0.74%**  
AVG PURCHASE RATE  
(+1480% BENCHMARK)



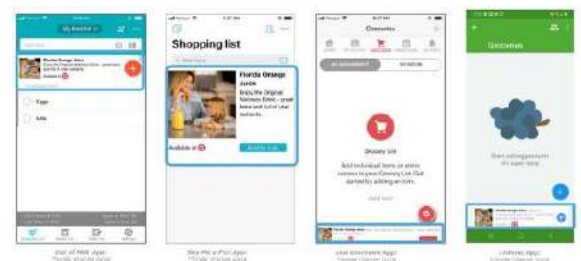
## RESULTS

**7.5M**  
REACHED BY  
DISPLAY CONTENT

**7.7M**  
REACHED BY APP  
INTEGRATION ADS

**23%**  
CTR

**287.5%**  
ABOVE PLATFORM AVG





# OTT and Online Video Driving Orange Juice Sales

The online video and over the top (OTT) media opportunities continue to be one of the fastest growing areas of consumer entertainment.

Research on consumer behaviors during COVID-19 saw a significant increase in online video and indicated that consumers were spending more time at home watching Hulu, YouTube, or videos online.

Supporting the eCommerce campaign, the FDOC shared "The Original Wellness Drink" anthem video on key programs watched by Lapsed Buyers. The goal was to continue to keep 100% orange juice top of mind with our Lapsed Buyer while they enjoy their preferred programming.



## RESULTS

**3.6M**  
IMPRESSIONS

**1,436**  
SITE VISITS

**98.32%**  
VIDEO COMPLETION RATE  
(96-100% BENCHMARK)



## TOP PERFORMING DMAs

NEW YORK	6.166%
ATLANTA	4.013%
TAMPA-ST PETERSBURG-SARASOTA	
DETROIT	2.714%
CHARLOTTE	2.621%
RALEIGH-DURHAM	2.561%



# Paid Social Media Driving Orange Juice Sales

## Paid Social Media

Facebook and Instagram provided an excellent tool for the team to share customized content and key nutritional information with multiple audiences.

Using the data and audience resources of Facebook and Instagram, the team precisely targeted key audiences and delivered a message that speaks to their personal interests, resulting in more efficient programs.

Content also featured a call-to-action to retail through the "Shop Now" buttons included in the social content which drove to Walmart.

Our programs on Facebook reached over **22.3 million consumers** and featured a campaign **engagement rate of 11.3%**, which is significantly higher than industry standards.

**DEC 1 TO TODAY**

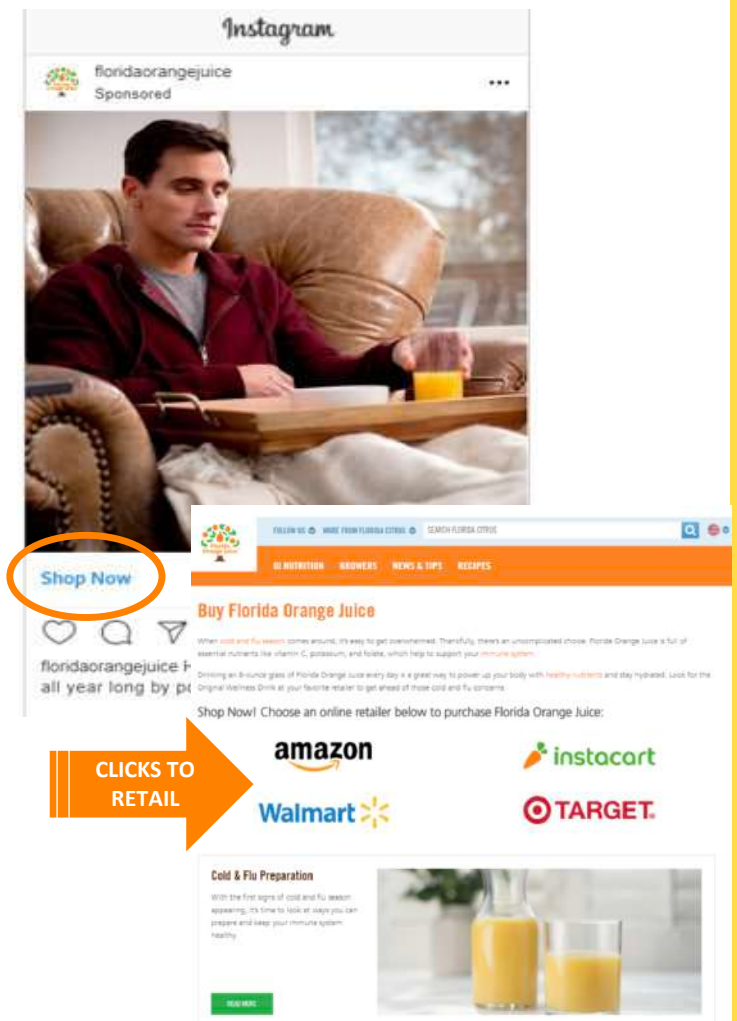
**99,754,245**  
IMPRESSIONS

**\$4.01**  
CPM

**\$0.41**  
CPC

**17,781,312**  
REACH

**0.97%**  
CTR





# Organic Social Media Driving Orange Juice Sales

## Organic Social Media

The FDOC leveraged Facebook, Instagram, Twitter, and Pinterest as key organic channels to promote timely moments throughout the year centered on FLOJ, recipes, Florida Citrus growers, nutrition content, and more. Organic content engages with the existing fans on our channels that have been a part of the marketing programs for the last couple of years.

The team created a series of posts that ran on a monthly basis, further driving users to positively engage, share, save, and visit our website from our fun and relevant posts across social channels. This included Instagram/Facebook nutrition quiz stories, Twitter updates on FDOC, sharing User Generated Content surrounding timely moments like National OJ Day, and more.

As a result of the activation, the FDOC saw the following:

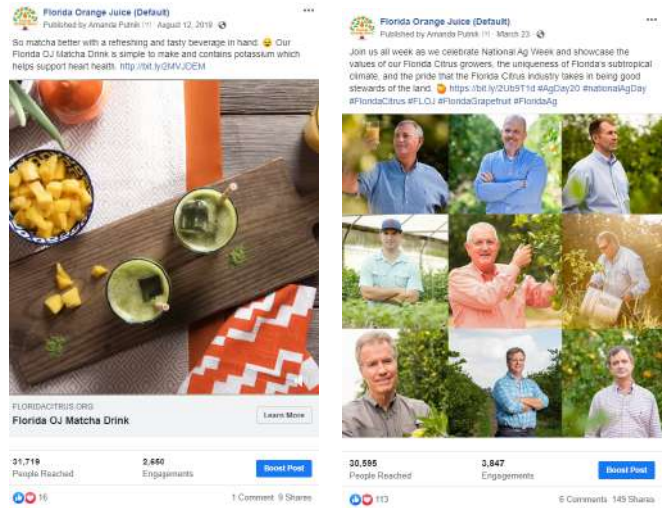
### KEY METRICS

**1,073,702**  
IMPRESSIONS

**216,702**  
ENGAGEMENTS

**3.84%**  
AVG ENGAGEMENT RATE

**370,166**  
REACH



Support your immune system during cold and flu season with nutrients found in 100% Orange Juice—like vitamin C and potassium. [bit.ly/2Jxeu7H](https://bit.ly/2Jxeu7H)



9:00 AM · Apr 6, 2020 · Twitter Ads

View Tweet activity

7 Retweets 10 Likes





# Paid Search

## Driving Orange Juice Sales

Search continues to be a large driver of traffic for the brand, as well as one of the highest conversion rates when it comes to purchases through our eCommerce partners.

The Paid Search program aims to drive traffic that has a higher propensity to convert via our eCommerce program.

By using focused keywords, targeted audience insights, and nutrition callouts, Paid Search ads became more cohesive and ultimately more successful.

Some of the key wins in 2019-2020 were:

- Expansion of integrated ad formats, such as Expanded Text Ads and Dynamic Search Ads, **drove a 56% increase in ad engagement YoY.**
- Using audience bid adjustments to match the right people with the right ads **led to a 6.61% conversion rate.**
- With over **77% of paid search traffic coming through mobile and tablet devices**, we prioritized mobile friendly ad formats and bid strategies.

880,543

PAID SEARCH IMPRESSIONS

32,016

PAID SEARCH CLICKS

3.64%

PAID SEARCH CTR

56.8% increase  
(1.57% to 3.64%)

PAID SEARCH CTR VS PY





# Influencer Engagement Driving Orange Juice Sales

Influencers continue to be a strong tool to reach a wide audience with the Florida Orange Juice message.

Supporting eCommerce activities, the team partnered with influencers to reach lapsed buyers and shift purchasing considerations through nutrition messaging promoting the benefits to purchasing 100% orange juice.

As part of the program, eight influencers with a variety of followings were identified to share our messaging and create their own customized content relevant to their audiences. They delivered 21 blog posts and 50+ social media posts during the duration of the campaign.

The influencers generated content specific to key messages for 2019-20:

- Cold & Flu
- Nutrition
- Wellness
- National OJ Day

As a result, the FDOC was able to reach large and niche audiences with information curated specifically for each platform and each audience. Platforms included Blogs, Facebook, Instagram, Pinterest, and Twitter.

**6,000** BLOG VIEWS

**177,938** SOCIAL IMPRESSIONS

**6,279** SOCIAL ENGAGEMENTS



ORANGE JUICE SHERBET RECIPE



COLD AND FLU SEASON. BRING OUT THE ORIGINAL WELLNESS DRINK

This time of year here in Utah it's not only cold outside, but colds are getting nasty. I never realize how hard it happens and we are huge advocates to do everything we can to keep it out of our homes. Hand sanitizer, washing hands, and drinking The Original Wellness Drink - Florida Orange Juice!

ORANGE JUICE GROWING UP



Florida Orange Juice Pancakes – A Nutritious and Delicious Breakfast



BRUNCH AT HOME | POTATO MUSHROOM QUICHE RECIPE | FLORIDA ORANGE JUICE







# Proactive Media Activities

## Driving Orange Juice Sales

FDOC partnered with trusted nutrition voices to generate positive coverage around the health benefits of 100% orange juice with consumer media outlets to which they regularly contribute. Highlights from these partnerships include:

### Samantha Cassetty, RD

- Insider (6.7M+ UVPM)

### Maya Feller, RD

- Good Morning America (4.1M+ viewers)

### Mia Syn, RD

- Good Morning Sacramento/CW (19K+ viewers, 39K+ UVPM)
- Mia also shared across her social channels for an additional 77.2K impressions and 1,781 engagements

## INSIDER

**How to structure a healthy diet while you're working from home during the coronavirus pandemic, according to nutrition experts**

Below, Cassetty shared the best foods you can buy in each of the categories mentioned above.

- **Fruit:** Apples, pears, frozen berries, dried, unsweetened mango, canned peaches (canned in juice), 100% orange juice (Cassetty says that the vitamin C in 100% OJ can help bolster your immune system, which is as crucial as ever in these strange times)



## Build A Better Brunch

Program: Teen's & Court's Tune Categories: Good Day



Courtney is talking with Mia Syn a registered dietitian and nutritionist via Zoom with more!



# Issues Management

## Driving Orange Juice Sales

Issues management and monitoring for emerging issues is ongoing. The most prevalent issues for the Florida Citrus industry to hit the news cycle in 2019-20 included:

- Nutrition: Sugar, Serving Size
- Crop Protection Tools: Glyphosate, Chlorpyrifos, Oxytetracycline, Streptomycin
- Policy: U.S. Dietary Guidelines
- Supply, Demand and Imports: Communications related to decreased demand (pre-COVID-19), increased domestic supply and increased imports
- COVID-19: Communications-related industry impact and labor force safety

Actions taken to address these issues included:

- Media statements
- Letters to the Editor
- FAQs for the Citrus 411 website
- Communication and coordination with brands and industry partners including Florida Citrus Mutual, Florida Citrus Processors Association, California Citrus Quality Control, Juice Products Association, and International Food Information Council.
- Maintained an internal issues management playbook in support of 10 main issues areas, complete with message guides, starter statements, and FAQs for each topic.

