




FLORIDA CITRUS REBOUND FROM GREENING



GREENING FACTS

A bacterial disease

Attacks vascular system of plant

No cure...**until now**

Source: FDACS

“Greening ravaged the Fresh Florida citrus industry for nearly 20 years. A curative treatment was introduced in January of 2023. Noble is at the forefront.”

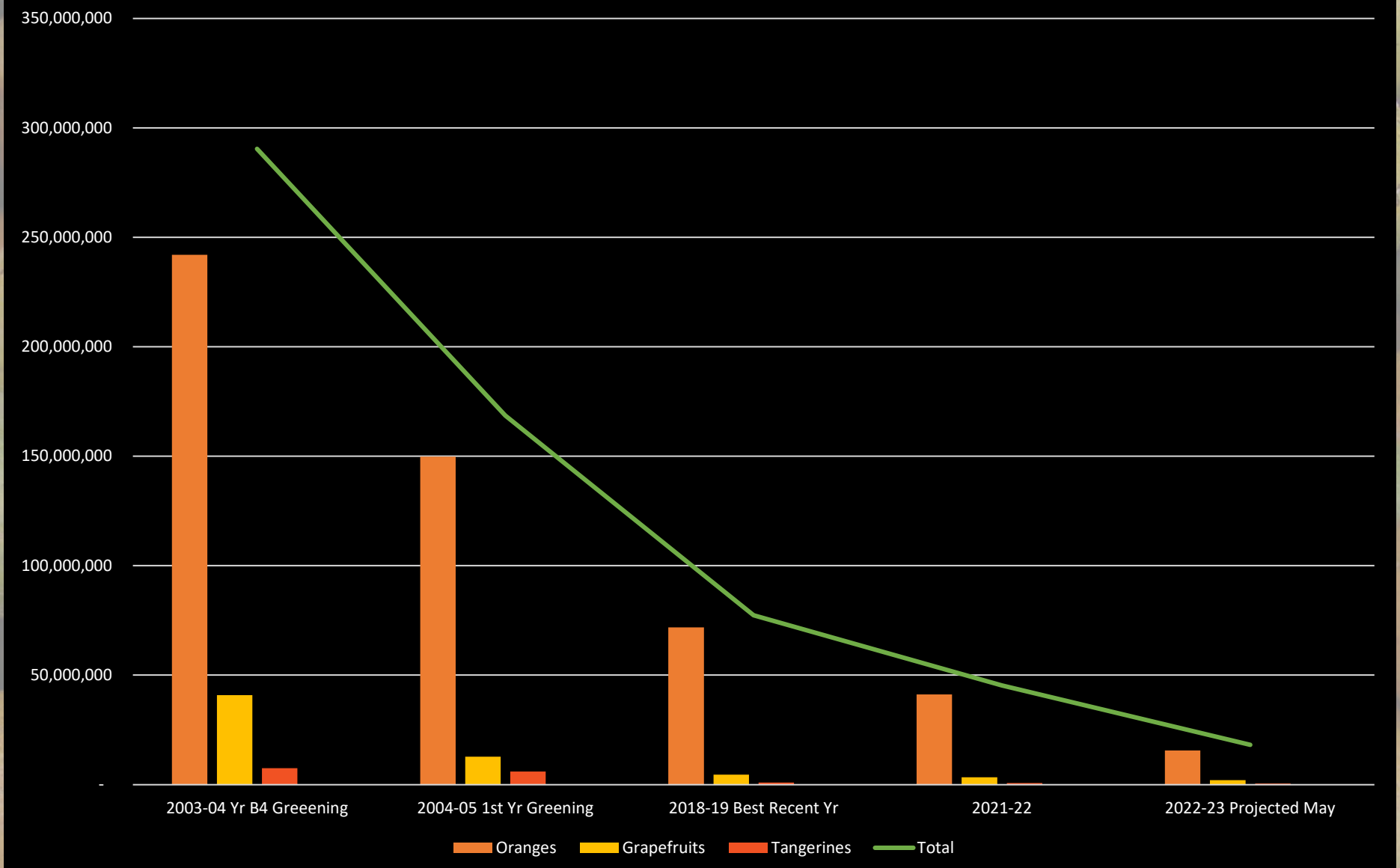
— Andy Fish, CEO, Noble Citrus




A close-up photograph showing a person's hands holding a small branch of a citrus tree. The branch has several small, round fruits that are mostly green with some yellowing, and several leaves that appear slightly wilted or discolored. The background is a blurred field of dry grass and other citrus trees. A green text box is overlaid on the bottom half of the image.


The disease caused lower color, size, flavor and volume as it slowly destroyed the citrus trees

Greening Impact on Florida Citrus Boxes



An aerial photograph of a vast agricultural landscape. The foreground and middle ground are dominated by dense, organized rows of green trees, likely an orchard or vineyard. A small, irregular pond is visible in the middle ground. In the distance, a town or village is nestled in a valley, with a larger body of water visible on the left. The sky is bright and hazy, suggesting a sunrise or sunset. A large, semi-transparent green circle is overlaid on the center of the image, containing white text.

