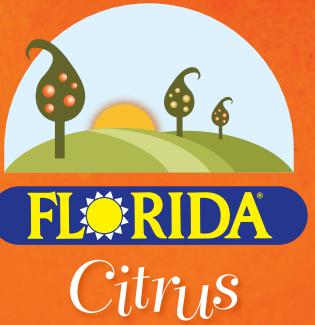
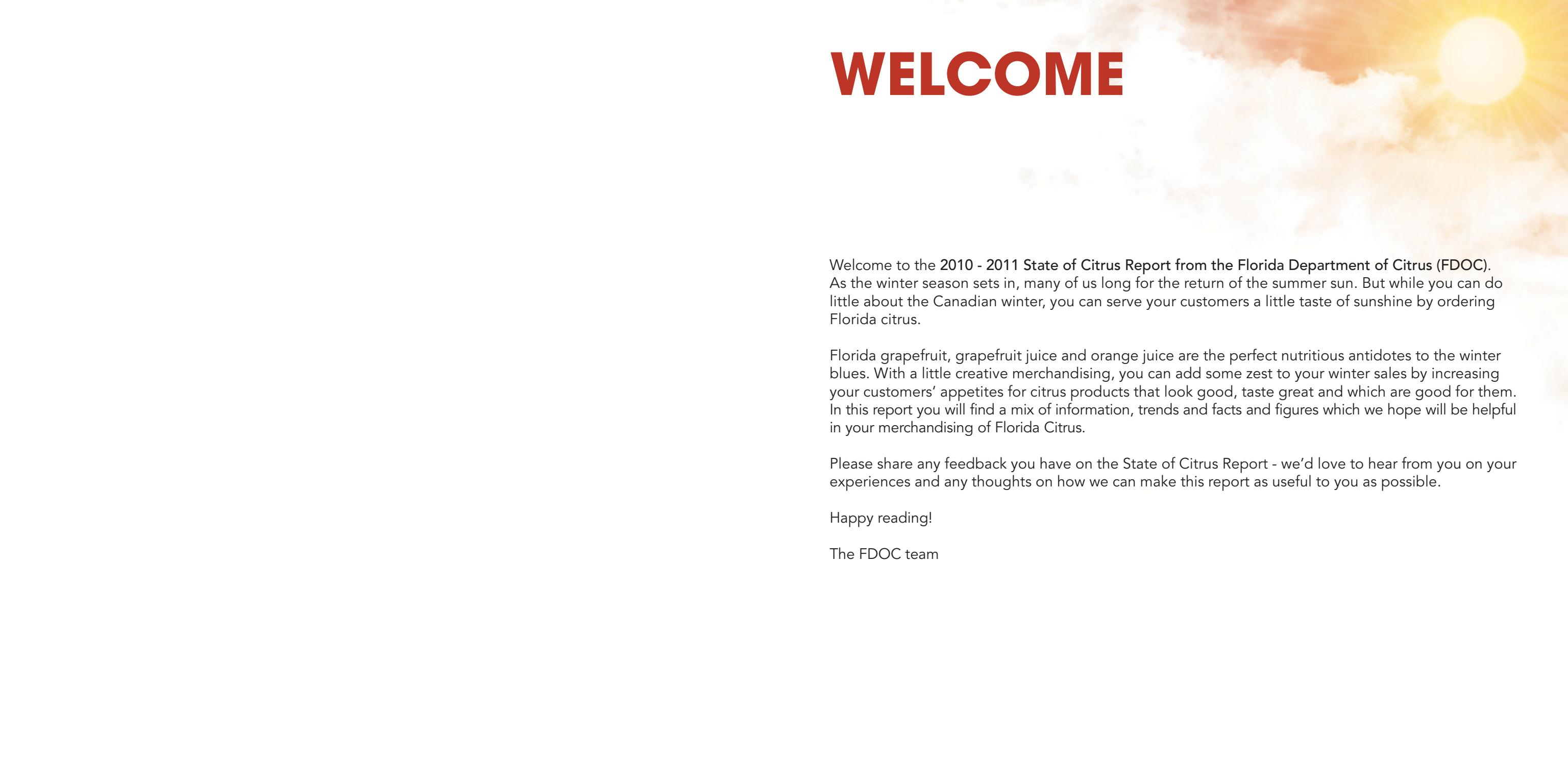