In 2019-20, FDOC monitored the latest news around the Florida Citrus industry as it relates to citrus greening news, nutrition news, industry news, grapefruit drug interaction news, and Hurricanes Irma and Dorian news updates. A daily report was developed that was disseminated to more than 202 subscribers.

- 1,135 original articles and 2,285 pieces of additional coverage were captured in 2019-20.
- The percentage of negative nutrition stories captured in daily monitoring decreased year over year. In 2019-20, just 11% of nutrition stories captured in daily monitoring were negative, compared with 20% in 2018-19.
- Responded to the authors of 22 negative nutrition stories to correct misinformation and/or provide additional context about 100% orange juice, as well as to establish a relationship.



# Celebrating National OJ Day

## Driving Orange Juice Sales

With the onset of the COVID-19 pandemic, the team took a different focus for National OJ Day this year.

The team created an approach to work closely with the citrus industry and share thanks to everyone supporting all during the COVID-19 crisis. To support the activation, the team:

- Launched FDOC and FCC created content across Facebook and Instagram channels
- Hosted a "surprise and delight" activation across social delivering 50+ FDOC care packages
- Engaged with the industry to share their thoughts and message of support
- Enlisted influencers to spread support across consumer audiences

As a result of our activity, the FDOC saw strong results from the industry and consumers:

### TOTAL

**43,096** IMPRESSIONS  
**2,651** ENGAGEMENTS  
**7.78%** AVG ENGAGEMENT RATE

### FACEBOOK

**1,988** ENGAGEMENTS  
**370+** COMMENTS & SWEEPSTAKES ENTRIES  
**70+** SHARES  
**2.86%** AVG ENGAGEMENT RATE  
 (2,280% above industry benchmark)



### INSTAGRAM

**72+** TOASTS USING #NOJD2020  
**485** ENGAGEMENTS  
**90+** COMMENTS & SWEEPSTAKES ENTRIES  
**3,812** IMPRESSIONS  
**18.13%** AVG ENGAGEMENT RATE  
 (972.62% above industry benchmark)



### TWITTER

**5,500** IMPRESSIONS  
**178** ENGAGEMENTS  
**2.37%** AVG ENGAGEMENT RATE





# Activating Influencers for National OJ Day

## Driving Orange Juice Sales

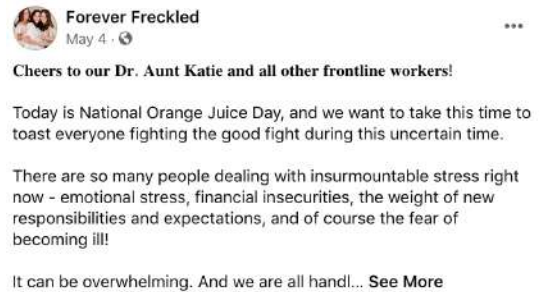
To amplify the NOJD celebration, FDOC partnered with influencers for "The Original Wellness Drink" as well as five additional registered dietitians to develop blog and social media posts.

The group of influencers generated content that showcased the nutrient benefits of 100% orange juice through recipe creation or information sharing.

Additionally, many of the influencers created social media posts giving a "thank you" to COVID-19 essential workers through our Toast to the Frontlines campaign.

Highlights from the influencers include:

- Alexis Joseph linked an Instagram Story to a post on her page that featured a Fluffy Orange Muffin recipe, touting the vitamin C content of FLOJ. Her post received 20.3K+ impressions and 1.3K+ engagements.
- Jason Dunnigan created 3 blog posts with recipes featuring Florida Orange Juice. For NOJD, he compiled all recipes and toasted to essential workers on his blog and social channels. The content received over 10k impressions and over 600 engagements.
- Chris Mohr hosted a Facebook Live video where he demoed an OJ Popsicle recipe with his daughter and discussed the nutritional content of FLOJ. The content received over 1.8K views, 5.2K impressions and 47 engagements.
- Forever Freckled created social posts toasting to frontline employees, including one of the blogging sisters who is a doctor. They included photos of their family enjoying FLOJ along with their messaging, garnering over 10k social impressions and nearly 250 engagements.



GLOBAL MARKETING DEPARTMENT

# Domestic Grapefruit Marketing

FY 2019-2020 PROGRAMS





# Grapefruit Activities

## Promoting Grapefruit

FDOC's 2019-20 Grapefruit program focused on promoting custom Florida Grapefruit content across Facebook and Instagram.

The campaign highlighted a variety of content including grapefruit recipes, Florida Citrus growers, nutrition/health benefits and more.

The content positively resonated with social audiences as it provided them new recipes to try when home during quarantine, the opportunity to learn more about where grapefruit comes from and how it supports their overall health.

### KEY METRICS

11,736,101

IMPRESSIONS

25,682

ENGAGEMENTS

2.89%

AVG ENGAGEMENT RATE

22,773

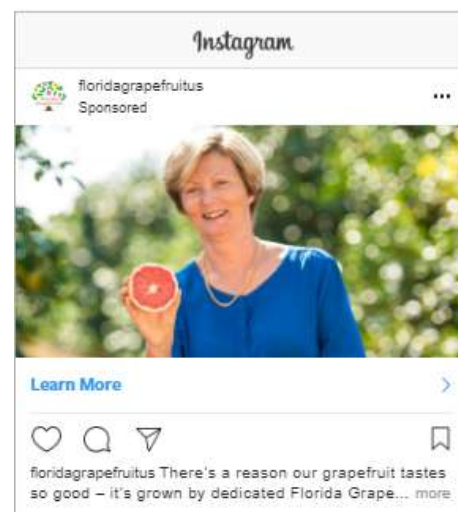
CLICKS

0.19%

CTR

## Health & Weight Loss

TOP PERFORMING AUDIENCE



GLOBAL MARKETING DEPARTMENT

# Domestic Gift Fruit Marketing

FY 2019-2020 PROGRAMS





# Gift Fruit Activities

## Promoting Gift Fruit

The 2019-20 Florida Citrus Gift Fruit program focused on a social activation featuring custom content that was targeted during key gift giving moments. Whether it was the holidays, New Years, Valentine's Day, or just to simply enjoy, social audiences were excited to order a basket full of sunshine for their loved ones.

The team created new animated video content focusing on nostalgia and Gift Fruit's position as the perfect gift that performed well with the audience. This year's activities more than doubled last year's results and saw very strong engagement rates by consumer audiences.

Florida tourists and residents were the top performing audience, with additional targeted key markets in the Northeast as well as consumers focused on gift giving.



### KEY METRICS

**13,195,645**  
IMPRESSIONS

**556,611**  
ENGAGEMENTS

**4.65%**  
AVG ENGAGEMENT RATE

**202,611**  
CLICKS

**1.54%**  
CTR

**3.44**  
FREQUENCY

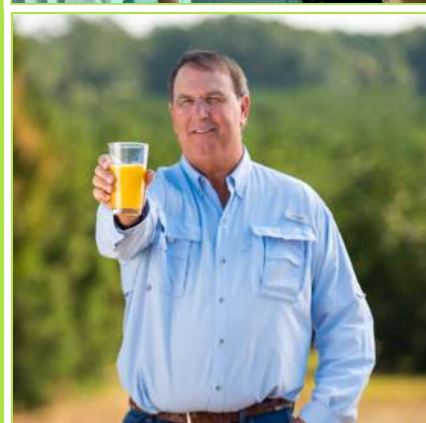
**Florida Tourists  
& Residents**  
TOP PERFORMING AUDIENCE



GLOBAL MARKETING DEPARTMENT

# Industry Communications

---



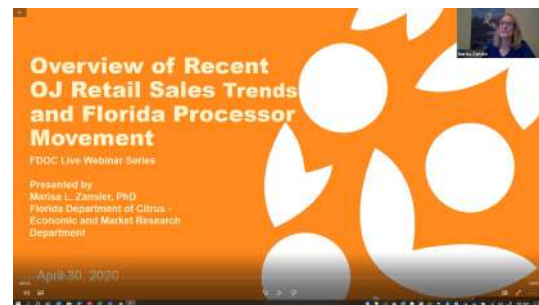


# Webinars

## Industry Communications

Starting in April, the FDOC launched a series of Webinars to update and educate the citrus industry on the latest program developments and news. The 2020 webinars included:

- **April 16, 2020: eCommerce Overview**
  - Jackie Hopkins from Edible provided an overview of our current work and upcoming projects
  - 97 participants
- **April 30, 2020: EMRD Report on FLOJ and Nielsen Sales**
  - Dr. Marisa Zansler from the Economic Marketing and Research Department shared the latest sales trends and updates from the Nielsen Retail Sales 4-week period ending April 11
  - 69 participants
- **May 14, 2020: SRD Review of the Nutrition Benefits of FLOJ**
  - Dr. Rosa Walsh from the Scientific Research Department provided an overview of scientific research around 100% orange juice and vitamin C and its role in immune system support.
  - 54 participants
- **May 28, 2020: COVID-19 Insights on Consumer Behaviors**
  - Bennett Travers from Edible shared an update on the key impacts of COVID-19 on consumer behaviors
  - 67 participants





# Website and Email Updates Industry Communications

As part of FDOC's efforts to keep the industry informed throughout the year, the team developed several new webpages and continued to update content on [Floridajuice.com](http://Floridajuice.com), [Floridacitrus.org](http://Floridacitrus.org), and [FDOCGrower.com](http://FDOCGrower.com).

A key new addition was the development of the Industry Resource page on FDOC Grower providing ways for the industry to support, learn about and become involved in current FDOC programs.

As part of this year's marketing program, the FDOC expanded its industry communications to provide regular updates to the industry as well as opportunities to share in depth details on key projects.

- The Triangle - In partnership with Florida Citrus Mutual, the FDOC contributed to the weekly newsletter by offering updates to key issues facing the industry as well as details on the current marketing programs.
- Weekly Email Updates - FDOC provided members of the industry with detailed overviews and results from the marketing campaign, highlighting key metrics, results, and progress of programs.
- Florida Citrus News To Know - FDOC shared a daily snapshot of key news coverage impacting the citrus industry and provided context to help make sense of the news of the day.
- Sign Up for Email Distribution - **To receive FDOC updates, email your request to [news@citrus.myflorida.com](mailto:news@citrus.myflorida.com).**



# Citrus Media Landscape



# Media Landscape

The following media landscape section reviews sampled national and local consumer media articles around orange juice and grapefruit drug interactions from July 1, 2019 – May 15, 2020, compared with the same time period in 2018-19. The issue of sugar was reviewed in depth as part of the larger orange juice conversation nationwide. Additionally, the role of COVID-19 in driving coverage around oranges and orange juice was explored.

## Orange Juice

Outside of sugar and greening, orange juice coverage in 2019-20 continued to be driven by narratives from previous years, such as the immune-boosting properties of orange juice and its high vitamin C and D content. In 2019-20, new guidelines for beverage consumption for kids from birth to age five were released by Healthy Eating Research (Robert Wood Johnson Foundation) after convening a panel of experts from the Academy of Nutrition and Dietetics, the American Academy of Pediatric Dentistry, the American Academy of Pediatrics, and the American Heart Association.

The guidelines recommend limiting fruit juice in favor of milk and water. Additionally, a new study, funded by the Florida Department of Citrus and published in the *Journal of Nutrition and Health Sciences* reported that drinking 100% Orange Juice following exercise contributes to hydration equally as well as water and sports drinks, positioning the beverage as a viable alternative for post-exercise recovery.

