# Florida Citrus Economic & Market Indicators
# December 2012


Economic & Market Research

## Florida Department of Citrus
### Economic and Market Research

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## December 2012

# Summary Comments

- Brazil's OJ exports for July through November (2012-13 Brazilian season) were down 4.4% from the previous year with exports to the NAFTA region, Europe and the Far East up 0.7%, down 8.4% and up 19.7%, respectively.
- Season-to-date through 12/01/12, Florida OJ availability, movement and ending inventories were up 9.7%, up 3.3%, and up 13.0%, respectively, from last season.
- For October 2012, U.S. OJ imports and exports were up 32.3% and up 6.65% from last season, respectively. Season-to-date though 12/01/12, Florida OJ exports were down 18.9% (FDOC Processors report).
- For October 2012, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 124.1%.
- Season-to-date through 11/24/12, OJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA) were down 3.0% from the previous season, with the NFC price up 1.9%, the Recon price down 3.0% and the overall OJ price up 1.4%.
- The November average FCOJ Futures price was $1.16/PS, down $.64/PS from last year, while the November Rotterdam price was at an estimated $2,400/MT, down $300/MT from last year.
- Season-to-date through 12/01/12, the delivered-in price for early and midseason oranges was $1.20/PS, down $.45/PS from last season.
- Season-to-date through 12/09/12, fresh orange and specialty citrus shipments were down 12.8% from last season.
- Season-to-date through October, clementine and tangerine imports were up .54% relative to last season. Season-to-date through 12/09/12, Texas fresh grapefruit shipments were down 2.2%.
- Season-to-date through 12/01/12, Florida GJ availability, movement and ending inventory were up 6.7%, down 16.8% and up 15.2%, respectively.
- For October 2012, U.S. GJ exports were down 34.3%. Season-to-date through 12/01/12, Florida GJ exports were down 44.7% (FDOC Processors report).
- Season-to-date through 11/24/12, GJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA) were down 6.1% from the previous season, with the overall GJ price up 4.2%.
- Season-to-date through 12/09/12, Florida fresh grapefruit shipments were down 1.4% from last season, with Domestic/Canadian shipments up 5.5% and offshore shipments down 7.7% (CAC). Season-to-date through 11/25/12, shipments to Europe and Japan were down 16.4% and up 15.1% respectively. Season-to-date domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were up 24.3% and 22.6% respectively.
- For the week ending 12/02/12 versus the same period last year, the Euro-per-Dollar exchange rate was up 2.8%, while the Yen-per-Dollar was up 5.8%.

# Brazil Orange-Juice Exports

| Destination | Season-to-Date (July - November) | | |
|---|---|---|---|
| | 2011-12 | 2012-13 | Change |
| | - - - - - million SSE gallons[a] - - - - - | | - % - |
| NAFTA[b] | 143.0 | 136.4 | -4.7 |
| Europe[c] | 488.4 | 470.1 | -3.7 |
| Far East[d] | 74.2 | 60.9 | -18.0 |
| Others | 37.5 | 26.7 | -28.7 |
| TOTAL | 743.1 | 694.0 | -6.6 |

[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.

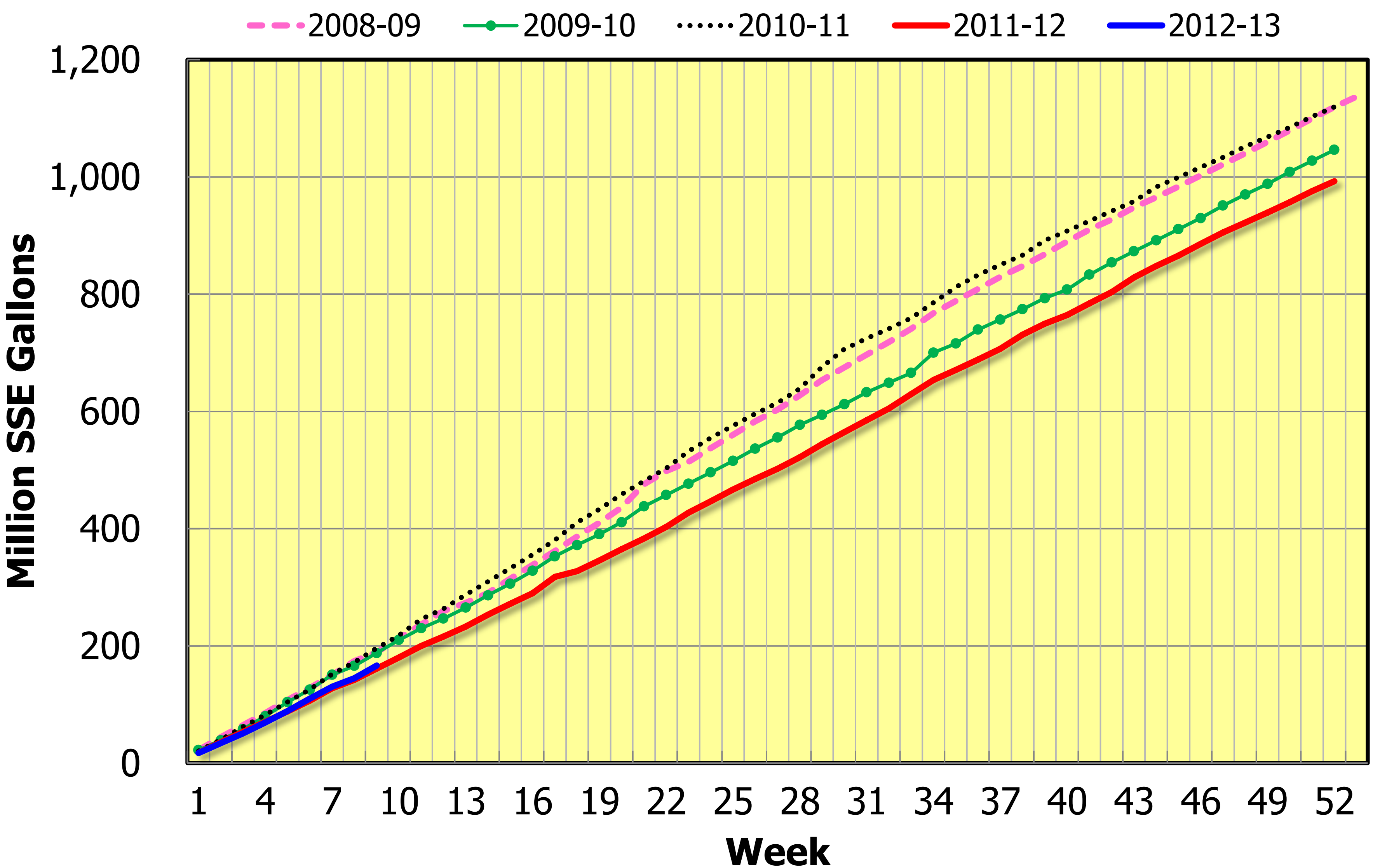
SOURCE: SECEX.

