Florida Citrus Economic & Market Indicators
October, 2009

Summary Comments……………………………………………………………..………………………………………… 1

Oranges & Specialty Fruit

- Brazil Orange-Juice Exports ……………………………………………………………………………………… 2
- Florida Orange-Juice Availability, Movement and Inventory……………………………………………… 3
- Florida Orange-Juice Movement ………………………………………………………………………………… 4
- Florida FCOJ Movement…………………………………………………………………………………………… 5
- Florida NFC-OJ Movement………………………………………………………………………………………… 5
- U.S. Orange-Juice Imports………………………………………………………………………………………… 6
- Non-FDOC Processor FCOJ Disappearance Index…………………………………………………………… 7
- U.S. Orange-Juice Exports………………………………………………………………………………………… 8
- U.S. Retail Orange-Juice Sales…………………………………………………………………………………… 9
- FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices…………………………………… 10
- FCOJ Prices…… 11
- FDOC Processor Delivered-In Prices…………………………………………………………………………… 12
- Sao Paulo Processed Orange Delivered-In Prices……………………………………………………………… 13
- Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date…………………… 14
- Selected Competitive Fresh Fruit Shipments…………………………………………………………………… 15

Grapefruit

- Florida Grapefruit-Juice Availability, Movement and Inventory……………………………………………… 16
- Florida Grapefruit-Juice Movement……………………………………………………………………………… 17
- Florida FCGJ Movement…………………………………………………………………………………………… 18
- Florida NFC-GJ Movement………………………………………………………………………………………… 18
- U.S. Grapefruit-Juice Exports…………………………………………………………………………………… 19
- Florida FCGJ Export Movement…………………………………………………………………………………… 20
- Florida NFC-GJ Export Movement………………………………………………………………………………… 20
- U.S. Retail Grapefruit-Juice Sales………………………………………………………………………………… 21
- Florida Fresh Grapefruit Shipments, Season-to-Date…………………………………………………………… 22
- Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date..……………………… 23
- Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date……………………………………………… 24

Foreign Exchange Rates Per $US……………………………………………………………………………… 25

FDOC Consumer Tracking Study

- Total Communication Awareness………………………………………………………………………………… 26
- Purchase Trends…………………………………………………………………………………………………… 27
- Consumption……………………………………………………………………………………………………… 28
- Satisfaction…… 29

Florida Department of Citrus, Economic & Market Research Department, 2125 McCarty Hall, P.O. Box 110249, Gainesville, FL 32611-0249
Phone: 352-392-1874 – Fax: 352-392-8634 – Website: www.fdocgrower.com

Summary Comments

- Over the July and September period of 2009, Brazil's OJ exports were up 1.6% from the previous year with exports to NAFTA countries, Europe and the Far East up 180.0%, down 16.9% and up 64.3%, respectively.
- For the 2008-09 season, Florida OJ availability, movement and ending inventories were up 5.9%, 6.1% and 5.6%, respectively, from last season.
- Season-to-date through August, U.S. OJ imports and exports were down 25.4% and 8.5%, respectively. Season-to-date through 10/03/09, Florida OJ exports were up 24.3% (FDOC Processors report).
- Season-to-date through August, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 15.3%.
- Season-to-date through 10/03/09, OJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing $2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing $1 million plus business) were up 1.2% from the previous season, with the NFC price down 2.2%, the Recon price down 9.4% and the overall OJ price down 5.0%.
- The September average FCOJ Futures price was $.94/PS, down $.01/PS from last year. The Florida bulk FCOJ FOB price was $1.02/PS for the week ending 09/12/09, down $.13/PS from last year; while the Rotterdam price was at an estimated $1,100/MT, down $675/MT from last year.
- The season final delivered-in price for early and midseason oranges was $1.01/PS, down $.38/PS from last season; the delivered-in price for Valencia oranges was $1.13/PS, down $.25/PS from last season; season final delivered-in prices for white and red grapefruit juice were $.59/PS and $.65/PS, up $.01/PS and $.13/PS from last season, respectively.
- Season-to-date through 10/11/09, fresh orange and specialty citrus shipments were down 38.8% from last season.
- Season-to-date through August, clementine/tangerine imports were up 10.3%.
- Season-to-date through 10/03/09, Florida GJ availability, movement and ending inventory were down 12.7%, 5.6% and 23.0%, respectively.
- Season-to-date through August, U.S. GJ exports were up .6%. Season-to-date through 10/03/09, Florida GJ exports were down 7.0% (FDOC Processors report).
- Season-to-date through 10/03/09, GJ volume sales in all Nielsen retail outlets were down 3.8% from last season, with the NFC price down 2.5%, the Shelf Stable price roughly unchanged and the overall GJ price down 1.6%.
- Season-to-date through 10/11/09, Florida fresh grapefruit shipments were down 39.0% from last season, with domestic/Canadian shipments down 7.6% and offshore shipments down 90.4% (CAC).
- For the week ending 10/19/09 versus the same period last year, the Euro-per-Dollar exchange rate was down 9.2%, while the Yen-per-Dollar was down 10.8%.
- Communication awareness has remained consistent through Q3.
- Key purchase measures have flattened out in Q3 after the decrease in Q1 and Q2.
- Consumption levels have slightly increased for moderate drinkers at the expense of the frequent consumers in Q3'09.
- Increased consideration for orange juice has lead to an increase in satisfaction, currently at its highest point in two years.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July-September)		
	2008-09	2009-10	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	29.6	82.9	+180.0
Europe[c]	360.0	299.1	-16.9
Far East[d]	26.8	44.0	+64.3
Others	21.2	18.7	-11.9
TOTAL	437.6	444.8	+1.6

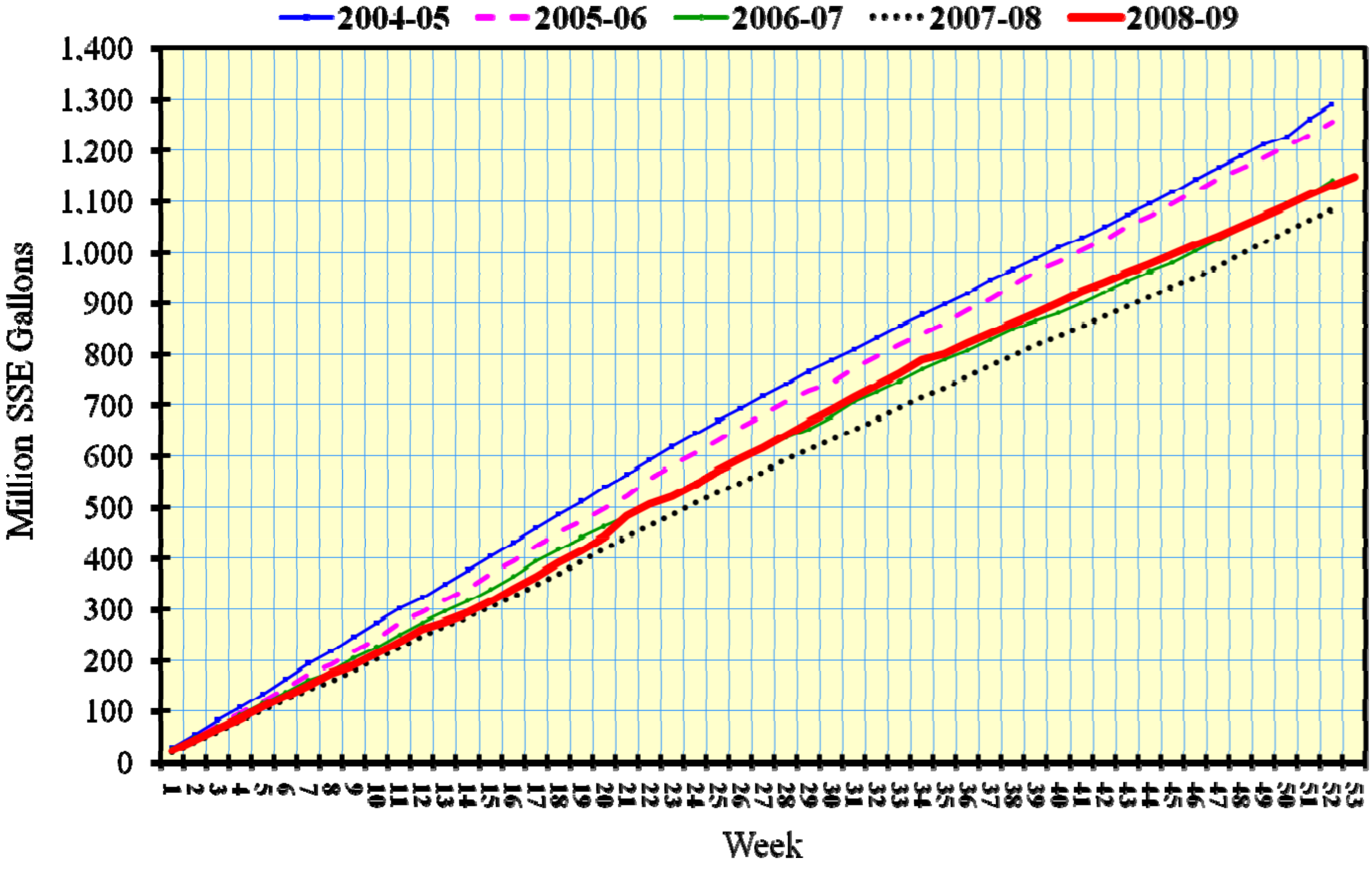
[a]Assumes exports with codes 2009.11.00 (FCOJ) and 2009.19.00 (Other) are 66° Brix, while exports with code 2009.12.00 (NFC) are 11.6° Brix.
[b]U.S., Canada, and Mexico.
[c]Russia, Ukraine, and Turkey are included in Europe.
[d]China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.
SOURCE: SECEX.

