



Florida Citrus Economic & Market Indicators

January, 2006

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Summary Comments

- Over the July through November period of 2005, ABECitrus FCOJ exports were up 6.0% from the previous season, with exports to NAFTA countries and Europe down 6.5% and 4.7%, respectively, and exports to Asia up 89.8%.
- Season-to-date through 12/31/05, Florida OJ movement was down 10.5% from last season; pack from fruit was down 21.3%; imports and miscellaneous supplies were down 19.7%; and inventories were down 30.4%.
- Season-to-date through November, 2005, U.S. OJ imports and exports were down 20.9% and 31.2%, respectively. Season-to-date through 12/31/05, Florida OJ exports were down 33.5% (FCPA).
- Season-to-date through 12/24/05, OJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 2.6% from the previous season, with the NFC price up 2.2%, the Recon price up 3.4%, the FCOJ price down .6%, and the overall OJ price up 3.0%.
- The December average FCOJ Futures price was \$1.25/PS, up \$.42/PS from last year. The Florida bulk FCOJ FOB price was \$1.35/PS for the week ending 12/24/05, up \$.45/PS from last year; while the Rotterdam price was at an estimated \$1,600/MT, up \$675/MT from last year.
- Season-to-date through 12/31/05, the delivered-in price for early and midseason oranges was \$1.01/PS, up \$.29/PS from last season. The delivered-in prices for white and red grapefruit juice were \$1.89/PS and \$1.66/PS, up \$.21/PS and down \$.03/PS from last season, respectively.
- Season-to-date through 01/08/06, fresh orange and specialty citrus shipments were down 2.4% from last season, with (CAC) FOB prices for early & midseason and navel oranges up 11.9% and down 14.5%, respectively, and the prices for early and late (Honey) tangerines down 2.8% and 1.2%, respectively.
- For August through November, 2005, clementine/tangerine imports were up 14.6%. Season-to-date through 01/08/06, Texas fresh grapefruit shipments were up 30.3%.
- Season-to-date through 12/31/05, Florida GJ availability, movement and the ending inventory level were down 37.0%, 43.3% and 34.3%, respectively.
- Season-to-date through November, 2005, U.S. GJ exports were down 54.2%. Season-to-date through 12/31/05, Florida GJ exports were down 61.8% (FCPA).
- Season-to-date through 12/24/05, GJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 19.5% from last season, with the NFC, Recon and overall prices up 20.0%, 23.1% and 19.0%, respectively.
- Season-to-date through 01/08/06, Florida fresh grapefruit shipments were down 23.6% from last season, with domestic/Canadian shipments down 10.3% and offshore shipments down 35.0% (CAC). Season-to-date through 12/25/05, certified shipments to Europe and Japan were down 34.7% and 36.3%, respectively. Season-to-date through 01/08/06, domestic FOB prices for Gulf Coast fresh white and colored grapefruit were down 9.5% and up 1.4%, respectively; Indian River and Sunridge colored grapefruit prices were down 7.9% and 6.3%, respectively.
- The Euro and Yen have weakened versus a year ago: for the week ending 01/13/06 versus a year ago, the Euro-per-Dollar and Yen-per-Dollar exchange rates were up 8.3% and 9.9%, respectively.
- Tracking of FDOC advertising and consumer attitudes towards OJ for the 4th quarter of 2005 indicate that recall of any specific advertising is at the highest level in many years. 73% of the respondents clearly recalled any FDOC advertising, up from 60% and 47% from the same quarter in the prior two years. Awareness of the themeline, "Healthy. Pure & Simple" continues to improve and is approaching levels seen for "Best Start Under the Sun" in 2002-03. Furthermore, 80% of the respondents told us they had purchased OJ in the last 30 days, up from 73% the prior quarter. Respondents also tell us that OJ is considered one of their favorites. 39% of those surveyed agreed strongly with this statement. They are also giving OJ credit for providing nutrients, vitamins and minerals, a key message in the advertising. 63% of the respondents strongly agreed with that statement of attributes.

Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-November)		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Europe	1,384.1	1,306.4	-5.6	602.2	573.6	-4.7
NAFTA	300.8	275.9	-8.3	119.7	111.9	-6.5
Asia	210.3	213.2	+1.4	60.2	114.3	+89.8
Mercosul	2.7	2.6	-4.7	1.3	.8	-34.4
Others	97.4	87.3	-10.4	40.3	72.1	+78.9
TOTAL	1,995.4	1,885.4	-5.5	823.7	872.8	+6.0

SOURCE: ABECitrus.

Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 12/31/05 (FCPA Week 13)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory^a	794.8	602.8	-24.2	794.8	602.8	-24.2
Pack from Fruit^b	913.9	970.8	+6.2	160.0	125.8	-21.3
Imports^{b,c}	164.1	173.0	+5.4	52.2	42.0	-19.7
Availability	1,872.8	1,746.6	-6.7	1,007.0	770.6	-23.5
Movement	1,270.0	1,254.7	-1.2	350.5	313.7	-10.5
FCOJ ^d	681.6	672.5	-1.3	199.1	168.0	-15.7
NFC ^e	588.4	582.2	-1.1	151.3	145.7	-3.7
Ending Inventory	602.8	491.9	-18.4	656.5	456.9	-30.4
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^f	24.7	20.4	-17.4	24.3	18.9	-22.2
Carryover – 13 Weeks^g				23.9	18.3	-23.6
Carryover – 3 Years^h				25.4	17.7	-30.4

^a 2004-05 beginning inventory adjusted (bulk chilled OJ put on an 11.8° Brix gallon basis).

^bFCPA non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

^cAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

^dExcludes COJ used in FCOJ.

^eExcludes movement of reconstituted chilled orange juice.

^fSeason-to-date weeks supply based on season-to-date movement.

^gSeason-to-date weeks supply based on last 13-week movement.

^hSeason-to-date weeks supply based on last 3-year movement.

U.S. Orange-Juice Imports^a

Country	October- November		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
Brazil	43.59	33.41	-23.4
CBI	5.18	.74	-85.7
Mexico	3.35	6.55	+95.5
Other	1.05	1.34	+27.6
TOTAL	53.17	42.04	-20.9

^aIncludes OJ with added vitamins and minerals.
 SOURCE: U.S. Department of Commerce.

U.S. Orange-Juice Exports^a

Country	October-November		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
Canada	10.29	9.86	-4.2
Europe	8.62	2.04	-76.3
Japan	.76	1.01	+32.9
Other	3.56	3.08	-13.5
TOTAL	23.23	15.99	-31.2^b

^aIncludes OJ with added vitamins and minerals.

^bFPCA exports of OJ for the 2005-06 season were down 33.5%, season-to-date through 12/31/05.

SOURCE: U.S. Department of Commerce.

U.S. Retail Orange-Juice Sales

SEASON:

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	718.5	700.5	-2.5	4.52	4.72	+4.4
NFC	374.7	373.6	-.3	5.25	5.37	+2.3
RECON	343.8	326.9	-4.9	3.72	3.97	+6.7
FCOJ	70.1	59.6	-15.0	3.29	3.48	+5.8
Shelf Stable	6.6	6.5	-1.5	5.47	5.75	+5.1
TOTAL	795.3	766.6	-3.6	4.42	4.66	+5.4