# Florida Orange-Juice Availability, Movement and Inventory

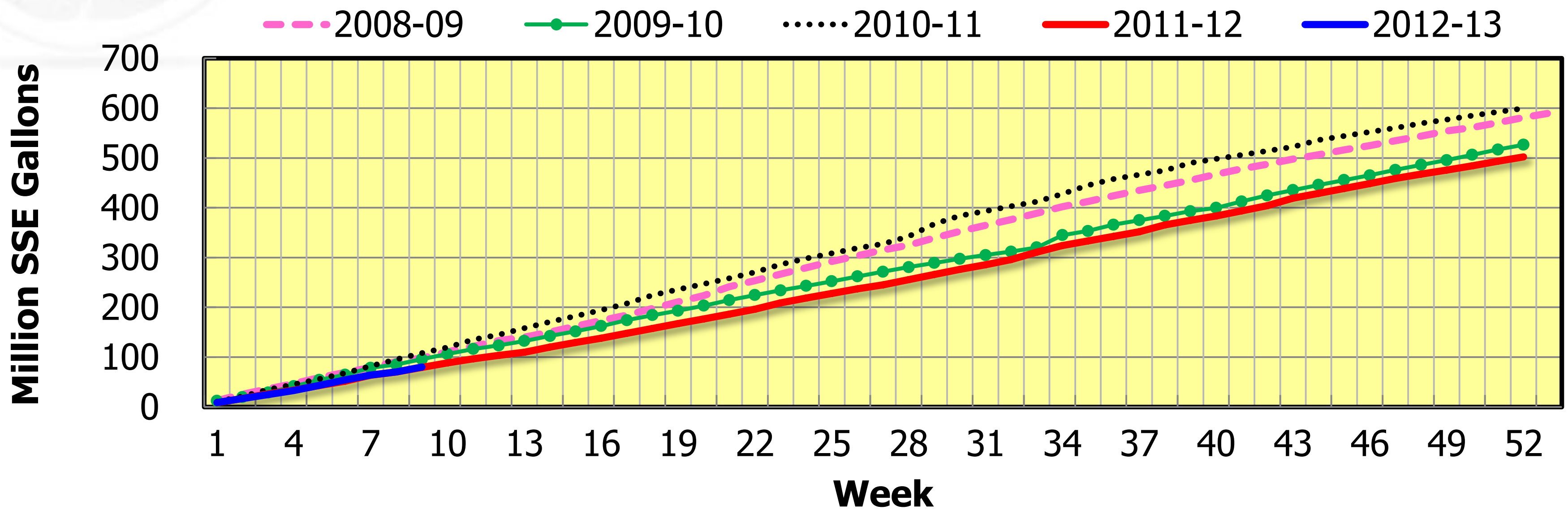
| Item | Season (October-September) | | | Season-to-Date 12/01/12 (FDOC Processor Week 9) | | |
|---|---|---|---|---|---|---|
| | 2011-12 | 2012-13e | Change | 2011-12 | 2012-13 | Change |
| | - million SSE gallons - | | - % - | - million SSE gallons - | | - % - |
| **Beginning Inventory** | **391.2** | **433.5** | **+10.8** | **391.2** | **433.6** | **+10.8** |
| **Pack from Fruit[a]** | **926.6** | **903.3** | **-2.5** | **57.0** | **35.5** | **-37.6** |
| **Imports** | **109.3** | **130.7** | **+19.6** | **28.6** | **54.0** | **+89.0** |
| **Availability** | **1,427.1** | **1,467.5** | **+2.8** | **476.8** | **523.1** | **+9.7** |
| **Movement** | **993.6** | **1,049.9** | **+5.7** | **161.1** | **166.5** | **+3.3** |
| FCOJ | 501.8 | 533.4 | +6.3 | 79.5 | 80.0 | +0.7 |
| NFC[b] | 491.7 | 516.5 | +5.0 | 81.7 | 86.5 | +5.9 |
| **Ending Inventory** | **433.5** | **417.6** | **-3.7** | **315.7** | **356.6** | **+13.0** |
| FCOJ | 247.0 | 244.9 | -0.9 | 179.1 | 229.7 | +28.3 |
| COJ | 186.6 | 172.7 | -7.5 | 136.5 | 126.8 | -7.1 |
| | - - weeks supply - - | | - % - | - - weeks supply - - | | - % - |
| **Carryover – STD[c]** | **22.7** | **20.7** | **-8.8** | **17.6** | **19.3** | **+9.3** |
| FCOJ[c] | 25.6 | 23.9 | -6.6 | 20.3 | 25.8 | +27.3 |
| COJ[c] | 19.7 | 17.4 | -11.7 | 14.3 | 12.6 | -12.0 |

[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, chilled OJ used in FCOJ, net loss or gain during reprocessing and adjustments.
[c]Excludes movement of reconstituted chilled orange juice and evaporated COJ.
[d]Season-to-date weeks supply based on season-to-date movement.

