Keeping OJ Relevant for Today’s Consumer

ICBC 2014

Doug Ackerman

Executive Director

Florida Department of Citrus
Overview...

• Context
• Branding update
• Retail / food service
• Ambassador activation
• Captain Citrus
• Newsroom / media relations
• Issues management
• Social media
The Context

Supply, Consumption & Prices
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>713</td>
<td>806</td>
<td>41</td>
<td>328</td>
<td>147</td>
<td>588</td>
<td>1,153</td>
<td>3.7</td>
</tr>
<tr>
<td>2010-11</td>
<td>588</td>
<td>864</td>
<td>56</td>
<td>265</td>
<td>214</td>
<td>423</td>
<td>1,136</td>
<td>3.7</td>
</tr>
<tr>
<td>2011-12</td>
<td>423</td>
<td>928</td>
<td>39</td>
<td>223</td>
<td>152</td>
<td>462</td>
<td>998</td>
<td>3.2</td>
</tr>
<tr>
<td>2012-13</td>
<td>462</td>
<td>821</td>
<td>30</td>
<td>421</td>
<td>169</td>
<td>538</td>
<td>1,027</td>
<td>3.3</td>
</tr>
<tr>
<td>2013-14f</td>
<td>538</td>
<td>620</td>
<td>40</td>
<td>320</td>
<td>115</td>
<td>561</td>
<td>841</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Source: FPSR, USDA Cold Storage, FASS, NASS, U.S. Dept. of Commerce.
NIELSEN OJ GALLON SALES VS. US OJ CONSUMPTION

Source: FPSR, USDA Cold Storage, FASS, NASS, U.S. Dept. of Commerce, AC Nielsen
RETAIL OJ PRICES

Source: AC Nielsen, All Outlets Combined.
FDOC Brand Consolidation
AMAZING 5
TASTE
VITAMIN C
POTASSIUM
FOLATE
NO ADDED SUGAR

TASTE
There is nothing like the delicious taste of 100% Florida Orange Juice. The unique flavor of OJ is often imitated but never duplicated: sweet, refreshing, empowering—utterly amazing. Throughout the day and all year long, you’ll want to enjoy amazing in your glass!

VITAMIN C
100% Florida Orange Juice is an excellent source of Vitamin C. Important for the formation of collagen (a component of bones, gums and cartilage). Vitamin C also helps regulate the absorption, transportation and storage of some forms of iron. It may also function as a powerful antioxidant.

FOLATE
Orange juice is a good source of folate, a water-soluble B vitamin essential for cell division and healthy red blood cells.

POTASSIUM
Orange juice is a good source of potassium. Important for muscle function, potassium also plays a role in nerve transmission and helps maintain the body’s fluid, electrolyte and pH balance. Low-sodium diets containing potassium-rich foods may reduce the risk of high blood pressure and stroke.

NO ADDED SUGAR
100% Florida Orange Juice contains no added sugars. The delicious taste of Florida OJ is courtesy of nature's goodness. The amazing in Florida oranges means there's amazing inside your glass—but no added sugars!

There's Amazing Inside Florida Citrus.
Retail & Food Service

Hit ‘em where they buy.
Growth in Retail

Expanded Brand Partners

National Chicken Council

American Egg Board

Cook's California Champagne
Growth in Retail

Expanded Retail Partners

- Ahold USA
- Publix
- Winn-Dixie
- Stop & Shop
- Kroger
- Safeway
- A&P
- Bashas' Your Arizona hometown grocer
- WinCo Foods
- Giant
- Walmart
- Florida Citrus
Ambassador Activation
• 11K touches
• 3.8K OJ samples
• 76+ million impressions
• 11K touches
• 3.8K OJ samples
• 76+ million impressions
FOX411's pic of the day
When celebrities venture outside...
SUPER SMART CHOICES!

YOU READ THE COMIC: NOW READ THE FACTS!

IRON MAN
The Fact Is: It's Always A Great Investment To Know The Facts!

THOR
The Legend Of Florida Citrus!

BLACK WIDOW
The Secret To Smart Choices!

CAPTAIN AMERICA
Good Nutrition Is a Smart Choice!

CAPTAIN CITRUS
CaptainCitrus.com
Quick impact...

