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Attention News/Assignment/Food & Lifestyle Editors:

Florida Department of Citrus Launches its First Canadian Website

TORONTO, ON – (Dec. 4, 2008) – The Florida Department of Citrus (FDOC) is pleased to announce the launch of its new Canadian website, **FloridaCitrus.ca**. This bilingual resource will provide Canadian consumers and retailers with everything they need to know about Florida orange juice, as well as Florida grapefruit and grapefruit juice.

“The new website is full of valuable information about Florida citrus,” says Mike Yetter, international marketing director, Florida Department of Citrus. “It’s easy to navigate and reflects the informational needs of our Canadian customers.”

At **FloridaCitrus.ca**, Canadians can learn about Florida’s latest crop, tips, facts and how-to guidelines from citrus experts, as well as new recipes, health advice and much more. The website also features the FDOC expert panel, including Canadian executive chef Brad Moore and registered dietitian, Lydia Knorr. Each expert contributes a unique knowledge of citrus whether it is recipes or health and nutrition anecdotes.

Another valuable feature of the website is a detailed section on the 2008-2009 Florida citrus crop information – an insider’s peek into what is expected for the year ahead. Citrus enthusiasts will be happy to know that, due to the early arrival of the spring bloom, along with adequate rainfall throughout the growing season, the Florida citrus crop is maturing a few weeks earlier than last season. That means that fruit size is going to be much larger, and juice content is expected to be, on average, four per cent higher. The acid and brix (natural sugar) levels will represent the normal season.

The 2008-2009 Florida citrus crop forecast estimates that 23 million boxes of grapefruit, 166 million boxes of oranges and 4.9 million boxes of specialty fruit will be produced, according to the U.S. Department of Agriculture.

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