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Attention News/Assignment/Food & Lifestyle Editors:

Canadians Will Enjoy Larger, Juicier Citrus Fruit from Florida This Winter

Peak-season Florida Citrus Packs Flavourful Nutritious Punch

TORONTO, ON – (Dec. 4, 2008) – The Florida Department of Citrus (FDOC) is pleased to offer media and grocery retailers a taste of its peak-season Florida grapefruit, grapefruit juice and orange juice at a citrus-themed event today to be held at 11 a.m. at CAMERA at 1028 Queen Street West in Toronto. Media and grocery retailers will get a glimpse of what Canadians can expect from Florida this year. In their prime winter season, Florida citrus and juice products are sure to deliver a sweet taste and superior quality that Canadians can enjoy until early spring.

“The Florida Department of Citrus is pleased to supply Canada with much larger and juicier citrus fruit as a result of the rainfall we’ve experienced during this year’s growing season,” says Nancy Brown, international marketing manager, Florida Department of Citrus. “The per-piece juice content of Florida grapefruit is, on average, four per cent higher this season. You can expect these juicy fruits to arrive at your local grocer sooner as a result of the early spring bloom this year.”

With frigid winter days to come, a burst of Florida sunshine is just what Canadians will need. Citrus fruit and 100 per cent juices contain natural sugars that help keep energy levels up and are a healthy pick-me-up for those battling the winter slump.

“Florida citrus is a nutritional powerhouse that supplies our bodies with essential vitamins and minerals to keep us healthy, strong and feeling good,” says registered dietitian Lydia Knorr, MHS. “Not only are citrus fruit and juices fat-, sodium- and cholesterol-free, they contain potassium, folate, magnesium and important antioxidants that help fight against disease, aging, cancers and infection.”

Canadian families can maintain healthy and nutrient-rich diets by easily incorporating Florida citrus into breakfasts, lunches, dinners and snacks. This can also help them achieve the recommended seven to 10 fruit and vegetable servings for the adult population, and the four to six recommended servings for children, as outlined in *Canada’s Food Guide*. A variety of quick and easy seasonal recipes and meal ideas can be found on the FDOC’s new Canadian website launched today, www.floridacitrus.ca.

For more information on Florida grapefruit, grapefruit juice and orange juice please visit www.floridacitrus.ca or www.floridajjuice.com.

About the Florida Department of Citrus (FDOC)

The Florida Department of Citrus (FDOC) is an executive agency of the Florida government charged with the marketing, research and regulation of the Florida citrus industry. Its activities are funded by a tax paid by growers on each box of citrus that moves through commercial channels. The industry employs approximately 76,000 people, provides a \$9.3 billion annual economic impact to the state, and contributes hundreds of millions of dollars in tax revenues that help support Florida’s schools, roads and health care services.

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For more information about the media event or to schedule an interview, please contact:

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