OBSTACLES AND OPPORTUNITIES:
LOOKING AT THE FUTURE OF THE FLORIDA CITRUS INDUSTRY

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Utilization of Florida’s 2005-06 Citrus Crop
174.8 Million Boxes

Orange Juice Continues to Dominate the Florida Citrus Crop
Florida Citrus Production: 1970’s

1977 Freeze Temporarily Halted a Decade of Increased Production

284 Million Boxes
Florida Citrus Production: 1980’s

Two Hard Freezes, Two Impact Freezes During the Decade
Florida Citrus Production: 1990’s

Relocation, Replanting Using State-of-the-Art Agricultural Practices

Boxes Per Acre Rose From 315 to More Than 400

Florida Citrus Canker Eradication Program Initiated
Florida Citrus Production: the New Millennia

Four Major Hurricanes in 2 Years Assault Florida Citrus – Storms Force Abandonment of Canker Eradication Program

Orange Production Down Nearly 40% From Pre-Hurricane Levels

U.S. Orange Juice Market Swings from Oversupply to Undersupply

Low Carb diets and competition resulted in reduced OJ consumption.
Hurricane Charley

August 13, 2004 – Charlotte Harbor, Arcadia, Lake Wales, Orlando – 144 mph wind speeds
Hurricane Charley

Grapefruit Grove
Alturas
09-04-04
Hurricane Frances

September 5, 2004 – Stuart, Okeechobee, Lake Wales, Tampa – 105 mph wind speeds
Hurricane Frances

Vero Beach area
Grapefruit
Hurricane Jeanne

September 25, 2004 – Another East-to-West Hurricane – 110 mph wind speeds
Hurricane Jeanne

South of Lake Placid
Valencia Tree
Aftermath of 2004 Hurricane Season

Hurricane Jeanne
Ft. Meade
Old and New: Brown Fruit is from Hurricane Charley; Yellow Fruit Is From Hurricane Frances; Green Fruit Is From Hurricane Jeanne
Aftermath of 2004 Hurricane Season


- Hurricane Frances: Sept. 5, 2004
- Hurricane Jeanne: Sept. 25, 2004
Citrus Canker

- Brown, raised lesions surrounded by oily, water-soaked margin and yellow ring or halo
- Causes continual decline in health and fruit production, ultimately causing tree to produce no fruit at all
- Is not harmful to humans, animals or plant life other than citrus
- NO ADVERSE AFFECTS ON FRUIT OR JUICE
Citrus Canker
Citrus Greening

- Yellowing, mottling of leaves and shoots; defoliation and twig dieback; poorly developed root system

- Causes increased tree mortality and reduction in yield

- Causes premature fruit drop, smaller fruit size, bitter taste and improperly colored fruit
Citrus Greening

Situational Map of HLB PCR Results - Commercial and Residential

Map subject: Citrus Greening

- 2/13/2007: HLB PCR confirmed positive trees out of 330 residential property trees and 1,444 commercial grove trees
- 544 locations out of 471 residential properties and 50 commercial groves
- Total of 57 positive HLB TRS in 15 Counties
Uncertainty Shrouds Florida Citrus Industry

- Canker Eradication Efforts Curtailed
- Greening Concerns
- Development Pressures
- Labor Concerns
- Smaller Crops Mean
  - Processor Consolidation
  - Foreign Competition
  - Market Losses
  - Reduced Economic Impact
Present Situation (If the Weather Cooperates)

- Tree Population Capable of Producing:
  - 176 – 190 Million Boxes in the Immediate Future
Florida Orange Production Scenarios for 10 Years

Production Estimates Recognize New Plantings, Diseases, Development and Hurricane Possibilities
Florida Citrus: Reasons for Replanting

- Grower Prices High When Supply is Low
  - High prices stimulate plantings
  - 2006-07 estimated on-tree price of processed oranges is $9.00 per box
    - Compared to prior nine-year average of $3.68 per box

- Brazil & Florida Dominate World Supply
  - Loss of Florida industry would create a “monopoly”

- Orange Juice is Nutrient Dense
  - Good source of essential vitamins
  - “Good for You” product
Florida Citrus: Reasons for Replanting

- Citrus Appeals to a Broad Sector of the Population – Regardless of Age, Gender or Socioeconomic Status
  - Oranges are the third most consumed fruit in the United States
  - Orange juice is the most consumed fruit juice – besting its nearest competitor by 2 ½ times.

- Demand for Orange Juice is Strong But Fluctuates
  - High prices decrease demand
  - Current estimated consumption is 4.1 gallons per capita – can reach 5.8 gallons
Florida Citrus Acreage, Production, Farm Gate Value and Economic Impact to the State of Florida

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What can the Florida Citrus Industry and the Government do to Help?

- Develop and implement disease protocols
- Maintain vigilance at borders to prevent entry of new diseases
- Research on disease control/eradication
- Open new world markets
- Implement policies to ensure adequate farm labor; immigration reform AgJOBS
- Reauthorization of the Farm Bill program, including specialty crops
Conclusion

- The Florida citrus industry has demonstrated its resilience following the freezes of the 1980’s and will do so again.

- The Florida citrus industry is faced with many challenges, but has already taken steps to ensure long term survival.
“Florida Growers who are committed to our industry and are willing to do whatever it takes to succeed will prevail. We are not in a state of ‘doom and gloom,’ but in a transition period from the way we have operated our farms in the past, to the way citrus will be produced in the future.”

- John Gose, Florida Citrus Grower
Thank You

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