

Attachment A

Core U.S. OJ & GJ Scanned Sales Data	
Channels	<ul style="list-style-type: none"> • Food (\$2M+ Grocery) • Drug • Convenience • Mass • Walmart • Specialty Channel • Larger U.S. Universe (please describe)
Market / Account Level	<ul style="list-style-type: none"> • Total U.S. • 50+ Major Markets • Census Regions
Product Categories (Categories to be maintained to the UPC level at the direction of the FDOC)	<ul style="list-style-type: none"> • Orange Juice and Grapefruit Juice <ul style="list-style-type: none"> ▪ All forms (frozen, Ref NFC, Ref Recon, Shelf Stable, etc.) ▪ All containers ▪ All sizes • OJ & GJ Blends (100% Juice) • OJ & GJ Drinks (Cocktail) <ul style="list-style-type: none"> ▪ Juice content % • OJ Drink Blends
Identifiers	<p>Including, but not limited to:</p> <ul style="list-style-type: none"> • Florida Sunshine Tree • Florida Seal of Approval • Top 3 or 4 brands • Private Label/Generic • Other Brands (less Top 3 and Private Label) • Organic • Calcium fortified
Facts (Please provide complete list of facts available)	<p>Including, but not limited to:</p> <ul style="list-style-type: none"> • Dollars • Gallons • Price/gallon • % ACV • Display • Coupon ads • Feature ads • Promoted dollars • Promoted gallons • Cumulative % ACV • Cumulative ACV Selling \$
New Data Delivery	<p>Weekly & 4-week data every 4 weeks</p> <ul style="list-style-type: none"> • electronically (UPC level) • electronically (sub-category level) flat/ASCII file
Historic Data Delivery	<p>Five years at inception (three additional years optional)</p> <ul style="list-style-type: none"> • electronically – flat/ASCII file
Excel-based workstations	3
Presentations & Analytical Services	Please provide options

Attachment B

Panel Data for U.S. Household Purchases of Citrus Juices and Other Specified Beverages

Feature	Core	Ancillary
Product Categories: Total Beverages:	Including, but not limited to: <ul style="list-style-type: none"> • Total 100% fruit juices • Total OJ drink <100% juice • Total fruit juices/fruit drinks • Total carbonated soft drinks • Total non-carbonated soft drinks • Total milk, white & flavored by fat content • Total liquid coffee • Total liquid tea • Total beer & light beer • Total bottled water • Total vegetable juice/drinks • Total isotonics 	
Orange Juice:	<ul style="list-style-type: none"> • Refrigerated vs. shelf-stable • Container-size categories • Brands vs. private label • Refrigerated NFC vs. Recon • Calcium added • Florida identified 	
Grapefruit Juice:	<ul style="list-style-type: none"> • Frozen vs. RTS • RTS-NFC vs. RTS-recon • Refrigerated NFC vs. Recon • Container-size categories • Container type • Brands vs. private label • Florida identified 	
Other:	<ul style="list-style-type: none"> • OJ & GJ Blends • OJ & GJ Drinks • OJ Drink Blends 	
Historical Series:	• 3 years	• 5 years
Data Specifications:	<ul style="list-style-type: none"> • Total U.S. – all channels • FDOC-defined regions • Transaction-level data (provide cost effective options) 	
Market Facts:	<ul style="list-style-type: none"> • Buying households • Penetration 	
Note:	<ul style="list-style-type: none"> • Dollars, EQ gallons, units • Dollars, EQ gallons, units share 	

