## 2015 International Report



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## Executive Summary

- 2014 Total Florida agricultural exports $\$ 4,154,528,138$ a $0.9 \%$ increase from 2013
o Supports 109,000 jobs
o Generates indirect taxes of \$391 million
o Total Economic Impacts of over $\$ 13$ billion ${ }^{1}$
o Compound annual growth 2010 to $20147.2 \%$ per year
- Florida ranked $8^{\text {th }}$ in the US in agricultural exports
- Florida products were exported to 159 countries and territories
- Top 10 destinations accounted for 58.3 \% of exports, up from 55.9\% in 2013
o Canada
o Bahamas
o Netherlands
o Dominican Republic
o Mexico
o Colombia
o Panama
o Netherlands-Antilles*
o Trinidad \& Tobago
o Leeward-Windward Islands*
- Fastest growing markets over \$50 million 2010 - 2014
o Colombia
37.8\% per year
o South Korea
33.4\%
o Mexico
30.1\%
o Hong Kong
19.4\%
o United Arab Emirates 19.0\%
- Largest year over year increases, markets over $\$ 20$ million
o Saudi Arabia
48.8\%
o Mexico 30.1\%
o Colombia 28.6\%
o United Arab Emirates 23.0\%
O Ireland 22.9\%
- Leading destinations by per capita exports
o Turks and Caicos Islands $\quad \$ 790.19$
o Cayman Islands \$757.90
o Netherlands Antilles* \$693.49
o Bahamas \$530.33
o Leeward-Windward Islands* \$212.97

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## Florida's Agricultural Exports

The figures used in this report are provided by the United States Census Bureau and represent the most recent data available. The state level export data reported to the Census Bureau by the United States Customs Service is based on the location a product is shipped from, not necessarily where the product originated. For example, soybeans grown in Iowa are exported to China through the Port of New Orleans. For reporting purposes, the product was exported from New Orleans, and is therefore an export of Louisiana. For more information please visit
http://www.fas.usda.gov/gats/help.htm\#USState Limitations.
Florida exporters set another record in 2014 with total agricultural exports of $\$ 4,154,528,138$, up $0.9 \%$ from 2013. This marks the third year in a row Florida has exceeded $\$ 4$ billion in exports. Florida exports have grown at a $7.8 \%$ annual rate since 2004, and have increased every year since then, except for the financial crisis year of 2009.


Exports of prepared fruits and vegetables, which includes orange and grapefruit juice, fresh fruits and nuts and edible vegetables all showed slight declines of $-1.3 \%,-3.5 \%$ and $-3 \%$ respectively. While orange juice exports from Florida ports actually increased by 20.2\%, shipments from ports in New Jersey and Delaware showed decreases, with overall orange juice exports down by $5.5 \%$ to $\$ 461$ million from $\$ 488$ million in 2013. This follows the trend of an overall decline from $\$ 610$ million in 2012. Declines in the value of fresh fruits and vegetables exported reflected declines in prices offered to growers during 2014 as well as declines in the area planted and value of production of some fruits and vegetables. Some of the crops affected by declines in area harvested and value of production include; sweet corn, cucumbers, squash, and tomatoes. The strengthening US dollar, particularly in the second half of the year, dampened demand for US products.

## Leading Export Commodities

Florida's leading export commodities include meats, prepared foods, prepared fruits and vegetables, which includes juices, fresh fruits and nuts and beverages. These categories remain unchanged from 2013, and have represented Florida’s leading export commodities for several years.


Florida exporters remain busy throughout the year with March and November being the busiest months. Trade slows somewhat during the summer and picks up again beginning in October.


## Leading Export Partners

Canada remains Florida’s leading export destination. Canada has been the leading destination for Florida products since 2000. Exports to Canada represented $22.1 \%$ of all Florida agricultural exports in 2014, down from $23.4 \%$ in 2013. These leading destinations accounted for $58.3 \%$ of exports compared to $55.9 \%$ in 2013. These leaders include some of Florida’s fastest growing markets such as Colombia and Mexico.


With total exports of $\$ 917.1$ million in 2014, four and a half times more than Florida's number two partner, The Bahamas, Canada will remain Florida's most important export partner for many years to come. Canada is the leading destination for Florida's vegetable exports including celery, cucumbers, eggplant, fresh peppers, lettuce, potatoes, snap beans and tomatoes. Canada is also the leading destination for Florida's fruits including blueberries, fresh oranges, melons, strawberries and watermelons. Canada is also the largest market for Florida orange juice and is the leading destination for Florida’s live trees and plants, live animals and edible fish.


## Major Partner Groups

Florida has had long and successful trading relationships with countries around the world for many years. Trade with these groups has formed the backbone of Florida’s agricultural trade.

Florida's trade with developed economies has long been the core of Florida's agricultural export markets. These countries include Florida's largest trading partners such as Canada, Japan, The Netherlands and the United Kingdom. While these partners have long provided a steady market for Florida products, changing regulations and consumer preferences have begun to have an effect on these markets. Florida's exports to developed economies represented $54.7 \%$ of all exports in 2004 and have since declined to $34.8 \%$ in 2014. Declines in exports to Canada and the European Union have had a major effect. Exports to the European Union have declined by $26.2 \%$ since the peak year of 2011.


During the same time exports to developing economies have increased from $45.2 \%$ of exports in 2004 to $65.2 \%$ in 2014. The developing economies include some of Florida's fastest growing markets including Mexico, Colombia, South Korea, and India. Exports to these developing countries have been growing at an average annual rate of $11.8 \%$ since 2004 and have grown from $\$ 886$ million in 2004 to over $\$ 2.7$ billion in 2014.


This transition from developed to developing economies is fueled mainly by Florida’s growing exports to the Caribbean, Latin America, and South America. This area is home to 8 of Florida’s top 10 export
destinations. Exports to these areas have grown from $35.5 \%$ of total exports in 2004 to $53.4 \%$ in 2014, and in value terms have grown at an average annual rate of $12.3 \%$, while overall exports have increased at a $7.8 \%$ annual rate from 2004 to 2014. Advances in shipping technology and improved phytosanitary controls have given Florida exporters significant advantages over other sources, particularly for fresh vegetables, meat and seafood. Expansion of Florida ports and improvements in infrastructure allow shippers to quickly and economically transport products from Florida's farms and dairies to markets throughout the region. The United States also has free trade or trade promotion agreements with several countries in the area including Chile, Colombia, Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Peru and Panama. These free trade agreements have reduced or eliminated tariffs on thousands of products exported from Florida. For a complete list of countries the United States has free trade and trade promotion agreements with please visit the Office of the United States Trade Representative


## South America

Since 2004, exports to South America have increased by over 471\% from $\$ 79.1$ million in 2004 to $\$ 452.2$ million in 2014, and have nearly doubled since 2010. Gains in exports to Colombia, Brazil and Chile have paced this explosive growth.