Florida Orange-Juice Availability, Movement and Inventory

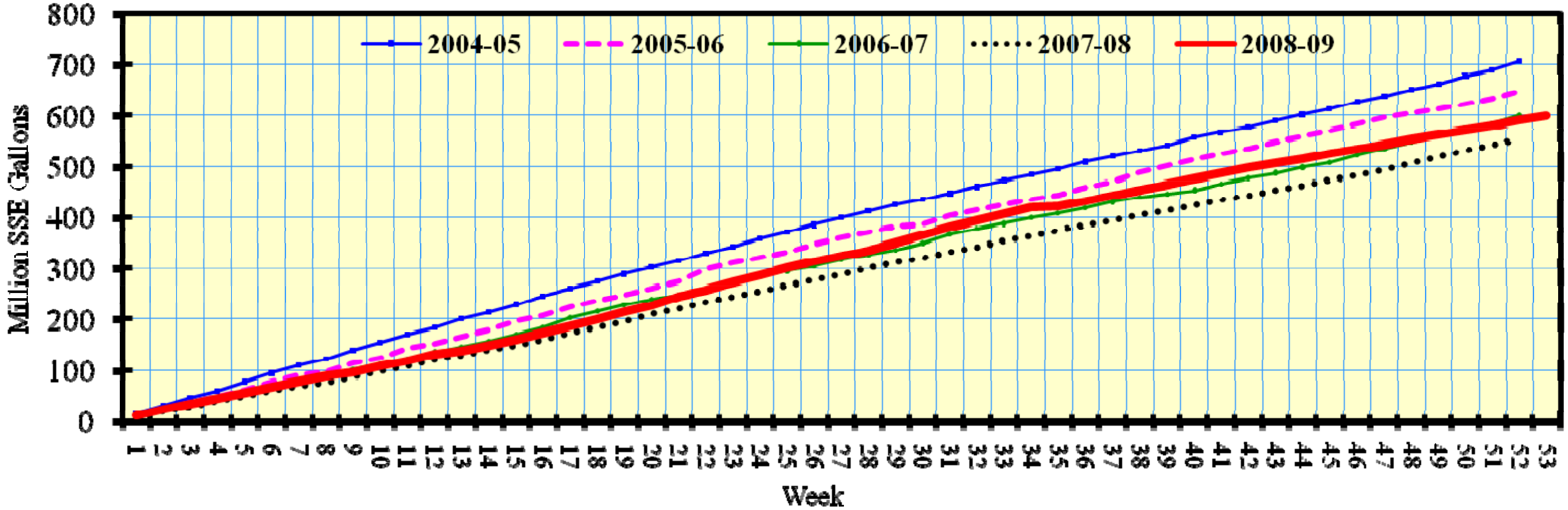
Item	Season-to-Date 10/03/09 (FDOC Processor Week 52 for 2007-08 – Week 53 for 2008-09)		
	2007-08	**2008-09**	**Change**
	- - - - - - - million SSE gallons - - - - - - -		- % -
Beginning Inventory	**363.1**	**624.2**	**+71.9**
Pack from Fruit[a]	**1,098.3**	**1,024.8**	**-6.7**
Imports[a,b]	**245.7**	**159.1**	**-35.3**
Availability	**1,707.0**	**1,808.0**	**+5.9**
Movement	**1,082.9**	**1,148.9**	**+6.1**
FCOJ[c]	556.3	601.6	+8.1
NFC[d]	526.6	547.3	+3.9
Ending Inventory	**624.2**	**659.1**	**+5.6**
	- - - - - - - - - weeks supply - - - - - - - - -		- % -
Carryover – STD[e]	**30.0**	**30.4**	**+1.4**
Carryover – 13 Weeks[f]	**32.6**	**34.6**	**+6.2**
Carryover – 3 Years[g]	**28.5**	**30.1**	**+5.6**

[a]FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.
[b]Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.
[c]Excludes COJ used in FCOJ.
[d]Excludes movement of reconstituted chilled orange juice.
[e]Season-to-date weeks supply based on season-to-date movement.
[f]Season-to-date weeks supply based on last 13-week movement.
[g]Season-to-date weeks supply based on last 3-year movement.

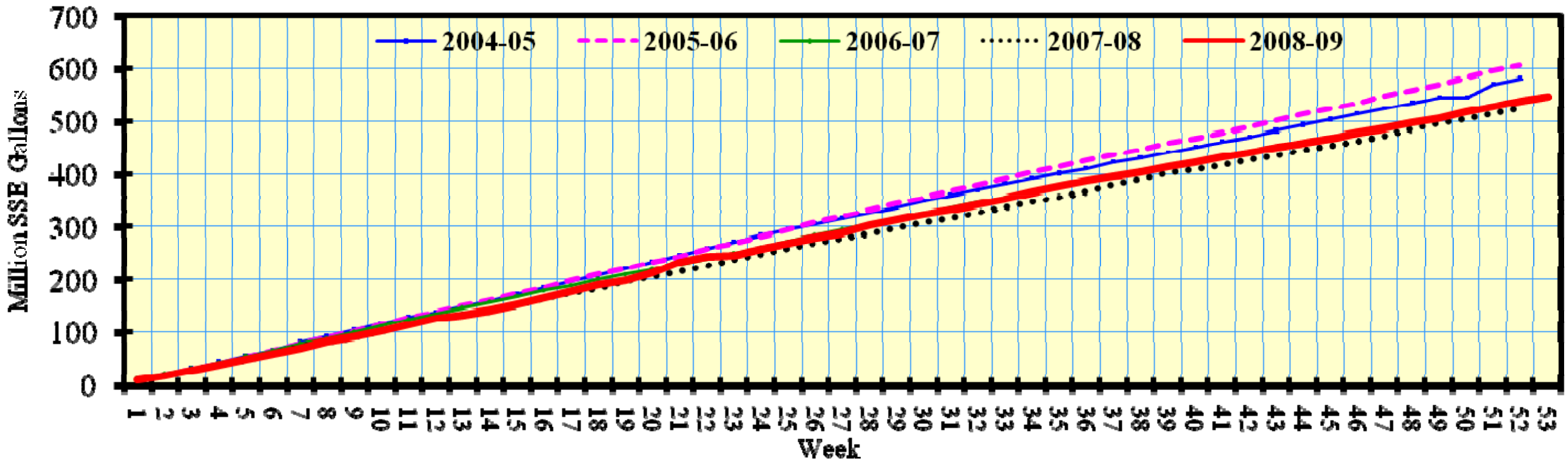
Florida Orange-Juice Movement



Florida FCOJ Movement



Florida NFC-OJ Movement



U.S. Orange-Juice Imports[a]

