

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2024-25 POS	AMOUNT	AGY REQ N/R FY 2024-25 POS	AMOUNT	AG REQ ANZ FY 2024-25 POS	AMOUNT	
CITRUS, DEPT OF							57000000
CITRUS RESEARCH							57010000
ECONOMIC OPPORTUNITIES							11
BUSINESS DEVELOPMENT							1101.00.00.00
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SALARY RATE							000000
SALARY RATE.....	823,405						
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE	6.00	1,036,960					2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF -STATE		107,098					2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF -STATE		401,896					2090 1
=====							
OPERATING CAPITAL OUTLAY							060000
CITRUS ADVERTISING TF -STATE		251,000					2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
GENERAL REVENUE FUND -STATE		1,650,000					1000 1
CITRUS ADVERTISING TF -STATE		1,520,494					2090 1
TOTAL APPRO.....	3,170,494						
=====							
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF -STATE		82,000					2090 1
=====							
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		2,800					2090 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2024-25	FY 2024-25	FY 2024-25	
	POS	AMOUNT	POS	AMOUNT
				AMOUNT
				CODES
CITRUS, DEPT OF				57000000
CITRUS RESEARCH				57010000
ECONOMIC OPPORTUNITIES				11
BUSINESS DEVELOPMENT				1101.00.00.00
ESTIMATED EXPENDITURES				1000000
ESTIMATED EXPENDITURES - OPERATIONS				1001000
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS				1001000
TOTAL POSITIONS.....	6.00			
TOTAL ISSUE.....		5,052,248		
TOTAL SALARY RATE.....		823,405		
=====				
SALARY INCREASE FY 2023-24 -				
STATEWIDE 5% PAY INCREASE -				
EFFECTIVE 7/1/2023				1001010
SALARY RATE				000000
SALARY RATE.....		41,171		
=====				
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE		46,000		2090 1
=====				
TOTAL: SALARY INCREASE FY 2023-24 -				1001010
STATEWIDE 5% PAY INCREASE -				
EFFECTIVE 7/1/2023				
TOTAL ISSUE.....		46,000		
TOTAL SALARY RATE.....		41,171		
=====				
FLORIDA RETIREMENT SYSTEMS				
CONTRIBUTIONS FOR FY 2023-24				1001215
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE		7,546		2090 1
=====				
REALLOCATION OF HUMAN RESOURCES				
OUTSOURCING				1005900
SPECIAL CATEGORIES				100000
TR/DMS/HR SVCS/STW CONTRCT				107040
CITRUS ADVERTISING TF -STATE		131		2090 1
=====				

	COL A03 AGY REQUEST FY 2024-25 POS	COL A04 AGY REQ N/R FY 2024-25 POS	COL A05 AG REQ ANZ FY 2024-25 POS	AMOUNT	AMOUNT	AMOUNT	CODES
CITRUS, DEPT OF							57000000
CITRUS RESEARCH							57010000
ECONOMIC OPPORTUNITIES							11
BUSINESS DEVELOPMENT							1101.00.00.00
ADJUSTMENTS TO CURRENT YEAR							
ESTIMATED EXPENDITURES							1600000
TRANSFER POSITION AND RATE FROM							
BUDGET ENTITY 5703 TO BUDGET ENTITY							
5701 - ADD							1600040
SALARY RATE							000000
SALARY RATE.....	38,177						
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF	1.00						
-STATE		61,975					2090 1
=====							
TOTAL: TRANSFER POSITION AND RATE FROM							1600040
BUDGET ENTITY 5703 TO BUDGET ENTITY							
5701 - ADD							
TOTAL POSITIONS.....	1.00						
TOTAL ISSUE.....		61,975					
TOTAL SALARY RATE.....	38,177						
=====							

AGENCY ISSUE NARRATIVE:

