



# INDIAN RIVER CITRUS LEAGUE

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## For Immediate Release:

### Indian River Grapefruit Crop Rebounds

**VERO BEACH, Fla.** (January 8, 2007) – As the 2006-07 citrus season reaches its peak this month, it is apparent the Indian River is in the midst of one of its best grapefruit seasons in years thanks to a rebound crop following the 2004 and 2005 hurricanes.

Production managers across the River region are using words like “vintage” and “classic” to describe the superb quality of this year’s grapefruit crop.

Bob Terry of the Florida Agricultural Statistics Services described the crop as, “excellent both externally and internally.”

“With no storms over the summer, which can cause wind scarring, the external appearance is very good and the cool weather early in the fall led to excellent color,” Terry said. “There is also a wide range of fruit sizes to supply all markets. Internally, it is extra juicy and tasty, qualities consumers have come to expect from Indian River fruit. This is by far the best crop in several seasons.”

Duke Chadwell of the Citrus Administrative Committee projects grapefruit production for the 2006-07 season to be 26 million boxes, an increase of 6.7 million boxes or 35% above the previous 2005-06 season. Nineteen million will be produced in the Indian River citrus district.

Through January 4, 2007, fresh grapefruit shipments have exceeded 6.6 million cartons compared to 4.29 million cartons last season on January 4th, an increase of 53%. Total fresh grapefruit shipments should exceed 18 million cartons, which would be an increase of 5.5 million cartons or 44% increase over last season. Also, the season should be longer because of high internal quality.

To help market the vintage crop, the Florida Department of Citrus has put together several programs. . The FDOC has aligned fresh Florida grapefruit with the highly anticipated launch of the 2007 diet book, *The Best Life Diet*, authored by Bob Greene, who is best known as Oprah Winfrey’s personal trainer.

The partnership allows fresh Florida grapefruit to be among the first foods to bear the Best Life seal of approval, which tells consumers the fruit, is approved by Greene as a healthy part of his diet plan. The book launches in January, the perfect time to promote the taste and health benefits of fresh grapefruit. The FDOC is also teaming up with Catalina Marketing on a coupon promotion to help encourage consumers to buy more grapefruit juice.

Catalina is one of the largest behavioral data baser in the world, and will allow a more consumer targeted promotion then ever before for the grapefruit industry. Depending on the consumer, the coupon could be worth \$1 off their next grapefruit juice purchase or \$1.50 off the next multiple purchase of grapefruit juice.

These programs combined with one of the best tasting crops in years should help make for a great season.

The Indian River Citrus District is the largest grapefruit producing region in the world with 145,000 commercial acres of citrus, 28 packinghouses and 16 sales agencies and two processing plants that collectively along with nearly 1,000 grower members, create a 1.2 billion dollar economy to the Treasure Coast region of Florida, and is pleased to have such a high quality crop in such abundance to get to its anxious buyers.