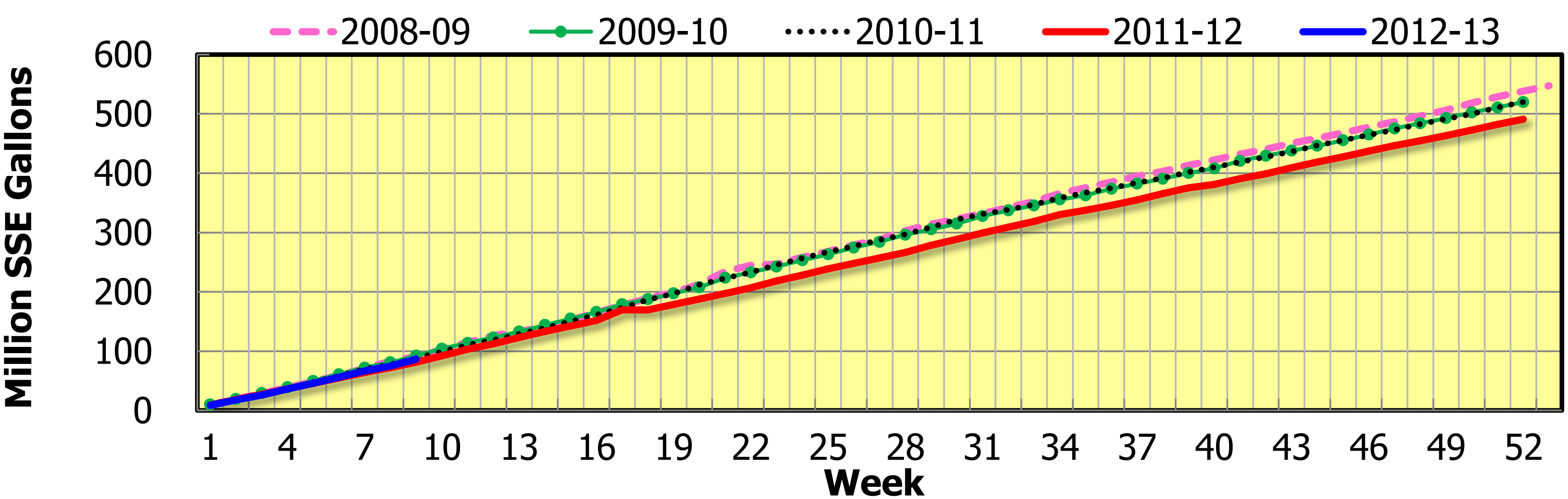
# Florida Orange Juice Movement



# Florida FCOJ Movement




# Florida NFC OJ Movement



# U.S. Orange-Juice Imports[a]

## Season-to-Date
## (October)

| Country | Volume | | | Value/SSG[c] | | |
| --- | --- | --- | --- | --- | --- | --- |
| | 2011-12 | 2012-13 | Change | 2011-12 | 2012-13 | Change |
| | - - million SSE gallons - - | | - - % - - | - - $/SSE gallon - - | | - - % - - |
| **TOTAL OJ** | | | | | | |
| Brazil | 35.31 | 46.98 | +33.1 | 1.49 | 1.11 | -25.5 |
| CBI[b] | 1.82 | 2.51 | +37.9 | 1.82 | 1.78 | -2.2 |
| Mexico | 3.78 | 5.24 | +38.6 | 1.49 | 1.71 | +14.8 |
| Other | 1.05 | .79 | -24.8 | 2.61 | 3.36 | +28.7 |
| **TOTAL** | **41.96** | **55.51** | **+32.3** | **1.53** | **1.23** | **-19.6** |
| **NFC OJ** | | | | | | |
| Brazil | 15.07 | 5.91 | -60.8 | 1.65 | 1.43 | -13.3 |
| CBI[b] | -- | .00 | -- | 2.22 | .00 | -- |
| Mexico | .09 | .01 | -88.9 | 2.41 | 3.86 | +60.2 |
| Other | -- | -- | -- | 4.61 | 7.09 | +53.8 |
| **TOTAL** | **15.17** | **5.92** | **-61.0** | **1.66** | **1.43** | **-13.9** |

[a]Includes OJ with added vitamins and minerals.
[b]Includes Dominican Republic-Central America initiatives.
[c]The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.
SOURCE: U.S. Department of Commerce.

# U.S. Orange-Juice Exports[a,b]

## Season-to-Date
## (October)

| Country | Volume | | | Value/SSG[c] | | |
|---|---|---|---|---|---|---|
| | 2011-12 | 2012-13 | Change | 2011-12 | 2012-13 | Change |
| | - million SSE gallons - | | - % - | - - $/SSE gallon - - | | - % - |
| **Canada** | **6.42** | **6.48** | **+.93** | **3.32** | **3.09** | **-6.93** |
| **Europe** | **.41** | **.30** | **-26.83** | **2.87** | **2.61** | **-9.06** |
| **Japan** | **.07** | **.08** | **+14.29** | **3.99** | **4.84** | **+21.30** |
| **Other** | **1.83** | **2.45** | **+33.88** | **3.15** | **3.08** | **-2.22** |
| **TOTAL** | **8.72** | **9.30** | **+6.65** | **3.27** | **3.09** | **-5.50** |

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2012-13 season were down -18.9%, season-to-date through 12/01/2012.
[c]The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.
SOURCE: U.S. Department of Commerce.

# Non-FDOC Processor FCOJ Disappearance Index

| Item | Season-to-Date (October) | | |
|---|---|---|---|
| | 2011-12 | 2012-13 | Change |
| | - million SSE gallons - | | - % - |
| Beginning Inventory[a] | 31.0 | 30.0 | -3.2 |
| Foreign Imports[b] | 16.3 | 33.8 | +106.7 |
| Availability[c] | 47.3 | 63.7 | +34.8 |
| Ending Inventory[a] | 29.4 | 23.6 | -19.7 |
| Non-FDOC Proc. FCOJ Disappearance[d] | 17.9 | 40.1 | +124.1 |

[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. Retail Orange Juice Sales
## Expanded All Outlets Combined (xAOC)[a]