2024-2025 BUDGET YEAR NARRATIVE: IT COMPONENT? NO
 EOG Number P0024 A position in Agriculture Products Marketing was inadvertently cut during 2020-21 legislative budget session. The position was filled prior to June 30, 2020. The agency requested that a vacant position in Scientific Research (5701) be transferred, along with associated rate, to Agriculture Products Marketing (5703). The agency is now requesting that this position be transferred back due to current needs in research. This is a recurring request and has no fiscal impact on the total budget. This budget amendment was approved for FY2023-24 on September 6, 2023

POSITION DETAIL OF SALARIES AND BENEFITS:

	FTE	BASE RATE	ADDITIVES	BENEFITS	SUBTOTAL	LAPSE %	LAPSED SALARIES AND BENEFITS
A03 - AGY REQUEST FY 2024-25							
CHANGES TO CURRENTLY AUTHORIZED POSITIONS							
2505 PUBLIC INFORMATION SPECIALIST II- SES							
00246 001	1.00	38,177		23,798	61,975	0.00	61,975

COL A03		COL A04		COL A05		CODES
AGY REQUEST FY 2024-25	POS	AGY REQ N/R FY 2024-25	POS	AG REQ ANZ FY 2024-25	POS	

CITRUS, DEPT OF
 CITRUS RESEARCH
 ECONOMIC OPPORTUNITIES
 BUSINESS DEVELOPMENT
 ADJUSTMENTS TO CURRENT YEAR
 ESTIMATED EXPENDITURES
 TRANSFER POSITION AND RATE FROM
 BUDGET ENTITY 5703 TO BUDGET ENTITY
 5701 - ADD

57000000
 57010000
 11
1101.00.00.00
 1600000
 1600040

POSITION DETAIL OF SALARIES AND BENEFITS:

FTE	BASE RATE	ADDITIVES	BENEFITS	SUBTOTAL	LAPSE %	LAPSED SALARIES AND BENEFITS
A03 - AGY REQUEST FY 2024-25						
CHANGES TO CURRENTLY AUTHORIZED POSITIONS						
TOTALS FOR ISSUE BY FUND						
2090 CITRUS ADVERTISING TF						61,975
1.00	38,177		23,798	61,975		61,975

