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## FOR IMMEDIATE RELEASE

Attention News/Health/Food & Lifestyle Editors:

### **Florida Citrus Fresh from the Sunshine State**

*The Florida Department of Citrus releases its annual State of Citrus Report as new produce arrives in Canadian grocery stores*

**TORONTO, ON** – (December 21, 2010) – [The Florida Department of Citrus](#) (FDOC) has released its annual 2010-11 State of Citrus Report, which provides Canadians with a citrus crop forecast for 2010-11, citrus news on Florida grapefruit, grapefruit juice and orange juice as well as recipe ideas and retailer information for consumers and grocers alike. The annual State of Citrus report coincides with the welcome arrival of fresh Florida grapefruit to Canadian grocery stores. Following the cold spell in Florida last year, this year's State of Citrus Report estimates that Florida will produce 146 million boxes of oranges, a nine percent increase from last season.

"We had a big bloom in the spring so we figured this crop would be larger. This number is not a surprise," said Michael W. Sparks, executive VP/CEO of Florida Citrus Mutual. "It does prove that despite many challenges, Florida growers continue to be the best and most efficient citrus producers."

With the cold Canadian winter quickly approaching, the arrival of fresh [Florida grapefruit](#) is a welcome addition to our diet. As a long-time Canadian favourite, the Florida grapefruit is not only a perfect way to zest up winter recipes but a nutritious and healthy stand-alone food.

"Incorporating fresh, seasonal produce that is locally grown can be a challenge for most Canadians once winter has arrived," says [Lydia Knorr](#), registered dietitian with the FDOC. "Not only does Florida grapefruit taste great and provide energy-boosting vitamins and nutrients, it's also geographically the closest provider of fresh citrus produce for Canadians during the winter."

Other interesting highlights from this year's State of Citrus Report include:

- Time and convenience are increasingly important factors in Canadian meal preparation. Last year more than 75 per cent of Canadian meals and snacks were prepared in 15 minutes or less. The portability of Florida grapefruit, grapefruit juice, and orange juice makes for a delicious grab-and-go snack for busy families.
- There is an increasing correlation between health and an overall feeling of wellness with studies continuing to emphasize the importance of a well-balanced, nutrient-rich diet.
- The "Humble Gourmet" movement has emerged as a food trend. The trend incorporates a growing demand for easy-to-make glamorous recipes with fresh ingredients for the average, time-strapped family.
- Canadians eat for pleasure – but that doesn't necessarily mean calorie-heavy treats. A recent survey<sup>1</sup> shows that 83 percent of Canadian consumers believe that healthy eating "*helps one deal with everyday stress*", making life that little bit more enjoyable.

For more healthy citrus recipe ideas and information about Florida grapefruit, grapefruit juice and orange juice, visit [www.floridacitrus.ca](http://www.floridacitrus.ca).

### **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

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<sup>1</sup> Canadian Medical Association. <http://www.foodnavigator-usa.com/Financial-Industry/Canadians-identify-barriers-to-healthy-eating>



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channels. A few of the popular varieties of Florida citrus fruit available in Canadian supermarkets are Ruby Red Grapefruit, Flame Grapefruit, and Marsh Grapefruit with 100 per cent pure Florida orange juice and Florida grapefruit juice available all year round.

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