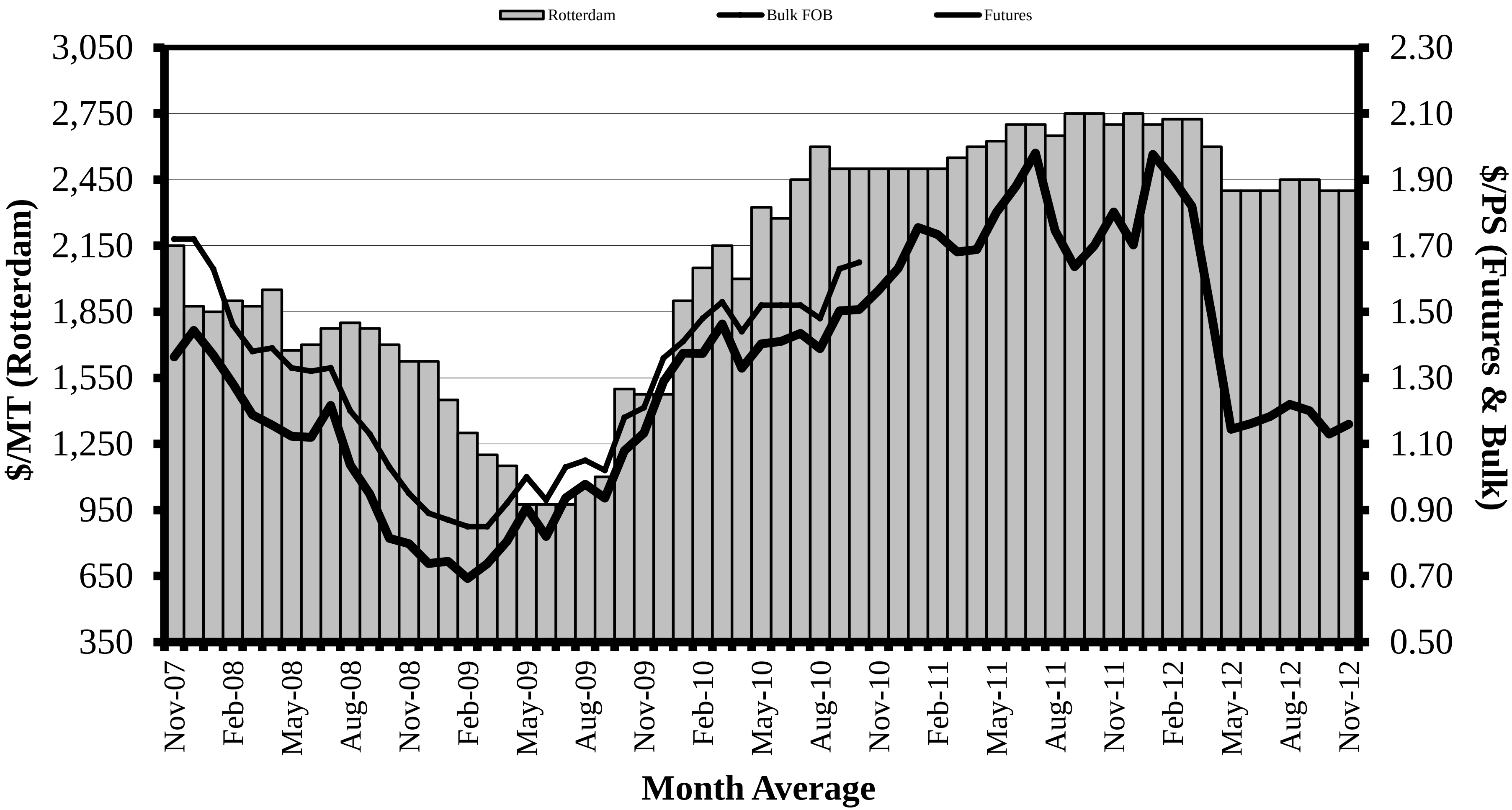
| Item | Volume | | | Price | | |
|---|---|---|---|---|---|---|
| | 2011-12p | 2012-13f | Change | 2011-12p | 2012-13f | Change |
| | - million SSE gallons - | | - % - | - - $/SSE gallon - - | | - % - |
| **SEASON:** | | | | | | |
| **Refrigerated** | **535.39** | **554.47** | **+3.6** | **6.31** | **6.12** | **-3.0** |
| NFC | 315.41 | 325.65 | +3.3 | 7.18 | 7.18 | 0.0 |
| RECON | 219.98 | 228.82 | +4.0 | 5.05 | 4.61 | -8.7 |
| **FCOJ** | **31.94** | **31.00** | **-2.9** | **4.75** | **4.54** | **-4.4** |
| **Shelf Stable** | **1.93** | **1.44** | **-25.4** | **8.41** | **9.53** | **+13.3** |
| **TOTAL** | **569.26** | **586.91** | **+3.1** | **6.23** | **6.04** | **-3.1** |
| **SEASON-TO-DATE: (through 11/24/12)[a]** | | | | | | |
| **Refrigerated** | **85.79** | **83.82** | **-2.3** | **6.21** | **6.30** | **+1.3** |
| NFC | 49.12 | 50.44 | +2.7 | 7.09 | 7.23 | +1.9 |
| RECON | 36.67 | 33.38 | -9.0 | 5.04 | 4.89 | -3.0 |
| **FCOJ** | **5.29** | **4.60** | **-13.2** | **4.73** | **4.68** | **-1.1** |
| **Shelf Stable** | **.34** | **.24** | **-30.0** | **8.28** | **8.69** | **+4.9** |
| **TOTAL** | **91.42** | **88.65** | **-3.0** | **6.14** | **6.22** | **+1.4** |

[a] Expanded All Outlets Combined (xAOC) is a new Nielsen retail universe. xAOC data are for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Walmart data is now point-of sale (POS) data; previously, it was panel data. All periods in this report have been restated with the new POS data. Previous reports will not be compatible with this report.

[b] Actual for 2010-11 and preliminary for 2011-12.

[c] Actual for 2010-11 and forecast for 2011-12 current as of 7/7/12.

# FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices November 2007 through November 2012



# FCOJ Prices
## November

| Item | 2011 | 2012 | Change |
|---|---|---|---|
| | - - - - $/pounds solids - - - - | | - - % - - |
| **FCOJ Futures** | **1.80** | **1.16** | **-35.6** |
| | - - - - $/metric ton - - - - | | |
| **FCOJ Rotterdam** | **2,700** | **2,400** | **-11.1** |

SOURCES: IntercontinentalExchange, Inc. (Futures); *Foodnews* (Rotterdam).

# FDOC Processor Delivered-In Prices
## Report #9– Week Ending 12/01/12

| Variety | Week Ending | | | Season-to-Date | | |
|---|---|---|---|---|---|---|
| | 2011-12 | 2012-13 | Change | 2011-12 | 2012-13 | Change |
| | ------------------------- $/PS ------------------------- | | | | | |
| Early & Midseason[a,b] | 1.674 | 1.225 | -.449 | 1.647 | 1.202 | -.445 |
| Valencias[a] | NA | NA | NA | NA | NA | NA |
| White Grapefruit | NA | NA | NA | NA | NA | NA |
| Red Grapefruit | 1.449 | NA | NA | 1.260 | NA | NA |

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

# Sao Paulo Processed Orange Spot Prices

## Monthly Average and Season-to-Date

| Season | November Average | | Season-to-Date (July – November)[a] | |
|---|---|---|---|---|
| | Price | Change From Year Ago | Price | Change From Year Ago |
| | - $/box[b] - | - - % - - | - $/box[b] - | - - % - - |
| 2010-11 | 8.96 | +141.5 | 8.74 | +195.2 |
| 2011-12[c] | Data not available | | | |
| 2012-13 | 3.15 | N/A | 3.38 | N/A |