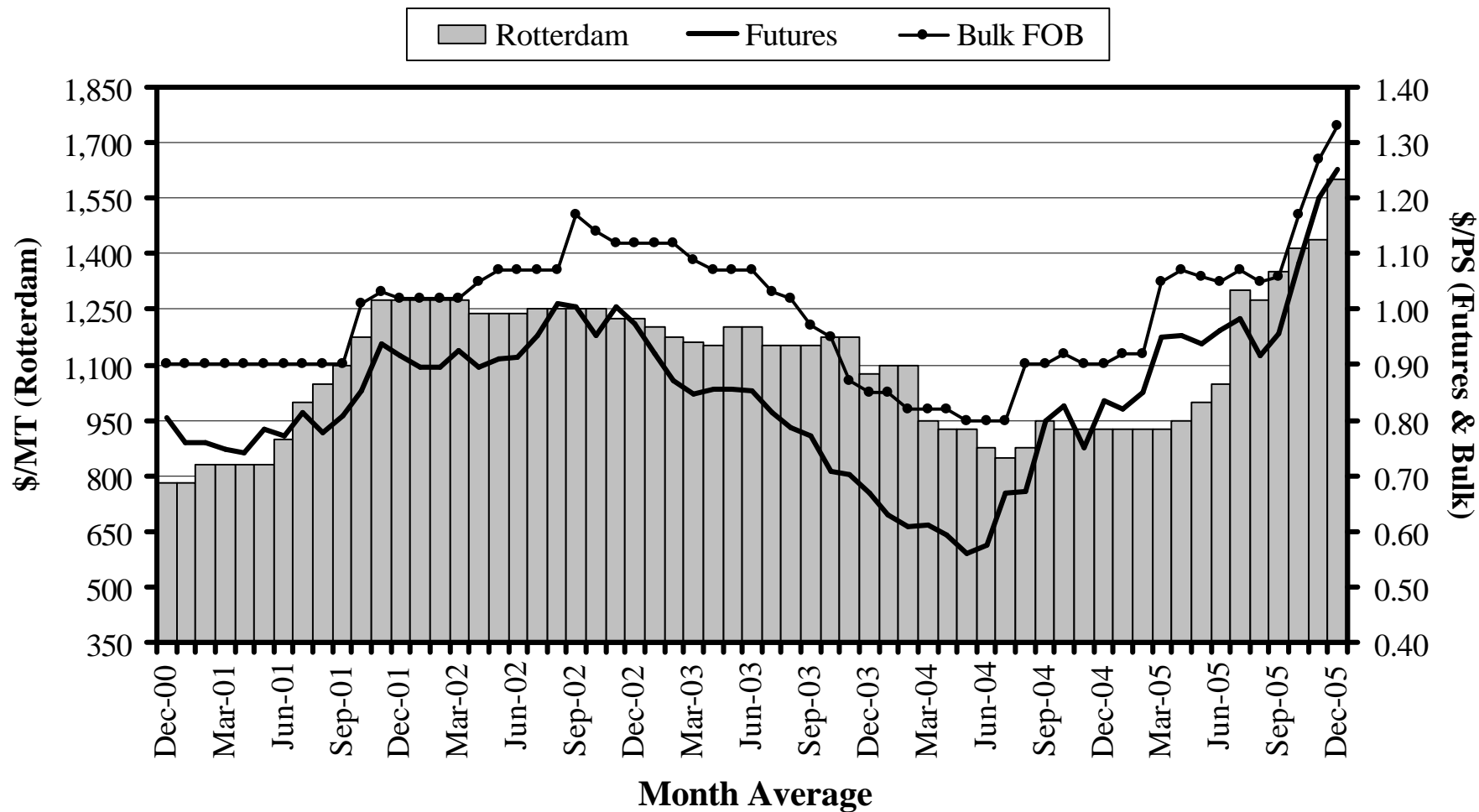
SEASON-TO-DATE: (Thru 12/24/05)^a

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	169.9	166.6	-1.9	4.41	4.55	+3.0
NFC	91.7	92.0	+.4	5.03	5.14	+2.2
RECON	78.2	74.6	-4.6	3.69	3.82	+3.4
FCOJ	17.2	15.6	-8.9	3.31	3.30	-.6
Shelf Stable	1.6	1.5	-4.4	5.38	5.56	+3.5
TOTAL	188.7	183.8	-2.6	4.32	4.45	+3.0

^aSEASON-TO-DATE: Actual for 2004-05 and preliminary for 2005-06.

SOURCE: ACNielsen—Data are for U.S. grocery store chains 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 December 2000 Thru December 2005



SOURCES: NYBOT (Futures); FCM (Bulk); Foodnews (Rotterdam).

FCOJ and FCGJ Prices – December^a

Item	2004-05	2005-06	Change
FCOJ	- - - - \$/pounds solids - - - -		- - % - -
Futures	.83	1.25	+50.6
Florida Bulk FOB	.90	1.35	+50.0
	- - - - \$/metric ton - - - -		
Rotterdam	925	1,600	+73.0
FCGJ	- - - - \$/pounds solids - - - -		- - % - -
Florida Bulk FOB – Red	na	na	na
Florida Bulk FOB – White	na	na	na

^aPrices are for the following time periods: Futures – December average.

Florida Bulk FCOJ and FCGJ FOB – Week ending 12/24/05.

Rotterdam – December *Foodnews*.

SOURCES: New York Board of Trade (Futures); Florida Citrus Mutual (Florida Bulk FCOJ and FCGJ FOB); *Foodnews* (Rotterdam).

FCPA Delivered-In Prices
(Report #13 – Week Ending 12/31/05)

Variety	Week Ending			Season-to-Date		
	2004-05	2005-06	Change	2004-05	2005-06	Change
----- \$/PS -----						
Early & Midseason^{a,b}	.778	1.090	+.312	.721	1.009	+.288
Valencias^a	na	na	na	na	na	na
White Grapefruit	1.529	2.237	+.708	1.686	1.894	+.208
Red Grapefruit	1.505	1.818	+.313	1.683	1.657	-.026

^aFinal priced, combined.

