

Thursday, January 7, 2010 at 6:00pm  
Haines City, Florida



## **Snow in Florida?**

Central Florida has now endured three nights of temperatures at or below freezing. According to the [National Weather Service](#), Central Florida will encounter a brief warming period through this Friday afternoon, at which time another strong cold front is expected to move through the area over the weekend.

Sun Orchard's strategy is to ensure that we freshly squeeze and deliver only the highest quality products to our customers across the nation. When citrus products encounter potentially damaging temperatures, we take numerous precautionary measures to ensure that we maintain our product quality standards. In the event of catastrophic events such as hurricanes and damaging freezes, Sun Orchard has made a strategic decision to invest in multiple processing facilities on both the East & West coasts of the United States. This investment allows us to provide consistent products from either facility if one facility or region encounters challenges.

In addition to multiple processing facilities, we have invested in developing common processes across our facilities to ensure that we can meet all of our customer commitments with a consistent product regardless of what facility produces your product. Further, we have developed great relationships with the grower community and have adequate supply availability from a number of sources to mitigate any risks associated with product availability. The combination of multiple facilities, common processes, and abundant sources of supply are key enablers to ensure that Sun Orchard continues to bring fresh-squeezed citrus juices, fresh-squeezed juice beverages and bar mixes to our food service customers nationwide, regardless of events that are outside of our control.

In the coming days it may be possible that you hear it has snowed in Florida! Snow is not unheard of in Florida and has been documented in 1899, 1977 and as recent as 2003. However, it is rare. In the event that Florida does experience a freeze that damages the state's citrus, you can be rest assured that our industry leading team of employees at Sun Orchard will be taking all necessary steps to ensure that we continue to meet our commitment to you, our customer, of providing only the very best beverage products. We will continue to keep you informed by providing relevant information regarding our industry. Thank you for allowing Sun Orchard the opportunity to continue to serve you!

### [Additional Information](#)

If you are interested in learning more, the link above to a Web cast provides additional information such as current forecasts, the freeze process, and how it can effect citrus and some supply & demand opinions. The information provided at this link was not prepared by Sun Orchard and is provided to you for informational purposes only.

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