STATE OF CITRUS REPORT

2010 - 2011



WELCOME



Welcome to the 2010 - 2011 State of Citrus Report from the Florida Department of Citrus (FDOC). As the winter season sets in, many of us long for the return of the summer sun. But while you can do little about the Canadian winter, you can serve your customers a little taste of sunshine by ordering Florida citrus.

Florida grapefruit, grapefruit juice and orange juice are the perfect nutritious antidotes to the winter blues. With a little creative merchandising, you can add some zest to your winter sales by increasing your customers' appetites for citrus products that look good, taste great and which are good for them. In this report you will find a mix of information, trends and facts and figures which we hope will be helpful in your merchandising of Florida Citrus.

Please share any feedback you have on the State of Citrus Report - we'd love to hear from you on your experiences and any thoughts on how we can make this report as useful to you as possible.

Happy reading!

The FDOC team

WHY CANADIAN CONSUMERS CHOOSE FLORIDA CITRUS

There are many reasons why grapefruit, grapefruit juice and orange juice from Florida are the number one choice for Canadian consumers. So here's why bringing the Florida sunshine into Canadian stores can add a lift to your winter business:

Taste

Benefiting from an average of more than **3,000 hours of sunshine per year**, Florida grapefruit, grapefruit juice and Florida orange juice offer the juiciest and most succulent flavours available. From the first bite of a Florida grapefruit to the first sip of Florida orange or grapefruit juice, consumers can bring a little of the Sunshine State into their own homes.

Look and Feel

The vivid colours and the fresh look of Florida grapefruit make every variety a visually appealing treat for consumers. From the blush red, flavour-rich and usually seedless **Flame**, to the popular yellow varieties of **Marsh** and **Duncan** and of course Canadians' favourite, the pink and sweet **Ruby Red**, there really is a grapefruit variety for everyone.

Nutrients

The natural nutrient and vitamin content of citrus fruit and fresh citrus products such as orange and grapefruit juices, add to the value of the food in this category. Citrus fruit and their juices, rich in vitamin C, potassium and carotenoids, as well as fibre (found in fruit), are **natural health boosters**.



Seasonality

Florida offers unique citrus growing conditions in a subtropical climate, resulting in the tastiest, juiciest grapefruit out there. Because so many fruits are out of season in the winter, Florida grapefruit is a perfect choice for those looking to eat in-season produce which is at its peak during the winter. Florida grapefruit and orange juices are available **all year round** and are a great way to get the same taste of Florida citrus out of season.

The 2010/2011 Florida Citrus crop

The citrus crop is maturing a few weeks later than normal due to a cold winter last year. However, the fruit is showing good external and internal quality with a higher than normal brix measure (the natural sweetness) for this time of year. A very good tasting crop is expected as a result.



WHY CANADIAN CONSUMERS LOVE FLORIDA CITRUS

Ever-evolving consumer retail preferences combined with a tough economic climate call for innovative retailing strategies and techniques. Understanding and responding to these changing habits will go a long way towards helping drive winter sales. Here are the FDOC's top four food trends that are driving consumption:

1. We eat for **pleasure** – especially in tough times

- **Taste, colour and scent** are all powerful pleasure drivers and all are abundant in Florida citrus products.
- Canadians have a strong association between citrus fruits and the sun and the need for refreshment; they enjoy **good-looking and attractive** citrus products.

Any blemishes found on a grapefruit's skin are from tropical winds 'kissing' the fruit on trees, but there's no negative impact on quality because of the grapefruit's protective skin.

- Eating for pleasure doesn't necessarily mean calorie-heavy treats. A recent survey shows that 83% of Canadian consumers believe that **healthy eating "helps one deal with everyday stress"**, making life that little bit more enjoyable.