Colombia represents Florida’s fastest growing market in South America. Since 2004, Florida exports to Colombia have grown at an average annual rate of $24.4 \%$, and since 2010 have more than tripled. Since a free trade agreement with Colombia went into effect in 2012, Florida's exports have grown $84 \%$ from $\$ 96.6$ million in 2012 to $\$ 177.6$ million in 2014. Agricultural trade with Colombia grew by $28.6 \%$ from 2013 to 2014.

Leading export commodities to Colombia include edible preparations, meats, prepared fruits and nuts including juices, prepared meat or fish and dairy products. These five leading commodities combine for $65.9 \%$ of all agricultural exports to Colombia

Other South American markets showing higher annual growth rates since 2010 include Paraguay at $33.1 \%$ per year, Peru at $21.6 \%$, Brazil at $17.7 \%$, Uruguay at $15.2 \%$ and Chile at $11.6 \%$.


## Latin America

Latin America, including Mexico and Central America, has been another source of rapid growth for Florida exports, rising by nearly $300 \%$ since 2004. The United States has free trade agreements with all the countries in this region either through the Central American Free Trade Agreement (CAFTA-DR) or through the North American Free Trade Agreement (NAFTA). While Panama is not included in either of these agreements the US does have a Trade Promotion Agreement (TPA) with Panama that has reduced or eliminated tariffs on thousands of agricultural and industrial products.


Florida
One of Florida’s fastest growing markets overall is Mexico. Exports to Mexico, a NAFTA member, have grown at an average annual rate of $12.6 \%$ per year since 2004 and since 2010 have risen at a $25.9 \%$ average annual rate reaching a total of $\$ 185.3$ million in 2014, ranking the country as Florida's $5^{\text {th }}$ largest trading partner. As recently as 2010 Mexico was Florida’s $10^{\text {th }}$ largest partner. This growth has been driven by increases in exports of dairy products, meats and miscellaneous edible preparations. Rounding out the top 5 leading commodities are beverages and, cereals and flours. These top 5 commodities account for $87 \%$ of Florida's total exports to Mexico.


Another important market for Florida exports in the Latin America region is Panama. Florida exports have grown at an average annual rate of just over $20 \%$ from 2004 to 2014. Since 2009, exports have more than doubled from $\$ 78.4$ million to $\$ 174$ million. Panama ranked as Florida's $7^{\text {th }}$ largest trading partner in 2014. Panama is a large transshipping hub, taking larger shipments and breaking them down to smaller shipments and re-exporting throughout the region.


## The Caribbean

The Caribbean region represents Florida’s largest single trading bloc. Agricultural exports from Florida accounted for $75 \%$ of all agricultural exports from the United States to the Caribbean in 2014. This area is home to 5 of Florida's 10 largest export partners, The Bahamas, Dominican Republic, Netherlands Antilles, Trinidad and Tobago, and the Leeward and Windward Islands; and accounted for $26 \%$ of Florida's total exports in 2014.

Exports to the Caribbean region grew by 7.8\% from 2013 to 2014 and have had an average annual growth rate of $9.3 \%$ since 2004. Florida exports to markets throughout the Caribbean have grown from $\$ 442$ million in 2004 to over $\$ 1.07$ billion in 2014.


The fastest growing market in the Caribbean region is Trinidad and Tobago. Florida exports have grown at an average annual rate of $18.3 \%$ since 2004 and have doubled since 2009 increasing from $\$ 65.2$ million to $\$ 133.6$ million in 2014, ranking the island nation as Florida’s $9^{\text {th }}$ largest export partner. Leading commodities include meats, beverages, cereal and milk preparations, miscellaneous edible preparations and prepared vegetables and nuts including juices. Trinidad and Tobago also rank $9^{\text {th }}$ in per capita exports with $\$ 99.64$ dollars in Florida exports per person.


The Bahamas represents Florida's second largest export partner after Canada with over $\$ 200.1$ million in exports in 2014. With a population of only 377,400 it would seem there is only so much room for growth.

However, Florida exports have grown at an average annual rate of $6.2 \%$ since 2004, including an increase of $9.4 \%$ over 2013. Per capita exports amounted to $\$ 530.33$ in 2014, the $4^{\text {th }}$ highest among Florida's export partners worldwide.


The Dominican Republic represents Florida's second largest market in the Caribbean, and $4{ }^{\text {th }}$ largest market overall. Exports have grown at an average annual rate of $14.6 \%$ since 2004, making it the second fastest growing market in the region. Florida exports have grown from $\$ 48.3$ million in 2004 to over \$187.8 million in 2014.


FDACS marketers have established retail partnerships with merchants in countries throughout the region, including Guatemala, El Salvador, Costa Rica, Panama, Jamaica and the Dominican Republic. Efforts to expand the Fresh From Florida presence in the area are ongoing.

## Asia

Asia has long been a leading destination for Florida exports. Recently increasing economic uncertainty, currency fluctuations, changing consumer preferences and demographic shifts have resulted in slowing growth in the area.


Exports to South Korea, Florida’s largest Asian partner have been growing at an annual rate of 20.7\% since 2004, with substantial gains in exports of orange juice and fresh grapefruit. Exports of frozen orange juice have grown from $\$ 6.3$ million in 2004 to $\$ 39$ million in 2014 including a $22.1 \%$ gain from 2013 to 2014. Grapefruit exports have increased by $550 \%$ from $\$ 740$ thousand in 2006 to over $\$ 4.8$ million in 2014. These two commodities combined account for $72 \%$ of all Florida exports in 2014. In March of 2012 the United States and South Korea entered into a free trade agreement. Under this agreement, tariffs for grapefruit imported from the US in 2014 are reduced by $50 \%$ from the 2012 rate and are scheduled to disappear completely in 2016. To see tariffs for products covered by various free trade agreements please visit the FTA Tariff Tool at export.gov.