NONRECURRING EXPENDITURES
 NEW VARIETIES DEVELOPMENT
 SPECIAL CATEGORIES
 CONTRACTED SERVICES

2100000
 2103009
 100000
 100777

GENERAL REVENUE FUND -STATE 1,000,000-

=====
 TOTAL: BUSINESS DEVELOPMENT 1101.00.00.00

BY FUND TYPE
 GENERAL REVENUE FUND 650,000
 TRUST FUNDS 3,517,900

=====
 TOTAL POSITIONS..... 7.00
 TOTAL PROG COMP..... 4,167,900
 TOTAL SALARY RATE..... 902,753

=====

	COL A03		COL A04		COL A05		CODES
	POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>							57020000
<u>ECONOMIC OPPORTUNITIES</u>							11
<u>BUSINESS DEVELOPMENT</u>							<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SALARY RATE							000000
SALARY RATE.....		1,291,864					
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		15.00					
CITRUS ADVERTISING TF -STATE		1,965,710					2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF -STATE		66,000					2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF -STATE		492,625					2090 1
=====							
OPERATING CAPITAL OUTLAY							060000
CITRUS ADVERTISING TF -STATE		419,779					2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
CITRUS ADVERTISING TF -STATE		307,655					2090 1
=====							
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF -STATE		75,000					2090 1
=====							
RISK MANAGEMENT INSURANCE							103241
CITRUS ADVERTISING TF -STATE		10,394					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2024-25 POS	AMOUNT	AGY REQ N/R FY 2024-25 POS	AMOUNT	AG REQ ANZ FY 2024-25 POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>							57020000
<u>ECONOMIC OPPORTUNITIES</u>							11
<u>BUSINESS DEVELOPMENT</u>							<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		4,625					2090 1
=====							
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL POSITIONS.....		15.00					
TOTAL ISSUE.....		3,341,788					
TOTAL SALARY RATE.....		1,291,864					
=====							
SALARY INCREASE FY 2023-24 - STATEWIDE 5% PAY INCREASE - EFFECTIVE 7/1/2023							1001010
SALARY RATE							000000
SALARY RATE.....		64,594					
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		77,986					2090 1
=====							
TOTAL: SALARY INCREASE FY 2023-24 - STATEWIDE 5% PAY INCREASE - EFFECTIVE 7/1/2023							1001010
TOTAL ISSUE.....		77,986					
TOTAL SALARY RATE.....		64,594					
=====							
CASUALTY INSURANCE PREMIUM ADJUSTMENT							1001090
SPECIAL CATEGORIES							100000
RISK MANAGEMENT INSURANCE							103241
CITRUS ADVERTISING TF -STATE		4,979					2090 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2024-25	FY 2024-25	FY 2024-25	
POS	AMOUNT	POS	AMOUNT	POS AMOUNT
				CODES
CITRUS, DEPT OF				57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>				57020000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES				1000000
FLORIDA RETIREMENT SYSTEMS				
CONTRIBUTIONS FOR FY 2023-24				1001215
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE	20,920			2090 1
=====				
REALLOCATION OF HUMAN RESOURCES				
OUTSOURCING				1005900
SPECIAL CATEGORIES				100000
TR/DMS/HR SVCS/STW CONTRCT				107040
CITRUS ADVERTISING TF -STATE	216			2090 1
=====				
TOTAL: BUSINESS DEVELOPMENT				<u>1101.00.00.00</u>
BY FUND TYPE				
	15.00			
TRUST FUNDS.....	3,445,889			2000
SALARY RATE.....	1,356,458			
=====				

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2024-25 POS	AMOUNT	AGY REQ N/R FY 2024-25 POS	AMOUNT	AG REQ ANZ FY 2024-25 POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>AGRIC PRODUCTS MARKETING</u>							57030000
<u>ECONOMIC OPPORTUNITIES</u>							11
<u>BUSINESS DEVELOPMENT</u>							<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SALARY RATE							000000
SALARY RATE.....	904,101						
=====							
SALARIES AND BENEFITS							010000
7.00							
CITRUS ADVERTISING TF -STATE	1,333,450						2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF -STATE	17,000						2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF -STATE	261,331						2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
CITRUS ADVERTISING TF -STATE	100,000						2090 1
=====							
PAID ADVERTISING/PROMOTION							102380
GENERAL REVENUE FUND -STATE	10,000,000						1000 1
=====							
CITRUS ADVERTISING TF -STATE	7,461,163						2090 1
-MATCH	500,000						2090 2
-FEDERL	5,000,000						2090 3

TOTAL CITRUS ADVERTISING TF	12,961,163						2090
=====							
TOTAL APPRO.....	22,961,163						
=====							
CITRUS RECOVERY PROGRAM							102410
GENERAL REVENUE FUND -STATE	2,000,000						1000 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2024-25	FY 2024-25	FY 2024-25	
	POS	AMOUNT	POS	AMOUNT
				AMOUNT
				CODES
CITRUS, DEPT OF				57000000
<u>AGRIC PRODUCTS MARKETING</u>				57030000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES				1000000
ESTIMATED EXPENDITURES - OPERATIONS				1001000
SPECIAL CATEGORIES				100000
TR/DMS/HR SVCS/STW CONTRCT				107040
CITRUS ADVERTISING TF -STATE		2,505		2090 1
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS				1001000
TOTAL POSITIONS.....	7.00			
TOTAL ISSUE.....		26,675,449		
TOTAL SALARY RATE.....	904,101			
SALARY INCREASE FY 2023-24 -				
STATEWIDE 5% PAY INCREASE -				
EFFECTIVE 7/1/2023				1001010
SALARY RATE				000000
SALARY RATE.....	45,205			
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE		49,425		2090 1
TOTAL: SALARY INCREASE FY 2023-24 -				1001010
STATEWIDE 5% PAY INCREASE -				
EFFECTIVE 7/1/2023				
TOTAL ISSUE.....		49,425		
TOTAL SALARY RATE.....	45,205			
FLORIDA RETIREMENT SYSTEMS				
CONTRIBUTIONS FOR FY 2023-24				1001215
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE		6,594		2090 1

