



# Florida Citrus Economic & Market Indicators

March, 2005

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## Summary Comments

- For the July through January period of the 2004-05 Brazilian season, ABECitrus FCOJ exports were down 4.0% from last year, with exports to Europe and NAFTA countries down 3.8% and 8.8%, respectively.
- Season-to-date through 02/26/05, Florida OJ movement was down 4.3% from last season; pack from fruit was down 35.6%; imports and miscellaneous supplies were up 67.7%; and inventories were down 8.7%.
- Season-to-date through December, U.S. OJ imports and exports were up 30.1% and 3.4%, respectively. Season-to-date through 02/26/05, Florida OJ exports were down 18.7% (FCPA).
- Season-to-date through 2/19/05, 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 2.0% from the previous season, with the NFC price up 2.5%, the Recon price down 2.2%, the FCOJ price down .6%, and the overall OJ price up .4%.
- The February average FCOJ Futures price was \$.85/PS, up \$.24 from last year. The Florida bulk FCOJ FOB price was \$.92/PS for the week ending 2/19/05, up \$.10 from last year; while the Rotterdam price was at an estimated \$925/MT, down \$175/MT from last year. Season-to-date through 02/26/05, the delivered-in price for early and midseason oranges was up \$.142/PS. The season-to-date delivered-in prices for white and red grapefruit were up \$1.496/PS and \$1.551/PS, respectively.
- Season-to-date through 03/06/05, fresh orange and specialty citrus shipments were down 22.4% from last season's level, with (CAC) FOB prices up 1.1% to 28.2%, depending on variety.
- Season-to-date through December, Clementine/tangerine imports were down 19.4%.
- Season-to-date through 02/26/05, Florida GJ availability, movement and the ending inventory level were down 30.1%, 33.0% and 28.1%, respectively.
- Season-to-date through December, U.S. GJ exports were down 19.6%. Season-to-date through 02/26/05, Florida GJ exports were down 45.2% (FCPA).
- Season, season-to-date through 2/19/05, 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 22.8% from last season, with the NFC, Recon and overall prices up 13.9%, 9.7% and 10.4%, respectively.
- Season-to-date through 03/06/05, Florida fresh grapefruit shipments were down 53.3% from last season, with domestic/Canadian shipments down 47.2% and offshore shipments down 56.5% (CAC). Season-to-date through 02/20/05, certified shipments to Japan and Europe were down 50.3% and 58.9%, respectively. Season-to-date through 03/06/05, domestic FOB prices for fresh grapefruit were up 77.6% to 89.8%, depending on variety and region.
- The Euro and Yen continue to be relatively strong.
- The Consumer Tracking Study for the interim period Dec/Jan/Feb shows that recall of any specific FDOC ad over the last two weeks is up substantially from previous periods and as compared to historical programs. All three ads that have been playing during this period have increased in recall. Replenishment and Intent to purchase are also up. Intent to purchase is at an historical high and is driven by recallers who have significantly higher "Intent" than non-recallers. Importance of various attributes are trailing higher also, specifically, the attribute, "Being a drink I feel good about drinking" is improving dramatically since the low point of the Sep/Oct/Nov period.

## Brazil Orange-Juice Exports

| Country         | Season<br>(July-June)   |                      |                     | Season-to-Date<br>(July-January) |                |              |
|-----------------|-------------------------|----------------------|---------------------|----------------------------------|----------------|--------------|
|                 | 2003-04                 | 2004-05 <sup>a</sup> | Change <sup>a</sup> | 2003-04                          | 2004-05        | Change       |
|                 | - million SSE gallons - |                      | - % -               | - million SSE gallons -          |                | - % -        |
| <b>Europe</b>   | <b>1,370.6</b>          | <b>1,232.9</b>       | <b>-10.0</b>        | <b>852.2</b>                     | <b>820.1</b>   | <b>-3.8</b>  |
| <b>NAFTA</b>    | <b>234.4</b>            | <b>355.1</b>         | <b>+51.5</b>        | <b>157.7</b>                     | <b>143.9</b>   | <b>-8.8</b>  |
| <b>Asia</b>     | <b>209.7</b>            | <b>212.1</b>         | <b>+1.1</b>         | <b>116.9</b>                     | <b>110.1</b>   | <b>-5.8</b>  |
| <b>Mercosul</b> | <b>3.9</b>              | <b>3.9</b>           | <b>-1.4</b>         | <b>2.3</b>                       | <b>1.7</b>     | <b>-29.1</b> |
| <b>Others</b>   | <b>90.7</b>             | <b>79.3</b>          | <b>-12.6</b>        | <b>50.7</b>                      | <b>56.8</b>    | <b>+11.9</b> |
| <b>TOTAL</b>    | <b>1,909.3</b>          | <b>1,883.2</b>       | <b>-1.4</b>         | <b>1,179.9</b>                   | <b>1,132.6</b> | <b>-4.0</b>  |