The stagnating economy in Japan, Florida's second largest export partner in Asia, an aging and declining population and shifts in consumer preferences have led to a decrease in domestic consumption of grapefruit, Florida's leading export commodity to the country. Imports of grapefruit from Florida, Japan’s largest single supplier by value, have declined from $\$ 104.9$ million in 2004 to $\$ 39$ million in 2014. Japan relies almost exclusively on imports to satisfy domestic demand. According to United Nations data, Japanese imports of grapefruit have declined from 288,510 metric tons in 2004 to 108,531 in 2014. The United States and South Africa combined accounted for over 98\% of Japanese grapefruit imports in 2014.


## Europe

Europe was among the first areas targeted by FDACS marketers, resulting in steady growth in export value until 2011. Florida agricultural exports to the European Union (EU) peaked that year at $\$ 582.7$ million. Since then the value of Florida agricultural exports has fallen by $26.2 \%$ to $\$ 429.8$ million in 2014. Much of the decrease in overall agricultural exports is represented by a decrease of over $\$ 80$ million in exports of frozen orange juice from 2011 to 2014. Changing consumer preferences, a weakening Euro and economic difficulties throughout the EU led to a 68\% drop in imports of all types of orange juice since 2011.


The drop in exports to the EU is reflective of the decrease in Florida exports to developed economies. Some of Florida's largest markets within the EU such as The Netherlands, Germany and the United Kingdom have seen double digit percentage decreases in Florida agricultural exports from 2013 to 2014. Some of this decline may be attributable to the strengthening US dollar. During 2014 the Euro lost 11.7\% of its value relative to the US dollar. This makes imports from the United States, including agricultural products more expensive in terms of the local currency. Importers may be able to absorb some of this increase, however in the long run consumer prices will increase to cover importer's increased costs. The Euro has continued to weaken against the dollar losing another $12.4 \%$ against the dollar from January 1, 2015 to March 17, 2015.

Florida's third largest market is The Netherlands, home to two of Europe's largest ports in Rotterdam and Amsterdam. These ports act as a gateway to Europe for Fresh From Florida products. Agricultural exports to the Netherlands from Florida fell by $23 \%$ from 2013 to 2014. Exports of prepared fruits and nuts, which include juices, fell by $\$ 42$ million, contributing to the overall decrease of $\$ 56$ million.


## Exports of Selected Florida Commodities

## Juices



Orange juice of all types (frozen and single strength) is Florida's leading agricultural export commodity making up $11.1 \%$ of all Florida agricultural exports in 2014. Exports of all types of orange juice from Florida ports totaled $\$ 206.3$ million in 2014, a 20.2\% increase from 2013. When taking into consideration juice exports from northern US ports in New Jersey and Delaware, total juice exports came to \$460.9 million, a decrease of $5.5 \%$ from 2013. Florida orange juice exports represented over $88 \%$ of all orange juice exported from the United States in 2014. Exports are reported based on the port the product is shipped from, regardless of where the product originated. New Jersey and Delaware do not have any orange production or processing facilities, so it is reasonable to assume that all, or a large portion of orange juice shipped from those states originated in Florida.


The export value of Florida orange juice grew steadily achieving a peak value of $\$ 610.4$ million in 2011. Since then the effects of shifting consumer tastes, reduced orange production and other factors have resulted in a decrease in exports of approximately 24.5\% to \$460.9 million in 2014.


The leading destination for Florida orange juice remains Canada accounting for $67.5 \%$ of all shipments. South Korea, Belgium, The Netherlands and Saudi Arabia round out the top 5 destinations accounting for $87.8 \%$ of all orange juice exports



According to the Foreign Agricultural Service of the USDA, worldwide orange juice consumption has decreased by $13.2 \%$ since 2009. Competition from energy drinks; flavored waters and other non carbonated drinks have contributed to the overall decline in consumption over the past several years. Increasing consumer prices and concerns over health related issues have also been contributing factors. Declines in US orange juice consumption have actually been a bit greater than the worldwide figure. Since 2009 US orange juice consumption has declined by $13.5 \%$.

## Grapefruit Juice




Florida led the nation in grapefruit juice exports again in 2014 with $\$ 28.4$ million, $62.5 \%$ of all US exports. The 2014 total is the lowest since 2004, and represents a $23.2 \%$ drop from 2013. Many of the same pressures facing orange juice consumption affect grapefruit juice as well. Increasing use of medications which are incompatible with grapefruit juice has also affected consumption worldwide.

Florida's leading grapefruit juice destination in 2014 was the Netherlands with $37.1 \%$ of all grapefruit juice exports. The Netherlands is home to Europe's largest port in Rotterdam. This port serves as a gateway to Europe for not only grapefruit juice, but several other Fresh From Florida products. Japan, Canada, China and South Korea complete the top 5 destinations which account for $85.5 \%$ of exports.

## Fresh Fruits



In 2014 US growers exported $\$ 14.9$ billion in fruits and nuts. California led all exporting states with $\$ 10.9$ billion worth of product shipped, representing $73.1 \%$ of all US fruit and nut exports. Florida is ranked $4^{\text {th }}$ behind California, Washington and Texas, which increased fruit and nut exports by $12.4 \%$ from 2013 to 2014 to overtake Florida. Texas is home to some of the busiest border crossings into Mexico, the $4^{\text {th }}$ leading export destination.

In 2014 Florida ranked $4^{\text {th }}$ among the states, exporting a total of $\$ 399,390,568$ worth of fresh fruits to 99 countries and territories around the world, a decrease of $3.5 \%$ from 2013. Fruit exports can vary by several percentage points from year to year due to a variety of factors. Weather conditions, prices to growers, foreign exchange rates, shipping costs and several other factors all combine to determine the size of a crop during any given year.


Florida's leading destinations remained the same as 2013 with Canada the destination of $60.9 \%$ of Florida's fruit and nut exports with Japan, France, The Bahamas and the Netherlands rounding out the top 5. These leading destinations accounted for $80.9 \%$ of Florida’s fruit and nut exports.

grew by $2.9 \%$.

Florida's leading fruit exports for 2014 were grapefruit, strawberries, watermelons blueberries and melons. These 5 commodities combined for over $\$ 245.1$ million in shipments representing $61.4 \%$ of fruit and nut exports by value. Despite declining by $9.7 \%$, grapefruit accounted for $22.3 \%$ of the value of all Florida fruit and nut exports. Only 2 of the top 5 items recorded increases in values exported from 2013 to 2014. Watermelons increased by $4.3 \%$, while the value of melons exported


## Fresh Grapefruit



Florida is the leading grapefruit exporting state with an export value of $\$ 89.1$ million accounting for $72 \%$ of exports. Florida continues to lead the nation in bearing acreage, total production, and value of production. According to the USDA 2014 Citrus Fruits Summary, Florida's value of production for the 2013-2014 crop year totaled $\$ 143.4$ million, meaning exports accounted for approximately $62 \%$ of the value of production.