Country	Season-to-Date (October-August)					
	TOTAL OJ			NFC-OJ		
	2007-08	2008-09	Change	2007-08	2008-09	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
Brazil	**231.5**	**148.9**	**-35.7**	**46.4**	**56.0**	**+20.7**
CBI	**58.3**	**46.4**	**-20.4**	**.3**	**.2**	**-33.3**
Mexico	**85.8**	**85.0**	**-.9**	**2.4**	**1.0**	**-58.3**
Other	**8.7**	**6.4**	**-26.4**	**.1**	**--**	**--**
TOTAL	**384.2**	**286.7**	**-25.4**	**49.2**	**57.2**	**+16.3**

[a]Includes OJ with added vitamins and minerals.

SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October-August)		
	2007-08	2008-09	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	**42.6**	**53.3**	**+24.9**
Foreign Imports[b]	**152.7**	**141.5**	**-7.3**
Availability[c]	**195.3**	**194.8**	**-.03**
Ending Inventory[a]	**62.6**	**41.8**	**-32.2**
Non-FDOC Proc. FCOJ Disappearance[d]	**132.7**	**153.0**	**+15.3**

[a]National Agricultural Statistics Service (NASS), U.S. FCOJ cold storage minus FDOC Processor, FCOJ inventory, as reported in NASS-USDA, "Cold Storage" reports and FDOC Processor weekly reports.
[b]U.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FDOC Processor, FCOJ foreign product imported by members (includes bonded product).
[c]Beginning inventory and imports.
[d]Partial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

U.S. Orange-Juice Exports[a]

Country	Season-to-Date (October-August)		
	2007-08	2008-09	Change
	- - - million SSE gallons - - -		- % -
Canada	82.90	61.00	-26.4
Europe	24.15	31.07	+28.7
Japan	2.34	2.83	+20.9
Other	18.48	22.07	+19.4
TOTAL	127.87	116.97	-8.5

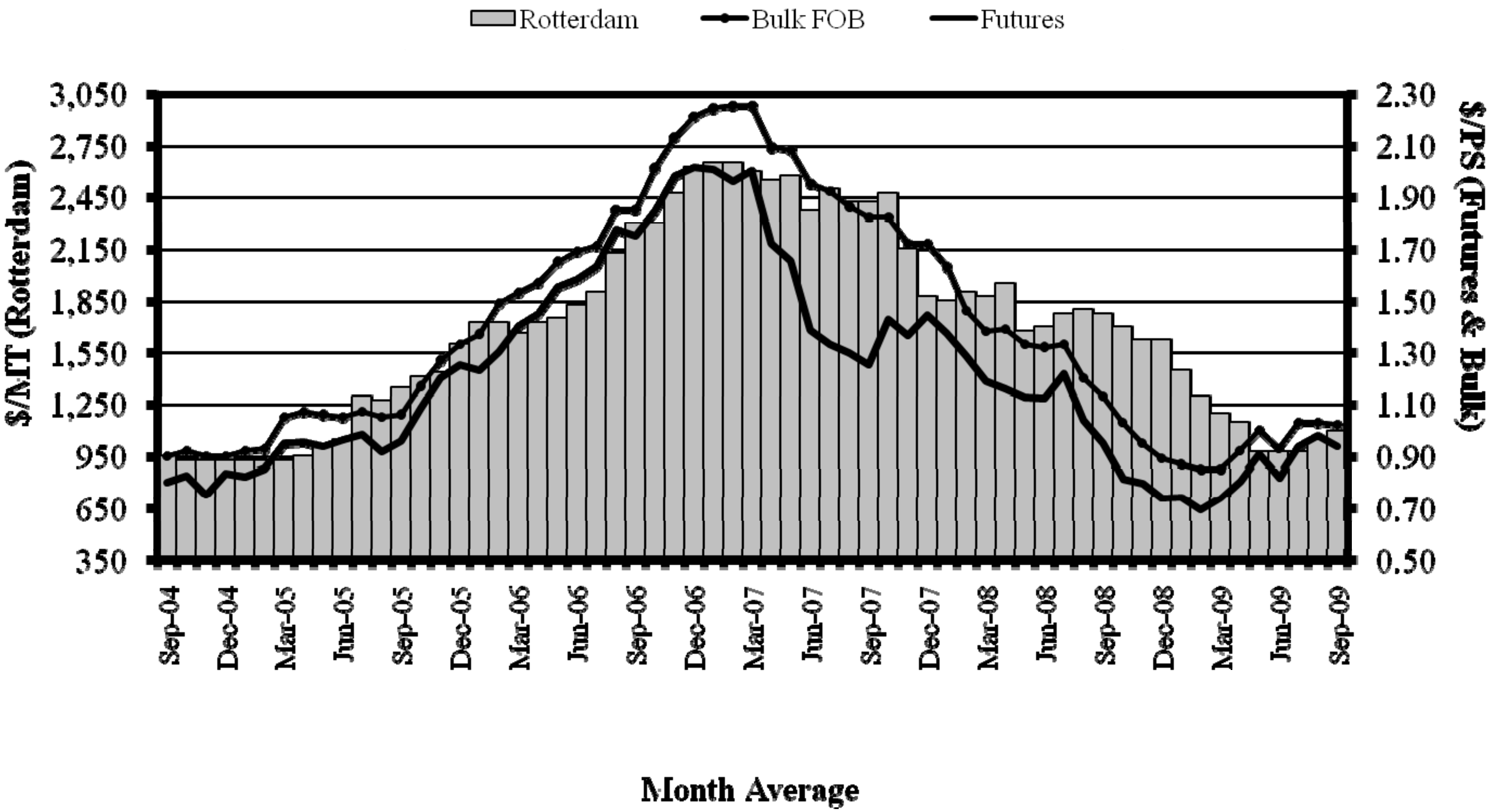
[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2008-09 season were up 24.3%, season-to-date through 10/03/09 (53 weeks) versus through 09/27/08 last season (52 weeks).
SOURCE: U.S. Department of Commerce.

U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2007-08p	2008-09f	Change	2007-08p	2008-09f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
FINAL 52 WEEKS: (through 10/03/09)[a]						
Refrigerated	**565.6**	**577.2**	**+2.1**	**6.01**	**5.68**	**-5.5**
NFC	321.8	316.2	-1.7	6.73	6.59	-2.2
RECON	243.8	261.0	+7.1	5.05	4.57	-9.4
FCOJ	**49.0**	**45.0**	**-8.1**	**4.67**	**4.66**	**-.3**
Shelf Stable	**5.7**	**5.3**	**-7.1**	**6.60**	**6.76**	**+2.3**
TOTAL	**620.3**	**627.5**	**+1.2**	**5.91**	**5.61**	**-5.0**

[a]Actual for 2007-08 and preliminary for 2008-09.
SOURCE: Nielsen—Data are for U.S. grocery stores doing $2 million and greater annual sales, Wal-Mart stores excluding Sam's Clubs, mass-merchandisers and drug stores doing $1 million and greater annual sales.

FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices
September 2004 through September 2009



SOURCES: ICE (Futures); FCM (Bulk); *Foodnews (*Rotterdam).

FCOJ Prices – September[a]

Item	2007-08	2008-09	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Florida Bulk FOB	**1.15**	**1.02**	**-11.3**
FCOJ Futures	**.95**	**.94**	**-1.1**
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	**1,775**	**1,100**	**-38.0**

[a]Prices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 09/12/09.
Futures – September average.
Rotterdam – September *Foodnews.*

SOURCES: IntercontinentalExchange, Inc. (Futures); Florida Citrus Mutual (Florida Bulk FCOJ FOB); *Foodnews* (Rotterdam).

FDOC Processor Delivered-In Prices

Report #39 – Week Ending 06/27/09

Variety	Week Ending			Season-to-Date		
	2007-08	2008-09	Change	2007-08	2008-09	Change
	$/PS					
Early & Midseason[a,b]	NA	NA	NA	1.390	1.010	-.380
Valencias[a]	1.272	1.312	+.040	1.388	1.134	-.254
White Grapefruit[b]	NA	NA	NA	.576	.585	+.009
Red Grapefruit[b]	NA	NA	NA	.523	.649	+.126

[a]Final priced, combined.
[b]Season final.

Sao Paulo Processed Orange Delivered-In Prices

Monthly Average and Season-to-Date

Season	September Average		Season-to-Date (July-September)[a]	
	Price	Change From Year Ago	Price	Change From Year Ago
	- $/box[b] -	- - % - -	- $/box[b] -	- - % - -
2007-08	5.13	+.8	5.37	+10.0
2008-09	5.19	+1.2	6.03	+12.2
2009-10	3.10	-40.3	2.57	-57.3

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.
SOURCE: CEPEA website – http://www.cepea.esalq.usp.br

Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date

Variety	Shipments thru 10/11/09			FOB Price thru 10/11/09		
	2008-09 STD	2009-10 STD	Change	2008-09 STD	2009-10 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - $/carton - - - -		- % -
Early, Mids & Temples[a]	178	142	-20.2	NA	14.00	--
Navel	310	128	-58.7	NA	14.83	--
Valencia	0	0	--	--	--	--
Tangelo	0	0	--	--	--	--
Early Tangerines[b]	410	280	-31.7	--	--	--
Honey	0	0	--	--	--	--
TOTAL	898	550	-38.8			

[a]Prices for Early & Mids.
[b]Prices for Sunburst.
SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2008-09	2009-10	Change	2008-09	2009-10	Change
August			STD – 10/11/09		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
22.97	**25.33**	**+10.3**	**101**	**--**	**--**

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

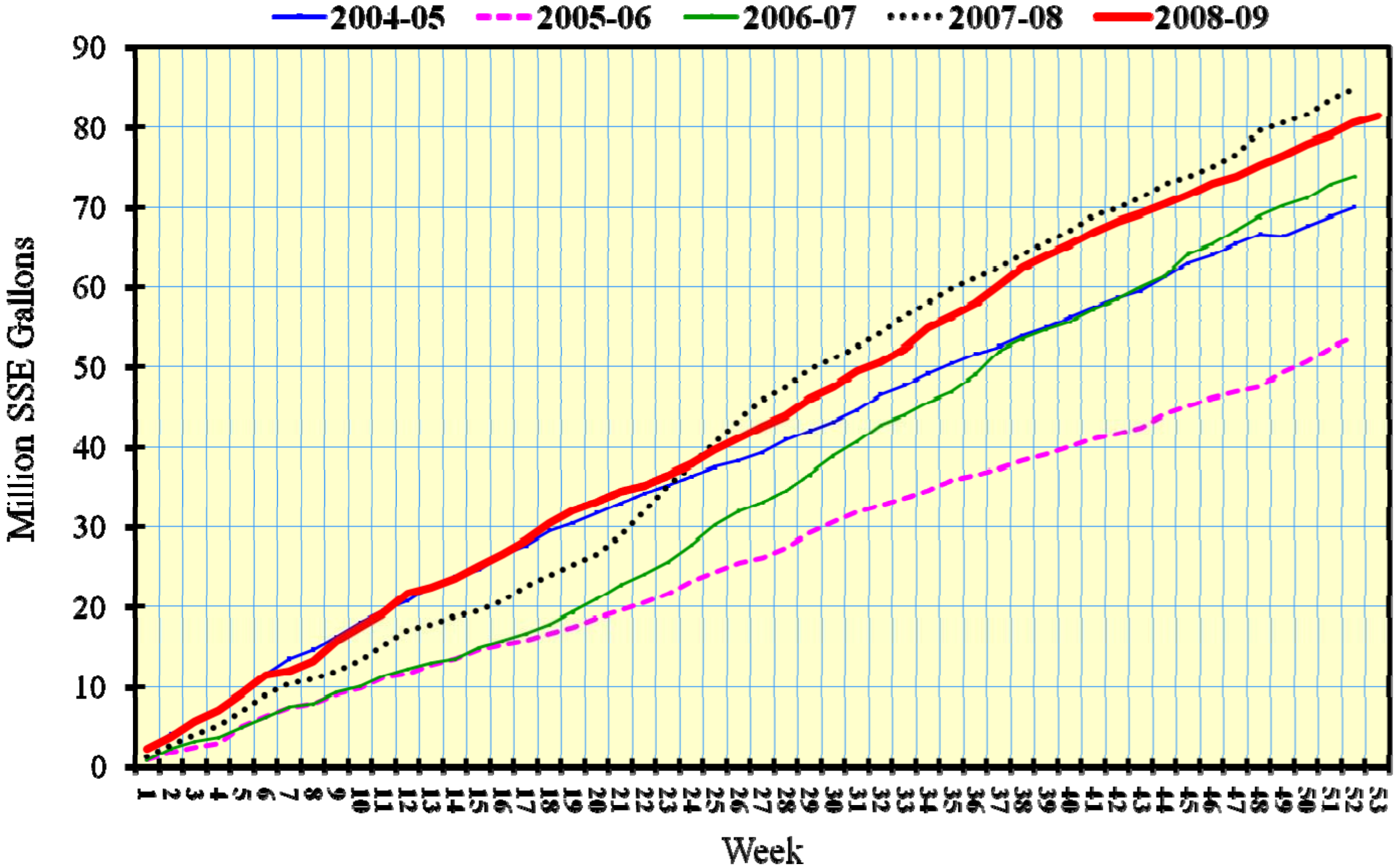
Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season-to-Date 10/03/09 (FDOC Processor Week 52 for 2007-08 – Week 53 for 2008-09)		
	2007-08	2008-09	Change
	- - - - - - - million SSE gallons - - - - - - -		- % -
Beginning Inventory	**56.9**	**59.3**	**+4.2**
Pack from Fruit[a]	**88.9**	**68.0**	**-23.5**
Availability	**145.8**	**127.3**	**-12.7**
Movement	**86.5**	**81.6**	**-5.6**
FCGJ[b]	59.8	52.4	-12.5
NFC[c]	26.6	29.3	+9.9
Ending Inventory	**59.3**	**45.7**	**-23.0**
	- - - - - - - - - weeks supply - - - - - - - - -		- % -
Carryover – STD[d]	**35.7**	**29.7**	**-16.8**
Carryover – 13 Weeks[e]	**40.1**	**36.8**	**-8.3**
Carryover – 3 Years[f]	**46.7**	**36.0**	**-23.0**