2. **Health** continues to be a driving food choice factor for the majority of Canadians.

- A recent poll revealed that 93% of Canadians believe that healthy eating can "reduce health problems

associated with aging", **92% saying that it can "add years to life"** and 90% that it "helps to prevent disease".

- Bioavailability is becoming increasingly important – that is the level of nutrients absorbed into our systems from produce.

A recent study from Boston University School of Medicine showed that getting vitamin D from fortified orange and grapefruit juice is just as effective as its capsule alternative.

- Functional foods, loaded with nutrients which have health-promoting or disease-preventing properties have become extremely popular among on-the-go consumers and these food will be increasingly used in the home and in restaurants. Flavonoids found in citrus fruits for example can help to **neutralize free radicals** and reduce the risk of cancer.

- **Convenience** in and out of the kitchen – is still key, but not to the detriment of taste or nutrition.

- Canadians today have more money, but **less time for food-related chores**.
- Recent research shows that Canadians are snacking more frequently than their US counterparts...but that our **snacking habits are generally healthier** with many Canadians opting for citrus fruit as a between meal snack.

We're seeing less time spent on food preparation – last year more than 75% of Canadian meals and snacks were prepared in 15 minutes or less.

- 4. The "**Humble Gourmet**" is a new 2010 trend and typifies an individual who wants trendy, restaurant-quality recipes that are quick, affordable and easy to prepare at home.

- For residents in Ontario, Quebec or Atlantic Canada wanting to limit their carbon footprint when it comes to importing food, Florida is **geographically the closest** grapefruit, grapefruit juice and orange juice producer, delivering sunny fruit and juice during the cold Canadian winter.
- Those who follow the Humble Gourmet trend may not want to spend hours in the kitchen, but they still want to create dishes from scratch that use **fresh ingredients**.

Our citrus recipes outlined in this report are all quick and easy to prepare and contain delicious, and nutritious ingredients that will satisfy any Humble Gourmet!



FEEL THE BENEFITS OF FLORIDA CITRUS

Florida grapefruit, grapefruit juice and orange juice contain a wealth of vitamins and minerals that offer health-benefiting properties. Here are just a few ways in which these essential nutrients help support the human body.

Mental health: Found in foods like orange juice, spinach, beans and fortified grain products, folate may help lower homocysteine levels in the blood. Homocysteine may contribute to inflammation that is believed to be related to coronary heart disease and cognitive impairment associated with Alzheimer's disease.

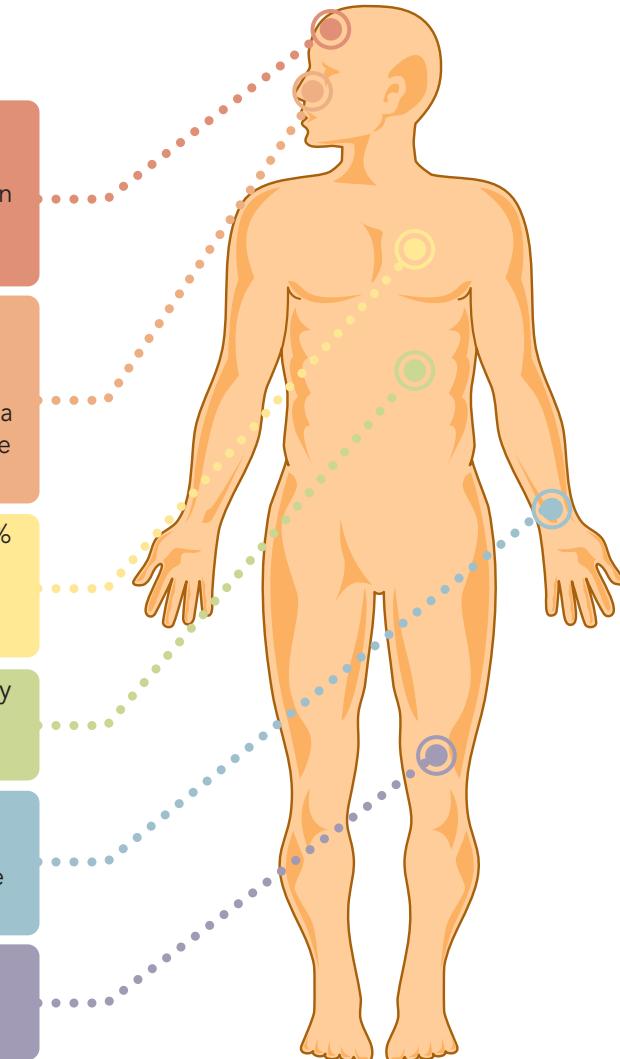
Cold and flu: One of the most powerful antioxidants, vitamin C is a key nutrient to help support a healthy immune system to fight colds and flu. Vitamin C may help neutralize free radicals that can damage cells and tissues and lead to diseases. One serving of Florida grapefruit (half a grapefruit) or an 8-ounce glass of 100% orange juice or grapefruit juice provides a full day's supply of vitamin C.