Grapefruit remained Florida's most exported fruit by value in 2014 with exports totaling $\$ 89.1$ million. Grapefruit faces pressures from declining consumption in Florida's leading market, Japan, and HLB, also known as citrus greening. Despite intensive government and private industry research, HLB remains a threat to citrus production not only in Florida but everywhere citrus is grown. The only known citrus crop not to be infected is in Australia.


accounting for the entire increase in global production.


According to the Foreign Agricultural Service production supply and demand estimates, worldwide consumption of grapefruit has grown from 4.5 million tons in 2008 to 5.8 million tons in 2014. Almost all of this increased consumption is in China, the world's leading producer of grapefruit. Consumption of fresh grapefruit in China has grown from 2.7 million tons in 2008 to 4.2 million tons in 2014. Meanwhile Chinese production of grapefruit has gone from 2.8 million tons in 2008 to 4.3 million tons in 2014,

Meanwhile in Japan, Florida’s largest grapefruit market in 2014, domestic consumption has shrunk from 198 thousand tons in 2008 to 110 thousand tons in 2014. An aging population, changes in consumer preferences and increased competition from other fruit categories are all factors in this decline. Currency fluctuations have made grapefruit imported from the United States more expensive in terms of the local currency. In 2014 the US dollar gained 14.3\% relative to the Japanese
yen. Since the beginning of 2015 the valuation has stabilized somewhat.
Florida grapefruit production has declined by 27.9\% from the 2008-2009 crop year to the 2013-2014 crop year. On the other hand China's grapefruit production has increased by $54.8 \%$. Other countries seeing gains during this period include South Africa, Turkey and the European Union.


Domestic consumption of fresh grapefruit has also declined in the United States from 428 thousand tons in 2008 to 385 thousand tons in 2014. Many of the factors pressuring consumption worldwide are also at work in the United States. As tastes have changed and with more people taking medications not compatible with grapefruit, demand for the fruit has weakened.


As grapefruit wanes in popularity throughout much of the world, there are areas where the fruit is gaining in popularity. From 2006 to 2014, exports of Florida grapefruit to South Korea have increased by 550\% in value. Similar gains have taken place in volume shipments as well, growing by $567 \%$ during the same period. Prior to 2007 there was no measurable marketing program for Florida grapefruit present in South Korea. In 2007 FDACS marketers began a program to actively promote Florida grapefruit. Since 2007 FDACS marketers have established relationships with distributors and retail chains throughout the country. Awareness of Florida grapefruit among South Korean consumers was raised through sampling events held in retail stores along with a TV presence through the Korean Home Shopping Network. In 2014 Florida based Outback Steakhouse featured a Fresh From Florida red grapefruit drink in 110 of the chain's restaurants throughout the country. During the six-week long promotion Outback served over 80,000 drinks providing a highly visible marketing component to their 1.2 million monthly customers. Outback plans to repeat the promotion in April of 2015.

## Fresh Strawberries




Strawberries were Florida’s second leading fruit export in 2014 with a value of $\$ 51.8$ million, ranking Florida $2^{\text {nd }}$ behind California in strawberry exports. Canada remained Florida’s leading destination for fresh strawberries in 2014 with $\$ 47.3$ million or $91.4 \%$ of strawberry exports. Eastern Canada including the most populous provinces, Ontario and Quebec are only two days travel time by refrigerated truck or rail from Florida. Since fruits begin to lose flavor immediately after being picked, maintaining proper temperatures and minimizing travel time are critical. Consumers prefer fruits that have a fresh and healthy appearance.

Since strawberries are one of the world's most popular fruits, Florida faces competition from growers in California and Mexico, which have overlapping harvests with Florida. University of Florida scientists at the Institute of Food and Agricultural Science (IFAS) are constantly developing new cultivars to give Florida growers an advantage over the competition by breeding fruit that will last longer and travel better.

## Fresh Watermelons



Florida once again led the United States in exports of fresh watermelons. During 2014 Florida exported $\$ 41.36$ million in watermelons, an increase of $4.3 \%$ over 2013, and one-third of all US watermelon exports. Canada was the leading destination with $99 \%$ of all Florida watermelon exports. The remaining $1 \%$ was spread among The Bahamas, the Cayman Islands, Honduras and the Turks and Caicos Islands. Florida has led the US in watermelon exports for ten of the last eleven years.

Florida was the leading producer by value of watermelons in the US with a value of $\$ 80.1$ million in 2014, meaning that Florida exported roughly half of its total value of production in 2014. This high rate of exports could be explained by Florida's watermelon seasons. Neither season corresponds to the traditional watermelon consumption season of the mid-summer months in the Northern half of the US. Florida growers also received the highest average price in the US for their watermelons in 2014. Exports of Florida watermelons have grown steadily from 2004 to 2014 with an average annual growth in value of $10.3 \%$ per year.

Other leading watermelon producing states by volume include Texas, Georgia and California.

## Fresh Blueberries



Florida remained $2^{\text {nd }}$ to California in blueberry exports during 2014. New Jersey, Maine and Washington completed the top 5 states. Florida's share of US exports came to $16.9 \%$ compared to California's $31.3 \%$ share. Total US blueberry exports dropped 11.4\% from 2013 to 2014 with Florida's exports declining by $19.5 \%$ in value. All of the top 5 states showed declines in export value led by New Jersey at $-23.9 \%$, Washington by $-22.4 \%$, Maine at $-7.5 \%$ and California at $-1.7 \%$. US blueberry exports have grown at an average annual rate of $16.4 \%$ per year since 2004. Florida’s growth over the same period was $11.7 \%$ per year.

Florida's blueberry crop is harvested during a period when no other major northern hemisphere area is producing. Florida's season begins as Chile's season ends, and just before Georgia blueberries come to market. This unique window gives Florida exclusive access to international and domestic markets. Increasing domestic demand may be one reason exports have declined. As the benefits of eating blueberries become widely known, health conscious consumers have begun to incorporate more of the fruit into their diets.


Florida's leading export destination remains Canada with over $\$ 35.1$ million in exports in 2014. Canada accounted for 96.7 \% of exports with the top 5 destinations accounting for virtually all of Florida’s blueberry exports.