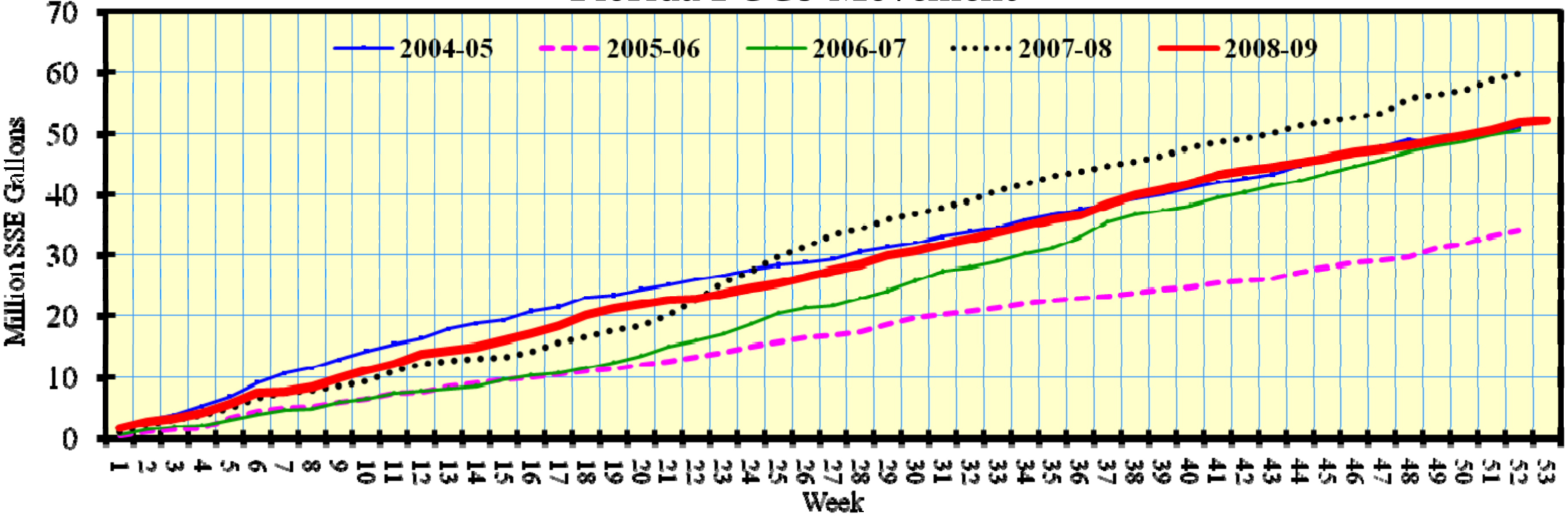
[a]Includes domestic receipts by members of non-Florida product, Florida product received by members from non-members, foreign imports, net loss or gain during reprocessing and adjustments.
[b]Excludes CGJ used in FCGJ.
[c]Excludes movement of reconstituted chilled grapefruit juice.
[d]Season-to-date weeks supply based on season-to-date movement.
[e]Season-to-date weeks supply based on last 13-week movement.
[f]Season-to-date weeks supply based on last 3-year movement.

(Revised 01/17/08).