^bSeason final.

Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date Thru 01/08/06

Variety	Shipments			FOB Price		
	2004-05 STD	2005-06 STD	Change	2004-05 STD	2005-06 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
Early & Midseason	1,698	1,080	-36.4	8.12	9.09	+11.9
Navel	2,488	3,130	+25.8	10.94	9.35	-14.5
Valencia	0	0	--	na	na	--
Tangelo	513	489	-4.7	9.09	na	--
Temple	32	12	-62.5	na	na	--
Early Tangerines	3,240	3,204	-1.1	15.30	14.87	-2.8
Honey	197	56	-71.6	18.83	18.60	-1.2
TOTAL	8,168	7,971	-2.4			

^aPrices for Sunburst.

SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2004-05	2005-06	Change	2004-05	2005-06	Change
STD August-November			STD – 01/08/06		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
69.57	79.76	+14.6	1,920	2,501	+30.3

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 12/31/05 (FCPA Week 13)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory^a	65.0	33.1	-49.1	65.0	33.1	-49.0
Pack from Fruit^b	34.6	48.0	+38.7	9.3	13.6	+47.1
Availability	99.6	81.1	-18.6	74.3	46.8	-37.0
Movement	66.5	58.0	-12.8	22.6	12.8	-43.3
FCGJ ^c	47.0	38.5	-18.1	17.9	8.4	-52.8
NFC ^d	19.5	19.5	0.0	4.7	4.4	-7.6
Ending Inventory	33.1	23.1	-30.2	51.7	34.0	-34.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^e	25.9	20.7	-20.0	29.7	34.5	+16.0
Carryover – 13 Weeks^f				19.5	23.2	+18.9
Carryover – 3 Years^g				25.0	16.4	-34.3

^a 2004-05 beginning inventory adjusted (bulk chilled GJ put on a 10.0° Brix gallon basis).

^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 CGJ used in FCGJ.

^d Excludes movement of reconstituted chilled grapefruit 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.

U.S. Grapefruit-Juice Exports

Country	October-November		
	STD 2004-05	STD 2005-06	Change
	- million SSE gallons -		- % -
Canada	.61	.60	-1.6
Europe	1.27	.83	-34.6
Japan	2.07	.21	-.89.9
Other	.51	.40	-21.6
TOTAL	4.45	2.04	-54.2^b

^aFDOC estimates.

^bFPCA exports of GJ for the 2005-06 season were down 61.8%, season-to-date through 12/31/05.

SOURCE: U.S. Department of Commerce.

U.S. Retail Grapefruit-Juice Sales

SEASON:

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	11.0	9.3	-15.5	6.38	6.89	+8.0
RECON	12.3	10.5	-14.6	5.39	5.98	+10.9
FCGJ	1.8	1.6	-11.1	3.18	3.29	+3.5
TOTAL	25.0	21.5	-14.0	5.67	6.17	+8.8

SEASON-TO-DATE: (Thru 12/24/05)^a

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	3.1	2.2	-27.3	5.67	6.81	+20.0
RECON	2.9	2.5	-13.1	4.64	5.72	+23.1
FCGJ	.3	.3	-2.9	3.35	3.23	-3.6
TOTAL	6.3	5.1	-19.5	5.08	6.04	+19.0

^aSEASON-TO-DATE: Actual for 2004-05 and preliminary for 2005-06.

SOURCE: ACNielsen—Data are for U.S. grocery store chains 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 Thru 01/08/06

Shipments/ Variety	2004-05	2005-06	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
Domestic & Canadian – All	2,697	2,419	-10.3
White	120	140	+16.7
Colored	2,577	2,279	-11.6
Offshore Exports – All	3,126	2,032	-35.0
White	1,136	665	-41.5
Colored	1,990	1,367	-31.3
TOTAL - All	5,823	4,451	-23.6
White	1,256	805	-35.9
Colored	4,567	3,646	-20.2

SOURCE: Citrus Administrative Committee, preliminary.