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2024-25	FY 2024-25	FY 2024-25	
	POS AMOUNT	POS AMOUNT	POS AMOUNT	CODES
CITRUS, DEPT OF				57000000
<u>AGRIC PRODUCTS MARKETING</u>				57030000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES				1000000
REALLOCATION OF HUMAN RESOURCES				
OUTSOURCING				1005900
SPECIAL CATEGORIES				100000
TR/DMS/HR SVCS/STW CONTRCT				107040
CITRUS ADVERTISING TF -STATE	117			2090 1
ADJUSTMENTS TO CURRENT YEAR				
ESTIMATED EXPENDITURES				1600000
TRANSFER POSITION AND RATE FROM				
BUDGET ENTITY 5703 TO BUDGET ENTITY				
5701 - DEDUCT				1600050
SALARY RATE				000000
SALARY RATE.....	38,177-			
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE	1.00-	61,975-		2090 1
TOTAL: TRANSFER POSITION AND RATE FROM				1600050
BUDGET ENTITY 5703 TO BUDGET ENTITY				
5701 - DEDUCT				
TOTAL POSITIONS.....	1.00-			
TOTAL ISSUE.....		61,975-		
TOTAL SALARY RATE.....	38,177-			

AGENCY ISSUE NARRATIVE:

2024-2025 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

EOG Number P0025 A position in Agriculture Products Marketing was inadvertently cut during 2020-21 legislative budget session. The position was filled prior to June 30, 2020. The agency requested that a vacant position in Scientific Research (5701) be transferred, along with associated rate, to Agriculture Products Marketing (5703). The agency is now requesting that this position be transferred back due to current needs in research. This is a recurring request and has no fiscal impact on the total budget. This amendment was approved for FY2023-24 on September 6, 2023.

	COL A03	COL A04	COL A05		
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ		
	FY 2024-25	FY 2024-25	FY 2024-25		
POS	AMOUNT	POS	AMOUNT	POS	
				AMOUNT	
				CODES	
CITRUS, DEPT OF					57000000
<u>AGRIC PRODUCTS MARKETING</u>					57030000
<u>ECONOMIC OPPORTUNITIES</u>					11
<u>BUSINESS DEVELOPMENT</u>					<u>1101.00.00.00</u>
ADJUSTMENTS TO CURRENT YEAR					
ESTIMATED EXPENDITURES					1600000
TRANSFER POSITION AND RATE FROM					
BUDGET ENTITY 5703 TO BUDGET ENTITY					
5701 - DEDUCT					1600050

POSITION DETAIL OF SALARIES AND BENEFITS:

	FTE	BASE RATE	ADDITIVES	BENEFITS	SUBTOTAL	LAPSE %	LAPSED SALARIES AND BENEFITS
A03 - AGY REQUEST FY 2024-25							
CHANGES TO CURRENTLY AUTHORIZED POSITIONS							
2505 PUBLIC INFORMATION SPECIALIST II- SES							
00246 001	1.00-	38,177-		23,798-	61,975-	0.00	61,975-
TOTALS FOR ISSUE BY FUND							
2090 CITRUS ADVERTISING TF							61,975-
	1.00-	38,177-		23,798-	61,975-		61,975-

NONRECURRING EXPENDITURES							2100000
CITRUS RECOVERY PROGRAM							2103008
SPECIAL CATEGORIES							100000
CITRUS RECOVERY PROGRAM							102410
GENERAL REVENUE FUND	-STATE	2,000,000-					1000 1

