

CITRUS WORKSHOP

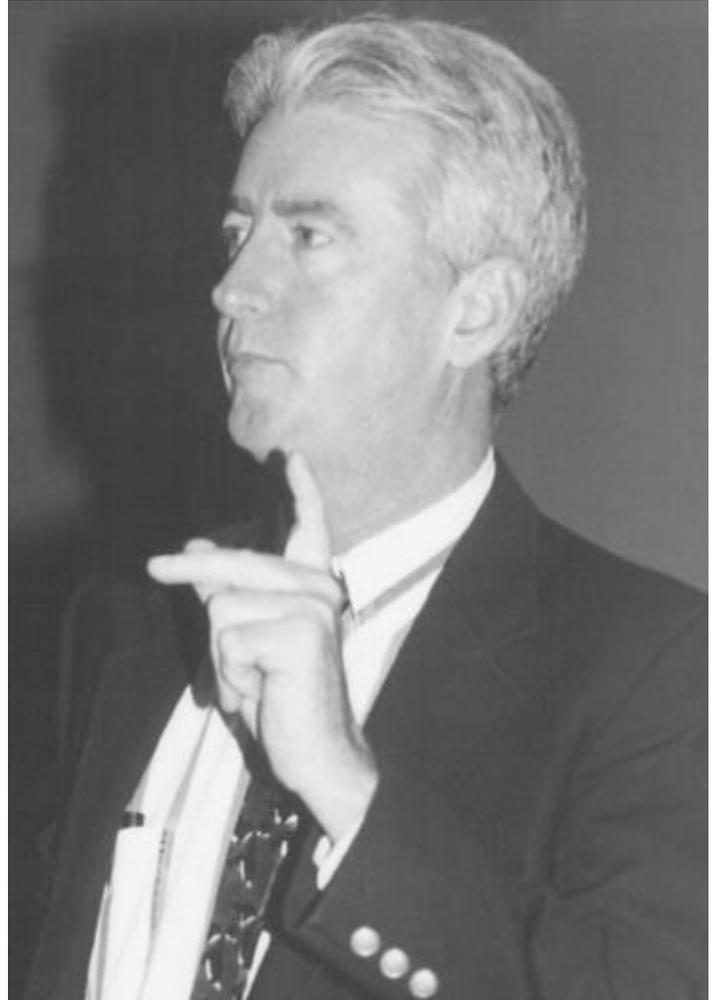
FLORIDA CITRUS IN ASIA

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Asia has been the big success story for Florida citrus for the past decade. With the full opening of the Japanese, Korean and Taiwanese markets to all forms of Florida citrus products over the 1980's, exports have taken off and now more citrus is sent to Asia than anywhere else in the world. Last year, for example, Japanese consumers ate more Florida grapefruit per capita than Americans did! In addition, the Asian markets pay a higher price for Florida products than any other market as well. Despite the recent economic turmoil in Asia this year, Japan continues to take large amounts of premium Florida products at high prices.

These impressive gains have not come easily, however. The Florida Department of Citrus has run marketing programs in the region for nearly twenty years. Using locally contracted marketing personnel, the FDOC puts on literally thousands of individual promotions with local retailers and wholesalers to encourage distribution and consumption of Florida fresh and processed citrus products. In addition, the Department runs advertising and public relations programs aimed at increasing consumer awareness of Florida as the origin of the world's finest citrus products.

These activities have built a worldwide franchise for Florida citrus that returns well over \$100 million a year to the Florida growers. As a result, Asia is a market that is, and will continue to be, crucial to the well-being of the Florida citrus industry.



Gordon E. Hunt