Communicating About Citrus in a Changing World

presented to the
International Citrus and Beverage Conference

David Steele
September 18, 2015
PREVIEW

• The context
• The audience
• The content
• The tactics
• The results
THE CONTEXT
MISSION

To 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.
# Florida Orange Utilization

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<td>1.1</td>
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<td>0.5</td>
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- - - - - - - million boxes - - - - - -

THE AUDIENCE
Refined Targets

• Millennials & Moms  
  (note: MM’s 25% more likely to be heavy OJ drinkers)

• Also: everybody with a pulse
Millennial shopping dynamics...

• 1 in 3 M’s say they use blogs as a top media source before making a purchase
• Only 1 in 100 said that a compelling ad would make them trust a brand more
• M’s are influenced by celebrities more so than any other generation
• M’s don’t trust traditional media and advertising and are looking for the opinions of their friends (37%), parents (36%) and online experts (17%) before making purchases

Sources: Forbes and Elite Daily (Jan. 2015), JWT Intelligence Trends in Food (Feb. 2012), Pew Research Center
More Millennial shopping dynamics...

• 62% of M’s say that if a brand engages with them on social networks, they are more likely to become a loyal customer.

• 43% say that Facebook is the social network that most influences their spending habits, followed by Instagram (22%) and Pinterest (12%).

• A quality product and good customer service are strong influencers for M’s.

• M’s wish they knew more about how the food they eat is produced and like when commercials take them “behind the scenes”.

Sources: Forbes and Elite Daily (Jan. 2015), JWT Intelligence Trends in Food (Feb. 2012), Pew Research Center
THE CONTENT
Refocused Messaging: Three Pillars

• Origin (“Florida-ness”)
• Nutrition (per mandate from brands)
• Position (value = “premium”)
THE TACTICS
Focus: PR & branding

• Brand development ("Florida OJ")
• "Amazing Inside"
• Amazing 5
• Captain Citrus
• Welcome centers
• Asset development
  – Stories
  – Infographics
  – Video
• Issues Management
Branding
Identity standards
Captain Citrus animation
...and now part of “pop culture.”
VITAMIN C

HEALTHY
Helps support your immune system.

WHOLE
Is essential for bones, skin, gums, and cartilage.

ALIVE
Prevents scurvy,* which can kill you. Kick booty instead!

GET 100% OF YOUR DAILY VITAMIN C from one 8 oz glass of orange juice

*Disclaimer: Lucky for you, scurvy is no longer a threat! But for pirates back in the day, eating oranges (packed with vitamin C) while sailing the Seven Seas kept them from getting this dreadful disease.
POTASSIUM

PERFORMANCE
Important for muscle function, especially the heart.

BALANCE
Helps maintain proper pH, fluid & electrolyte balance in the body.

FLOW
May help maintain healthy blood pressure.

ONE 8oz GLASS OF 100% ORANGE JUICE is a great source of potassium!
FOLATE

GROWTH
Important for your development when cells form rapidly.

DNA
Essential for creating DNA for new cells.

OXYGEN
Helps produce red blood cells for body-wide oxygen delivery.

ONE 8oz GLASS of 100% ORANGE JUICE is a great source of folate!
Pediatrician’s Toolkit
Pediatrician’s Toolkit
Pediatrician’s Toolkit
As a Board Certified Neonatologist, I know education is always the first step to a healthy lifestyle. That’s why I am so pleased to share with you some vital information about the benefits of 100% Florida Orange Juice and smart hydration for children.

Enclosed in this kit you’ll find valuable serving information, research-based findings and a few extra goodies to help you illustrate the positive attributes of 100% Florida OJ as part of a well-balanced diet.

I hope you find everything included in this kit as useful as I do. And remember, there’s AMAZING INSIDE every sip of 100% Florida OJ.

Jennifer Arved, MD

As a Registered Dietitian, I know education is always the first step to a healthy lifestyle. That’s why I am so pleased to share with you some vital information about the benefits of 100% Florida Orange Juice and smart hydration for children.

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Katie Gagea, RD, LD
Food & Nutrition Communications Expert
Pediatrician’s Toolkit

**AMAZING 5**

**TASTE**

There is nothing like the delicious taste of 100% Florida Orange Juice. The unique flavor of 100% Florida Orange Juice is not only satisfying but also delightful. It is a treat for the senses, with a sweet, refreshing, and invigorating taste that will brighten your day.

**VITAMIN C**

100% Florida Orange Juice is an excellent source of vitamin C. It is 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, and may also function as a powerful antioxidant.