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2024-25	FY 2024-25	FY 2024-25	
	POS	AMOUNT	POS	AMOUNT
				AMOUNT
				CODES
CITRUS, DEPT OF				57000000
<u>AGRIC PRODUCTS MARKETING</u>				57030000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
NONRECURRING EXPENDITURES				2100000
INCREASED ADVERTISING PROMOTIONAL				
CAMPAIGNS				2103012
SPECIAL CATEGORIES				100000
PAID ADVERTISING/PROMOTION				102380
GENERAL REVENUE FUND -STATE		5,000,000-		1000 1
=====				
INCREASED ADVERTISING PROMOTIONAL				
CAMPAIGNS				4400000
SPECIAL CATEGORIES				100000
PAID ADVERTISING/PROMOTION				102380
GENERAL REVENUE FUND -STATE		5,000,000		1000 1
=====				

AGENCY ISSUE NARRATIVE:

2024-2025 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

DESCRIPTION OF ISSUE:

This issue is to request nonrecurring Advertising Promotional Campaigns Special Category funding in the amount of \$5,000,000 in General Revenue for the continuation and expansion of the eCommerce and digital marketing program. This program is focused on driving sales of Florida Citrus products through eCommerce partnerships with retail grocers and online shopping platforms while increasing awareness of the health benefits and premium quality of Florida Citrus through traditional, digital, and social channels. Given the significant \$6.9 billion economic impact of the state's signature agricultural product, all counties in Florida may be impacted by this request.

ISSUE SUMMARY:

The Florida Department of Citrus (FDOC) is conducting a variety of engagement activities to drive sales of Florida Citrus products and enhance consumer perception and consumption.

Florida has experienced a well-documented, significant citrus crop reduction over the past fifteen years reaching historic lows due to the spread of HLB (citrus greening) and adverse impacts from extreme weather events. As a result, the volume of Florida Orange Juice and fresh Florida Citrus available to consumers has dramatically decreased. During this time, production costs have skyrocketed, leading to an increase in retail prices. Although 100% orange juice remains the nation's favorite 100% fruit juice by a wide margin, consumption of Florida Orange Juice continues to decline due to fierce competition in the beverage aisle, inflation, and negative press regarding its sugar content.

It is vital the department implements strong digital marketing programs that encourage purchase of Florida Citrus products and educate consumers on the health benefits of Florida Citrus in order to support Florida growers and the state. With increasing consumer interest in health and wellness and recent growth in online shopping, programs will focus on eCommerce, digital marketing, media relations, influencer partnerships and social media programs that enable the Department to directly encourage purchase of Florida Citrus and educate consumers on the nutritional benefits it provides.

COL A03		COL A04		COL A05		CODES
AGY REQUEST FY 2024-25 POS	AMOUNT	AGY REQ N/R FY 2024-25 POS	AMOUNT	AG REQ ANZ FY 2024-25 POS	AMOUNT	
CITRUS, DEPT OF						57000000
<u>AGRIC PRODUCTS MARKETING</u>						57030000
ECONOMIC OPPORTUNITIES						11
<u>BUSINESS DEVELOPMENT</u>						<u>1101.00.00.00</u>
INCREASED ADVERTISING PROMOTIONAL CAMPAIGNS						4400000

Additionally, this program will increase awareness of the premium quality of Florida Citrus by spotlighting the unique attributes of the state that make it the perfect place to grow the best tasting citrus in the world. The Department will also work to combat perpetuation of harmful myths about the nutrition of Florida Orange Juice in the media through a vigilant monitoring and response system. Scientific research studies continue to be conducted and published (by the FDOC and others) to provide evidence for health benefits associated with citrus consumption. These findings are used to shape messaging and outreach to consumers, media, and health professionals.

Orange juice demand is a product of attracting households to the marketplace (market penetration) and increasing the level of consumption among buyers (market intensity). Advertising, promotions, and PR activities can impact both market penetration and market intensity. The value of that impact is usually measured in terms of a return on investment (ROI). Florida Department of Citrus (FDOC), in partnership with UF Florida Agricultural Marketing Research Center, has estimated that the results of the return-on-investment analysis for 2022 indicate that FDOC programs in the last year will have a benefit-cost ratio between 4.32 and 5.60, signifying that each dollar expended on generic promotions of processed orange marketing returned between \$4.32 and \$5.60 to the Florida grower in added revenue at the grower delivered-in price level.