Florida Fresh Grapefruit Domestic and Export Shipments

Country	Season-to-Date (August 1 – December 25)		
	2004-05	2005-06	Change
	- thousand cartons -		- % -
United States	1,994	1,811	-9.2
Canada	352	258	-26.7
Europe	884	577	-34.7
Japan	1,460	930	-36.3
Other	20	35	+75.0
TOTAL	4,710	3,611	-23.3

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date Thru 01/08/06

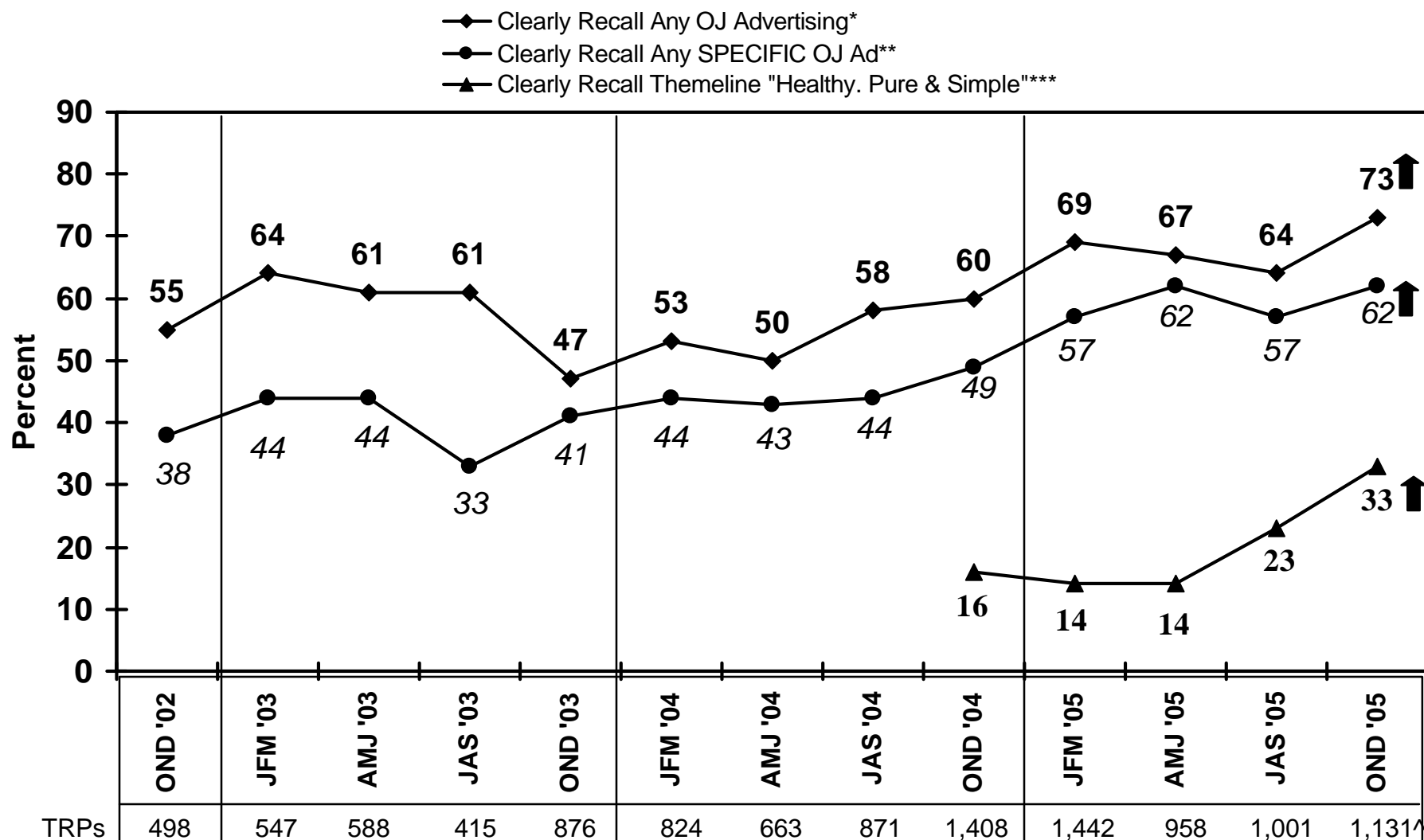
Variety	FOB Price		
	2004-05 STD	2005-06 STD	Change
	----- \$ -----		-- % --
GULF COAST			
White	14.09	12.75	-9.5
Colored	14.00	14.19	+1.4
INDIAN RIVER			
White	na	na	na
Colored	14.88	13.71	-7.9
SUNRIDGE			
White	na	na	na
Colored	13.80	12.93	-6.3