Blueberry exports from Florida have grown from $\$ 12$ million in 2004 to $\$ 36.3$ in 2014, peaking in 2010 at $\$ 49.5$ million. According to the National Agricultural Statistics Service of the USDA, acreage planted in blueberries has grown from 1,200 in 1982 to 4,300 in 2013. During this same time yields have increased from 1,750 pounds per acre in 1982 to 4,530 pounds per acre in 2013. In 2013 total fresh blueberry production in the US came to 284.3 million pounds with Florida contributing 21.5 million or $7.6 \%$ to the total.

Fresh Melons


Florida exported $\$ 26.6$ million in melons during 2014 ranking second behind California. The fresh melon category does not include watermelons. Florida melon exports have grown from $\$ 20.8$ million in 2004 to a record $\$ 26.64$ million in 2014. Florida's melon exports accounted for 19.6\% of total US Exports. The majority of fresh melons grown in Florida are cantaloupes. Florida cantaloupes have a relatively short season beginning during late April and lasting through mid-June.


During the first part of their season, Florida growers face competition from Central American and Mexican imports. The California cantaloupe season begins around the same time as Florida and continues through December. California is the source of most of the domestically grown cantaloupes consumed in the United States, producing $63 \%$ of the total crop by weight. Other leading producing states tracked by the USDA include Arizona and Georgia. Most Florida cantaloupes are harvested in the central part of the State.


Florida fresh melon exports have grown from $\$ 20.4$ million in 2004 to $\$ 26.6$ million in 2014 for an average growth rate of $2.5 \%$ per year. Like most fruits and vegetables grown in Florida, melons are subject to changes in weather patterns from year to year.

## Fresh Oranges



While over $90 \%$ of Florida oranges are processed into juice, the state is the second leading exporter of oranges after California. California was responsible for over $93 \%$ of total US fresh orange exports in 2013. California produces several varieties of navel oranges which are preferred by consumers for eating. Despite the problems with citrus greening, Florida growers managed a $9.7 \%$ increase in the value of exported oranges in 2014 to $\$ 13.6$ million, the highest total since 2003. The Florida orange crop has long been dominated by different varieties of Valencia oranges, grown primarily for their sweeter juice; navel oranges remain a significant part of the citrus industry. Overall US exports of fresh oranges declined by $16 \%$ in value from 2013.

Canada is the leading destination for Florida fresh oranges. Taiwan, The Bahamas, Barbados and the Netherland Antilles rounded out the top 5, combining for 94.8 \% of export value. Canada alone accounted for over $70 \%$ of exports.

Florida fresh orange exports have remained stable in value terms. After showing declines in value exported from 2004 through 2007, exports have rebounded, and remained above $\$ 12$ million since then.



According to the Foreign Agricultural Service (FAS) of the USDA, worldwide orange production has fallen from 56 billion tons during the 2008-09 crop year to an estimated 53.8 billion tons in 2014-15. Citrus greening is present throughout citrus producing countries with the exception of Australia. Presently there is no known method to eradicate the disease or the insect that carries the HLB virus. Efforts at the state and federal level to combat HLB are ongoing.

As with grapefruit, China continues to increase production of fresh and processing oranges. As incomes increase in China, demand for value added fruit products such as orange juice have grown. Chinese citrus growers continue to add acreage and trees in an effort to grow production despite losses to HLB.

Fresh Vegetables


In 2014 Florida exported fresh vegetables worth $\$ 301$ million ranking the state $3^{\text {rd }}$ in the nation behind California and Washington. Arizona and Michigan rounded out the top 5 . Florida was responsible for $6.7 \%$ of all fresh vegetables exported from the United States in 2014.

Arizona and Michigan are home to some of the busiest border crossings in the United States. According to the Bureau of Transportation Statistics (BTS) Detroit, Michigan ranked second in the United States in terms of loaded truck containers and loaded rail containers crossing the border in 2014. A total of 1.8 million loaded trucks and over 365 thousand loaded rail containers crossed into Canada from Detroit and Port Huron, Michigan. These loaded trucks and rail containers contained a total of \$11.4 billion in agricultural products, including $\$ 2.5$ billion in fresh fruits and vegetables.

It is quite possible that a portion of Florida's fresh vegetable exports to Canada were in trucks or rail cars that crossed the border at Michigan ports. Canada was the destination of over $\$ 232.3$ million representing 77.3\% of Florida's fresh vegetable exports. The UK, The Bahamas, Trinidad and Tobago and the Dominican Republic complete the top 5 destinations which combined for $89.2 \%$ of Florida's fresh vegetable exports.


Florida's fresh vegetable exports have grown from $\$ 218.7$ million in 2004 to $\$ 301$ million in 2014. The same factors that affect fruit crops also affect vegetable crops. With today's modern transportation infrastructure and reduced or eliminated tariffs, foreign competition is greater than ever. Fresh vegetables can be transported quickly and economically from countries as far away as Chile, Brazil and Mexico. Combined with lower labor and
 input costs, wholesale prices become more of a factor in whom a retailer may buy fresh vegetables from. Florida still enjoys some exclusive seasons, but with the worldwide spread of cultivars developed for Florida, this exclusivity is becoming less of a factor. Greenhouse and controlled environment growers also present a challenge to producers. The rise in popularity of organic agriculture is yet another challenge that must be faced by Florida growers.

Fresh Tomatoes


In 2014 Florida ranked first in the nation in value of fresh market tomatoes produced. Florida ranked third in the nation in the value of fresh tomatoes exported during 2014. Both states ranking above Florida have a value of production less than the value of exports credited to them. As mentioned earlier, Michigan is home to the second and fourth busiest border crossings in the US, while Nogales, Arizona ranks $9^{\text {th }}$. Florida traditionally ranks first in the nation in value of fresh market tomatoes. While California has a higher overall value of tomatoes produced, most of them are for processing. Tomatoes are the most popular vegetable, or fruit, in the United States and most likely the world.

During 2014 93.4\% of fresh tomatoes exported with a value of $\$ 63.4$ million went to Canada. Florida’s 5 leading destinations accounted for $99.1 \%$ of the value of all tomatoes exported in 2014. In 2013 15.7\% of the value of the Florida fresh tomato crop was exported. With $84 \%$ of the crop being consumed domestically, Florida is the largest domestic supplier of tomatoes, with Mexico the leading foreign supplier. As a result of charges of foreign growers dumping tomatoes in the US market, an
 agreement was reached with the US
Department of Commerce to suspend the anti-dumping investigation. The agreement establishes minimum prices for imported tomatoes depending on the variety and time of year the tomatoes are imported into the US.