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.
[c] Minimum prices were set at $R10 per box, or $5.70/box. CEPEA did not published prices for "ORANGE - DELIVERED IN CITRUS PLANT (Spot Market)" from April 2011 to June 2012. In the 2011-12 season, processors did not trade their fruit in the spot market, only through annual contracts. In the 2011-12 season, producers negotiated with the industry (by contract) a minimum value during the season of R$10.00/box (USD $5.70/box) and they should receive a bonus at the end of the season (July 2012) based on the international price of the OJ.
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 12/09/12 | | | FOB Price thru 12/09/12 | | |
|---|---|---|---|---|---|---|
| | 2011-12 STD | 2012-13 STD | Change | 2011-12 STD | 2012-13 STD | Change |
| | - 1,000 4/5-bu. cartons - | | - % - | - - - - $/carton - - - - | | - % - |
| Early, Mids & Temples[a] | 1,250 | 1,216 | -2.7 | 11.45 | 11.97 | +4.5 |
| Navel | 2,556 | 2,014 | -21.2 | 13.33 | 15.04 | +12.8 |
| Valencia | 0 | 0 | 0 | -- | -- | -- |
| Tangelo | 293 | 249 | -15.0 | 11.59 | 11.93 | +2.9 |
| Early Tangerines[b] | 2,401 | 2,180 | -9.2 | 14.26 | 17.72 | +24.3 |
| Honey | 0 | 7 | -- | -- | 18.18 | -- |
| TOTAL | 6,500 | 5,666 | -12.8 | | | |

[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 | | |
|---|---|---|---|---|---|
| 2011-12 | 2012-13 | Change | 2011-12 | 2012-13 | Change |
| August - October | | | STD – 12/09/12 | | |
| - - - - million pounds - - - - | | - % - | - - thousand 7/10-bu. cartons - - | | - % - |
| 80.21 | 80.64 | +.54 | 1,479 | 1,446 | -2.2 |

SOURCE: U.S. Department of Commerce.

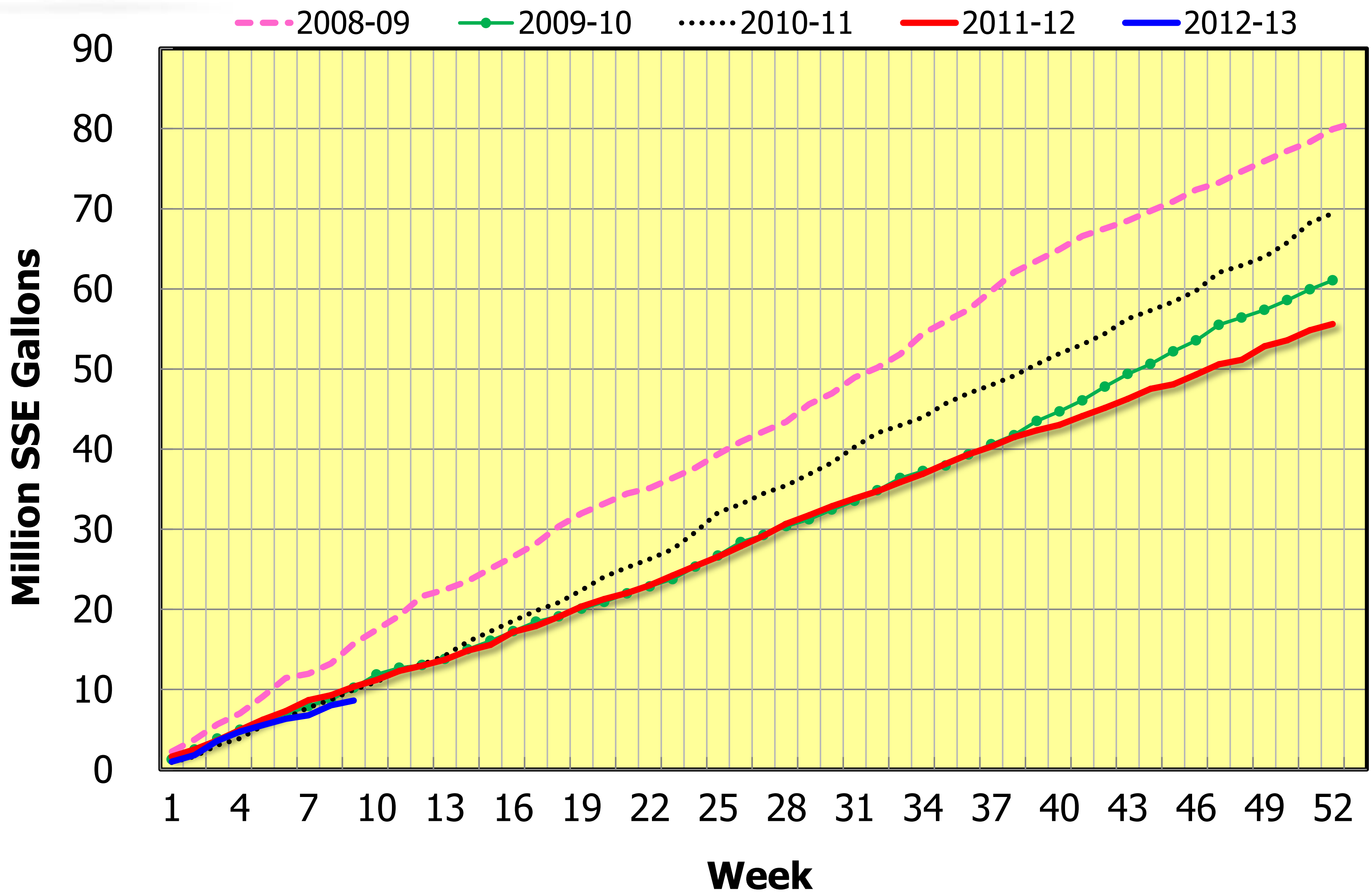
SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