Continuing from 2018-19, the health benefits of orange juice drove positive coverage in lifestyle stories. In March and April 2020, many of these stories specifically highlighted immune-boosting properties of orange juice, alleged in the coverage to help prevent or fight COVID-19.

While many pieces touted the benefits of orange juice, balanced coverage noting both the benefits and risks of overconsumption, as well as cautioning against overestimating the impact of orange juice, appeared in major outlets like The Washington Post, Business Insider, and CNN.

New in 2019-20, a set of guidelines made by major national health and nutrition organizations noted that children under five years of age should limit consumption of certain types of drinks, including fruit juice.

The statement acknowledges a small amount of 100% fruit juice is beneficial for those who are not able to meet their recommended daily fruit intake. This was picked up by major outlets such as USA Today, Fox News, and CNBC.

Negative stories included coverage around the connection between consumption of orange juice with an increased risk of cancer overall, including increased chances of breast cancer. Coverage appeared in major outlets like CNN, The New York Times and Reuters, among other publications.

The use of pesticides also drew negative coverage from major national publications, including The Associated Press, Washington Post and CNBC. Although pesticides are used in citrus groves around the country, including Florida, pesticide use in California citrus groves drew particularly negative coverage.





# Media Landscape

## Greening

Consumer media like Newsweek, MarthaStewart.com, Bloomberg, and Forbes continue to report on greening as “news” in 2019-20; however with progress and innovation in detection and treatment, most coverage included a balanced tone as it covered the potential promise of these approaches.

Negative greening coverage in consumer publications was driven by concerns over the controversial approval and use of streptomycin to treat the disease. Major national publications such as The New York Times and Los Angeles Times noted the use of streptomycin to treat greening has drawn criticism, with experts fearing drug resistance and risk of drug shortages.

Positive conversation was driven by new technology and innovations in the detection and treatment of HLB. Major national outlets, such as The Washington Post, The Associated Press, and The New York Times, covered the use of trained dogs to smell the presence of HLB. Some coverage alleged the use of dogs is so effective that it allows the U.S. citrus industry to remain economically sustainable longer than using other detection techniques.

Other promising innovations, such as the use of robotic tools to puncture tree trunks, directly delivering nutrients and agents to fight against greening, drove positive coverage in 2019-20.



## COVID-19

During the emergence of the COVID-19 pandemic in the U.S., media coverage around orange juice increased– driven by speculation on its potential to help prevent or treat the virus due to orange juice’s vitamin C and D content, as well as the reaction of the industry to keep up with rising demand.

COVID-19 drove consumer publications like HuffPost, Mic.com, and AOL.com to publish stories around maintaining a healthy immune system, which included orange juice as part of the narrative, given its health benefits.

Stories with positive sentiment included an article on TODAY.com from RDN Frances Largeman-Roth, who has worked with FDOC on proactive issues management in the past. However, a significant amount of coverage also cautioned readers not to overestimate their ability to prevent or treat the virus by consuming orange juice.

Coverage of the orange juice industry from consumer publications such as NPR, CBS and CNBC covered the spike in demand and prices. Other outlets, like The Los Angeles Times, and Bloomberg, covered concerns about global food shortages, having enough workers, and appropriate conditions for workers to continue to harvest.





# Media Landscape

## Sugar

Total articles about sugar in orange juice decreased by 26% year over year.

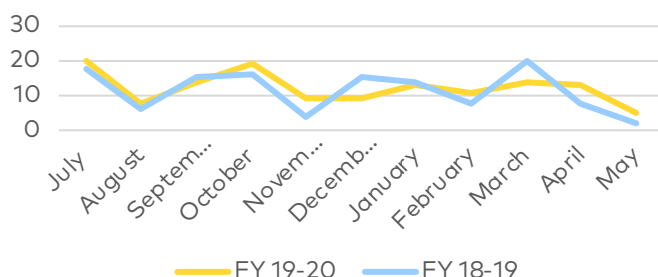
Stories around sugar in orange juice remained primarily driven by lifestyle content for consumers trying to reduce their overall sugar intake for weight loss and for other health reasons. However, in 2019-20, coverage also offset information about excess sugar content with orange juice health benefits, including nutrients, hydration, and vitamin C. Neutral and positive coverage included pieces justifying orange juice sugar content with its immune-boosting properties. This was especially prevalent in 2020 as COVID-19 drove coverage of the health benefits of orange juice.

In 2019-20, about 32% of sugar coverage was negative. While this is an increase from 2018-19 (25%), previous years saw closer to 40% negative coverage.

In previous years, a major narrative driving coverage around orange juice's sugar content included advice to limit sugar intake in children. This narrative continued in 2019-20, with evidence-based guidance published around healthy drink consumption in young children under age five.

Volume of total unique headlines around sugar content in orange juice stayed consistent, at just a 7% increase from 2018-19 to 2019-20. In 2019-20, unique headlines were driven by the beginning of flu season (October). For the remainder of the year, the amount of unique orange juice coverage remained relatively consistent.

### Unique Headlines in Sugar Coverage



### Negative coverage was driven by:

- Lifestyle articles about overall health and weight management. This has been a continued trend since 2016-17.
- A high-profile, negative Reuters piece featuring the correlation between juice and an increased risk of diabetes drove negative coverage.
- Coverage detailing negative health effects from consuming too much orange juice, including tooth decay and increased risk of cancer and obesity.
- Misleading coverage that lists orange juice as containing added sugar or claiming the amount of natural sugar in orange juice is excessive. This is a continued trend from 2018-19.

### Neutral coverage was driven by:

- Coverage balancing the sugar content of orange juice with other benefits such as hydration, nutrients, or immune-boosting properties. The presence of immune-boosting properties was highlighted in articles focused on fighting off illness and COVID-19 prevention.
- Coverage of the use of orange juice to address low blood sugar events in those with diabetes. This has been a continued trend seen in past years.

### Positive coverage was driven by:

- Coverage of orange juice consumption for short-term energy boosts.
- Descriptions of long-term benefits such as lower risks of heart disease and immune-boosting properties. One lifestyle article also claimed the consumption of orange juice increases production of collagen, which produces more youthful-looking skin.

# Media Landscape

## GFDI

As in past years, grapefruit drug interaction remained an evergreen lifestyle and health topic for 2019-20. In a continued trend, volume of coverage remained low, especially relative to coverage of greening and the sugar content of orange juice.

An emphasis on cholesterol-controlling drugs appeared as well as a debate over the possible similarity of pomegranate to grapefruit juice concerning drug interactions.

The increased popularity of products containing CBD (cannabidiol, often used to target anxiety) appeared in numerous national publications in 2019-20.

Many of these articles, and especially a Healthline article cited by other publications, mention that CBD is metabolized in the body by the same enzyme responsible for the breakdown of many medications, as is grapefruit. The articles suggest that consumers check for “the grapefruit warning” on drug labels to avoid these issues.







# Thank You

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For more information, please contact:

*[news@citrus.myflorida.com](mailto:news@citrus.myflorida.com)*

*863.537.3950*

*[floridacitrus.org](http://floridacitrus.org)*

# DEPARTMENT OF CITRUS

## ANNUAL FINANCIAL REPORT

Fiscal Year Ended  
June 30, 2020





STATE OF FLORIDA  
 DEPARTMENT OF CITRUS  
 605 EAST MAIN STREET / P O BOX 9010 / BARTOW, FLORIDA 33831



SHANNON R. SHEPP  
 EXECUTIVE DIRECTOR  
 PHONE: 863-537-3999

J. NED HANCOCK  
 CHAIRMAN  
 FLORIDA CITRUS COMMISSION

[www.FloridaCitrus.org](http://www.FloridaCitrus.org)

September 8, 2020

Florida Citrus Commission  
 Bartow, Florida

Submitted herewith is the Annual Financial Report of the Florida Department of Citrus for the year ending June 30, 2020. This report has been prepared in conformance with generally accepted accounting principles as prescribed in pronouncements of the Governmental Accounting Standards Board except as outlined in Note A.4. Every effort has been made to ensure that all financial transactions were conducted and records maintained in a complete and accurate manner.

Revenue and expenditures for the current fiscal year as compared to last fiscal year are presented below. Details of these figures can be found in the attached financial report and accompanying statements.

		2018-19	2019-20
Revenue	-Assessments	\$ 6,960,597	\$ 6,076,705
	-FAS Program	3,567,380	3,617,934
	-General Revenue	5,397,022	1,554,985
	-Interest & Other	497,648	390,495
		\$ 16,422,647	\$ 11,640,119
Expenditures	-Marketing	\$ 12,265,852	\$ 10,218,025
	-Research	2,314,602	2,390,906
	-Other	2,072,392	2,062,367
		\$ 16,652,846	\$ 14,671,298

The direction provided by the Florida Citrus Commission and the cooperation of the Florida citrus industry to implement current marketing and research programs is sincerely appreciated.

*Christine C Marion*

Christine C. Marion, CMA, PMP  
 Deputy Executive Director of Administration and Finance

Maximize consumer demand for Florida citrus products to ensure the sustainability and economic well-being of the Florida citrus grower, the citrus industry and the State of Florida.

The Florida Department of Citrus is an Equal Opportunity Employer and Agency.

# FLORIDA DEPARTMENT OF CITRUS

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# FLORIDA DEPARTMENT OF CITRUS

## COMBINED BALANCE SHEET

JUNE 30, 2020

	SPECIAL REVENUE FUNDS	COMBINED GENERAL ACCOUNT GROUPS	TOTAL (MEMORANDUM ONLY)
<b>ASSETS</b>			
Cash and Cash Equivalents	\$568,714		\$568,714
Pooled Investments with			
State Treasury	10,702,088		10,702,088
Grants Receivable	1,532,851		1,532,851
Accounts Receivable	2,626		2,626
Interest Receivable	21,268		21,268
Prepaid Assets	973		973
Inventories	499,708		499,708
Due from Other State Agencies	0		0
Fixed Assets at Cost			
Land		60,000	60,000
Buildings		3,904,415	3,904,415
Equipment and Autos		1,601,024	1,601,024
Less: Accumulated Depreciation		(3,054,479)	(3,054,479)
<b>Total Assets</b>	<b>\$13,328,228</b>	<b>\$2,510,960</b>	<b>\$15,839,188</b>
<b>LIABILITIES</b>			
Accounts Payable	\$2,252,434		\$2,252,434
Due to Other State Agencies	197,829		197,829
Compensated Absences - Current		88,835	88,835
Compensated Absences - Non-Current		240,378	240,378
Other Liabilities	6,600		6,600
<b>Total Liabilities</b>	<b>2,456,863</b>	<b>329,213</b>	<b>2,786,076</b>
<b>FUND EQUITY</b>			
Invested in General Account Groups		2,181,747	2,181,747
Committed Fund Balance			
Designated	10,464,365		10,464,365
Undesignated	407,000		407,000
<b>Total Fund Equity</b>	<b>10,871,365</b>	<b>2,181,747</b>	<b>13,053,112</b>
<b>Total Liabilities &amp; Fund Equity</b>	<b>\$13,328,228</b>	<b>\$2,510,960</b>	<b>\$15,839,188</b>

The accompanying notes to financial statements are an integral part of this statement.

# FLORIDA DEPARTMENT OF CITRUS

## STATEMENT OF CHANGES IN FUND BALANCE

FISCAL YEAR ENDED JUNE 30, 2020

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<u>DESCRIPTION</u>	<u>FLORIDA CITRUS ADVERTISING TRUST FUND</u>
Fund Balance, July 1	\$13,840,167
Adjustments to Fund Balance	<u>62,378</u>
Fund Balance, July 1, as restated	13,902,545
Revenue	11,640,119
Expenditures	<u>(14,671,298)</u>
Fund Balance, June 30	
Designated	10,464,365
Undesignated	<u>407,000</u>
<b>TOTAL</b>	<b><u><u>\$10,871,365</u></u></b>

The accompanying notes to financial statements are an integral part of this statement.