Tomatoes of all varieties continue to be Florida's most valuable vegetable export averaging $\$ 75.7$ million per year since 2004. During this time exports have varied from a high of $\$ 90.1$ million in 2008 to a low of $\$ 58.4$ million in 2012. Fluctuations in production and availability of imports led to reduced pricing in 2012.

According to the USDA 2014 Vegetable Summary, in 2012 Florida growers received on average $41.3 \%$ less per unit than 2011.
Prices recovered in 2013 with Florida growers receiving on average $81 \%$ more per unit than 2012.

## Fresh Peppers



In 2014, Florida was second to California in the value of fresh peppers grown with a value of production of $\$ 164.3$ million. As with tomatoes, Arizona and Michigan appear as the two leading exporting states. Michigan is given credit for $\$ 51.1$ million in fresh pepper exports, while only having a value of production of $\$ 13.5$ million, good for a $4^{\text {th }}$ place ranking. Arizona is not even listed as a producer in the 2014 USDA Vegetable Summary.


Florida's $\$ 41.6$ million in exports represents $25.3 \%$ of the value of production in 2014. As with most other fresh vegetables, Canada is the leading destination with a value of $\$ 39.6$ million, $95.4 \%$ of all exports. The 5 leading destinations together accounted for $99.4 \%$ of 2014 exports. Growth in fresh pepper exports has remained flat since 2004 with a $0.7 \%$ annual growth rate. Exports have varied from a low of $\$ 31.3$ million in 2006 to a high of $\$ 44.7$ million in 2008.


Florida growers tend to receive above average prices for their fresh peppers due to seasonality differences with California. Foreign competition is almost exclusively from Mexico, which has a similar growing season.



Florida ranked first in other fresh vegetable exports in 2014. Other fresh vegetables include okra and sweet corn, among others. The majority of these exports are assumed to be sweet corn. Florida traditionally leads the US in production value of sweet corn and is a leading exporter. Exports of other fresh vegetables reach their peak in the period from March through June, the peak of Florida sweet corn season, with $56.9 \%$ of the total value exported in those months during 2014.

Canada is the destination of $74.3 \%$ of exports with the United Kingdom, Cayman Islands, Netherlands Antilles and the Netherlands completing the top 5. These leading destinations accounted for $96.4 \%$ of the value of all other fresh vegetable exports in 2014.

As a category with several components it is not unusual to see swings in the value of exports from year to year. Totals have varied from a high of $\$ 41.7$ million in 2006 to a low of $\$ 25.3$ million in 2009.
Commodities in this category have varied since 2004 with vegetables being added or removed. Since 2009 the value exported has increased from $\$ 25.7$ to $\$ 36.7$ million last year.

## Fresh Snap Beans



Florida led the United States in exports of fresh snap beans with a total value of $\$ 27.8$ million, representing $46.8 \%$ of the value of all snap bean exports in 2014. According to the 2014 USDA Vegetable Summary, Florida growers accounted for $35 \%$ of the value of production for the entire country. Florida growers also receive some of the highest unit prices in the United States, averaging $\$ 58.20$ per 100 pound unit in 2014. Only New York growers received higher unit prices in 2014.

Canada remains Florida’s leading destination for fresh snap bean exports. Canada accounts for $87 \%$ of the total value of exports, with the United Kingdom, The Bahamas, the Netherlands and Panama making up the remainder of the top 5 destinations. These destinations account for $100 \%$ of Florida's snap bean exports.

During snap bean season, which runs from late October through late June, Florida faces competition from domestic producers such as New York and California along
 with imports from Mexico and Guatemala.


Exports of Florida fresh snap beans have grown at an average rate of $8.5 \%$ since 2004. By value exports have grown from $\$ 12.3$ million in 2004 to $\$ 27.7$ million in 2014, with a peak of $\$ 32.5$ million in 2009. During the 2009 season $\$ 5.1$ million in snap beans was exported to Jamaica, and $\$ 4.3$ to Venezuela. In 2010 exports to these two countries combined came to $\$ 310$ thousand, all of which went to Jamaica.

Since 2012 the United Kingdom has become a solid second leading export destination averaging nearly $\$ 4$ million per year in export value.


Brassicas are actually members of the mustard family and include cabbage, cauliflower, turnips and broccoli. It is most likely broccoli that puts Florida into second place among the states with exports totaling $\$ 12.8$ million in 2014. While the USDA lists only California and Arizona as major broccoli producers, Florida growers are increasing production. According to the 2012 Census of Agriculture there were 983 acres planted in 2012. In 2007, fifty-two farmers planted undisclosed acreage. USDA crop movement reports indicate that Florida broccoli growers shipped 351 forty-thousand pound truck loads during the 2014 season.



Canada is the leading destination for Florida Brassicas with $\$ 8.8$ million in shipments, representing $69 \%$ of the total. The 5 leading destinations account for $97.9 \%$ of the export value.

Exports have grown at an average annual rate of $17.7 \%$ since 2004, increasing from $\$ 2.5$ million in 2004 to a high of $\$ 13.1$ million in 2013. The emergence of crops like broccoli will continue as farmers diversify. Crop diversity gives farmers limited security against diseases, weather conditions and changes in commodity prices. Often crops that show good returns in one year are planted in greater quantities the following year, in many cases driving down prices and limiting returns. By planting several crops on their farms, growers can to some extent avoid dramatic losses from year to year.

## Live Plants and Trees



Florida fell to $3^{\text {rd }}$ among live plant and tree exporting states in 2014. Washington's $3.7 \%$ gain put it ahead of Florida. The export value of Florida's live plants and trees fell by $3.9 \%$ to $\$ 73.3$ million in 2014. This total accounted for $17.5 \%$ of total US exports of $\$ 419.7$ million. California has led the US in live plant and tree exports since 2004. Florida live plant and tree exports fell $27 \%$ from 2011 to 2012, while Washington maintained steady growth. Washington and Oregon were able to take advantage of favorable conditions and proximity to
Western Canadian and Asian markets to grow their exports over the past several years.


Canada is Florida’s leading export destination with $62.1 \%$ of the total value of live plant and tree exports in 2014. The five leading destinations account for $87 \%$ of all Florida live plant and tree exports. The number two destination, the Netherlands, is home to the world's largest flower auction.