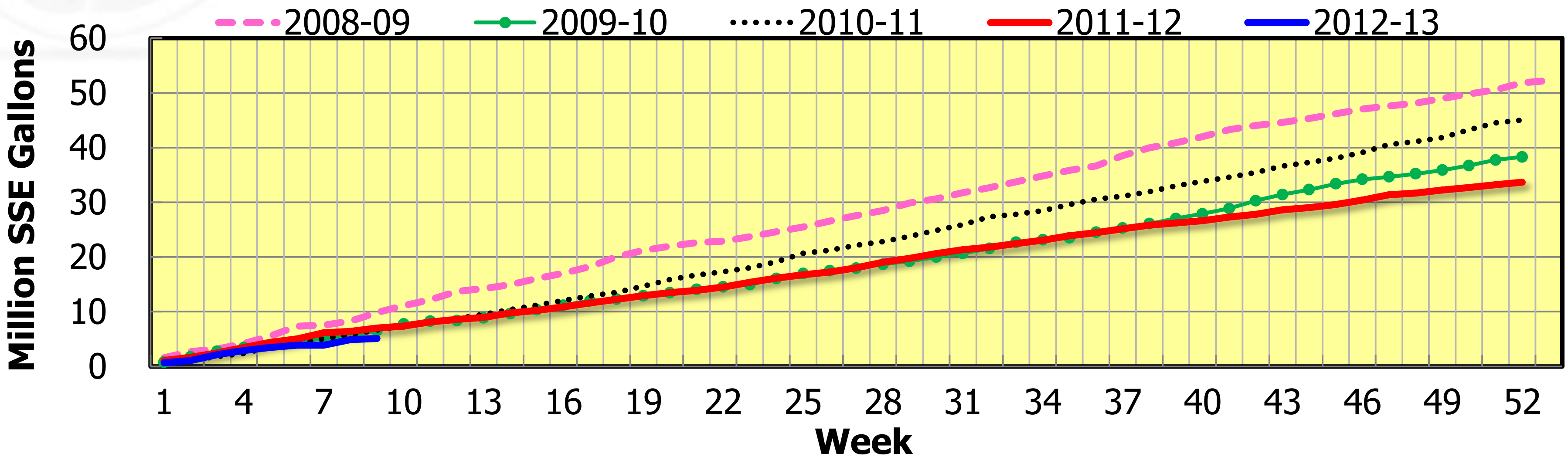
| Item | Season (October-September) | | | Season-to-Date 12/01/12 (FDOC Processor Week 9) | | |
|---|---|---|---|---|---|---|
| | 2011-12 | 2012-13e | Change | 2011-12 | 2012-13 | Change |
| | - million SSE gallons - | | - % - | - million SSE gallons - | | - % - |
| **Beginning Inventory** | **33.1** | **36.5** | **+10.3** | **33.1** | **36.5** | **+10.5** |
| **Pack from Fruit**[a] | **60.4** | **56.9** | **-5.8** | **5.8** | **4.9** | **-15.2** |
| **Availability** | **93.5** | **93.3** | **-0.2** | **38.8** | **41.4** | **+6.7** |
| **Movement** | **57.0** | **58.4** | **+2.5** | **10.3** | **8.6** | **-16.8** |
| FCGJ | 33.7 | 30.3 | -10.1 | 7.0 | 5.1 | -27.5 |
| NFC[b] | 23.3 | 28.0 | +20.2 | 3.3 | 3.5 | +5.6 |
| **Ending Inventory** | **36.5** | **35.0** | **-4.1** | **28.5** | **32.8** | **+15.2** |
| FCGJ | 22.5 | 22.6 | +0.4 | 16.9 | 22.1 | +31.0 |
| CGJ | 13.9 | 12.4 | -10.8 | 11.6 | 10.7 | -7.8 |
| | - - weeks supply - - | | - % - | - - weeks supply - - | | - % - |
| **Carryover – STD**[c] | **33.2** | **31.2** | **-6.0** | **24.8** | **34.3** | **+38.5** |
| FCGJ[c] | 34.8 | 34.7 | -0.3 | 21.6 | 39.1 | +80.6 |
| CGJ[c] | 31.0 | 23.1 | -25.5 | 28.1 | 24.7 | -12.0 |

[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]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.
[c]Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.
[d]Season-to-date weeks supply based on season-to-date movement.

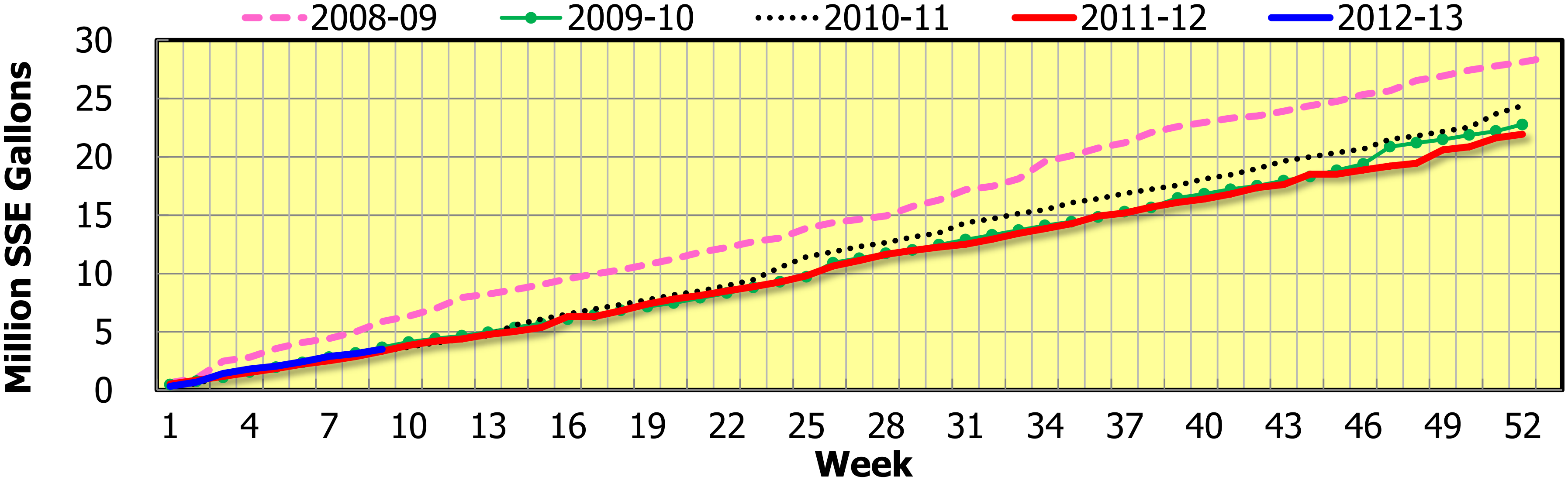
# Florida Grapefruit Juice Movement



# Florida FCGJ Movement




# Florida NFC GJ Movement



# U.S. Grapefruit-Juice Exports[a,b]

| Country | Season-to-Date (October) | | | | | |
|---|---|---|---|---|---|---|
| | Volume | | | Value/SSG[c] | | |
| | 2011-12 | 2012-13 | Change | 2011-12 | 2012-13 | Change |
| | - million SSE gallons - | | - % - | - - $/SSE gallon - - | | - % - |
| **Canada** | **.19** | **.16** | **-15.8** | **5.46** | **4.76** | **-12.8** |
| **Europe** | **.40** | **.43** | **+7.5** | **3.60** | **2.99** | **-16.9** |
| **Japan** | **.51** | **.29** | **-43.1** | **4.19** | **5.81** | **+38.7** |
| **Other** | **.33** | **.05** | **-84.8** | **3.51** | **7.19** | **+104.8** |
| **TOTAL** | **1.43** | **.94** | **-34.3** | **4.04** | **4.40** | **+8.9** |