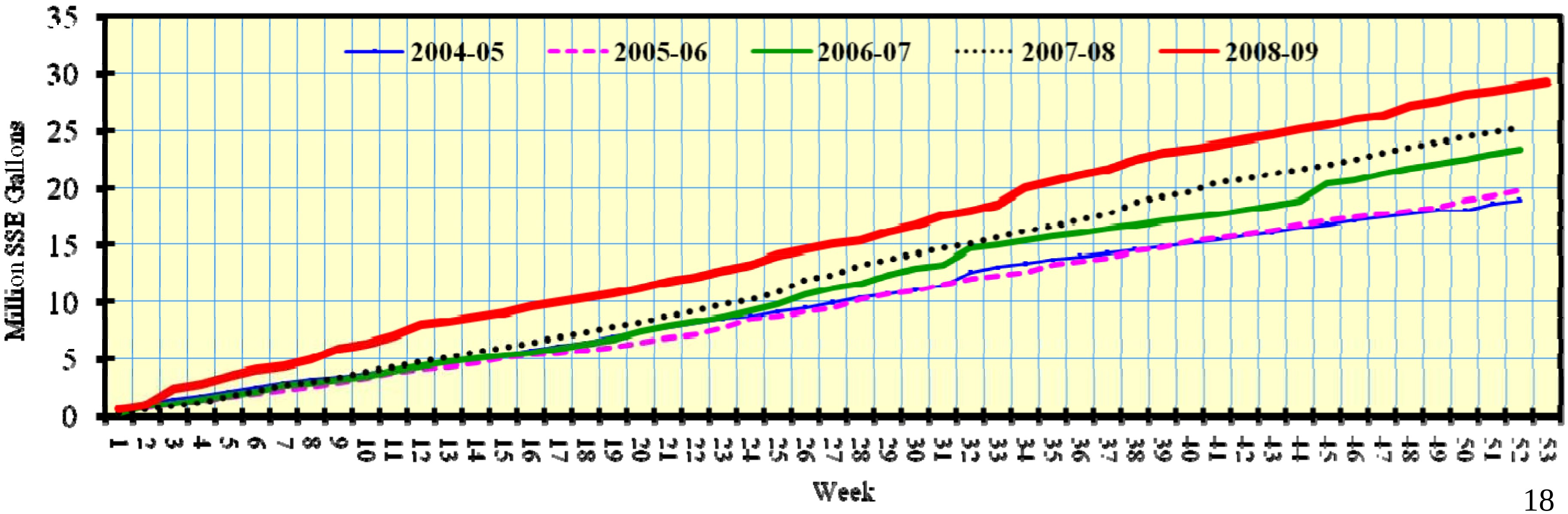
Florida Grapefruit-Juice Movement



Florida FCGJ Movement



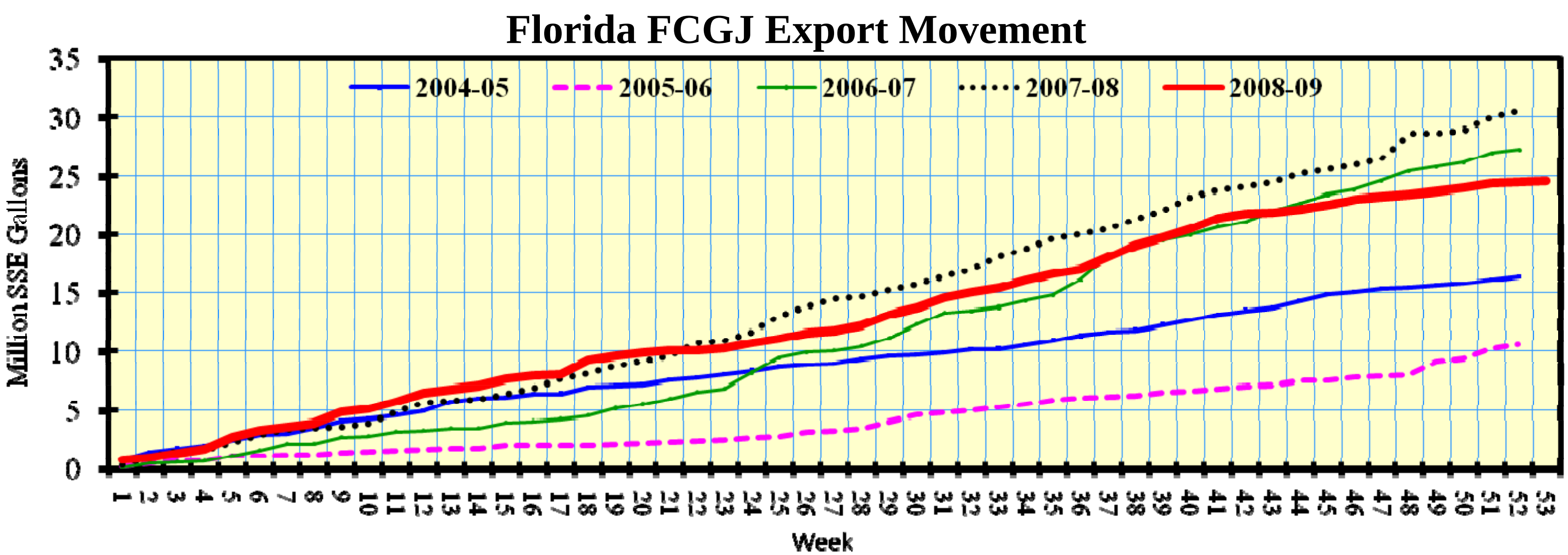
Florida NFC-GJ Movement

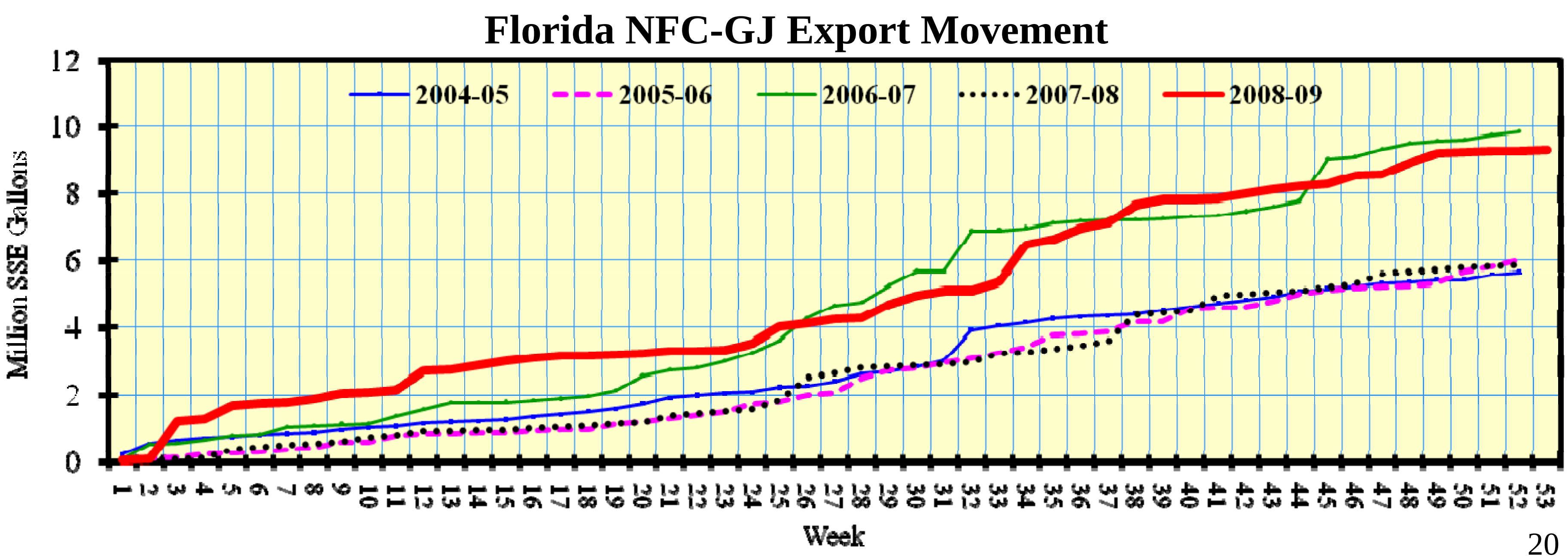


U.S. Grapefruit-Juice Exports

Country	Season-to-Date (October-August)		
	2007-08	2008-09	Change
	- - - million SSE gallons - - -		- % -
Canada	2.53	2.38	-5.9
Europe	6.54	7.77	+18.8
Japan	4.06	2.39	-41.1
Other	1.38	2.06	+49.3
TOTAL	14.51	14.60	+.6

[a]FDOC estimates.
[b]FDOC Processor exports of GJ for the 2008-09 season were down 7.0%, season-to-date through 10/03/09 (53 weeks) versus through 09/27/08 last season (52 weeks).
SOURCE: U.S. Department of Commerce.


Florida FCGJ Export Movement
2004-05
2005-06
2006-07
2007-08
2008-09
Million SSE Gallons
Week


Florida NFC-GJ Export Movement
2004-05
2005-06
2006-07
2007-08
2008-09
Million SSE Gallons
Week

U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2007-08p	2008-09f	Change	2007-08p	2008-09f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
FINAL 52 WEEKS: (through 10/03/09)[a]						
Refrigerated	**13.19**	**12.96**	**-1.8**	**6.79**	**6.60**	**-2.9**
NFC	12.54	12.23	-2.4	6.91	6.74	-2.5
RECON	.66	.73	+11.3	4.59	4.27	-6.9
FCGJ	**.90**	**.77**	**-14.9**	**4.15**	**4.26**	**+2.8**
Shelf Stable	**7.60**	**7.14**	**-6.0**	**6.05**	**6.04**	**-.1**
TOTAL	**21.69**	**20.87**	**-3.8**	**6.42**	**6.32**	**-1.6**

[a]SEASON-TO-DATE: Actual for 2007-08 and preliminary for 2008-09.
SOURCE: Nielsen—Data are for U.S. grocery stores doing $2 million and greater annual sales, Wal-Mart stores excluding Sam's Clubs, mass-merchandisers and drug stores doing $1 million and greater annual sales.

Florida Fresh Grapefruit Shipments, Season-to-Date through 10/11/09

Shipments/ Variety	2008-09 STD	2009-10 STD	Change
	- - - - - 1,000 4/5-bu. cartons - - - - -		- - % - -
Domestic & Canadian – All	**291**	**269**	**-7.6**
White	**5**	**0**	**--**
Colored	**286**	**269**	**-5.9**
Offshore Exports – All	**178**	**17**	**-90.4**
White	**39**	**0**	**--**
Colored	**139**	**17**	**-87.8**
TOTAL - All	**469**	**286**	**-39.0**
White	**44**	**0**	**--**
Colored	**425**	**286**	**-32.7**

SOURCE: Citrus Administrative Committee, preliminary; last two weeks of the 2008-09 season contain estimates.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 09/27/09

Country	2008-09 STD	2009-10 STD	Change
	- thousand cartons -		- % -
United States	53	49	-8.9
Canada	12	17	+33.9
Europe	3	10	+300.0
Japan	0	8	--
Other	0	0	.0
TOTAL	68	83	+21.4