Heart disease: One 8-ounce glass of grapefruit juice supplies 9% of the Daily Value for potassium. Diets that contribute potassium and that are low in sodium may reduce the risk of high blood pressure and stroke.

Cancer: Fruits and vegetables, especially citrus fruits, are primary contributors of vitamin C in the diet. A diet rich in fruits and vegetables may help reduce the risk of various types of cancer.

Blood pressure: Research supports that a calcium-rich diet, such as the Dietary Approaches to Stop Hypertension (DASH) diet, may help support healthy blood pressure. Some juices are fortified with calcium – check the label.

Osteoporosis: Calcium and magnesium found in grapefruit, grapefruit juice and orange juice can help in promoting strong bone development and may reduce the risk of osteoporosis.



NUTRITION CORNER

Lydia Knorr, MHSc, Registered Dietitian with the Florida Department of Citrus, recognizes that the winter season can be a trying one for Canadians. To help prevent the usual onslaught of flu, coughs and colds, she recommends Florida grapefruit, grapefruit juice and orange juice as natural and effective ways to boost immunity and help fight the winter season bugs.

"In Canada, flu season usually runs from November to April, and an estimated 10-25% of Canadians could suffer from the flu each year. Florida grapefruit, grapefruit juice and orange juice contain some of nature's most powerful antioxidants which help to boost immunity. As an added bonus, the vitamins and minerals contained within the fruit mean that it's a great health booster all year round."



Lydia Knorr, MHSc, Registered Dietitian with the Florida Department of Citrus

QUICK & TASTY

Grilling grapefruit

Broiling halved grapefruit flesh side up in the oven when cooking chicken or fish softens the flesh and when squeezed over any dish, gives it a delicious caramelized flavour.



Frozen in time

Squeezing grapefruit juice into ice-cube containers and then freezing before adding to any drink is a great way to add a little healthy 'zing' to a cold beverage. You can do the same with fresh orange juice!



Winter warmer

Gently boiling and then simmering orange juice, apple juice, a cinnamon stick, and cloves in a saucepan, then sieving the cinnamon stick and cloves will give you a delicious orange cider - the perfect antidote to a cold winter's day. Sweeten to taste, if desired.



CITRUS-INSPIRED RECIPES



FRUITY GRANOLA BARS

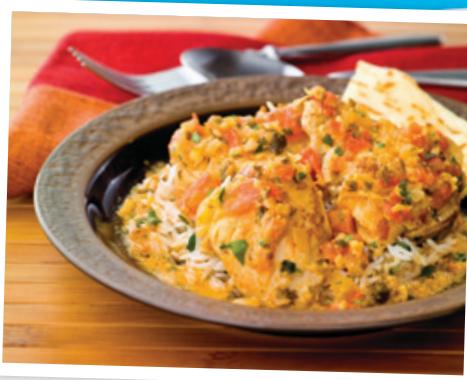
1/2 cup (175 mL) Florida grapefruit juice
1/3 cup (75 mL) dried cranberries
2 cups (500 mL) store bought granola cereal
1 cup (250 mL) quick cooking oats
1/2 cup (125 mL) all purpose flour
1/2 cup (125 mL) chocolate covered raisins
1/2 tsp (2 mL) ground cinnamon
1/2 cup (125 mL) liquid honey
1 egg
1/4 cup (50 mL) canola oil
1/4 cup (50 mL) packed brown sugar
1 tsp (5 mL) vanilla