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
ANNUAL			
2002	1.06106	2.96705	125.21937
2003	0.88540	3.11678	115.97995
2004	0.80510	2.92629	108.17451
2005	0.80453	2.43480	110.12445
2005 (Thru 01/13/05)	0.75403	2.69936	103.76615
2006 (Thru 01/13/06)	0.83282	2.30125	115.88554
% Change	+10.4	-14.7	+11.7
WEEK ENDING 01/13/06			
2005	0.76266	2.71384	104.23571
2006	0.82569	2.27649	114.55914
% Change	+8.3	-16.1	+9.9

Percentage Recalling Any FDOC OJ Advertising*

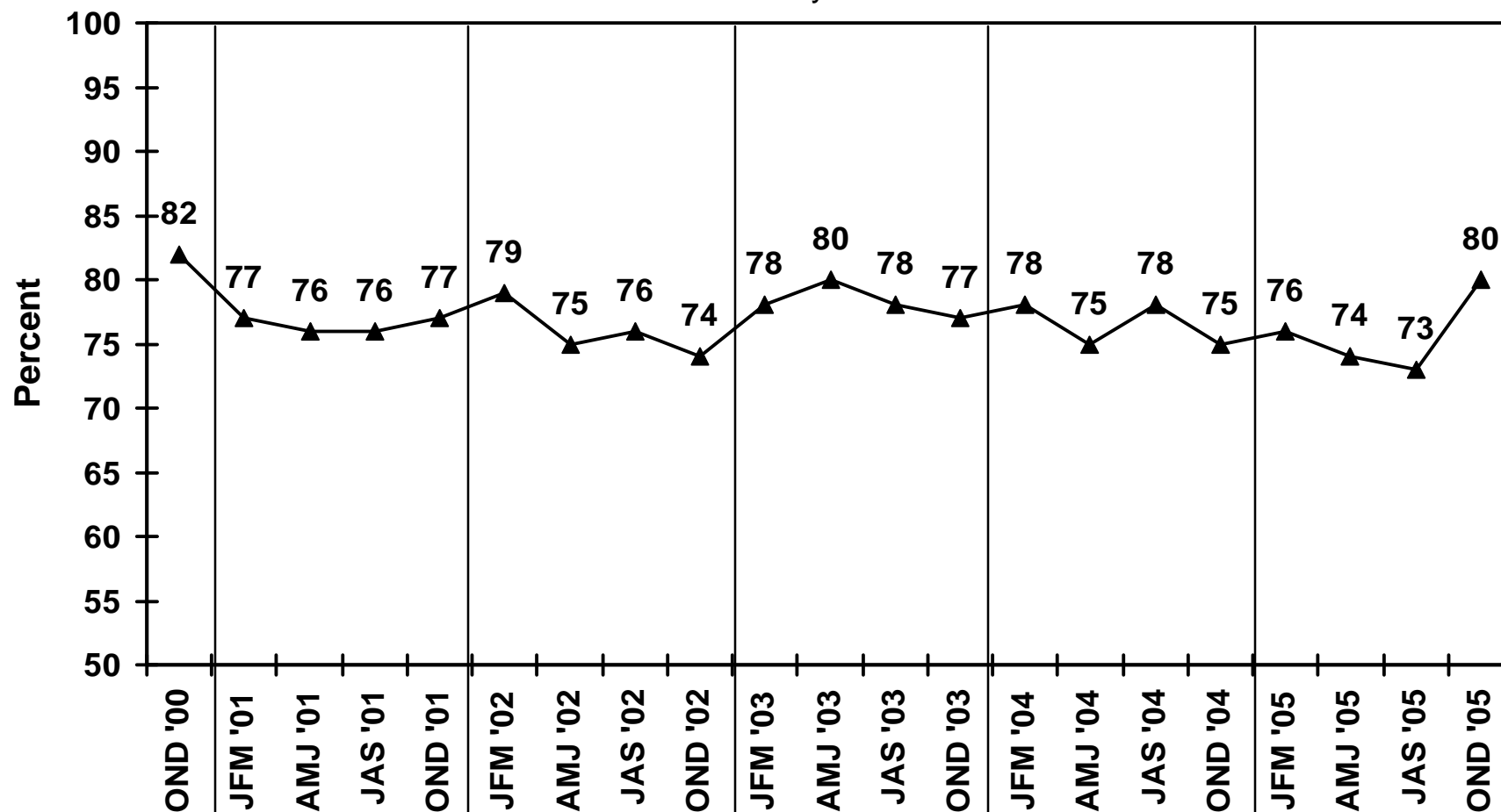


*Recall of FDOC Themelines for OJ is included. **Recall of Specific OJ Ads (excluding themelines) provided since inception of Moms campaign in JFM '02. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked. ***New themeline "Healthy. Pure & Simple" added November 2004; shown but not spoken in 15 second ads for "Natural Remedies," "Island," and "Squeezer". Spoken in both 15 and 30 seconds ads for "Laboratory." TRPs are for target of Adults 35+ as of May 2004. ^Estimated TRPs.