**FOLATE**

100% Florida Orange Juice is a good source of folate, a water-soluble B vitamin essential for cell division and healthy red blood cells.

**POTASSIUM**

100% Florida Orange Juice is a good source of potassium. Potassium is important for muscle function, and helps maintain healthy blood pressure, heart rate, and fluid balance. Low potassium levels can lead to muscle cramps and weakness.

**NO ADDED SUGAR**

100% Florida Orange Juice contains no added sugars. The delicious taste of Florida Citrus is courtesy of natural sweetness.

The amazing in Florida Oranges means there’s amazing inside your glass—but no added sugars!

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**Each 4 oz. Glass (1/2 cup) of 100% Orange Juice**

- Contains 1/2 cup of fruit from the MyPlate Fruit Group
- Contains fewer than 60 calories
- Contains essential nutrients such as vitamin C, potassium and folate.

Calcium and vitamin D-fortified orange juice is a good choice to help enhance the intake of these nutrients.

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**Serving Sizes**

- 8 oz. (1 cup) for children 7 - 18 years old and adults
- 6 oz. (⅓ cup) for children 4 - 6 years old
- 4 oz. (⅓ cup) for children 1 - 4 years old
Pediatrician’s Toolkit

MAKE IT COUNT

THE FACTS ABOUT 100% FLORIDA ORANGE JUICE AND FRUIT INTAKE

With the ongoing discussion about the role of beverages in health, consumers continue to be challenged to make informed beverage choices. With so many options available, it’s important to know that naturally nutrient-dense beverages, such as 100% Florida Orange Juice, can and should be part of a healthful diet for children and adolescents.

100% Florida Orange Juice can help children get the nutrients they need and meet fruit intake recommendations.

Consuming 100% Florida Orange Juice or 100% Fruit Juice has been associated with improved diet quality and nutrient adequacy in children.1,2

FRUIT CONSUMPTION BY CHILDREN IN AMERICA

Four in five children consume the recommended amounts of fruit each day, based on 2007-2010 National Health and Nutrition Examination Survey (NHANES). As a group, children 2 to 18 years old do not meet daily fruit intake recommendations. And children tend to consume less fruit as they get older.3

On average, only younger children meet fruit intake recommendations, while adolescents have low intakes with at least 75 percent not meeting daily recommendations.4

One glass of 100% Florida Orange Juice is a convenient and easy way to complement whole fruit intake to help children meet daily recommendations and help fill nutrient gaps. One 8-oz glass is a good source of potassium and folate and an excellent source of vitamin C—three important nutrients underconsumed in the United States.5

100% FLORIDA ORANGE JUICE & DIETARY GUIDELINES FOR AMERICANS

Parents look for guidance making healthful beverage choices for their children. 100% Florida Orange Juice is naturally nutrient-dense and a healthy beverage option with no added sugars.

The 2010 Dietary Guidelines for Americans recognize that 100% fruit juice supplies a substantial amount of nutrients per serving, and identifies it as a way to help meet their daily fruit intake.3 According to the guidelines, the majority of fruit recommended should come from whole fruits, but when juices are consumed, 100% juice should be encouraged.

CHOOSE WATER, FAT-FREE MILK, 100% FRUIT JUICE, OR UNSWEETENED TEA OR COFFEE OVER SUGAR-SWEETENED DRINKS.

—2010 DIETARY GUIDELINES FOR AMERICANS"
Pediatrician’s Toolkit
Welcome Centers
There's Amazing Inside

Florida Orange Juice®

#OJselfie
“Earned Impressions” (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Impressions</th>
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<tr>
<td>13-14</td>
<td>205</td>
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<tr>
<td>14-15</td>
<td>820.8</td>
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“There’s Amazing Inside” the internet...

- 125+ MM impressions
- 4.6x industry average CTR
- 35% engagement
- 350K site visitors
From a brand partner...

“I think you all have done a great job of adjusting to the decreasing budgets that you face, as well as building a plan that is complementary to brands’ communication plans. ”
From a brand partner...

“[We] like the continuity from [this] year to [next] year. Why reinvent something that makes sense and is just beginning to deliver?”
SOME BOTTOM-LINE REALITIES...

• OJ is *still* America’s favorite fruit juice
• Florida growers will *still* produce amazing fruit
• The “big OJ brands” have endorsed the FDOC’s focus on PR & marketing
• The Florida grower needs us to help preserve the value of Florida fruit
Thank you!