Since reaching their peak in 2008, Florida’s exports of live plants and trees have fallen by over $37 \%$. However Florida’s overall horticulture industry remains healthy with cash receipts of $\$ 1.6$ billion in 2013.


## 2014 US Agricultural Exports

2014 was another record year for US agricultural exports, totaling $\$ 155.2$ billion, a $5.8 \%$ increase from 2013. Since 2004, US agricultural exports have grown at a compound annual rate of $10.0 \%$. The United States maintained its trade surplus in agriculture exporting \$22 billion more than it imported during 2014. The US has been a net exporter since 2007 growing a $\$ 2$ billion surplus that year into 2014's $\$ 22$ billion surplus. This surplus has been built as a result of favorable commodity prices and increasing productivity of American farmers. The US is among the world leaders in production of oil seeds, such as soybeans; cereals such as wheat and corn along with meats and fruits. Other leading exports include meats, fruits and nuts, and residues and wastes from the food industries.


The United States' largest trading partner continues to be Canada being the leading export destination as well as our largest source of agricultural imports. China continues to become a more significant partner being our second leading destination, and rising to the third position on the import partner list, mainly on the strength of imported farm-raised seafood, primarily shrimp. Mexico retains its importance as a trading partner being a leading source of fruits and vegetables and a leading destination of US grains, fruits and vegetables.


Leading import commodities include beverages, fish, fruit and nuts, vegetables and meats. The US imported product from 192 countries and territories in 2014, while exporting to 196 countries and territories.

California once again led all states with agricultural exports totaling $\$ 25.4$ billion. Louisiana, Washington, Texas and Illinois completed the top 5. Iowa, Kansas, Florida, Georgia and Ohio complete the top 10. These 10 leading export states accounted for $67.3 \%$ of all US agricultural exports in 2014. Iowa increased its exports by $32.7 \%$ and Ohio's exports grew by $27.5 \%$ from 2013 to 2014.


## International Retail

In 2014, Fresh From Florida products could be found in over 4,450 stores in 27 countries and territories. FDACS marketers have established relationships with new retailers in Japan and Taiwan. Marketers continue to expand the presence of Fresh From Florida products by continuously seeking out and developing new markets in North America and throughout the world.

# International Press Releases <br> Florida Department of Agriculture and Consumer Services Brings "Fresh From Florida" to Taiwan 

Taiwan Trip Builds on Other Recent Successful Partnerships in Asia


Left: Daniel Taylor, marketing representative for the Florida Department of Agriculture and Consumer Services, with Wellcome official Chris Su and Anita Cheng and Wennie Chen in Taiwan. Right: Daniel Taylor and Dan Sleep, marketing bureau chief, with You/Me officials Mr. Dote and Mr. Ishimoto in Japan.

TALLAHASSEE, Fla. - Florida Commissioner of Agriculture Adam H. Putnam announced today a new partnership with Taiwan after a recent international trade mission by Florida Department of Agriculture and Consumer Services marketing specialists.
"We are proud to bring our unique brand and fresh produce to Taiwan," said Commissioner of Agriculture Adam H. Putnam. "We continue to see growth in international exports of 'Fresh From Florida' products, proving that there is nothing better than what we grow right here in Florida."

The international trade mission included more than 400 surveys with a cross-section of Taiwanese residents and research analysis of local retail establishments. Contacts were made at Jason's Market Place and Wellcome Stores, which together represent 225 retail outlets in Taiwan.

Current negotiations will result in exclusive "Fresh From Florida" promotions in Taiwan next year, the first time the state's iconic "Fresh From Florida" brand has partnered with stores in that country. "Fresh From Florida" marketing will now be in 4,852 stores in 27 nations and territories, a historic count.

Florida international agricultural exports remain a vital component of the economic strength of the state, generating more than $\$ 4$ billion in cash receipts and placing the state as the 8th largest agricultural exporter in the United States. Florida already exports oranges, blueberries and grapefruit to Taiwan, which has the highest per capita intake of fruit in the world. The United States is the country's top supplier for imported fruits and vegetables.

In addition to this partnership, other recent international successes in Asia include:

- Joining a new promotional campaign in Japan for the first time is You/Me stores with 104 outlets around Hiroshima. Their "Fresh From Florida" promotion is currently planning to feature Florida blueberries and blueberry wine to kick off sales.
- A two-year partnership with Outback in South Korea to bring "Fresh From Florida" grapefruit to 110 Outback locations in that country.
- A new endeavor with distributor Maeil Dairies in Korea promoting Florida orange juice.
- South Korean distributor JinWon has expanded marketing and promotional activities focusing on fresh Florida grapefruit in 431 stores across Korea, as well as testing impulse buying in 2,300 convenience store locations.
- Okuwa grocery located near Osaka, Japan, has agreed to a second year of promotion of fresh grapefruit in 172 grocery stores in Japan and is in negotiations to examine conducting a "Fresh From Florida" promotion with several Florida products in 2015.
- In Singapore, partner Growers Synergy will market Florida oranges and juice as well as explore including Florida blueberries and stone crabs in their 170 retail stores.


# Florida Department of Agriculture Brings "Fresh From Florida" Strawberries to Puerto Rico 

## International Agricultural Exports Continue to Expand with "Fresh From Florida" Promotions

 Now in 27 Countries and Territories

Samples of fresh Florida strawberries are prepared for distribution at a local Walmart in San Juan.

TALLAHASSEE, Fla. - Florida Commissioner of Agriculture Adam H. Putnam announced today a new partnership with 41 Walmart and Amigo stores in Puerto Rico after a recent trade mission by the Florida Department of Agriculture and Consumer Services.
"Fresh From Florida" strawberries found their way to sunny Puerto Rico, with store ads and several promotions in Walmart and Amigo stores featuring Florida Strawberry Parfaits. These two chains recently joined the more than 60 retailers in 27 countries that have partnered with "Fresh From Florida" in 4,700 stores across the globe.
"International promotions are a unique opportunity to showcase a wide range of Florida fruits and vegetables," Florida Commissioner of Agriculture Adam H. Putnam said. "These events show people across the globe that nothing is better than 'Fresh From Florida.'"

The Florida Department of Agriculture and Consumer Services has been researching expanding the "Fresh From Florida" campaign within the Caribbean, Central America and South America. As the Panama Canal expansion undergoes final preparations to be finished next year, Florida's position to export agricultural products has never been more important.