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 10/11/09

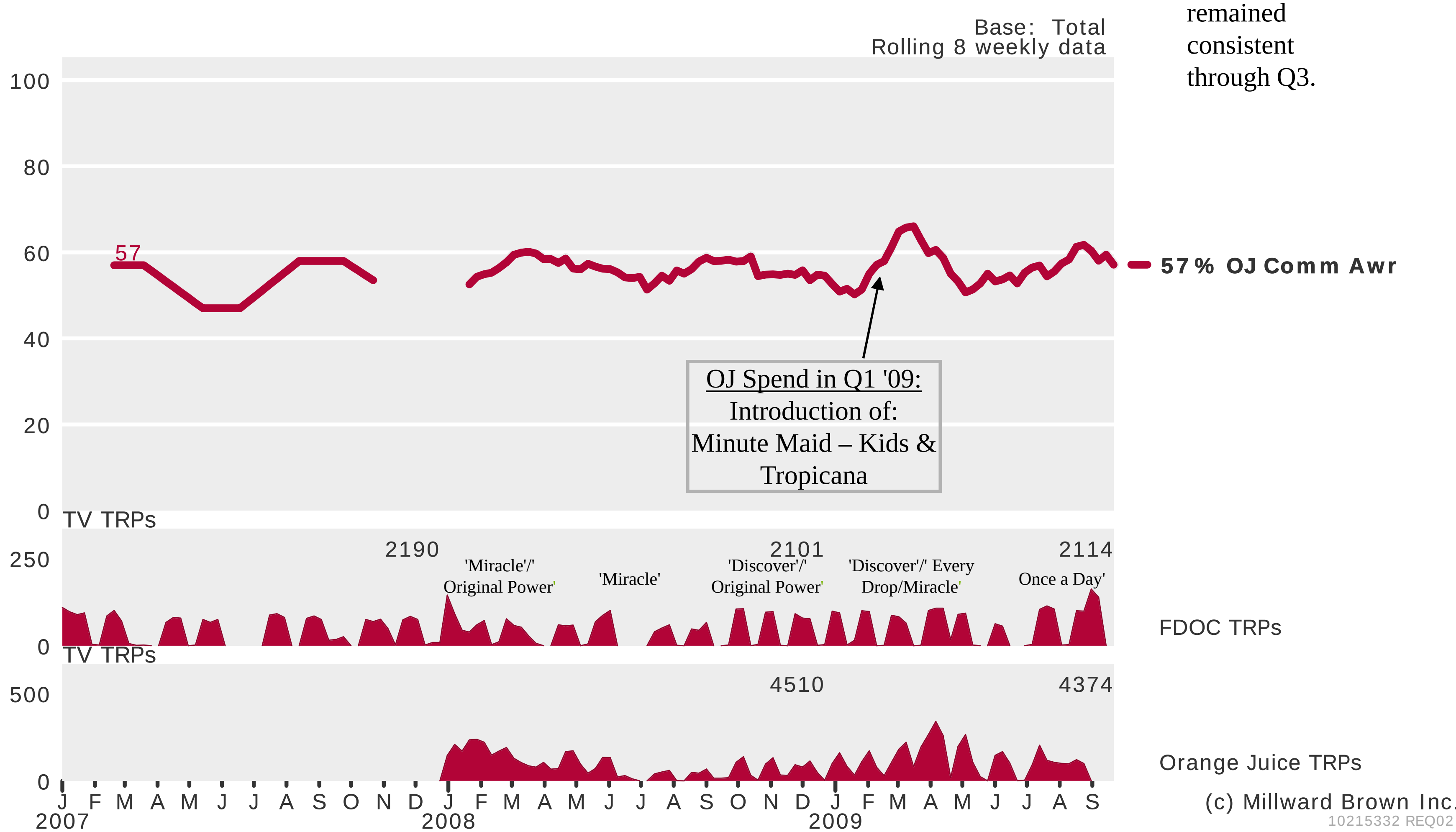
Variety	FOB Price		
	2008-09 STD	2009-10 STD	Change
	- - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	**--**	**--**	**--**
Colored	**--**	**17.71**	**--**

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2005	0.80453	2.43480	110.12445
2006	0.79703	2.17995	116.33664
2007	0.73082	1.95159	117.81453
2008	0.68341	1.84021	103.46616
2008 (thru 10/19/08)	0.66257	1.71838	105.65844
2009 (thru 10/19/09)	0.72970	2.07444	94.56213
% Change	+10.1	+20.7	-10.5
WEEK ENDING 10/19/09			
2008	0.74053	2.18876	101.23371
2009	0.67257	1.73091	90.27119
% Change	-9.2	-20.9	-10.8

Total Communication Awareness

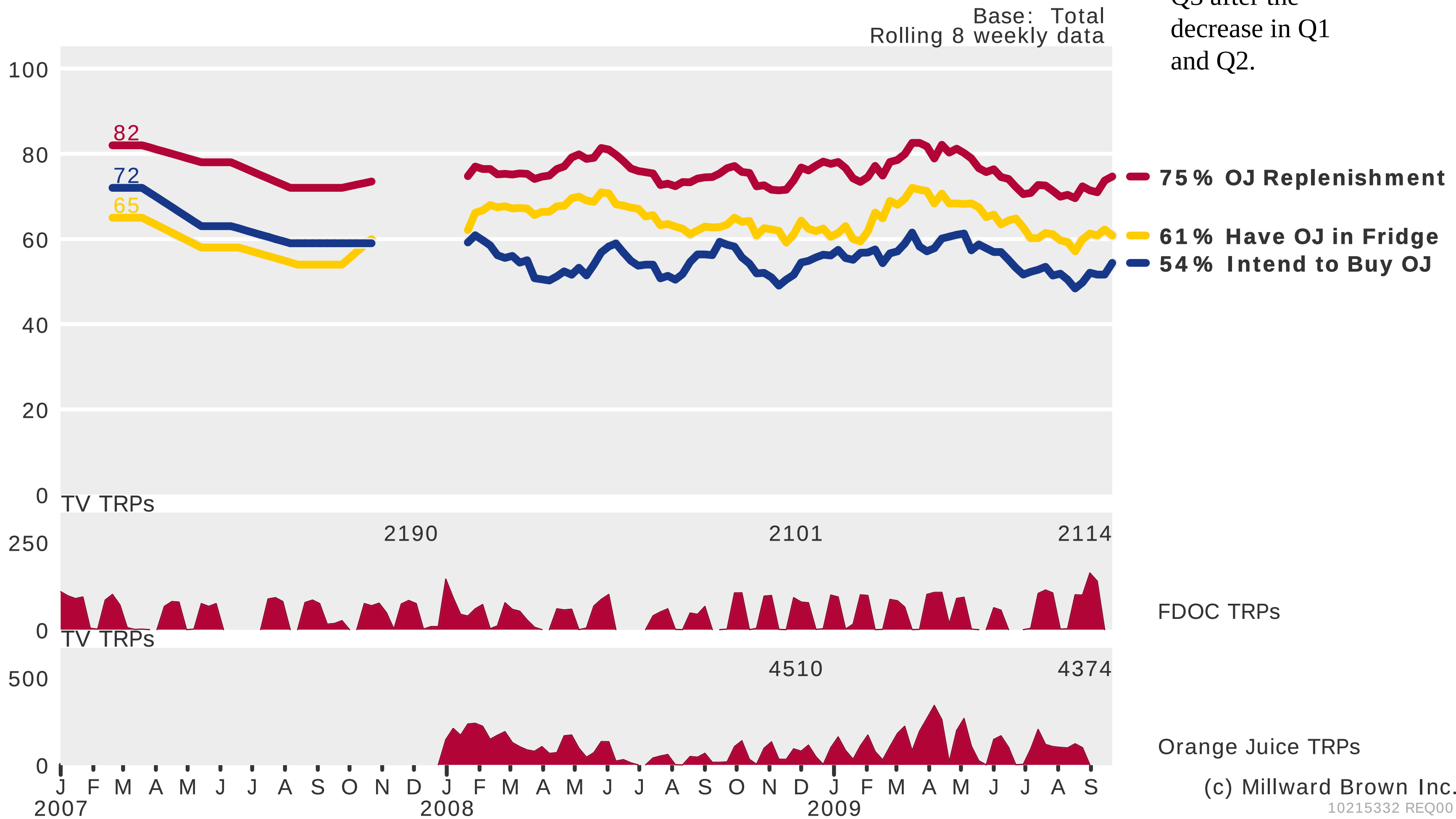


Communication awareness has remained consistent through Q3.

Q10. Have you seen, heard or read anything lately about Orange juice anywhere recently?
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Purchase Trends

Key purchase measures have flattened out in Q3 after the decrease in Q1 and Q2.