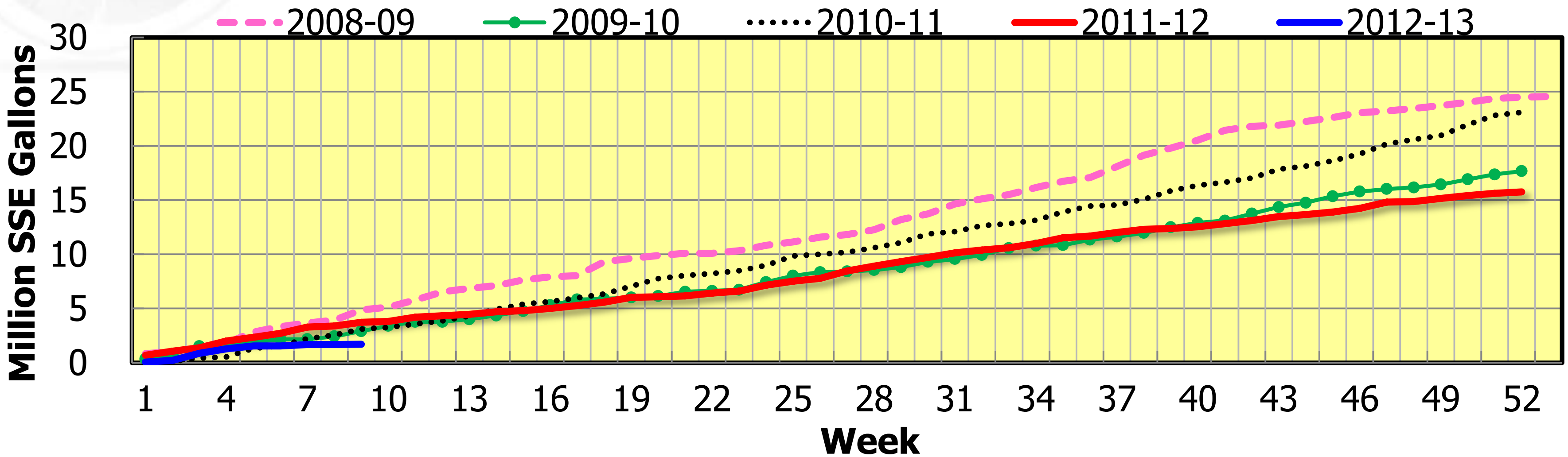
[a]FDOC estimates.

[b]FDOC Processor exports of GJ for the 2012-13 season were down -44.7%, season-to-date through 12/01/2012.

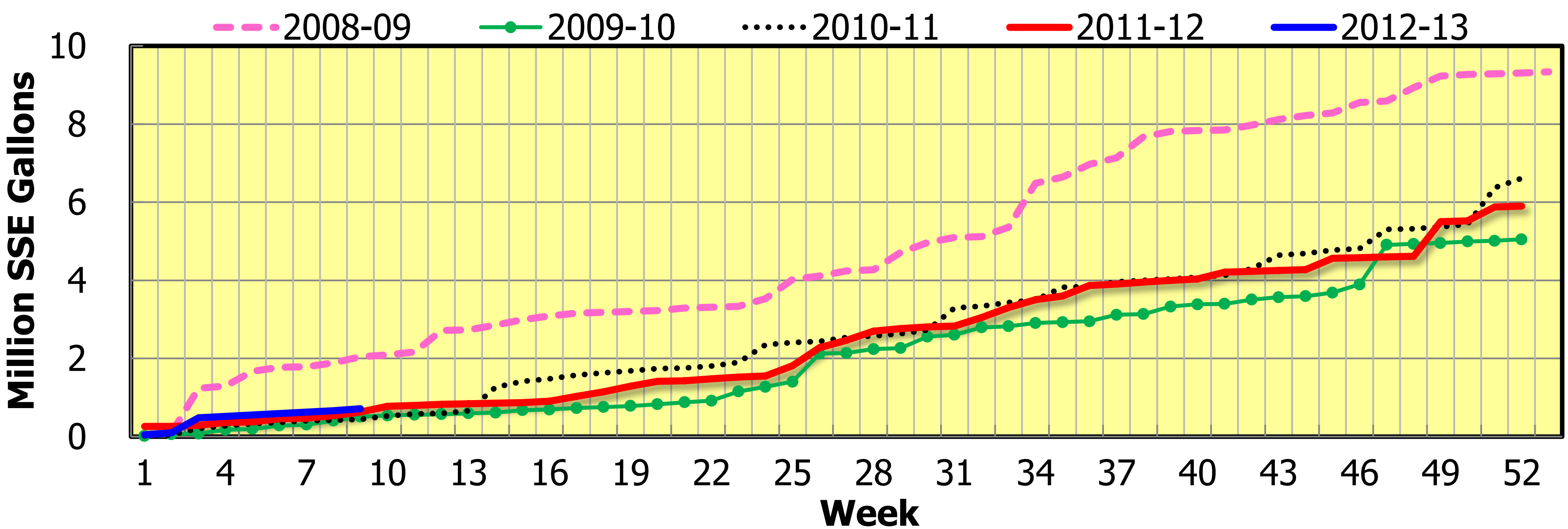
[c]The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.

SOURCE: U.S. Department of Commerce.