**FLORIDA DEPARTMENT OF CITRUS**  
**COMPARATIVE STATEMENT OF REVENUE AND EXPENDITURES**  
**FISCAL YEARS ENDING JUNE 30, 2019 AND 2020**

DESCRIPTION	JUNE 30, 2019	INCREASE/ (DECREASE)	JUNE 30, 2020
<b>REVENUE</b>			
Assessment on Domestic Fruit			
Orange	\$4,957,155	(\$293,686)	\$4,663,469
Grapefruit	306,308	34,443	340,751
Specialty	72,792	(6,800)	65,992
	<u>5,336,255</u>	<u>(266,043)</u>	<u>5,070,212</u>
Assessment on Imported Product			
Orange	1,555,550	(573,410)	982,140
Grapefruit	68,792	(44,439)	24,353
	<u>1,624,342</u>	<u>(617,849)</u>	<u>1,006,493</u>
Total Assessment	6,960,597	(883,892)	6,076,705
Investment Earnings	292,709	82,303	375,012
Other Income	204,939	(189,456)	15,483
Gen-Rev - Marketing & NVMD	5,397,022	(3,842,037)	1,554,985
Foreign Agricultural Service (FAS) Program	3,567,380	50,554	3,617,934
<b>TOTAL REVENUE</b>	<b><u>\$16,422,647</u></b>	<b><u>(\$4,782,528)</u></b>	<b><u>\$11,640,119</u></b>
<b>EXPENDITURES</b>			
Administrative and Support Services	\$1,775,113	\$29,612	\$1,804,725
State General Revenue Charge	297,279	(39,637)	257,642
Research & Development - General Operations	500,961	6,223	507,184
Scientific Product Research	181,469	139,584	321,053
New Varieties Development - Gen Rev	650,000	(30,015)	619,985
Economic and Market Research	982,172	(39,488)	942,684
Subtotal Non-Marketing	<u>4,386,994</u>	<u>66,279</u>	<u>4,453,273</u>
Marketing			
Marketing/Public Relations - General Operations	477,525	4,691	482,216
Public Relations Programs	2,966,214	1,733,459	4,699,673
Public Relations Programs-Gen Rev	4,747,022	(3,812,022)	935,000
Fresh Fruit/Grft Juice Marketing	50,368	14,164	64,532
International Marketing	4,024,723	11,881	4,036,604
Subtotal Marketing	<u>12,265,852</u>	<u>(2,047,827)</u>	<u>10,218,025</u>
<b>TOTAL EXPENDITURES</b>	<b><u>\$16,652,846</u></b>	<b><u>(\$1,981,548)</u></b>	<b><u>\$14,671,298</u></b>
<b>EXCESS (DEFICIT) OF REVENUE OVER EXPENDITURES</b>	<b><u>(\$230,199)</u></b>	<b><u>(\$2,800,980)</u></b>	<b><u>(\$3,031,179)</u></b>

# FLORIDA DEPARTMENT OF CITRUS

## CASH FLOW STATEMENT

FOR THE FISCAL YEAR ENDED JUNE 30, 2020

### Increase (Decrease) in Cash and Cash Equivalents:

#### Cash Flows from Operating Activities:

Receipts from 2019-20 Tax Assessments	\$ 6,076,705
Receipts for Department of Agriculture-Inspection Fees	11,269
Other Miscellaneous Receipts	50,449
Payments to Vendors	(10,160,348)
Employment Related Payments	(2,679,923)
Payments for General Revenue Service Charge	(305,385)
Payments to Department of Agriculture-Inspection Fees	(11,269)

**Net Cash Provided by (Used in) Operating Activities** (7,018,502)

**Noncapital Financing Activities - Proceeds from Grants** 3,856,809

#### Capital and Related Financing Activities

Additions of Capital Assets	(6,460)
Proceeds from Sale of Assets	-

**Net Cash Flowed Provided by Capital and Related Financing Activities** (6,460)

**Investing Activities - Net Investment Income** 392,482

**Net Change in Cash and Cash Equivalents** (2,775,672)

Cash and Cash Equivalents at Beginning of Year 14,046,474

**Cash and Cash Equivalents at End of Year** \$ 11,270,802

### Reconciliation of Operating Income (Loss) to Net Cash Provided by (Used In) Operating Activities:

<b>Net Income (Loss) per Financial Statements</b>	\$ (3,031,179)
Deduct Proceeds from Grants	(3,856,809)
Deduct Proceeds from Capital Activities	6,460
Deduct Net Proceeds from Investments	(392,482)
<b>Net Income (Loss) from Operating Activities</b>	<u>(7,274,010)</u>

#### Adjustments Not Affecting Cash:

Prior Period Adjustments	62,378
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#### (Increase) Decrease in Assets and Increase (Decrease) in Liabilities:

Accounts Receivable	265,659
Prepaid Items	651
Inventory	34,115
Accounts Payable	(93,262)
Due to Other State Agencies	(1,382)
Compensated Absences	(12,651)
Other Liabilities	-

**Total Adjustments** 255,508

**Net Cash Provided (Used in) Operating Activities** \$ (7,018,502)



# FLORIDA DEPARTMENT OF CITRUS

SOURCE AND USE OF FUNDS  
FISCAL YEAR ENDED JUNE 30, 2020

DESCRIPTION	DOM. ASSESMTS & OTHER REV	IMPORTS	GRANTS	TOTAL
<b>SOURCES</b>				
Assessments	\$5,070,213	\$1,006,492		\$6,076,705
Other	390,494			390,494
General Revenue	1,554,985			1,554,985
Marketing Grants			3,617,934	3,617,934
<b>TOTAL SOURCES</b>	<b>\$7,015,692</b>	<b>\$1,006,492</b>	<b>\$3,617,934</b>	<b>\$11,640,119</b>
<b>USES</b>				
Admin & Support Svcs	\$1,268,661	536,063		\$1,804,724
State Gen Rev Charge	217,382	40,260		257,642
Research	1,960,736	430,170		2,390,906
Marketing	6,600,091		3,617,934	10,218,026
<b>TOTAL USES</b>	<b>\$10,046,871</b>	<b>1,006,492</b>	<b>\$3,617,934</b>	<b>\$14,671,298</b>
<b>EXCESS/(DEFICIT)</b>	<b>(\$3,031,179)</b>	<b>\$0</b>	<b>\$0</b>	<b>(\$3,031,179)</b>

Pursuant to Chapter 601.155(10) F.S. equalization assessment collected on imported product (1/3 of applicable rates) were expended only for Research, Administrative and Regulatory activities. Import taxes paid for 23% of the Department's Research, Administrative and Regulatory activities.

# FLORIDA DEPARTMENT OF CITRUS

## STATEMENT OF REVENUE, EXPENDITURES AND FUND BALANCE BY FRUIT VARIETY

FISCAL YEAR ENDED JUNE 30, 2020

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
Fund Balance, July 1	\$13,840,167	\$10,342,502	\$2,534,654	\$721,658	\$34,177	\$207,176
Adjustments to Fund Balance	62,378	40,492	6,410	3,950	11,410	116
Revenue	11,640,119	8,090,281	817,530	563,436	1,911,365	257,507
<b>Total Available</b>	<b>\$25,542,664</b>	<b>\$18,473,275</b>	<b>\$3,358,594</b>	<b>\$1,289,044</b>	<b>\$1,956,952</b>	<b>\$464,799</b>
Expenditures						
Administration						
Admin & Supp Srvc	\$1,804,725	\$1,655,113	\$59,195	\$49,269	\$32,485	\$8,663
State Gen Rev Charge	257,642	235,527	7,717	6,683	6,100	1,615
Subtotal Administration	2,062,367	1,890,640	66,912	55,952	38,585	10,278
Scientific Research & Development						
General Operations	507,184	465,138	16,636	13,846	9,129	2,435
Scientific Product Research	321,053	321,053	0	0	0	0
New Varieties Dev - Gen Rev	619,985	61,999	61,999	216,994	61,999	216,994
Subtotal Scientific Research	1,448,222	848,190	78,635	230,840	71,128	219,429
Economic & Market Research						
General Operations	373,673	342,696	12,256	10,201	6,726	1,794
Research Studies & Data	569,011	536,118	19,165	7,481	4,932	1,315
Subtotal Sci & Econ Research	2,390,906	1,727,004	110,056	248,522	82,786	222,538
Marketing & Public Relations						
General Operations	482,216	451,834	14,620	12,524	1,000	2,238
Public Relations Programs	4,699,673	4,574,582	61,096	31,768	26,550	5,677
Marketing & PR - Gen Rev	935,000	935,000	0	0	0	0
Fresh Fruit Marketing	64,532	0	0	51,187	4,136	9,209
	6,181,421	5,961,416	75,716	95,479	31,686	17,124
International Promotions-DOC	418,669	127,962	52,323	0	238,384	0
International Promotions-FAS	3,364,238	1,106,047	561,771	0	1,696,420	0
International Promotions-ATP	253,696	75,000	0	178,696	0	0
Subtotal Int'l Marketing	4,036,603	1,309,009	614,094	178,696	1,934,804	0
<b>Total Expenditures</b>	<b>\$14,671,298</b>	<b>\$10,888,069</b>	<b>\$866,778</b>	<b>\$578,649</b>	<b>\$2,087,862</b>	<b>\$249,940</b>
Fund Balance, June 30						
Designated	\$10,464,365	\$7,585,206	\$2,409,816	\$655,395	(\$400,910)	\$214,859
Undesignated	407,000	0	82,000	55,000	270,000	0
<b>Total Fund Balance</b>	<b>\$10,871,365</b>	<b>\$7,585,206</b>	<b>\$2,491,816</b>	<b>\$710,395</b>	<b>(\$130,910)</b>	<b>\$214,859</b>

# FLORIDA DEPARTMENT OF CITRUS

## NOTES TO FINANCIAL STATEMENTS

### JUNE 30, 2020

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#### A. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following summary of significant accounting policies of the Department of Citrus is presented to assist the reader in interpreting the financial statements. These policies should be viewed as an integral part of the accompanying financial statements.

1. Reporting Entity

The Department of Citrus is an agency of the State of Florida.

The powers and duties of the Department of Citrus are defined in Chapter 601, Florida Statutes (the Florida Citrus Code of 1949). The Department of Citrus is a corporate body with power to contract, and be contracted with, in order to carry out the provisions and requirements of this Chapter. Bartow, Florida, is designated as its official headquarters.

The Florida Citrus Commission is designated as the head of the Department and is composed of nine practical citrus persons appointed by the Governor, subject to confirmation by the Senate, for a three-year term. Six members shall be designated as grower members and three shall be designated as grower-handler members. The Commission administers the various laws which provide broad regulatory powers with respect to packing, processing, labeling, and handling of citrus fruits and products. The Commission also oversees domestic and international marketing activities, scientific research, and economic and market research.

2. Fund Accounting

The accounts of the Department of Citrus are organized on the basis of funds and account groups, each of which is considered a separate accounting entity. The operations of each fund are accounted for with a separate set of self-balancing accounts that comprise its assets, liabilities, fund equity, revenues, and expenditures or expenses, as appropriate. Government resources are allocated to and accounted for in individual funds based upon the purposes for which they are to be spent and the means by which spending activities are controlled.

Special revenue funds (a governmental fund type) are used to account for revenues which are legally restricted to expenditures for specific purposes. The Department currently has one special revenue fund, the Florida Citrus Advertising Trust Fund. The trust fund was created by Section 601.15(7), Florida Statutes, for the payment of expenditures for general overhead, administration, research and development, advertising, merchandising, public relations, and other associated marketing activities. An assessment per standard (1-3/5 bu.) box on grapefruit, oranges, and on other citrus varieties is levied by the Florida Citrus Commission in accordance with a sliding tax table. The assessment is effective August 1 for the ensuing year.