<sup>a</sup>FDOC estimates.

SOURCE: ABECitrus.

# Florida Orange-Juice Availability, Movement and Inventory

| Item                                   | Season<br>(October-September) |                                   |              | Season-to-Date 02/26/05<br>(FCPA Week 21) |                |              |
|--|-------------------------------|-----------------------------------|--------------|---|----------------|--------------|
|  | 2003-04 <sup>a</sup>          | 2004-05 <sup>e</sup> <sup>b</sup> | Change       | 2003-04                                   | 2004-05        | Change       |
|  | - million SSE gallons -       |                                   | - % -        | - million SSE gallons -                   |                | - % -        |
| <b>Beginning Inventory<sup>c</sup></b> | <b>680.5</b>                  | <b>794.8</b>                      | <b>+16.8</b> | <b>680.5</b>                              | <b>794.8</b>   | <b>+16.8</b> |
| <b>Pack from Fruit<sup>d</sup></b>     | <b>1,452.4</b>                | <b>920.4</b>                      | <b>-36.6</b> | <b>681.2</b>                              | <b>438.6</b>   | <b>-35.6</b> |
| <b>Imports<sup>e</sup></b>             | <b>96.4</b>                   | <b>163.3</b>                      | <b>+69.4</b> | <b>46.4</b>                               | <b>77.8</b>    | <b>+67.7</b> |
| <b>Availability</b>                    | <b>2,229.3</b>                | <b>1,878.5</b>                    | <b>-15.7</b> | <b>1,408.1</b>                            | <b>1,311.2</b> | <b>-6.9</b>  |
| <b>Movement</b>                        | <b>1,438.6</b>                | <b>1,314.2</b>                    | <b>-8.6</b>  | <b>591.0</b>                              | <b>565.4</b>   | <b>-4.3</b>  |
| FCOJ <sup>f</sup>                      | 862.3                         | 740.3                             | -14.2        | 354.6                                     | 313.0          | -11.7        |
| NFC <sup>g</sup>                       | 576.3                         | 573.9                             | -.4          | 236.4                                     | 252.4          | +6.7         |
| <b>Ending Inventory</b>                | <b>790.7</b>                  | <b>564.3</b>                      | <b>-28.6</b> | <b>817.1</b>                              | <b>745.8</b>   | <b>-8.7</b>  |
|  | - - weeks supply - -          |                                   | - % -        | - - weeks supply - -                      |                | - % -        |
| <b>Carryover</b>                       | <b>29.1</b>                   | <b>22.3</b>                       | <b>-23.3</b> | <b>29.0</b>                               | <b>27.7</b>    | <b>-4.6</b>  |

<sup>a</sup>53 weeks.

<sup>b</sup>52 weeks.

<sup>c</sup> 2004-05 beginning inventory adjusted (bulk chilled OJ put on an 11.8° Brix gallon basis).

<sup>d</sup>FCPA members only except for season data which includes an estimate of other Florida production by non-members.

<sup>e</sup>Includes domestic receipts by members of non-Florida product, Florida product received by members from non-members, futures receipts minus deliveries, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

<sup>f</sup>Excludes COJ used in FCOJ.

<sup>g</sup>Excludes movement of reconstituted chilled orange juice.