# Florida FCGJ Export Movement




# Florida NFC GJ Export Movement



# U.S. Retail Grapefruit Juice Sales (Expanded Outlets XAOC)[a]

| Item | Volume | | | Price | | |
|---|---|---|---|---|---|---|
| | 2011-12p | 2012-13f | Change | 2011-12p | 2012-13f | Change |
| | - million SSE gallons - | | - % - | - - $/SSE gallon - - | | - % - |
| **SEASON:[c]** | | | | | | |
| **Refrigerated** | **12.17** | **11.80** | **-3.0** | **7.24** | **7.24** | **0.0** |
| NFC | 11.54 | 11.54 | 0.0 | 7.30 | 7.30 | 0.0 |
| RECON | 0.63 | 0.60 | -4.8 | 6.01 | 6.00 | -0.2 |
| **FCGJ** | **0.43** | **0.43** | **0.0** | **4.50** | **4.46** | **-0.9** |
| **Shelf Stable** | **6.10** | **6.12** | **+0.3** | **5.79** | **5.74** | **-0.9** |
| **TOTAL** | **18.70** | **18.70** | **0.0** | **6.70** | **6.69** | **-0.2** |
| **SEASON-TO-DATE: (through 11/24/12)[b]** | | | | | | |
| **Refrigerated** | **1.87** | **1.82** | **-2.4** | **7.18** | **7.35** | **+2.4** |
| NFC | 1.78 | 1.67 | -6.2 | 7.24 | 7.47 | +3.3 |
| RECON | .08 | .15 | +77.8 | 5.88 | 5.96 | +1.4 |
| **FCGJ** | **.06** | **.06** | **-3.3** | **4.50** | **4.43** | **-1.6** |
| **Shelf Stable** | **.95** | **.83** | **-13.5** | **5.51** | **5.90** | **+7.2** |
| **TOTAL** | **2.88** | **2.71** | **-6.1** | **6.56** | **6.84** | **+4.2** |

[a] Expanded All Outlets Combined (xAOC) is a new Nielsen retail universe. xAOC data are for U.S. grocery stores doing $2 million and greater annual sales, drug stores doing $1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA. Walmart data is now point-of sale (POS) data; previously, it was panel data. All periods in this report have been restated with the new POS data. Previous reports will not be compatible with this report.

[b] Actual for 2010-11 and preliminary for 2011-12.

[c] Actual for 2010-11 and forecast for 2011-12 current as of 7/7/12.

# Florida Fresh Grapefruit Shipments, Season-to-Date through 12/09/12

| Shipments/Variety | 2011-12 STD | 2012-13 STD | Change |
|---|---|---|---|
| | ----- 1,000 4/5-bu. Cartons ----- | | ---- % ---- |
| **Domestic & Canadian - All** | **2,436** | **2,570** | **+5.5** |
| **White** | **56** | **49** | **-12.5** |
| **Colored** | **2,380** | **2,521** | **+5.9** |
| **Offshore Exports - All** | **2,698** | **2,491** | **-7.7** |
| **White** | **509** | **513** | **+.8** |
| **Colored** | **2,189** | **1,978** | **-9.6** |
| **TOTAL - All** | **5,134** | **5,061** | **-1.4** |
| **White** | **565** | **562** | **-.5** |
| **Colored** | **4,569** | **4,499** | **-1.5** |

SOURCE: Citrus Administrative Committee, preliminary.

# Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 11/25/12

| Country | 2011-12 STD | 2012-13 STD | Change |
|---|---|---|---|
| | - thousand cartons - | | - % - |
| **United States** | **1,431** | **1,534** | **+7.2** |
| **Canada** | **275** | **308** | **+12.1** |
| **Europe** | **1,097** | **917** | **-16.4** |
| **Japan** | **912** | **1,050** | **+15.1** |
| **Other** | **106** | **103** | **-2.8** |
| **TOTAL** | **3,821** | **3,912** | **+2.4** |

SOURCE: Florida Department of Citrus.

# Florida Fresh Grapefruit Domestic FOB Prices
# Season-to-Date through 12/09/12

| Variety | FOB Price | | |
|---|---|---|---|
| | 2011-12 STD | 2012-13 STD | Change |
| | - - - - - - - - $/carton- - - - - - - | | - - % - - |
| **TOTAL** | | | |
| White | 12.16 | 15.11 | +24.3 |
| Colored | 10.78 | 13.22 | +22.6 |

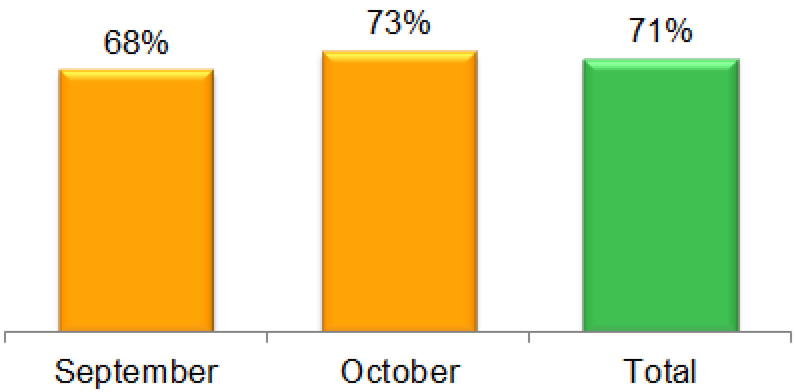
SOURCE: Citrus Administrative Committee.

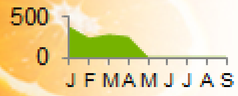
# Foreign Exchange Rates Per $US

| Date | Euro | Real | Yen |
|---|---|---|---|
| ANNUAL | | | |
| 2007 | 0.7306 | 1.9448 | 117.77 |
| 2008 | 0.6832 | 1.8291 | 103.42 |
| 2009 | 0.7190 | 1.9924 | 93.58 |
| 2010 | 0.7546 | 1.7535 | 87.78 |
| 2011 | 0.7188 | 1.6698 | 79.70 |
| 2011 (thru 12/02/2011) | 0.7153 | 1.6556 | 79.86 |
| 2012 (thru 12/02/2012) | 0.7794 | 1.9398 | 79.45 |
| % Change | +9.0 | +17.2 | -0.5 |
| WEEK ENDING 12/02/2012 | | | |
| 2011 | 0.7505 | 1.8563 | 77.71 |
| 2012 | 0.7711 | 2.0941 | 82.23 |
| % Change | +2.7 | +12.8 | +5.8 |

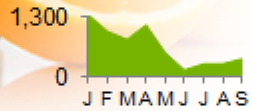
# Total Communication Awareness

Total communication awareness for 100% Orange Juice, regardless of channel, has increased by five percentage points to 73%. In addition, this figure rises to 86% among those who recall an FDOC ad.




2012 FDOC TRP'S




2012 OJ TRP'S

*Q10. Have you seen, heard or read anything about OJ anywhere recently? (Base: Total Respondents)*