The general fixed assets account group is used to establish accounting control for general fixed assets.

## SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, *continued*

### 3. Basis of Accounting

Basis of accounting refers to when revenues, expenditures, transfers and the related assets and liabilities are recognized in the accounts and reported in the financial statements. Basis of accounting relates to the timing of the measurements made, regardless of the nature of the measurement.

The governmental funds are accounted for using the modified accrual basis of accounting. Revenue is recognized when it becomes measurable and available to finance expenditures of the current period. Under the modified accrual basis of accounting, expenditures are recognized when the related fund liability is incurred.

### 4. Basis of Presentation

The financial statements of the Department of Citrus have been prepared in accordance with generally accepted accounting principles as prescribed by the Governmental Accounting Standards Board (GASB). Although GASB No. 34, *Basic Financial Statements and Management Discussion and Analysis for State and Local Governments*, eliminated the requirement to present account groups, the Department has elected to combine and present the fixed asset and long-term debt account groups.

The total column on the accompanying combined financial statement is captioned "memorandum only" to indicate that it is presented only to facilitate financial analysis. Inasmuch as the total column includes fund types and account groups that use different bases of accounting, data in this column does not present financial position in conformity with generally accepted accounting principles. Such data is not comparable to a consolidation.

### 5. Deposits and Investments

Cash deposits include demand deposit accounts and time deposit accounts. In addition, investments in the State Board of Administration investment pool are considered to be a cash equivalent. Cash equivalents are defined as short-term, highly liquid investments.

Unless specifically exempted by statute, all cash of the state must be deposited in the State Treasury. The State Treasury, in turn, keeps the funds fully invested to maximize interest earnings. Authorized investments include certificates of deposit in Florida banks and savings and loan associations, direct obligations of the United States Treasury, obligations of federal agencies, asset-backed or mortgage-backed securities, commercial paper, bankers' acceptances, medium term corporate obligations, repurchase agreements and commingled and mutual funds.

### 6. Inventories

Inventories of \$499,708 are expensed using the consumption method and are valued at cost determined on a first-in, first-out basis. Inventories consist mainly of promotional, educational, and display materials that support marketing and public relations activities.

**SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, continued**

7. Fixed Assets

Buildings, furniture and equipment are recorded at historical cost. Land, which was donated, is recorded at the appraised value at the time it was donated. GASB No. 34 requires that the State have a policy on capitalization, depreciation, and useful lives of fixed assets. Fixed assets are recorded at cost and depreciated over the following useful lives:

Buildings	30 years
Equipment	3-5 years
Automobiles	5 years

8. Compensated Absences

Employees earn the right to be compensated during absences for vacation and illness. Within the limits established by law or rule, the value of unused leave benefits will be paid to employees upon separation from state service. The cost of leave benefits is normally recognized when payments are made to employees; however, the department has accrued a liability of \$329,213 as required by GASB. The current portion of the liability is \$88,835. The remaining \$240,378 is recorded as a noncurrent liability.

The compensated absences amounts are based on June 30, 2020 salary rates and include employer social security and pension contributions at current rates.

**B. CASH AND CASH EQUIVALENTS**

Cash and cash equivalents totaling \$11,270,802 consist of pooled investments of \$10,702,088 (See Note C), and cash held in the State Treasury \$568,714.

**C. POOLED INVESTMENTS WITH STATE TREASURY**

Available monies are invested through the State Board of Administration pursuant to Section 215.44, Florida Statutes. Investments totaled \$10,702,088 and are stated at cost plus interest earned and reinvested. Interest earned on these investments during the fiscal year ended June 30, 2020, totaled \$375,012, an average rate of 3.17%.

**D. DUE FROM FEDERAL GOVERNMENT**

At June 30, 2020, \$1,532,851 is due from the United States Department of Agriculture/Foreign Agricultural Service. This balance represents marketing expenditures incurred by the Department of Citrus as of June 30, 2020, not yet reimbursed by the Foreign Agricultural Service program.

**E. CHANGES IN GENERAL FIXED ASSETS**

Changes during the year in general fixed assets are summarized below:

	<u>Balances</u> <u>07/1/19</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balances</u> <u>06/30/20</u>
Fixed Assets at Cost				
Land	\$ 60,000	\$ 0	\$ 0	\$ 60,000
Buildings	3,904,415	0	0	3,904,415
Equipment & Autos	1,653,772	6,460	(56,469)	1,603,763
Other	0	0	0	0
Less: Accumulated Depreciation				
Buildings	(1,353,364)	(161,119)	0	(1,514,483)
Equipment & Autos	(1,561,307)	(35,157)	56,469	(1,539,995)
Other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
	<u>\$ 2,703,516</u>	<u>\$ (189,816)</u>	<u>\$ 0</u>	<u>\$ 2,513,700</u>

**F. ACCOUNTS PAYABLE**

Accounts payable of \$2,252,434, consist primarily of marketing, public relations and research expenditures incurred in the normal course of operation of the Department.

**G. DUE TO OTHER STATE AGENCIES**

Amounts payable to other state agencies, totaling \$197,829, consist of general revenue service charges due to the State of Florida, Chief Financial Officer, and amounts due to other State agencies for services provided.

**H. CHANGES IN GENERAL LONG-TERM DEBT**

Changes during the year in general long-term debt are summarized below:

	<u>Balance</u> <u>07/01/19</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance</u> <u>06/30/20</u>
Compensated absences	\$ 317,827	\$ 181,777	\$ (170,391)	\$ 329,213

The liability for compensated absences at June 30, 2020, was determined in accordance with the provisions of the Governmental Accounting Standards Board *Codification*, Section C60.

**I. COMMITTED FUND BALANCE**

For fiscal years beginning after June 15, 2010, GASB No. 54, *Fund Balance Reporting and Governmental Fund Types*, requires government entities to present fund balance based primarily on the extent to which a government is bound to observe constraints imposed upon the use of the resources reported in governmental funds. The Department's fund balance of \$10,871,365 is classified as Restricted by Enabling Legislation because all funds in the Florida Citrus Advertising Trust Fund are constrained by Section 601.15(7), Florida Statutes (see Note A. 2.). The Department chooses to designate a portion of the restricted fund balance, currently \$10,464,365, to provide adequate funds to continue normal operations during periods of minimal tax collections, and to provide for rate stabilization in future years. The remainder of the committed fund balance is available in the subsequent year to fund program activities.

**J. PRIOR PERIOD ADJUSTMENT**

Adjustments were made to fund balance at July 1, 2019, totaling \$62,378. Accounts payable at June 30, 2019 were overstated by \$62,378 due to recorded payables which did not materialize.

**K. RETIREMENT PLANS**

The Department does not administer a separate retirement plan for its employees. However, pursuant to Florida Statutes, all officers and salaried employees are, with minor exceptions, members of defined retirement plans administered by the Florida Department of Management Services, Division of Retirement. The retirement plans of the State of Florida consist of contributory and noncontributory benefit plans. The plans provide for retirement, death, and disability benefits and require contributions by employees and/or participating agencies at stated percentages of compensation set by law as determined from time to time by the State Legislature. The Department's contributions to the plans for the fiscal year ended June 30, 2020, totaled \$200,725; employee contributions total \$58,186. The plans' accounting and funding policies, actuarial present value of accumulated plan benefits, net assets available for benefits, and other plan-related matters are the responsibility of the Florida Department of Management Services, Division of Retirement, and are not computed on an individual agency basis.

**L. EXTRAORDINARY ITEM**

There were no extraordinary items in fiscal year 2018-19 or fiscal year 2019-20.

**M. SUPPLEMENTAL SCHEDULES**

To assist the reader in analysis of these statements, the following supplemental schedules are included:

	<u>Pages</u>
Cash Flow Statement	44
Source and Use of Funds	45
Comparative Expenditures - General Operations	53
Comparison of Periodic Budgets	54
Ten-Year History of Operations	55



**FLORIDA DEPARTMENT OF CITRUS**  
**COMPARATIVE EXPENDITURES - GENERAL OPERATIONS**  
**FISCAL YEARS ENDING JUNE 30, 2019 AND 2020**

	<u>Year to Date</u> <u>6/30/2019</u>	<u>Year to Date</u> <u>6/30/2020</u>	<u>Variance</u>	<u>Percent</u>
Salaries and Benefits	\$2,543,655	\$2,511,725	(\$31,930)	(1.3)
Other Personal Services	54,876	101,886	47,010	85.7
Travel	61,187	53,661	(7,526)	(12.3)
Transition Costs/Unemployment Comp	3,510	3,300	(210)	(6.0)
People First Initiative	13,807	13,026	(781)	(5.7)
Telephone	43,658	43,841	183	0.4
Postage/Freight	7,623	6,624	(999)	(13.1)
Data Processing	154,617	153,274	(1,343)	(0.9)
Supplies	3,766	3,317	(449)	(11.9)
Insurance and Bond Premiums	19,011	17,594	(1,417)	(7.5)
Reproduction	6,169	6,556	387	6.3
Subscriptions and Memberships	20,837	20,813	(24)	(0.1)
Trade Meals/Meetings	0	0	0	0.0
Training	4,500	3,199	(1,301)	(28.9)
Repairs and Maintenance	32,094	91,101	59,007	100.+
Utilities	68,125	63,294	(4,831)	(7.1)
Leases/Rent Expense	26,053	26,064	11	0.0
Promotional Items	1,082	38,173	37,091	100.+
Capital Equipment (OCO)	23,700	6,460	(17,240)	(72.7)
Office/Research Equipment	2,405	539	(1,866)	(77.6)
Miscellaneous	2,598	4,076	1,478	56.9
CREC Expenses	113,939	113,939	0	0.0
Research Materials	19,998	8,494	(11,504)	(57.5)
Fruit Inspection Data	100	100	0	0.0
Consultants Fee/Travel	78,100	78,096	(4)	(0.0)
<b>Total</b>	<b><u>\$3,305,411</u></b>	<b><u>\$3,369,152</u></b>	<b><u>\$63,741</u></b>	<b><u>1.9</u></b>

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PRELIMINARY, OCTOBER BUDGET REVISION AND CURRENT BUDGETS FISCAL YEAR ENDED JUNE 30, 2020

	July 1, 2019 Operating Budget	Adjustment	November 20, 2019 Budget Revision	June 30, 2020 Budget	Variance	Percent
<b>REVENUE</b>						
Carryover	\$2,727,000	\$35,000	\$2,762,000	\$3,262,000	\$500,000	18.1
Unspent Certified	0	62,411	62,411	62,411	0	0.0
Tax Assessments-Domestic	5,285,500	209,760	5,495,260	5,213,980	(281,280)	(5.1)
Tax Assessments-Imports	1,015,000	(11,667)	1,003,333	1,003,333	0	0.0
Interest/Other	254,800	(200)	254,600	305,000	50,400	19.8
Gen Rev - NVMDC	650,000	0	650,000	650,000	0	0.0
Gen Rev - PR & Marketing	935,000	0	935,000	935,000	0	0.0
FAS Program (MAP)	3,674,866	0	3,674,866	3,674,866	0	0.0
FAS Program (ATP)	275,000	0	275,000	275,000	0	0.0
<b>TOTAL REVENUE</b>	<b>\$14,817,166</b>	<b>\$295,304</b>	<b>\$15,112,470</b>	<b>\$15,381,590</b>	<b>\$269,120</b>	<b>1.8</b>
<b>EXPENDITURES</b>						
<b>Administration</b>						
Admin and Support Services	\$1,884,700	\$43,300	\$1,928,000	\$1,939,800	\$11,800	0.6
State General Revenue Charge	261,800	8,000	269,800	260,565	(9,235)	(3.4)
<b>Scientific Research &amp; Development</b>						
General Operations	578,100	13,500	591,600	520,700	(70,900)	(12.0)
Scientific Product Research	476,000	10,000	486,000	324,500	(161,500)	(33.2)
New Varieties Development	650,000	0	650,000	650,000	0	0.0
<b>Economic and Market Research</b>						
General Operations	388,200	10,000	398,200	385,300	(12,900)	(3.2)
Research Data & Studies	569,800	6,000	575,800	575,800	0	0.0
<b>Marketing &amp; Public Relations</b>						
General Operations	517,200	0	517,200	528,500	11,300	2.2
Public Relations Programs	3,742,000	280,000	4,022,000	4,712,000	690,000	17.2
Marketing & PR - Gen Rev	935,000	0	935,000	935,000	0	0.0
Gift Fruit Marketing	57,600	0	57,600	64,600	7,000	12.2
International Promotions-DOC	495,225	10,500	505,725	497,225	(8,500)	(1.7)
International Promotions-FAS	3,674,866	0	3,674,866	3,674,866	0	0.0
International Promotions-ATP	275,000	0	275,000	275,000	0	0.0
Subtotal	14,505,491	381,300	14,886,791	15,343,856	457,065	3.1
Reserves	311,675	(85,996)	225,679	37,734	(187,945)	(83.3)
<b>TOTAL BUDGET</b>	<b>\$14,817,166</b>	<b>\$295,304</b>	<b>\$15,112,470</b>	<b>\$15,381,590</b>	<b>\$269,120</b>	<b>1.8</b>

