



STATE OF FLORIDA
DEPARTMENT OF CITRUS

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Tomorrow's Shoppers Need Florida Growers' Influence Today!

Bartow, Fla. (Feb. 14, 2012) – Due to the proliferation of beverage choices, orange juice may not be a staple in children's homes today. The Florida Department of Citrus (FDOC) is expanding "The Adventures of Captain Citrus" educational initiative statewide to create a personal, emotional engagement between Florida students and citrus. The cornerstone of this program is the OJ4NRG Tour, an elementary school visit from a Florida grower and our orange super hero, Captain Citrus, followed by sampling fresh citrus and Florida orange juice.

From February through April, Captain Citrus will be visiting 75 schools throughout the state to convert second grade students into junior Florida citrus ambassadors. Growers are needed to participate in school visits within their own county. The time commitment is minimal (one to three hours per school) and FDOC will coordinate all details and provide key talking points for growers.

In addition, FDOC is looking for fresh citrus donations in each county so that students can taste locally grown oranges, tangerines and grapefruit.

To volunteer or make a fruit donation, please contact Vanessa Hodak, FDOC director of school marketing, vhodak@citrus.state.fl.us or 863-537-3999. Detailed information about the Captain Citrus educational initiative are available at www.captaincitrus.com.

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Grow the market for the Florida citrus industry to enhance the economic well-being of the Florida citrus grower, citrus industry and State of Florida.

The Florida Department of Citrus is an Equal Opportunity Employer and Agency.

Personal interaction between growers and students can help Florida families understand the importance of the citrus industry. Growers can encourage students to “Take on the Day” with Florida citrus and positively influence consumption now and in the future.

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The Florida Department of Citrus is an executive agency of 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 nearly 76,000 people, provides an annual economic impact close to \$9 billion to the state, and contributes hundreds of millions of dollars in tax revenues that help support Florida's schools, roads and health care services. For more information about the Florida Department of Citrus, please visit www.FDOCGrower.com.

The Florida Department of Citrus is an Equal Opportunity Employer and Agency. The Florida Department of Citrus prohibits discrimination in all its programs and activities based on race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital and family status. (Not all prohibited bases apply to all programs.)