The total economic impacts for the investment of \$19.2 million in 100% orange juice promotional activity, averaged over the last 3 years, was estimated to support additional output (sales revenue) impacts for growers and processors of up to \$543.0 million, including \$308.0 million from direct effects, \$141.0 million in indirect effects, and \$94.0 million in induced effects. The additional output impacts include roughly \$7 million in state and local tax revenues.

Reinforcing the positive attributes of orange juice, such as consumers' knowledge of the health and wellness benefits of orange juice, is an ongoing effort and continues to be a top priority for the FDOC. This is in accordance with research results, especially in an era where the information available to consumers regarding the nutrition of 100% orange juice is plentiful, and, often, misleading, distorted, or altogether false. The 2022 UF-FAMRC study showed that demand for orange juice would have declined by 11.3% without the awareness of FDOC promotional activities. The model estimates consumption would have declined by an additional 111 million single-strength equivalent gallons, which is equivalent to roughly 20 million boxes of Florida processed oranges, without FDOC promotions. The domestic share of Florida-sourced orange juice was estimated at 28% for the 2021-22 season, a reduction over the previous seasons due to production losses associated with the January 2022 freeze. Nearly 24% of respondents were aware of orange juice promotions during the course of the 2021-22 fiscal year, and awareness was shown to boost market penetration for orange juice in those households who were aware of OJ promotions by 5% more than those who were not aware. Consumers' perception of the health/wellness benefits of OJ was strong in 2022 with 39% of consumers stating health/wellness as a major reason for purchasing 100% OJ. Awareness of Florida OJ enhanced agreement with the positive perception of OJ and OJ purchases in 2022.

ADVERSE IMPACT IF NOT FUNDED:

The Department's traditional, statutory funding source is entirely tied to citrus production. Thus, as production has decreased, so have the funds available to stimulate consumer engagement with Florida Citrus products. Failure to fund this issue will undermine the department's ability to drive sales of Florida Citrus products and increase awareness of the health benefits of Florida Orange Juice. Reduction in demand for and sales of Florida Citrus products can lead to profoundly adverse long-term impact on the Florida Citrus industry and its thousands of growers, leading to abandoned

COL A03		COL A04		COL A05		CODES
AGY REQUEST		AGY REQ N/R		AG REQ ANZ		
FY 2024-25		FY 2024-25		FY 2024-25		
POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	

CITRUS, DEPT OF						57000000
<u>AGRIC PRODUCTS MARKETING</u>						57030000
ECONOMIC OPPORTUNITIES						11
<u>BUSINESS DEVELOPMENT</u>						<u>1101.00.00.00</u>
INCREASED ADVERTISING PROMOTIONAL CAMPAIGNS						4400000

groves, a degradation in the value of Florida's ecosystems services, reduced tax revenue, and, perhaps most importantly, an increase in unemployment due to a reduction in the more than 32,000 jobs this industry supports.

COST SUMMARY:

This issue will be the primary funding source for the FDOC's e-commerce and digital marketing program. No Full Time Equivalent (FTE) positions will be added to support the enhanced outreach, but the FDOC's public relations staff, scientific research department and partner agencies contribute to the program. The funding requested will cover fees and campaign costs provided by our contracted public relations and marketing agencies, as well as measurement activities associated with the program's commitment to accountability.

TOTAL: BUSINESS DEVELOPMENT						<u>1101.00.00.00</u>
BY FUND TYPE						
GENERAL REVENUE FUND	5,000,000	5,000,000				1000
TRUST FUNDS	14,669,610					2000

TOTAL POSITIONS.....	6.00					
TOTAL PROG COMP.....	19,669,610	5,000,000				
TOTAL SALARY RATE.....	911,129					
=====						