FloridaCitrus.org
“The best fertilizer in any grove is the owner's footsteps.”

GROWERS WELCOME
Case Study
“The Sunscreen Study”

- Publication (June 29, 2015)
- Staff/agency assessment
- Monitoring
- Responses (if necessary)
Citrus Consumption and Risk of Cutaneous Malignant Melanoma

Shaowei Wu, Jiali Han, Diane Feskanich, Eunyoung Cho, Meir J. Stampfer, Walter C. Willett, and Abrar A. Qureshi

See accompanying editorial doi:10.1200/JCO.2015.61.8116

ABSTRACT

Purpose
Citrus products are widely consumed foods that are rich in psoralens and furcoumarins, a group of naturally occurring chemicals with potential photocarcinogenic properties. We prospectively evaluated the risk of cutaneous malignant melanoma associated with citrus consumption.

Methods
A total of 63,810 women in the Nurses’ Health Study (1984 to 2010) and 41,622 men in the Health Professionals Follow-Up Study (1986 to 2010) were included. Dietary information was repeatedly assessed every 2 to 4 years during follow-up. Incident melanoma cases were identified through self-report and confirmed by pathologic records.

Results
Over 24 to 26 years of follow-up, we documented 1,840 incident melanomas. After adjustment for other risk factors, the pooled multivariable hazard ratios for melanoma were 1.00 for overall citrus consumption < twice per week (reference), 1.10 (95% CI, 0.94 to 1.30) for two to four times per week, 1.26 (95% CI, 1.08 to 1.47) for five to six times per week, 1.27 (95% CI, 1.09 to 1.49) for once to 1.5 times per day, and 1.36 (95% CI, 1.14 to 1.63) for ≥ 1.6 times per day (P_trend < .001).
Dietary Advice for Melanoma: Not Ready for Prime Time

Marianne Berwick, University of New Mexico, Albuquerque, NM

See accompanying article at doi:10.1200/JCO.2014.57.4111

There have been few studies on dietary factors in the development of melanoma for a number of reasons. By their nature, dietary studies can be subject to a great deal of misclassification, tending to make results null, given that the misclassification is usually nondirectional. Second, most dietary studies are looking for protective factors rather than risk factors. However, the article accompanying this editorial by Wu et al.,1 entitled ‘Citrus Consumption and Risk of Cutaneous Malignant Melanoma,’ has overcome many of the previous deficiencies in studying the role of diet in melanoma etiology and yet has found that citrus consumption, but not supplemental vitamin C, is a risk factor for the development of melanoma.

The study found a dose-response relationship for overall citrus consumption more than twice a week, compared with less than twice a week. Consumption of citrus fruits and juices more than 1.6 times per day resulted in a risk for developing melanoma of 1.36 (95% CI, 1.1 to 1.63) for the highest consumption of citrus and HR of 1.41 (95% CI, 1.10 to 1.82) for the highest consumption of grapefruit. Conversely, dietary effects on disease incidence are rarely large. There is no other study in another population that has found this relationship between grapefruit or citrus consumption and the development of melanoma, and thus, there is little consistency in these findings. It should be noted that a much smaller case-control study of melanoma in Italy7 found a protective effect for dietary vitamin C on melanoma incidence (HR, 0.59 [95% CI, 0.37 to 0.94]), and another small case-control study of melanoma in Hawaii8 found no significant association between dietary vitamin C and the development of melanoma.

A number of factors limit enthusiasm for this study. The first and most important factor is that the study population is not representative of the general population. For instance, in support of the difer-
On NBC...

“...it's far too soon to recommend any broad changes to grapefruit or orange consumption. Until conclusive data are available, we should continue to be cautious about protecting our skin from sun exposure."

- Dr. Gary Schwartz of the American Society of Clinical Oncology (which publishes the journal)
In the *Washington Post*...

"The number of cases is small and the citrus risks are not cleanly dose-related. I’d worry much more about alcohol and cigarettes."

- Marion Nestle, professor of nutrition, food studies, and public health at New York University
On CBS…

"I don't think the general public should make any changes based on this study. You should still have a wide variety of fruits and vegetables in your diet.”

- Dr. Marianne Berwick, professor of dermatology at the University of New Mexico
“The Sunscreen Study”

![Graph showing sunscreen study results with dates from June 29 to July 29 and values ranging from 0 to 350.](image-url)
The bottom line...

- High alert
- Tight integration: staff, agency, industry
- Careful monitoring
- Don’t panic
- Always wear sunscreen