Directions

- In a small bowl, combine grapefruit juice and cranberries and microwave on high power for about 1 minute or until bubbling. Set aside.
- In a large bowl, combine granola, oatmeal, flour, chocolate covered raisins and cinnamon. In another bowl, whisk together honey, egg, oil, sugar and vanilla. Pour over granola mixture and add cranberry mixture and stir until well moistened. Scrape and press evenly into a parchment paper lined 9 inch (2.5 L) square baking pan. Bake in 325 °F (160 °C) oven for about 35 minutes or until lightly browned around edges and firm in centre. Let cool before cutting into bars.

Makes 12 bars.

Cooking with citrus couldn't be easier or more fun! Here you'll find a selection of new and creative citrus-inspired recipes that are bound to tempt and delight.



ORANGE CORIANDER CHICKEN CURRY

1/2 cup (125 mL) plain yogurt
1/2 cup (125 mL) Florida orange juice
Pinch salt
1 1/2 lbs (750 g) boneless skinless chicken thighs

Orange Coriander Curry Sauce:

3 tbsp (45 mL) butter
5 whole cloves
3 whole green cardamom pods
1 cinnamon stick, broken in large pieces
1 onion, finely chopped
3 cloves garlic, minced
1 tbsp (15 mL) minced fresh ginger
1 tsp (5 mL) seeded and minced hot chili pepper
1 tsp (5 mL) mild curry paste or powder
1/2 tsp (2 mL) paprika or red chili powder
1 tomato, chopped
1/2 cup (125 mL) Florida orange juice
1/4 cup (50 mL) chopped fresh coriander

Directions

- In a large bowl, whisk together yogurt, juice and salt. Add chicken and turn to coat evenly. Cover and refrigerate for at least 1 hour or for up to 4 hours.
- In a large shallow saucepan or skillet, melt butter over medium heat and cook cloves, cardamom and cinnamon for about 2 minutes or until butter bubbles. Add onion, garlic, ginger and pepper and cook, stirring for about 5 minutes or until onion starts to look dry in the pan. Add tomatoes and chili powder and cook for about 3 minutes or until tomatoes soften.
- Add marinated chicken and yogurt mixture. Stir for the yogurt to be absorbed and then add orange juice and coriander and bring to the boil. Simmer for about 15 minutes or until chicken is no longer pink inside. Remove from heat and let stand covered for 10 minutes before serving.

Makes 6 servings.



CITRUS MOUSSE WITH CANDIED PECANS

3/4 cup (175 mL) Florida orange juice
1/2 cup (125 mL) Florida grapefruit juice
2/3 cup (150 mL) granulated sugar
3 egg yolks
1 envelope (7 g) unflavoured gelatin
1 cups (250 mL) 35% whipping cream

Candied Pecans:

1/3 cup (50 mL) Florida orange juice
1/3 cup (75 mL) granulated sugar
1 cup (250 mL) pecan halves

Directions

- Candied Pecans: In a small saucepan, bring orange juice and sugar to boil. Boil for about 3 minutes or until sugar is dissolved and starting to turn golden. Remove from heat and stir in pecans until well coated. Using slotted spoon, remove pecans from sugar syrup and set syrup aside. Spread pecans onto parchment paper lined baking sheet. Bake in 350 °F (180 °C) oven for about 15 minutes or until golden and fragrant. Let cool completely.
- In a saucepan bring orange and grapefruit juices and sugar to boil. Add reserved syrup from pecans and boil over medium high heat for 5 minutes. Whisk into egg yolks until well combined. Sprinkle gelatin over mixture and whisk until well distributed. Let cool, whisking occasionally until room temperature and consistency of egg whites, for about one minute.
- Whip cream and whisk half into juice mixture. Gently whisk in remaining whipped cream. Pour or spoon into parfait or wine glasses. Cover and refrigerate until ready to serve, leaving for about one hour or for up to two days. Top with candied pecans before serving.

