



# Juicy Bits



Florida's Natural Growers

4<sup>th</sup> Quarter 2008

## WHERE DOES YOUR JUICE COME FROM?

**WE BELIEVE AN ORANGE JUICE COMPANY  
SHOULDN'T IMPORT THEIR JUICE.**



In food there are fads and there are trends. Fads are flashes in the pan; trends are irrevocable movements of change. The Atkins diet was a fad. While it may have been well-intentioned, it just wasn't sustainable. The current farm-to-table movement may be a fad, but the underlying principle is certainly a trend. People now, more than ever before, want to know where their food comes from - who grew it and how far away the farm is.

This heightened level of food consciousness was caused by a series of food recalls over the last couple of years. Parents are alarmed to think that spinach can make their children sick, that their pet food may poison. And they're especially wary of food imported from overseas, produced under foreign regulations.

Knowing that food safety is a serious consumer concern, the makers of Florida's Natural® Premium Brand orange juice have developed a campaign to make consumers aware that Florida's Natural is the only national brand of not-from-concentrate orange juice that does not use imported juice; something the other brands, Tropicana and Simply Orange, currently do.

The campaign consists of online banner ads that declare the brand's belief on the subject of imported orange juice, boldly stating, "We Believe an Orange Juice Company Shouldn't Import Orange Juice," and then posing the question, "Where Does Your Juice Come From?" For the curious consumer, Florida's Natural has created a web landing page accessible through the banner ads. This page shows the three national brands and asks the visitor to guess which brand uses oranges grown only in the U.S. If you click on Tropicana or Simply Orange, the image zooms in to show where on the package the country of origin appears, clearly listing the imported contents. When you click on Florida's Natural, the image zooms in to the All-Florida stamp on the package, then takes you to a page where you can learn more about the brand and the Florida growers who produce the juice.



This page isn't just accessible through the banner ads. Visit the website, [floridasnatural.com](http://floridasnatural.com), and look for the button on the home page that says, "Where Does Your Juice Come From?" Now you know, but your friends may be surprised to find out.

FROM FLORIDA AND ONLY FLORIDA! NEVER IMPORTED.

**WHERE DOES YOUR ORANGE JUICE COME FROM?**

**TAKE THE TEST**