- Over 300 news items nationally
- AP, Reuters, NSF, NPR
- ABC, CBS, NBC, FOX
- Toronto Sun
- Print...
Super Hero Juice

Will Buff Super Hero Rescue Florida Orange Juice?

By Kevin Bouffard

In the debut issue of his new comic, Captain Citrus helps the avengers save the world from a super-powered villain and his animal army.

But in the real world, the Captain's mission presents a much bigger challenge. Save the Florida citrus industry and its premier product, orange juice.

“The mission will be a long one,” said David Steele, public relations director for the Florida Department of Citrus and one of Captain Citrus’ partners.

“We don’t think it’s just a future to engage the next generation,” Steele said. “It’s an investment in our future and theirs, and how we can make sure that we have a strong, healthy citrus industry for years to come.”

[Please see Captain Citrus, A4]

Threat to Global Security

Plan to Send Troops to West Africa to Fight Ebola

By a 14-year-old

3,000 U.S. Troops Will Go to Fight Ebola

What kids learn from being paddled

News Talk, Page 27

Capt. Who?
Captain Citrus — that’s who! He’s been summoned to help the staggering OJ industry. Page 6
Florida Orange Juice tailgate fuels New York City for a day

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

August 21, 2014
Newsroom highlights...

- 100+ news items at launch
- Key functions
  - Real-time updates
  - Customized subscriptions
  - RSS feed
  - Local control
  - Shareable content + social integration
  - Distributed to pending FDOC sites
Newsroom insights...

- 1,300 unique users in first month
- Almost 7,000 page views
- 33% of traffic from outside FL
- Top story: “FDOC responds to NPR” (750+)
Update

• Monitoring/response (ongoing)
• Hot topics: viability & nutrition

Priorities

• RESILIENCE
• White papers (greening, biotech, etc.)
• Collaboration + consensus-building
• Training
Social Media
## NEW FRAMEWORK

<table>
<thead>
<tr>
<th>Social Media Channel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Multi-purpose channel; Content targeting done via tabs and post targeting to direct content to specific audiences. Weekly Conversation Topics, Advocate-created Content Shares, RD/Mom/Chef, Events &amp; Promos, Social Channel Cross Pollination.</td>
</tr>
<tr>
<td>Twitter</td>
<td>5 Twitter handles direct content to intended audiences &amp; drive desired traffic back to content web home. Weekly Conversation Topics / Twitter Parties, Advocate-created Content Shares, RD/Mom/Chef, Events &amp; Promos, Social Channel Cross Pollination.</td>
</tr>
<tr>
<td>Instagram</td>
<td>Channels used for sharing visual content created around Food/Nutrition/Educational tactics. Pin boards &amp; addl. Instagram handles used to target content. Contests, Advocate-created Content Shares, All, Events &amp; Promos, Social Channel Cross Pollination.</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Contests, Advocate-created Content Shares, All, Events &amp; Promos, Social Channel Cross Pollination.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Video repository, all created video housed/shared from channel. Event Recaps, Advocates-created Video Content Shares, All, Events &amp; Promotions.</td>
</tr>
<tr>
<td>Google+</td>
<td>SEO, all content shared for purposes of search positioning improvement. Social Channel Cross-Pollination.</td>
</tr>
</tbody>
</table>
# SOCIAL MEDIA PROMOTION PLAN

<table>
<thead>
<tr>
<th>Method</th>
<th>Anticipated impressions (MM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoted social</td>
<td>65</td>
</tr>
<tr>
<td>Digital direct</td>
<td>42</td>
</tr>
<tr>
<td>“Go native”</td>
<td>7</td>
</tr>
<tr>
<td>Momtastic</td>
<td>22</td>
</tr>
<tr>
<td>Amplification</td>
<td>75</td>
</tr>
<tr>
<td>TIME Inc.</td>
<td>32</td>
</tr>
<tr>
<td>Meredith</td>
<td>60</td>
</tr>
<tr>
<td>Search</td>
<td>20</td>
</tr>
</tbody>
</table>

323+ MM Impressions
“The best fertilizer in any grove is the owner’s footsteps.”

GROWERS WELCOME
Thank you.

FloridaCitrus.org