**A curative treatment
was introduced in
January of 2023**



**The trees are responding
quickly at noble and throughout
Florida, for example:**

noble is the largest tangerine
packer in FL with 50% share
and increasing

noble is the #1 packer
of pummelos



WHAT GROWERS EXPECT MOVING FORWARD

Rapidly improving tree health

Rapidly increasing fruit color, size,
flavor and brix on all varieties

Introduction of new varieties
with new citrus acreage

WHAT RETAILERS AND CONSUMERS SHOULD EXPECT GOING FORWARD

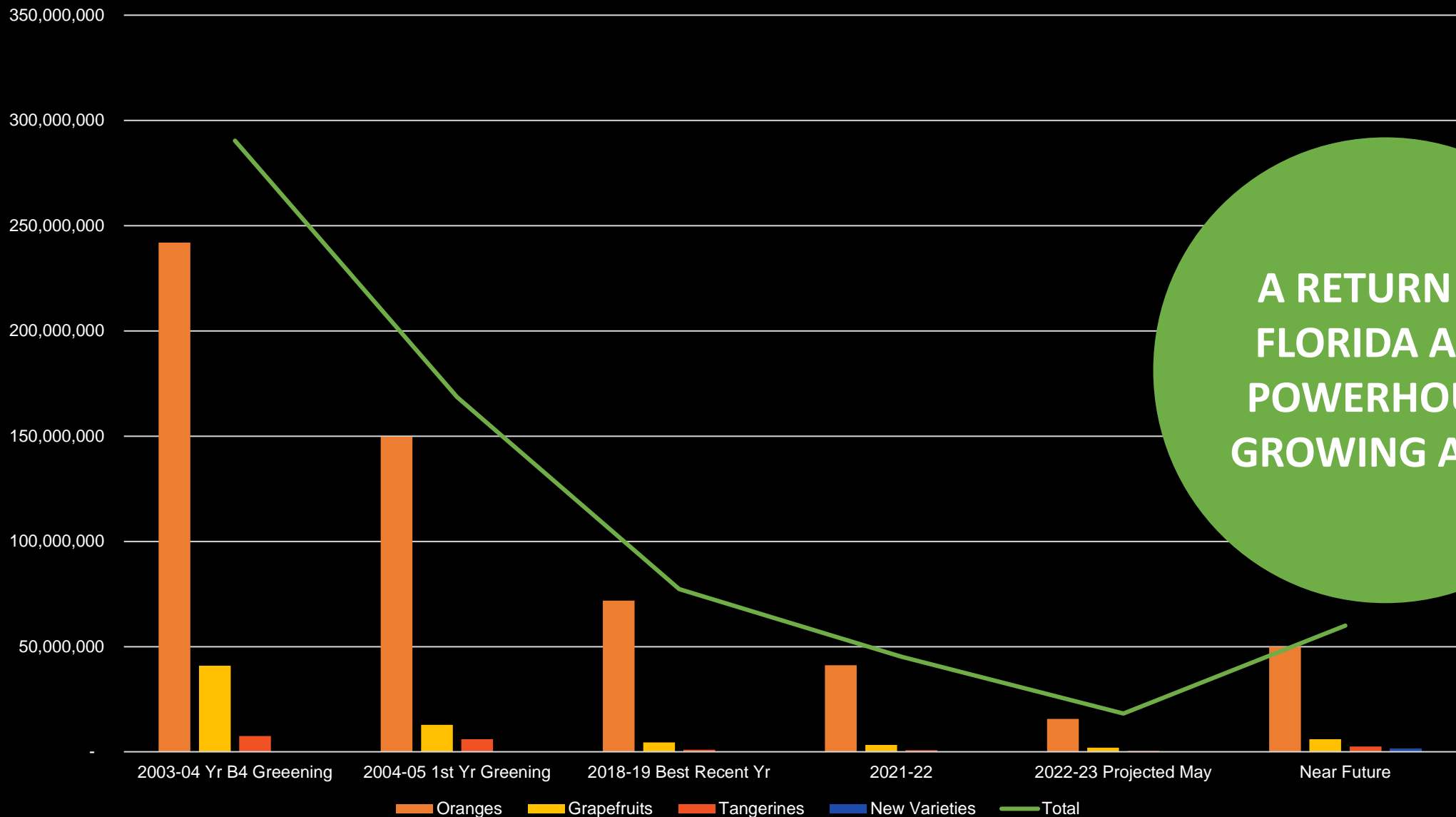
Greatly improved quality in all fresh Florida citrus varieties

New varieties that have been suppressed for many years

Florida is the dominant fresh citrus source on the U.S. east coast



Florida Citrus Rebound From Greening



**A RETURN OF
FLORIDA AS A
POWERHOUSE
GROWING AREA**