↑ = Significantly higher than year ago at 90%+ confidence level.

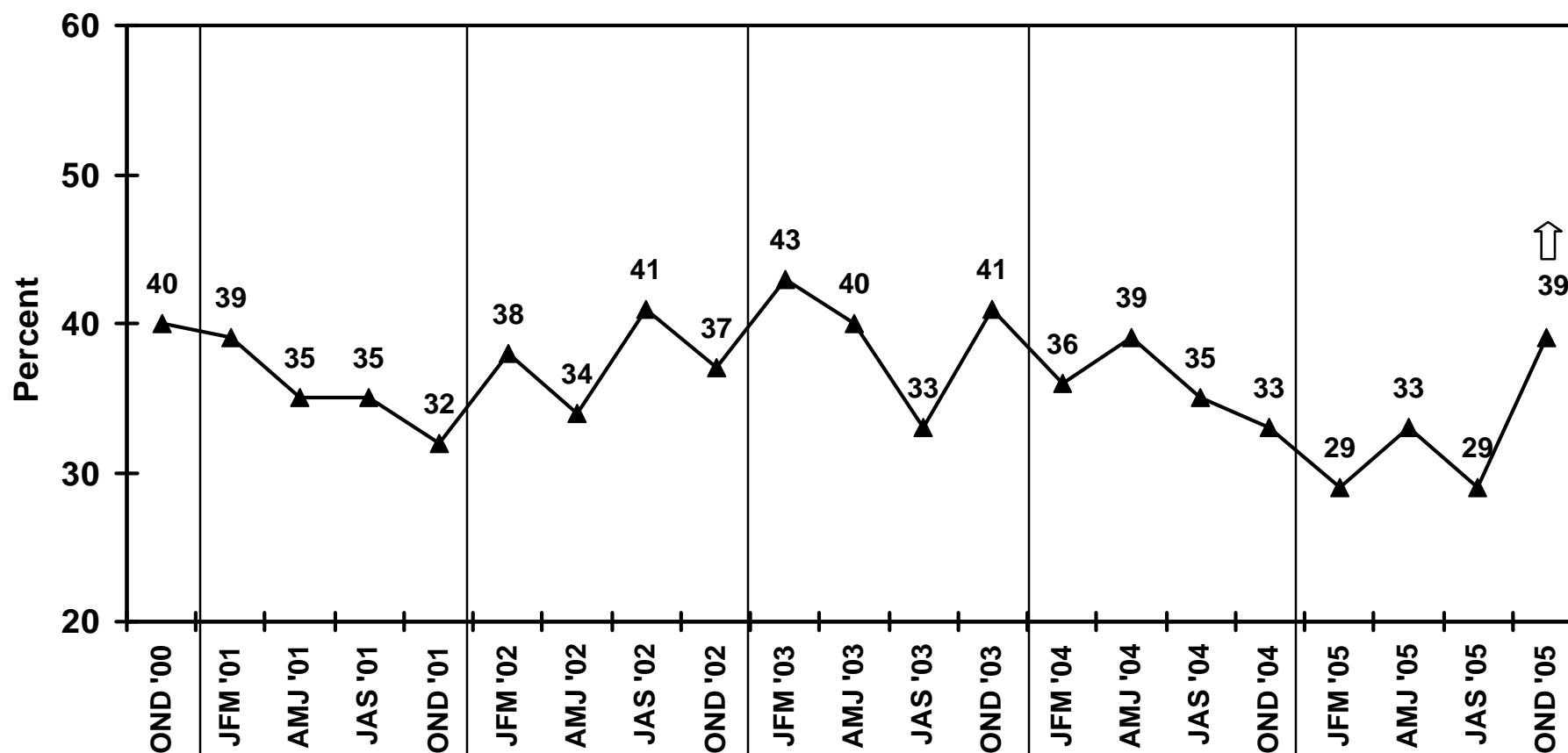
Have Purchased Orange Juice in Past 30 Days

—▲ Past 30 Days Purchase



How Would You Rate Orange Juice For “Being One of Your Favorites?”