## U.S. Orange-Juice Imports<sup>a</sup>

| Country       | Season<br>(October-September) |                                   |                     | Season-to-Date<br>(October-December) |              |               |
|---------------|-------------------------------|-----------------------------------|---------------------|--------------------------------------|--------------|---------------|
|               | 2003-04                       | 2004-05 <sup>e</sup> <sup>b</sup> | Change <sup>b</sup> | 2003-04                              | 2004-05      | Change        |
|               | - million SSE gallons -       |                                   | - % -               | - million SSE gallons -              |              | - % -         |
| <b>Brazil</b> | <b>154.63</b>                 | <b>242.50</b>                     | <b>+56.8</b>        | <b>46.97</b>                         | <b>52.55</b> | <b>+11.9</b>  |
| <b>CBI</b>    | <b>55.23</b>                  | <b>55.23</b>                      | <b>0.0</b>          | <b>3.40</b>                          | <b>8.32</b>  | <b>+144.7</b> |
| <b>Mexico</b> | <b>8.22</b>                   | <b>15.00</b>                      | <b>+82.5</b>        | <b>.66</b>                           | <b>5.32</b>  | <b>+906.1</b> |
| <b>Other</b>  | <b>4.27</b>                   | <b>4.27</b>                       | <b>0.0</b>          | <b>1.19</b>                          | <b>1.76</b>  | <b>+47.9</b>  |
| <b>TOTAL</b>  | <b>222.34</b>                 | <b>317.00</b>                     | <b>+42.6</b>        | <b>52.21</b>                         | <b>67.94</b> | <b>+30.1</b>  |

<sup>a</sup>Includes OJ with added vitamins and minerals.

<sup>b</sup>FDOC estimates.

SOURCE: U.S. Department of Commerce.

## U.S. Orange-Juice Exports<sup>a</sup>

| Country       | Season<br>(October-September) |                                   |                     | Season-to-Date<br>(October-December) |              |                         |
|---------------|-------------------------------|-----------------------------------|---------------------|--------------------------------------|--------------|-------------------------|
|               | 2003-04                       | 2004-05 <sup>e</sup> <sup>b</sup> | Change <sup>b</sup> | 2003-04                              | 2004-05      | Change                  |
|               | - million SSE gallons -       |                                   | - % -               | - million SSE gallons -              |              | - % -                   |
| <b>Canada</b> | <b>57</b>                     | <b>48</b>                         | <b>-15.8</b>        | <b>14.46</b>                         | <b>16.03</b> | <b>+10.9</b>            |
| <b>Europe</b> | <b>40</b>                     | <b>35</b>                         | <b>-12.5</b>        | <b>12.47</b>                         | <b>11.08</b> | <b>-11.1</b>            |
| <b>Japan</b>  | <b>7</b>                      | <b>5</b>                          | <b>-28.6</b>        | <b>1.17</b>                          | <b>1.37</b>  | <b>+17.1</b>            |
| <b>Other</b>  | <b>20</b>                     | <b>16</b>                         | <b>-20.0</b>        | <b>4.32</b>                          | <b>5.06</b>  | <b>+17.1</b>            |
| <b>TOTAL</b>  | <b>123</b>                    | <b>104</b>                        | <b>-15.4</b>        | <b>32.42</b>                         | <b>33.54</b> | <b>+3.4<sup>c</sup></b> |

<sup>a</sup>Includes OJ with added vitamins and minerals.

<sup>b</sup>FDOC estimates.

<sup>c</sup>FCPA exports of OJ for the 2004-05 season were down 18.7%, season-to-date thru 02/26/05.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Orange-Juice Sales

