

FY 2022-2023 Florida Citrus: February 10, 2023 – Update

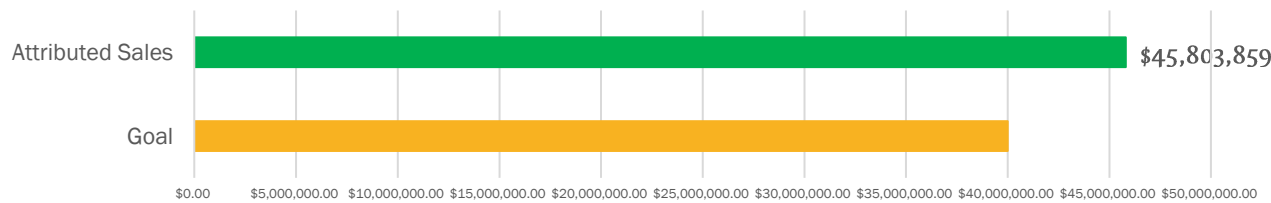
As of 2/08/2023

FDOC Domestic OJ Marketing Campaign: \$18.5M Budget

July 1, 2022 – June 30, 2023

eCommerce Attributed Sales eCommerce Goal % to Goal
\$45,803,859 **\$40M** **115%**

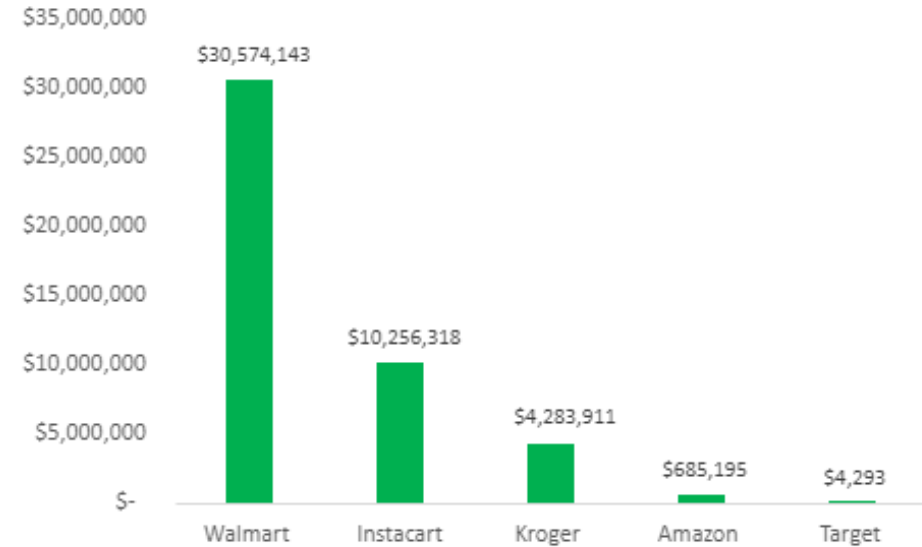
FDOC 2022 - 2023 Attributed Sales



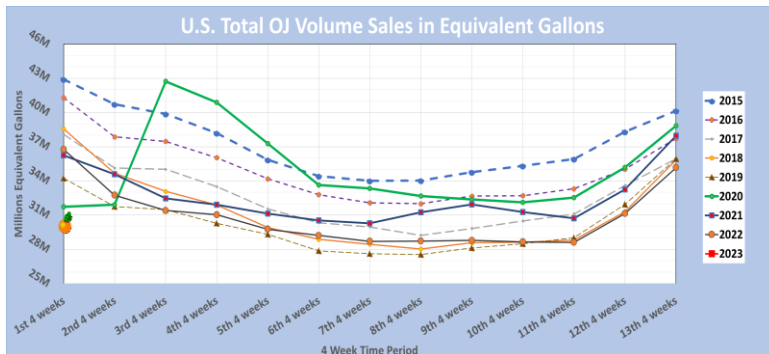
FY2021-2022 Annual FDOC Generic Promotion Return on Investment (ROI)*
\$4.30 – \$5.60

*Benefits of FDOC Generic Promotion on Demand for OJ, Annual ROI Study, UF-FAMRC

Attributed Sales by Retail Partner



U.S. OJ Nielsen Retail Sales below 2019 levels



Data Source: 2019-2022, FDOC Custom Database – Nielsen Answers on Demand (AOC)

Crop Forecast (February 2023)

Florida Oranges
16 Million boxes

Florida Grapefruit
1.5 Million boxes

Florida Specialty
500,000 boxes

FDOC Citrus Juice Statistics

Florida Processors' Statistics Report Summary (Oct-Sep)
 Season-to-Date Packaged and Bulk Movement
 W/E January 21, 2023 Processors' Statistics Report # 16

FCOJ (Millions SSE Gal)			FCGJ (Millions SSE Gal)		
2021-22	2022-23	% Chg	2021-22	2022-23	% Chg
88.5	82.9	-6.4%	1.7	0.8	-56.3%
SSOJ (NFC) (Millions SSG)			SSGJ (NFC) (Millions SSE Gal)		
116.7	113.8	-2.5%	4.1	3.8	-7.3%

Audited Post Estimate (Week-ending January 7, 2023)

Average Price Per Pounds Solids

Early / Mid-Season
\$2.96365

Valencia
N/A

Grapefruit
White: N/A
Red/Pink: N/A