Makes 6 to 8 servings.



CRAB CAKES WITH GRAPEFRUIT SALSA

2 tbsp (25 mL) butter
1 small onion, finely chopped
1 clove garlic, minced
Half red pepper, diced
Pinch each dried tarragon leaves and freshly ground black pepper
2 tbsp (25 mL) all purpose flour
1/2 cup (125 mL) milk
2 boxes (7 oz each) frozen snow crab meat, thawed and squeezed dry
3/4 cup (175 mL) seasoned dry breadcrumbs
2 tbsp (25 mL) chopped fresh parsley
1 tsp (5 mL) finely grated grapefruit rind
3 tbsp (45 mL) canola oil
Spring mix greens

Grapefruit Salsa:

2 Florida grapefruits, peeled and diced
2 tbsp (25 mL) chopped fresh parsley
1 small clove garlic, minced
Pinch each salt and granulated sugar

Directions

- Grapefruit Salsa: Combine all ingredients and set aside.
- In a skillet, melt butter and cook onion, garlic, red pepper, tarragon and pepper for 3 minutes. Stir in flour and cook for 30 seconds or until absorbed. Stir in milk and cook for about 2 minutes or until thickened. Remove from heat and stir in crab meat, 1/3 cup (75 mL) of the breadcrumbs, parsley and grapefruit rind until well combined. Divide mixture into 16 balls and roll each into breadcrumbs. Flatten each to about 1/2 inch (1 cm) thick and coat with more breadcrumbs.
- In a large nonstick skillet, heat oil over medium high heat and cook crab cakes, turning once for about 6 minutes or until golden on both sides. Remove to plate.
- Place a few greens on platter and top with crab cakes. Spoon some of the grapefruit salsa on each one to enjoy.

Makes 16 appetizer crab cakes.



MAKING CITRUS STAND OUT

5 NEAT IDEAS TO TEMPT YOUR CUSTOMERS

1. Let's get digital

With Twitter at 175 million users and the geo-location application Foursquare growing in popularity, retailers can really benefit from tapping into **social networks**. Why not offer your customers checking in through Foursquare some tasty recipes to download as a neat bonus?

2. Sweet sensation

Sampling is a proven great way to entice customers into trying (and loving) a product. Why not go one step further and **recruit a chef** to show people how quick and easy it is to whip up tasty dishes involving Florida citrus?

3. Creative Displays

As you'll know all too well, store and produce layout affect consumer purchasing decisions. By creating attractive and **unusual citrus displays** you can entice your customers to stay in-store longer, buy more and heighten their perception of the products.

SWEETENING THE PATH TO PURCHASE

Ensuring that the look and feel of your retail outlet addresses current consumer purchasing trends is a key ingredient to citrus retailing success. Consumers rarely shop purely for function and by adapting your merchandising to meet these trends, citrus consumers are bound to be tempted!

4. Promotional Days

Keep an eye on the calendar and develop seasonal promotions based on **annual Canadian events** such as Nutrition Month in March and Canada Health Day in May.

5. It's a sign

Use colourful, eye-catching headers, shelf banners and shelf strips to draw attention to your citrus display. Also consider using **digital signage** to communicate the benefits of citrus in a visually appealing way.

HOW CAN WE HELP?

We are happy to support you with an assortment of FDOC materials for your promotional needs. Call us at **416-642-7891** or email us at **FDOC@golinharris.com** to discuss what you need and how we can help you sell Florida citrus. We value your feedback and are always happy to hear from you.

To learn more about Florida citrus, visit our website, which has relevant information both for retailers and for consumers: **www.floridacitrus.ca**.

Thank you, and have a delectable Florida citrus season!

The FDOC Team



www.floridacitrus.ca