**FLORIDA DEPARTMENT OF CITRUS**  
**TEN-YEAR HISTORY OF OPERATIONS (000's)**  
**FISCAL YEARS AS INDICATED**

	2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17		2017-18		2018-19		2019-20	
		%		%		%		%		%		%		%		%		%		%
<b>Revenue Boxes</b>																				
Domestic	160,940		172,575		154,210		122,520		110,249		95,113		77,380		49,382		76,942		73,341	
Imports	14,117		21,380		29,744		29,950		43,192		37,914		43,498		52,674		73,978		43,110	
<b>Begin Fund Balance</b>	\$18,614		\$18,516		\$15,402		\$13,520		\$16,260		\$16,014		\$18,978		\$17,002		\$13,997		\$13,840	
Adjustment	2,573		722		1,071		813		924		773		317		191		73		62	
<b>Revenue</b>																				
Assessments	42,392	88	42,329	86	38,640	88	31,149	87	25,053	83	23,234	83	6,795	37	4,640	35	6,961	42	6,077	52
Other	5,982	12	6,915	14	5,250	12	4,563	13	5,187	17	4,719	17	11,668	63	8,616	65	9,462	58	5,563	48
<b>Total Revenue</b>	<u>48,374</u>	100	<u>49,244</u>	100	<u>43,890</u>	100	<u>35,712</u>	100	<u>30,240</u>	100	<u>27,953</u>	100	<u>18,463</u>	100	<u>13,256</u>	100	<u>16,423</u>	100	<u>11,640</u>	100
<b>Expenditures</b>																				
<b>Marketing</b>																				
Domestic-PO	22,056	43	23,825	45	23,818	51	19,648	53	11,954	38	12,604	49	10,109	49	7,299	44	7,939	48	5,961	41
Domestic-PG	2,085	4	2,061	4	1,514	3	1,023	3	645	2	167	1	150	1	93	1	99	1	76	1
Domestic-Fresh	819	2	871	2	734	2	604	2	383	1	346	1	1,159	6	243	1	204	1	144	1
International	8,486	17	8,300	16	8,234	18	6,881	18	7,288	23	6,214	24	4,504	22	4,175	25	4,025	24	4,037	28
<b>Research</b>																				
Econ & Mkt Res	1,730	3	1,496	3	1,534	3	1,428	4	2,336	7	1,334	5	895	4	878	5	982	6	943	6
Scientific Res/NVD	2,998	6	2,509	5	2,244	5	2,047	5	1,374	4	1,949	8	1,824	9	1,378	8	1,332	8	1,448	10
Disease Res	8,184	16	9,148	17	4,667	10	1,905	5	3,148	10	0	0	0	0	0	0	0	0	0	0
Harvesting	266	1	810	2	272	1	0	0	32	0	0	0	0	0	0	0	0	0	0	0
<b>Administrative</b>																				
Gen Rev Srvs Chrg	2,716 **	5	2,298	4	2,265	5	2,615	7	3,239 **	10	2,209	9	1,834	9	2,191	13	1,775	11	1,805	12
	1,705	3	1,762	3	1,561	3	1,254	3	1,011	3	939	4	282	1	195	1	297	2	258	2
<b>Total Expenditures</b>	<u>51,045</u>	100	<u>53,080</u>	100	<u>46,843</u>	100	<u>37,405</u>	100	<u>31,410</u>	100	<u>25,762</u>	100	<u>20,757</u>	100	<u>16,452</u>	100	<u>16,653</u>	100	<u>14,671</u>	100
<b>Surplus/(Deficit)</b>	<u>(2,671)</u>		<u>(3,836)</u>		<u>(2,953)</u>		<u>(1,693)</u>		<u>(1,170)</u>		<u>2,191</u>		<u>(2,294)</u>		<u>(3,196)</u>		<u>(230)</u>		<u>(3,032)</u>	
<b>End Fund Balance</b>	<u>\$18,516</u>		<u>\$15,402</u>		<u>\$13,520</u>		<u>\$12,640</u>		<u>\$16,014</u>		<u>\$18,978</u>		<u>\$17,001</u>		<u>\$13,997</u>		<u>\$13,840</u>		<u>\$10,870</u>	
<b>Cash on Hand</b>	\$26,366		\$24,359		\$21,971		\$18,089		\$21,625		\$22,153		\$17,158		\$12,672		\$14,046		\$11,271	
<b>Salaries &amp; Benefits</b>	\$4,517		\$4,105		\$3,899		\$4,184		\$4,145		\$3,661		\$2,641		\$2,544		\$2,544		\$2,512	
<b># Employees</b>	52		48		47		45		45		40		28		28		28		27	

\*\* Includes extraordinary items of \$86,221 (2010-11), and \$375,769 (2014-15)

# FLORIDA DEPARTMENT OF CITRUS

## SCHEDULE OF TAX RATES\*

FISCAL YEARS ENDING JUNE 30, 2019 AND 2020

	2018-2019		2019-2020		STATUTE
	FRESH	PROCESSED	FRESH	PROCESSED	
<b><u>DOMESTIC</u></b>					
Orange	\$ 0.050	\$ 0.070	\$ 0.050	\$ 0.070	601.15(3a)
Grapefruit	\$ 0.070	\$ 0.070	\$ 0.070	\$ 0.070	601.15(3a)
All Other Varieties	\$ 0.070	\$ 0.070	\$ 0.070	\$ 0.070	601.15(3a)
<b><u>IMPORTS</u></b>					
Orange		\$ 0.070		\$ 0.070	601.155(2)
Grapefruit		\$ 0.070		\$ 0.070	601.155(2)

\*Rates are per 1-3/5 bushel equivalent, and are effective August 1 each fiscal year.

# FLORIDA DEPARTMENT OF CITRUS

## COMPARATIVE SCHEDULE OF REVENUE BOXES

FISCAL YEARS ENDING JUNE 30, 2019 AND 2020

	ACTUAL REVENUE BOXES 2018-2019	ESTIMATED REVENUE BOXES 2019-2020	ACTUAL REVENUE BOXES 2019-2020		
			2018-2019 PAID IN 2019-2020	2019-2020 PAID IN 2019-2020	TOTAL
<b>DOMESTIC</b>					
<b>ORANGE:</b>					
Fresh	2,486,011	2,627,000	212,172	2,969,179	3,181,351
Processed	69,040,776	66,839,000	238,132	64,110,475	64,348,607
<b>GRAPEFRUIT:</b>					
Fresh	1,783,001	1,940,000	41,726	2,055,278	2,097,004
Processed	2,592,830	2,870,000	26,739	2,744,111	2,770,850
<b>SPECIALTY:</b>					
Fresh	564,350	567,000	(8,952)	570,656	561,704
Processed	475,514	393,000	(14,329)	395,363	381,034
<b>TOTAL DOMESTIC</b>					
Fresh	4,833,362	5,134,000	244,946	5,595,113	5,840,059
Processed	72,109,120	70,102,000	250,542	67,249,949	67,500,491
	<u>76,942,482</u>	<u>75,236,000</u>	<u>495,488</u>	<u>72,845,062</u>	<u>73,340,550</u>
<b>IMPORTS</b>					
Orange	71,029,603	42,000,000	25,033,530	17,033,056	42,066,586
Grapefruit	2,948,216	1,000,000	539,077	504,610	1,043,687
TOTAL IMPORTS	<u>73,977,819</u>	<u>43,000,000</u>	<u>25,572,607</u>	<u>17,537,666</u>	<u>43,110,273</u>
<b>TOTAL</b>	<u><b>150,920,301</b></u>	<u><b>118,236,000</b></u>	<u><b>26,068,095</b></u>	<u><b>90,382,728</b></u>	<u><b>116,450,823</b></u>

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE

FISCAL YEAR ENDED JUNE 30, 2020

DESCRIPTION	BUDGETED 2019-20	REVENUE TO DATE	% TO BUDGETED
Assessment on Domestic Fruit			
Orange			
Fresh	\$131,350	\$159,067	100.+
Processed	4,678,730	4,504,402	96.3
	<u>4,810,080</u>	<u>4,663,469</u>	97.0
Grapefruit			
Fresh	135,800	146,791	100.+
Processed	200,900	193,960	96.5
	<u>336,700</u>	<u>340,751</u>	100.+
Specialty			
Fresh	39,690	39,320	99.1
Processed	27,510	26,672	97.0
	<u>67,200</u>	<u>65,992</u>	98.2
Assessment on Import Fruit			
Orange	980,000	982,140	100.+
Grapefruit	23,333	24,353	100.+
	<u>1,003,333</u>	<u>1,006,493</u>	100.+
Total Assessments	6,217,313	6,076,705	97.7
Investment Earnings	275,000	375,012	100.+
Other Income	30,000	15,483	51.6
Gen-Rev - Marketing & NVMDC	1,585,000	1,554,985	98.1
Foreign Agricultural Svc Funds (ATP/MAP)	<u>3,949,866</u>	<u>3,617,934</u>	91.6
<b>TOTAL</b>	<b><u><u>\$12,057,179</u></u></b>	<b><u><u>\$11,640,119</u></u></b>	<b>96.5</b>