<p>EQ gallons = reconstituted gallons</p>	<ul style="list-style-type: none"> • Buying rate (\$) & EQ gallons • Purchase frequency • Purchase size (\$) and EQ gallons • Purchase size (units) • Purchase cycle • Percent repeat buyers • Loyalty (share of requirements) • Percent dollars on deal • Percent dollars with manufacturer coupon • Percent buyers by channel • Percent dollars by channel <p><u>Dollar Index for the following Demographic Breaks:</u></p> <ul style="list-style-type: none"> • Household size • Household income • Age of household head • Age/presence of kids • Household lifestage • Household affluency • Female head employment • Household head education • Race • Level of deal (heavy/medium/light) • Coupon Usage (heavy/medium/light) • Frequent shopper program membership • Method of payment • Media influence on purchasing 	
<p>Market Demographics: (Population & Households)</p>	<ul style="list-style-type: none"> • Gender • Age • Income • Education level • Family size • Presence of kids • Employment status • Occupation 	

	<ul style="list-style-type: none"> • Race • Lifestyle • Geography/county • Heavy/light users • Volume gains/losses • Retained buyers • Fair share index 	
Data Delivery:	<ul style="list-style-type: none"> • On-Line access and Excel • Data end date and delivery date to be determined (upon FDOC request) 	
Service:	<ul style="list-style-type: none"> • Market summary reports (annual) • Demographic profiles 	<u>Issue Driven Ad-Hoc Analysis:</u> <ul style="list-style-type: none"> • Combination purchase analysis • Switching analysis • Distribution analysis • L panel analysis • Cross-purchase analysis • Custom cross tabs • Panel surveys • Other custom research design • Fresh food (random weight)

Attachment C

Retail and Store Level Scanned Data	
Channels	<ul style="list-style-type: none"> • Food (\$2M+ Grocery Retailers, including Walmart) • Convenience • Drug <ul style="list-style-type: none"> ▪ Account Level Only ▪ Account + Divisions/Regions ▪ Store Level (please give options)
Product Categories	<ul style="list-style-type: none"> • Ref Beverage Category <ul style="list-style-type: none"> ▪ 100% OJ ▪ 100% GJ • Shelf Stable Beverage Category <ul style="list-style-type: none"> ▪ 100% GJ <p>(Please give options to include other 100% juices, blends and juice drinks)</p>
Facts (Please provide complete list of facts available)	<ul style="list-style-type: none"> • Dollars • Gallons • Price/gallon • % ACV • Display • Coupon ads • Feature ads • Promoted dollars • Promoted gallons • Etc.
New Data Delivery – Option 1 Ad Hoc (Please provide cost effective options)	2 years of weekly data <ul style="list-style-type: none"> • electronically (workstation) • electronically – Excel/Access file
New Data Delivery – Option 2 Subscription Service (receive data every 4 weeks)	2 years of weekly data <ul style="list-style-type: none"> • electronically (workstation) • electronically – Excel/Access file

Attachment D

U.S. Other Juice and Beverage Sales Scanned Data	
Channels	<ul style="list-style-type: none"> • Food (\$2M+ Grocery) • Drug (\$1M+) • Convenience • Mass Merchandisers • Supercenters • Walmart • Larger U.S. Universe (please describe)
Market / Account Level	<ul style="list-style-type: none"> • Total U.S. • Census Regions
Product Categories (Please provide information on options available.)	<ul style="list-style-type: none"> • 100% Juices <ul style="list-style-type: none"> ▪ All flavors • Juice drinks (cocktail) <ul style="list-style-type: none"> ▪ Juice content % • Other Beverages <ul style="list-style-type: none"> ▪ Bottled water ▪ Liquid Tea ▪ Milk ▪ Liquid Coffee ▪ Vegetable juices/drinks ▪ Isotonics ▪ Carbonated soft drinks ▪ Non-carbonated soft drinks ▪ Etc.
Facts (Please provide information on options available.)	<ul style="list-style-type: none"> • Dollars • Gallons • Price/gallon • % ACV • Display • Coupon ads • Feature ads • Promoted dollars • Promoted gallons • Etc.
New Data Delivery (Please provide cost effective options)	Weekly & 4-weekly data every quarter or year or Ad Hoc <ul style="list-style-type: none"> • electronically (workstation) • electronically – flat/ASCII file
Historic Data Delivery	Two years at inception (five years optional) <ul style="list-style-type: none"> • electronically – flat/ASCII file