In the region, 400 stores in 14 countries and territories are marketing "Fresh From Florida" products. Long-term partner PriceSmart is completing their 10th year promoting Florida commodities. The chain operates club stores that serve more than 30,000 members per outlet.

Recent successes with trade in the region also include:

- Last year, the Caribbean contained five of Florida's 10 largest agricultural export partners: the Bahamas, the Dominican Republic, the Netherlands Antilles, Trinidad and Tobago, and the Leeward-Windward Islands.
- Florida agriculture exports in the Caribbean region grew by more than 7 percent to a total of $\$ 1.1$ billion last year.
- Florida accounted for 75 percent of all U.S. agricultural exports to the Caribbean last year.
Florida international agricultural exports remain a vital component of the economic strength of the state, generating more than $\$ 4$ billion in cash receipts and placing the state as the 8th largest agricultural exporter in the United States.


# Commissioner Putnam Promotes Fresh From Florida Products in Panama Panama is Florida's Fifth Largest Trading Partner in Agricultural Products; Florida is a Major Provider of Fresh Tomatoes, Strawberries and Sugar Cane to Panama 

Jan 28, 2014

Panama City, Panama - Commissioner of Agriculture Adam H. Putnam met with leaders of the American Chamber of Commerce in Panama (PANAMCHAM) during the second full day of his trade development mission to Panama. Along with Florida growers and Miami Port Director Bill Johnson, Commissioner Putnam promoted Florida citrus and berries during their meetings with business groups and retailers.
"The economic success of Latin America presents many opportunities for Florida's $\$ 120$ billion agriculture industry," said Commissioner Putnam. "Florida exported more than $\$ 168$ million in agricultural products to Panama in 2012, making Panama Florida's fifth largest trading partner for agricultural products. We're here to build on the recent success by promoting Florida citrus, berries and other products."

David Carius, president of PANAMCHAM, and Maurice Belanger, executive director of PANAMCHAM, hosted the Florida delegation, which included Commissioner Putnam, Port Director Bill Johnson of PortMiami, Dr. Robert Behr, COO of Florida's Natural Growers, Joel Sellers, International Sales Manager of Florida's Natural Growers, and Gary Wishnatzki, Owner of Wish Farms. Richard Gaskalla, Director of Plant Industry, Florida Department of Agriculture and Consumer Services (FDACS), was in attendance as well.

Later today, Commissioner Putnam and the delegation is scheduled to meet with senior administration officials in Panama, including Jose Pacheco, Vice Minister of Trade, and Oscar Osorio, Minister of Agriculture.

Florida agriculture is a $\$ 120$ billion industry that supports two million jobs for Floridians. Florida agricultural exports recently surpassed $\$ 4$ billion per year to more than 160 other countries. Florida's agricultural exports to Panama have grown 70 percent in the last two years, up to more than $\$ 168$ million in agricultural products in 2012. The growth of Florida's agricultural exports to Panama over the last two years has created 1,800 new jobs for Floridians.

# "Fresh From Florida" Continues to "Mix It Up" With Grapefruit Cocktails in South Korea’s Outback Steakhouse Restaurants 



TALLAHASSEE, Fla. - Beginning today, the Florida Department of Agriculture and Consumer Services will continue its partnership with Outback Steakhouse restaurants in South Korea to promote "Fresh From Florida" grapefruit on their spring/summer menu with a red grapefruit cocktail. The promotions at Outback and with other retail partners in South Korea helped Florida grapefruit sales to South Korea reach a historic high of $\$ 4.8$ million last year, a 44 percent increase from 2013.

There are currently 110 Outback locations in South Korea that will be featuring a "Fresh From Florida" red grapefruit cocktail. Last year, more than 80,000 drinks were sold during the promotion.
"After last year’s success with the first-of-its-kind partnership with Outback Steakhouse in South Korea, we are proud to continue to promote fresh Florida grapefruit this year," said Florida Commissioner of Agriculture Adam H. Putnam. "South Korea continues to expand as a trade partner, and this unique venture will highlight Florida citrus in an exclusive menu item."

The volume of Florida grapefruit exports to South Korea recently hit a record with 425,705 boxes shipped this year. From January through March, Florida is the source for more than 80 percent of all U.S. grapefruit exports, reaching almost \$90 million in 2014.

In addition to the Outback partnership, Maeil Dairy, a distributor for Florida's Natural juices in South Korea, is teaming up with the Florida Department of Agriculture and Consumer Services to sell 10,000 boxes of Florida's Natural orange juice at select locations and events across South Korea this year.

Total exports of Florida products to Korea also continue to increase. In 2014, South Korea received more than $\$ 60$ million worth of Florida agricultural products, ranking it Number 16 in the world. South Korea is currently one of the fastest growing major markets for exports from Florida. "Fresh From Florida" products are now distributed in 1,240 locations throughout Asia.

For more information about the Florida Department of Agriculture and Consumer Services, visit FreshFromFlorida.com.

## Scandinavian Countries Highlight "Fresh From Florida" Grapefruit in New Promotion


"Fresh From Florida" promotions in Scandinavia

TALLAHASSEE, Fla. - Florida Commissioner of Agriculture Adam H. Putnam announced today a new partnership between the Florida Department of Agriculture and Consumer Services and Nordic Total Produce that will feature "Fresh From Florida" grapefruit in 724 stores in Denmark, Sweden, Finland and Norway.
"Florida’s famed citrus is the best in the world," Commissioner of Agriculture Adam H. Putnam said. "Expanding our reach to the rest of the United States and across the globe supports Florida’s economy."

Florida international agricultural exports remain a vital component of the economic strength of the state, generating more than $\$ 4$ billion in cash receipts and placing the state as the 8th largest agricultural exporter in the United States. More than 60 retailers in 27 countries have partnered with "Fresh From Florida", with products in 4,700 stores across the globe.

Recent efforts by the Florida Department of Agriculture and Consumer Services to promote Florida agriculture include product sampling, store displays, advertising circulars and promotional outreach to consumers.
"We have been pleased to work with Florida marketers to strengthen awareness and sales interest for a variety of promotional support for Florida grapefruit. Our team looks forward to
discussing future opportunities as this season comes to a close," said Total Produce Nordic Chief Operating Officer Jakob Scanning.

For more information about the Florida Department of Agriculture and Consumer Services, visit FreshFromFlorida.com.


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    * denotes a country that is a summarization of its component countries.