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY CATEGORY

FISCAL YEAR ENDED JUNE 30, 2020

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
<b>GENERAL OPERATIONS</b>				
Salaries and Benefits	\$2,550,300	\$2,511,725	98.5	\$38,575
Other Personal Services	103,600	101,886	98.3	1,714
Travel	77,800	53,661	69.0	24,139
Unemployment Compensation	3,600	3,300	91.7	300
People First Initiative	14,100	13,026	92.4	1,074
Telephone	48,400	43,841	90.6	4,559
Postage/Freight	8,750	6,624	75.7	2,126
Data Processing	185,800	153,274	82.5	32,526
Supplies	7,100	3,317	46.7	3,783
Insurance and Bond Premiums	17,700	17,594	99.4	106
Reproduction	8,400	6,556	78.0	1,844
Subscriptions and Memberships	25,000	20,813	83.3	4,187
Trade Meals/Meetings	500	0	0.0	500
Training	3,200	3,199	100.0	1
Repairs and Maintenance	97,500	91,101	93.4	6,399
Utilities	63,500	63,294	99.7	206
Leases/Rent Expense	28,100	26,064	92.8	2,036
Promotional Items	38,300	38,173	99.7	127
Capital Equipment (OCO)	21,500	6,460	30.0	15,040
Office/Research Equipment	600	539	89.8	61
Miscellaneous	11,200	4,076	36.4	7,124
CREC Expenses	115,000	113,939	99.1	1,061
Research Materials	12,200	8,494	69.6	3,706
Fruit Inspection Data	100	100	100.0	0
Consultants Fee/Travel	81,525	78,096	95.8	3,429
Subtotal General Operations	<u>3,523,775</u>	<u>3,369,152</u>	95.6	<u>154,623</u>
<b>PROGRAMS*</b>				
Legal Services	153,000	82,124	53.7	70,876
State General Revenue Charge	260,565	257,642	98.9	2,923
Scientific Research	324,500	321,053	98.9	3,447
New Varieties Development	650,000	619,985	95.4	30,015
Economic & Market Research	575,800	569,011	98.8	6,789
Public Relations Programs	5,647,000	5,634,673	99.8	12,327
Fresh Fruit Marketing	64,600	64,532	99.9	68
International Marketing	4,144,616	3,753,126	90.6	391,490
Reserves	37,734	0	0.0	37,734
Subtotal Programs	<u>11,857,815</u>	<u>11,302,146</u>	95.3	<u>555,669</u>
<b>TOTAL EXPENDITURES</b>	<u><b>\$15,381,590</b></u>	<u><b>\$14,671,298</b></u>	<b>95.4</b>	<u><b>\$710,292</b></u>

\*Program costs exclude general operating expenses

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY DEPARTMENT

FISCAL YEAR ENDED JUNE 30, 2020

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
Administration				
Admin and Support Services	\$1,939,800	\$1,804,725	93.0	\$135,075
State General Revenue Charge	260,565	257,642	98.9	2,923
Scientific Research & Development				
General Operations	520,700	507,184	97.4	13,516
Scientific Product Research	324,500	321,053	98.9	3,447
New Varieties Development-Gen Rev	650,000	619,985	95.4	30,015
Economic and Market Research				
General Operations	385,300	373,673	97.0	11,627
Research Studies & Data	575,800	569,011	98.8	6,789
Marketing & Public Relations				
General Operations	528,500	482,216	91.2	46,284
Public Relations Programs	4,712,000	4,699,673	99.7	12,327
Public Relations Programs-Gen Rev	935,000	935,000	100.0	0
Fresh Fruit Marketing	64,600	64,532	99.9	68
International Marketing				
International Promotions-DOC	497,225	418,670	84.2	78,555
International Promotions-FAS	3,674,866	3,364,238	91.5	310,628
International promotions-ATP	275,000	253,696	92.3	21,304
Total Expenditures	15,343,856	14,671,298	95.6	672,558
Reserves	37,734	0	0.0	37,734
<b>TOTAL</b>	<b>\$15,381,590</b>	<b>\$14,671,298</b>	<b>95.4</b>	<b>\$710,292</b>



# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>STATE GENERAL REVENUE CHARGE</b>					
57 10 00 00 000					
Florida Citrus Advertising Trust Fund	88040	<u>\$260,565</u>	<u>\$257,642</u>	98.9	<u>\$2,923</u>
<b>ADMINISTRATIVE AND SUPPORT SERVICES</b>					
<b>GENERAL OPERATIONS</b>					
57 10 10 08 001					
Commissioners Comp (OPS)	12101	1,500	1,446	96.4	54
Commissioners Travel	26001	3,000	2,970	99.0	30
57 10 10 09 001					
Salaries and Benefits	11000	1,348,600	1,348,576	100.0	24
Temporary Employee (OPS)	12100	4,100	4,046	98.7	54
Employee Travel - All Variety	26000	5,500	5,425	98.6	75
Subtotal		1,362,700	1,362,463	100.0	237
57 10 10 09 002					
Fruit Inspection Data	13260	100	100	100.0	0
Training	13280	3,200	3,199	100.0	1
People First	15800	6,200	5,815	93.8	385
Unemployment Compensation	16500	3,600	3,300	91.7	300
Telephone	22100	38,000	35,679	93.9	2,321
Office Supplies	34101	1,000	721	72.1	279
Office Equipment	34102	600	539	89.8	61
Casualty Insurance	4100C	13,900	13,803	99.3	97
Property Insurance	4100P	3,800	3,791	99.8	9
Subscriptions	49200	8,000	6,172	77.2	1,828
Memberships	49300	800	550	68.8	250
Miscellaneous	49900	2,400	2,108	87.8	292
Subtotal General Operations		<u>1,444,300</u>	<u>1,438,240</u>	99.6	<u>6,060</u>
<b>LEGAL AND REGULATORY</b>					
<b>LEGAL SERVICES</b>					
57 10 10 10 002					
Court Reporting Fees	13140	1,000	0	0.0	1,000
Legal Srv-Adv Claims	1316A	25,000	5,689	22.8	19,311
Legal Srv-G Counsel	1316G	105,000	72,888	69.4	32,112
Legal Srv-Trademark	1316T	20,000	2,037	10.2	17,963
Legal Advertising	13310	2,000	1,510	75.5	490
Miscellaneous	29000	3,500	125	3.6	3,375
Total Legal Services		<u>\$156,500</u>	<u>\$82,249</u>	52.6	<u>\$74,251</u>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>SUPPORT SERVICES</b>					
57 10 10 12 002					
Grounds Maintenance	13290	\$7,000	\$6,341	90.6	\$659
Mailing & Delivery Services	13420	1,000	917	91.7	83
Shredding Service	13421	600	591	98.5	9
Warehouse Services	13991	13,000	12,422	95.6	578
Postage	21000	2,000	1,796	89.8	204
Reproduction	23000	7,500	6,374	85.0	1,126
Maintenance - Auto	2410A	500	123	24.6	377
Maintenance - Building - Bartow	2410B	32,000	31,594	98.7	406
Maintenance - Equipment	2410E	500	280	56.0	220
Bartow Bldg Utilities	27100	63,500	63,294	99.7	206
Building Supplies	3410B	3,000	2,276	75.9	724
Distribution Supplies	3410D	300	61	20.3	239
Fuel	36410	2,500	399	16.0	2,101
Copy Equipment Rental	44200	7,200	7,089	98.5	111
Rental-Office Equipment	44400	3,400	3,145	92.5	255
Equipment - General (OCO)	51200	5,000	0	0.0	5,000
Subtotal Support Services		<u>149,000</u>	<u>136,702</u>	91.7	<u>12,298</u>
<b>IT SERVICES</b>					
57 10 10 14 002					
DP Services - AST (EO=55)	1327A	66,500	62,471	93.9	4,029
DP Services - Other	22300	50,000	47,166	94.3	2,834
Data Processing Maint	2410D	1,500	317	21.1	1,183
DP Equipment	3410E	10,000	6,161	61.6	3,839
Data Processing Supplies	3410S	2,000	789	39.5	1,211
DP Equipment (OCO)	51600	10,000	0	0.0	10,000
Data Processing Software	53100	50,000	30,630	61.3	19,370
Subtotal IT Services		<u>190,000</u>	<u>147,534</u>	77.6	<u>42,466</u>
Total Support & IT Services		<u>339,000</u>	<u>284,236</u>	83.8	<u>54,764</u>
<b>TOTAL ADMIN, SUPPORT &amp; IT SERVICES</b>		<u><b>\$1,939,800</b></u>	<u><b>\$1,804,725</b></u>	93.0	<u><b>\$135,075</b></u>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>SCIENTIFIC RESEARCH</b>					
<b>GENERAL OPERATIONS</b>					
57 10 12 10 001					
Salaries and Benefits	11000	\$239,600	\$239,593	100.0	\$7
Temporary Employees (OPS)	12100	72,000	70,588	98.0	1,412
Employee Travel - AV	26000	10,500	8,632	82.2	1,868
57 10 12 10 002					
Mailing & Delivery Services	13420	200	114	57.0	86
People First	15800	4,100	3,806	92.8	294
Postage	21000	100	32	32.0	68
Telephone	22100	2,000	1,161	58.1	839
Reproduction	23000	400	22	5.5	378
Repairs & Maintenance	24101	55,000	52,364	95.2	2,636
Office Supplies	34101	800	208	26.0	592
Research Material - Internal	34103	9,000	7,294	81.0	1,706
Research Material - External	34104	2,000	1,200	60.0	800
CREC Operations	43300	115,000	113,939	99.1	1,061
Copy Equipment Rental	44200	2,200	1,704	77.5	496
Subscriptions	49200	200	67	33.5	133
Memberships	49300	100	0	0.0	100
Miscellaneous	49900	1,000	0	0.0	1,000
Equipment OCO	51200	6,500	6,460	99.4	40
<b>TOTAL GENERAL OPERATIONS</b>		<b>520,700</b>	<b>507,184</b>	<b>97.4</b>	<b>13,516</b>
<b>MEDICAL RESEARCH</b>					
57 10 12 11 005					
Hesperidin - Systematic Review	SR081	47,900	47,464	99.1	436
Inflammation-Systematic Review-OJ	SR082	17,100	17,050	99.7	50
Lutein - ILSI Project - OJ	SR083	40,000	40,000	100.0	0
Longitudinal Study - Weight and OJ	SR090	105,000	104,487	99.5	513
NHANES:Diet Quality & Weight-OJ	SR091	39,500	37,052	93.8	2,448
NHANES:Nutrient Adequacy-OJ	SR092	65,000	65,000	100.0	0
Nutritional Impact Manuscript-OJ	SR093	10,000	10,000	100.0	0
Subtotal Medical Research		324,500	321,053	98.9	3,447
<b>TOTAL SCIENTIFIC RESEARCH</b>		<b>\$845,200</b>	<b>\$828,237</b>	<b>98.0</b>	<b>\$16,963</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>SCIENTIFIC SPONSORED RESEARCH</b>					
<b>GENERAL REVENUE PROGRAMS</b>					
57 10 12 11 003					
New Varieties Development - All Variety	GR090	\$650,000	\$619,985	95.4	\$30,015
<b>TOTAL NVDMC - GENERAL REVENUE</b>		<u>650,000</u>	<u>619,985</u>	95.4	<u>30,015</u>
<b>TOTAL SCIENTIFIC &amp; SPONSORED RESEARCH</b>		<u><b>\$1,495,200</b></u>	<u><b>\$1,448,222</b></u>	<b>96.9</b>	<u><b>\$46,978</b></u>
<b>* SUBTOTALS BY FUNDING SOURCE</b>					
Scientific Research - CATF		\$845,200	\$828,237	98.0	\$16,963
Scientific Research - GR		650,000	619,985	95.4	30,015
Total		<u><b>\$1,495,200</b></u>	<u><b>\$1,448,222</b></u>	<b>96.9</b>	<u><b>\$46,978</b></u>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>ECONOMIC AND MARKET RESEARCH</b>					
<b>GENERAL OPERATIONS</b>					
57 10 13 10 001					
Salaries and Benefits	11000	\$327,100	\$327,084	100.0	\$16
Temporary Employees (OPS)	12100	26,000	25,806	99.3	194
Employee Travel - AV	26000	19,000	15,391	81.0	3,609
57 10 13 10 002					
Research Publications	13263	1,200	0	0.0	1,200
Website	13270	4,800	1,371	28.6	3,429
Postage	21000	250	74	29.6	176
Telephone	22100	2,400	1,929	80.4	471
Reproduction	23000	500	160	32.0	340
Office Supplies	34101	500	0	0.0	500
Copy Equipment Rental	44200	2,300	1,704	74.1	596
Subscriptions	49200	50	22	44.0	28
Miscellaneous	49900	1,200	132	11.0	1,068
Subtotal General Operations		385,300	373,673	97.0	11,627
<b>RESEARCH DATA &amp; STUDIES</b>					
57 10 13 12 003					
Processed Retail Sales-A.C.Nielsen	ER010	295,000	295,000	100.0	0
FL Agri Market Research Center - AV	ER020	215,800	215,800	100.0	0
Economic Impact Analysis - AV	ER025	30,000	29,721	99.1	279
Other Data Purchases - AV	ER035	10,000	5,200	52.0	4,800
Survey's - Toluna - AV	ER060	25,000	23,290	93.2	1,710
Subtotal Research Data & Studies		575,800	569,011	98.8	6,789
<b>TOTAL ECON &amp; MKT RESEARCH</b>		<b>\$961,100</b>	<b>\$942,684</b>	<b>98.1</b>	<b>\$18,416</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>MARKETING AND PUBLIC RELATIONS</b>					
<b>GENERAL OPERATIONS</b>					
57 10 15 10 001					
Salaries and Benefits	11000	\$455,000	\$418,332	91.9	\$36,668
Employee Travel - All Variety	26000	5,000	1,633	32.7	3,367
Employee Travel - Orange Juice	26002	6,500	6,004	92.4	496
Employee Travel - Fresh	26004	2,500	0	0.0	2,500
57 10 15 10 002					
Promotional Materials	13350	31,600	31,526	99.8	74
Mailing & Delivery Services	13420	2,500	1,382	55.3	1,118
People First	15800	3,800	3,405	89.6	395
Postage	21000	100	58	58.0	42
Telephone	22100	4,000	3,855	96.4	145
Office Supplies	34101	1,000	51	5.1	949
Subscriptions	49200	1,000	968	96.8	32
Memberships	49300	9,700	9,262	95.5	438
Digital Asset Management	53101	5,800	5,740	99.0	60
<b>TOTAL GENERAL OPERATIONS</b>		<b>528,500</b>	<b>482,216</b>	<b>91.2</b>	<b>46,284</b>
<b>GENERAL REVENUE PROGRAMS</b>					
57 10 15 11 003					
Consumer Awareness - PR	GR010	935,000	935,000	100.0	0
<b>TOTAL GENERAL REVENUE PROGRAMS</b>		<b>\$935,000</b>	<b>\$935,000</b>	<b>100.0</b>	<b>\$0</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>PUBLIC RELATIONS</b>					
<b>CORPORATE - ALL VARIETIES</b>					
57 10 15 12 003					
Website Platforms	PR012	\$599,500	\$598,998	99.9	\$502
Reactive Issues Management	PR016	569,000	568,402	99.9	598
Policy Issues	PR017	34,500	34,500	100.0	0
Subtotal Corporate - All Varieties		<u>1,203,000</u>	<u>1,201,900</u>	99.9	<u>1,100</u>
<b>PROCESSED ORANGE</b>					
57 10 15 12 004					
Influencer Engagement	PR041	125,000	125,000	100.0	0
Performance Mktg-Digital/Social	PR045	3,147,000	3,138,746	99.7	8,254
Consumer Awareness FY2018-19 CATF	PR090	180,000	180,000	100.0	0
Subtotal Processed Orange		<u>3,452,000</u>	<u>3,443,746</u>	99.8	<u>8,254</u>
<b>GRAPEFRUIT</b>					
57 10 15 12 005					
Proactive/Reactive Issues Mgmt	PR036	50,000	48,027	96.1	1,973
Subtotal Grapefruit		<u>50,000</u>	<u>48,027</u>	96.1	<u>1,973</u>
<b>IN-STATE PROGRAMS</b>					
57 10 15 12 008					
Industry Grower Relations - AV	PR081	7,000	6,000	85.7	1,000
Subtotal In-State Programs		<u>7,000</u>	<u>6,000</u>	85.7	<u>1,000</u>
<b>FRESH FRUIT</b>					
57 10 16 11 007					
Gift Fruit Programs	RM070	64,600	64,532	99.9	68
Subtotal Gift Fruit		<u>64,600</u>	<u>64,532</u>	99.9	<u>68</u>
<b>TOTAL PR PROGRAMS - CATF</b>		<b><u>\$4,776,600</u></b>	<b><u>\$4,764,205</u></b>	<b>99.7</b>	<b><u>\$12,395</u></b>
<b>* SUBTOTALS BY FUNDING SOURCE</b>					
PR & Domestic Marketing - CATF		\$5,305,100	\$5,246,421		\$58,679
PR & Domestic Marketing - GR		935,000	935,000		0
Total		<u>\$6,240,100</u>	<u>\$6,181,421</u>		<u>\$58,680</u>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>INTERNATIONAL MARKETING</b>					
<b>GENERAL OPERATIONS</b>					
57 10 18 10 001					
Salaries and Benefits	11000	\$180,000	\$178,140	99.0	\$1,860
Employee Travel - Orange Juice	26002	2,000	1,855	92.8	145
Employee Travel - Grapefruit	26003	19,300	9,519	49.3	9,781
Employee Travel - PO/PG/FG	26006	4,500	2,232	49.6	2,268
57 10 18 10 002					
Promotional Items - Grapefruit	IM100	6,700	6,647	99.2	53
Mailing & Delivery Services	13420	2,500	2,250	90.0	250
Banking Services (Foreign Currency)	13450	1,500	500	33.3	1,000
Postage	21000	100	1	1.0	99
Telephone	22100	2,000	1,217	60.9	783
Promotional Materials Printing	23006	1,000	0	0.0	1,000
Office Supplies	34101	500	0	0.0	500
Trade Meals	35000	500	0	0.0	500
Subscriptions	49200	150	22	14.7	128
Memberships	49300	5,000	3,750	75.0	1,250
Miscellaneous	49900	1,000	620	62.0	380
Subtotal General Operations		226,750	206,753	91.2	19,997
<b>FAS ADMINISTRATION</b>					
57 10 18 10 003					
Evaluations-DOC	IM01D	5,000	3,185	63.7	1,815
Evaluations-FAS	IM01F	61,000	37,025	60.7	23,975
Consultant Fee-DOC	1313D	76,725	76,725	100.0	0
FAS Annual Workshop-DOC	26005	3,000	2,737	91.2	263
Subtotal FAS Administration		\$145,725	\$119,672	82.1	\$26,053



# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>CANADIAN PROMOTIONS</b>					
Fresh & Processed Grapefruit					
57 10 18 10 103					
Promotions-DOC	1335D	\$13,400	\$0	0.0	\$13,400
Promotions-FAS	1335F	230,000	221,659	96.4	8,341
Subtotal Canada-Fresh & Proc. Gft.		243,400	221,659	91.1	21,741
Processed Orange					
57 10 18 10 104					
Promotions-DOC	1335D	22,800	14,393	63.1	8,407
Promotions-FAS	1335F	575,129	548,986	95.5	26,143
Subtotal Canada-Proc Orange		597,929	563,379	94.2	34,550
Fresh Orange					
57 10 18 10 105					
Promotions-ATP	1335A	200,000	178,696	89.3	21,304
Promotions-DOC	1335D	20,000	0	0.0	20,000
Subtotal Canada-Proc Orange		220,000	178,696	81.2	41,304
<b>TOTAL CANADIAN MARKETING</b>		<b>1,061,329</b>	<b>963,734</b>	<b>90.8</b>	<b>97,595</b>
<b>EUROPEAN PROMOTIONS</b>					
<b>FRANCE - PROMOTIONS - GRAPEFRUIT</b>					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	1335D	15,300	10,846	70.9	4,454
Promotions-FAS	1335F	395,000	330,201	83.6	64,799
Total France Retail - Fresh & Proc. GFT		410,300	341,047	83.1	69,253
<b>EUROPE - RETAIL - GRAPEFRUIT</b>					
Fresh & Processed Grapefruit					
57 10 18 11 300					
Promotions-DOC	1335D	10,200	615	6.0	9,585
Promotions-FAS	1335F	305,000	256,091	84.0	48,909
Total Europe Retail - Fresh & Proc. GFT		315,200	256,706	81.4	58,494
<b>TOTAL EUROPEAN PROMOTIONS</b>		<b>\$725,500</b>	<b>\$597,753</b>	<b>82.4</b>	<b>\$127,747</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2019 - JUNE 30, 2020

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>ASIAN PROMOTIONS</b>					
<b>JAPAN</b>					
Fresh & Processed Grapefruit					
57 10 18 12 103					
Promotions-DOC	1335D	\$66,300	\$65,666	99.0	\$634
Promotions-FAS	1335F	1,262,783	1,124,322	89.0	138,461
Total Japan-Fresh & Proc. Gft.		1,329,083	1,189,988	89.5	139,095
<b>KOREA</b>					
Fresh & Processed Grapefruit					
57 10 18 13 103					
Promotions-DOC	1335D	7,450	7,450	100.0	0
Promotions-FAS	1335F	300,000	300,000	100.0	0
Total Korea-Fresh & Proc. Gft.		307,450	307,450	100.0	0
Processed Orange					
57 10 18 13 104					
Promotions-ATP	1335A	75,000	75,000	100.0	0
Promotions-DOC	1335D	30,300	30,300	100.0	0
Promotions-FAS	1335F	545,954	545,954	100.0	0
Total Korea-Proc. Orange		651,254	651,254	100.0	0
<b>TOTAL ASIAN PROMOTIONS</b>		<b>2,287,787</b>	<b>2,148,692</b>	<b>93.9</b>	<b>139,095</b>
<b>TOTAL INTERNATIONAL MARKETING</b>		<b>\$4,447,091</b>	<b>\$4,036,604</b>	<b>90.8</b>	<b>\$410,487</b>
<b>* SUBTOTALS BY FUNDING SOURCE</b>					
Int'l Mktg-ATP		\$275,000	\$253,696	92.3	\$21,304
Int'l Mktg-DOC		497,225	418,670	84.2	78,555
Int'l Mktg-FAS		3,674,866	3,364,238	91.5	310,628
		<b>\$4,447,091</b>	<b>\$4,036,604</b>	<b>90.8</b>	<b>\$410,487</b>

**FLORIDA DEPARTMENT OF CITRUS**  
**INTERNATIONAL MARKETING**  
**2019-2020 EXPENDITURES BY VARIETY/FUNDING SOURCE**

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>
<b>DEPARTMENT OF CITRUS</b>					
General Operations	\$206,753	\$58,475	\$22,915	\$0	\$125,364
FAS Administration	82,647	24,794	8,265	0	49,588
Canadian Marketing	14,393	14,393	0	0	0
European Promotions	11,461	0	2,865	0	8,596
Asian Promotions	103,416	30,300	18,279	0	54,837
Subtotal DOC	<u>418,670</u>	<u>127,962</u>	<u>52,324</u>	<u>0</u>	<u>238,385</u>
<b>FOREIGN AGRICULTURAL SERVICE PROGRAM</b>					
FAS Administration	37,025	11,108	3,703	0	22,215
Canadian Marketing	770,645	548,986	55,415	0	166,244
European Promotions	586,292	0	146,573	0	439,719
Asian Promotions	1,970,276	545,954	356,081	0	1,068,242
Subtotal FAS	<u>3,364,238</u>	<u>1,106,048</u>	<u>561,771</u>	<u>0</u>	<u>1,696,420</u>
<b>Agricultural Trade Promotion Program (ATP)</b>					
Canadian Marketing	178,696	0	0	178,696	0
Asian Promotions	75,000	75,000	0	0	0
Subtotal ATP	<u>253,696</u>	<u>75,000</u>	<u>0</u>	<u>178,696</u>	<u>0</u>
<b>TOTAL INTERNATIONAL MARKETING</b>	<b><u>\$4,036,604</u></b>	<b><u>\$1,309,009</u></b>	<b><u>\$614,094</u></b>	<b><u>\$178,696</u></b>	<b><u>\$1,934,804</u></b>
Percent DOC Contribution	<u>12%</u>	<u>12%</u>	<u>9%</u>	<u>100%</u>	<u>14%</u>