(c) Millward Brown Inc.
10215332 REQ00

* Intend to purchase or/and have OJ in the fridge
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

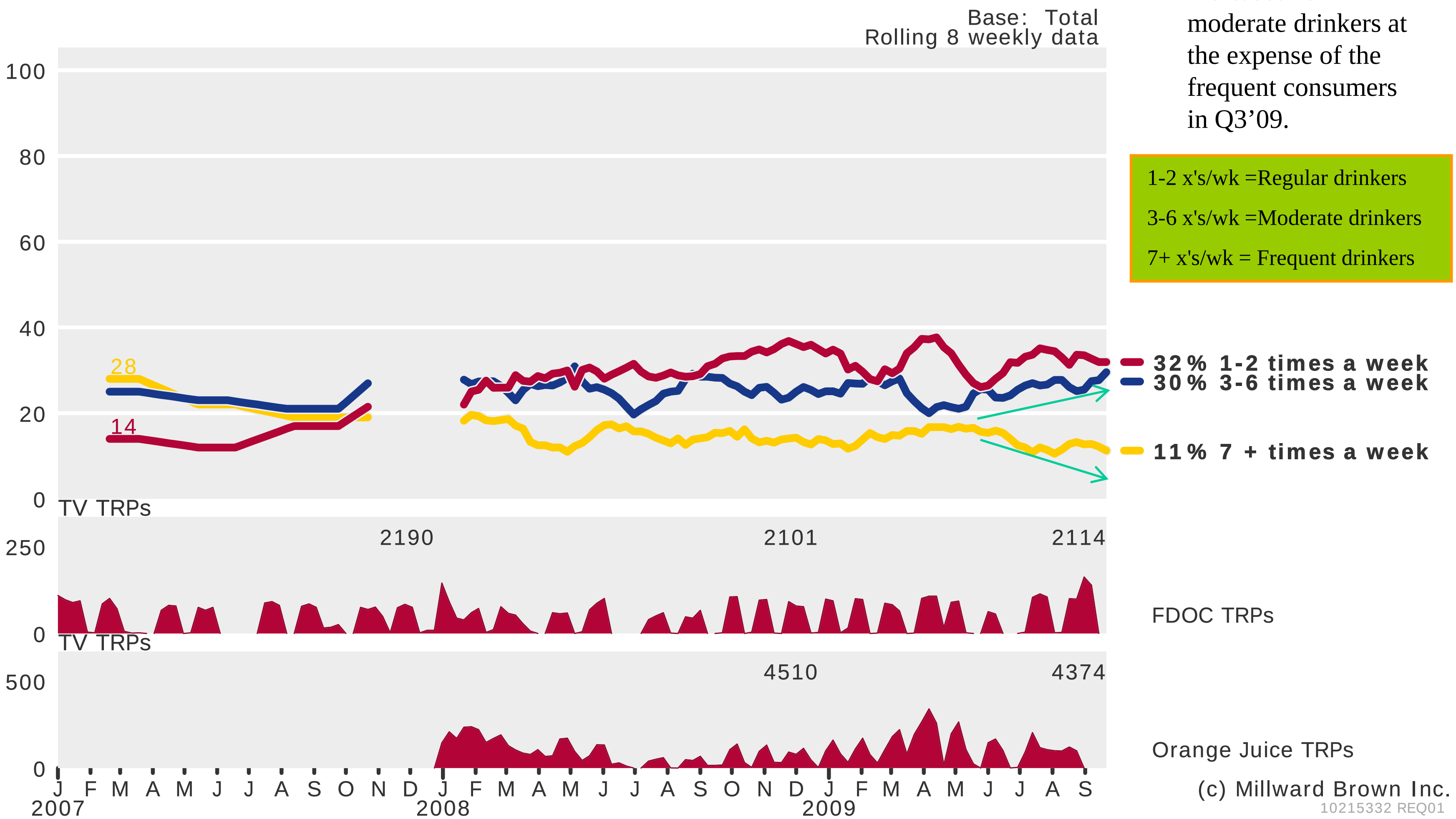
Consumption

Consumption levels have slightly increased for moderate drinkers at the expense of the frequent consumers in Q3'09.

1-2 x's/wk =Regular drinkers

3-6 x's/wk =Moderate drinkers

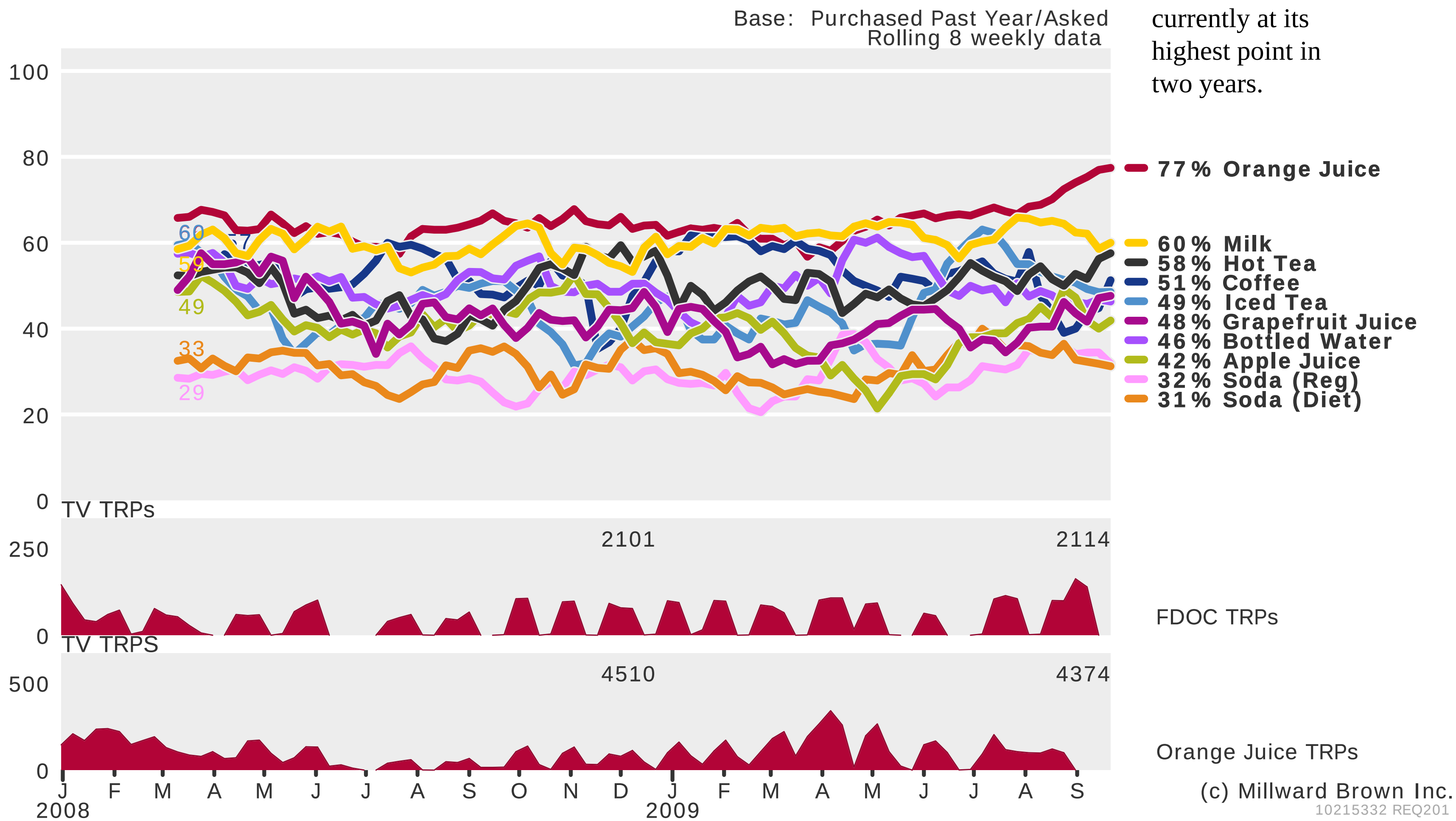
7+ x's/wk = Frequent drinkers



Q1: How often would you say you consume the following beverages?
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Satisfaction

Increased consideration for orange juice has lead to an increase in satisfaction, currently at its highest point in two years.



Q22: Overall, how satisfied are you with each of the following beverages?
Orange Juice TRPs include FDOC, Tropicana, Minute maid, Simply Orange, Florida Natural.