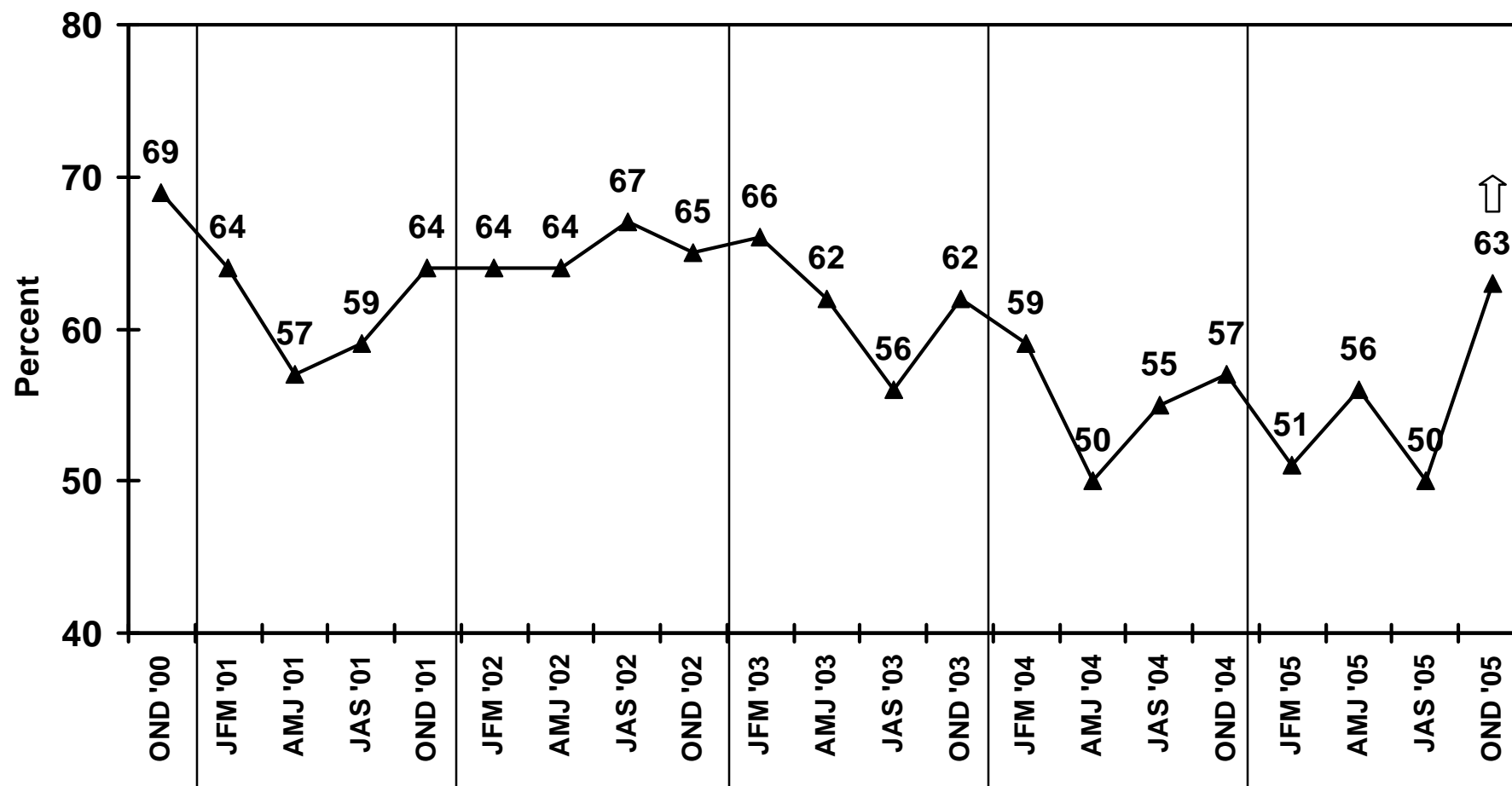
% Rating 9 or 10 on a 10-Point Scale



↑ = Directionally higher than year ago at 80% confidence level.

How Would You Rate Orange Juice For “Providing Important Nutr'ts, Vit's &/or Min'ls?”

% Rating 9 or 10 on a 10-Point Scale



↑ = Directionally higher than year ago at 80% confidence level.