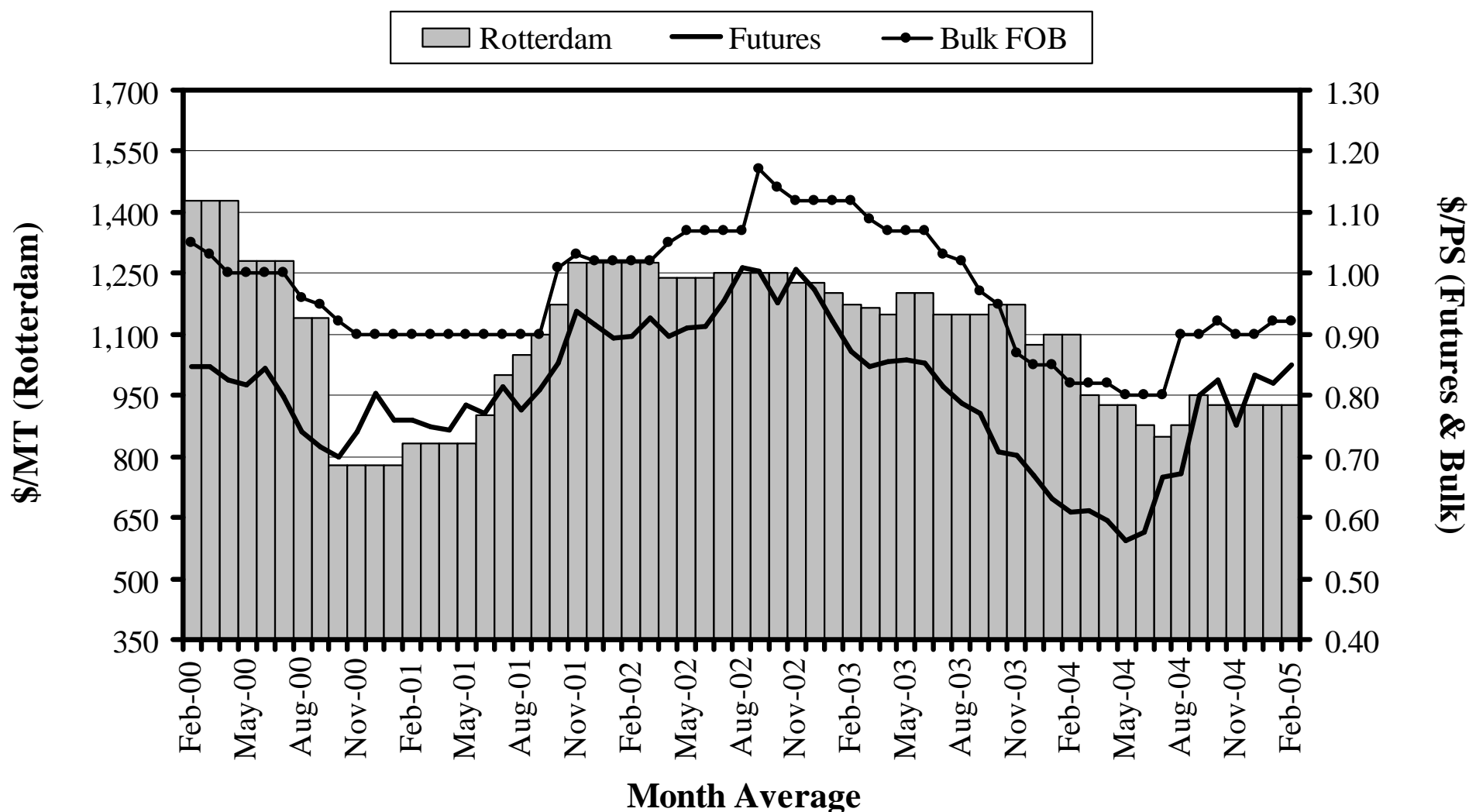
| Item  | Volume                  |         |        | Price                 |         |        |
|---|-------------------------|---------|--------|-----------------------|---------|--------|
|   | 2003-04                 | 2004-05 | Change | 2003-04               | 2004-05 | Change |
|   | - million SSE gallons - |         | - % -  | - - \$/SSE gallon - - |         | - % -  |
| Season <sup>a</sup>                         |                         |         |        |                       |         |        |
| Refrigerated                                | 721.9                   | 738.4   | +2     | 4.56                  | 4.56    | NC     |
| NFC   | 390.6                   | 396.9   | +1.6   | 5.19                  | 5.20    | +2     |
| RECON                                       | 331.3                   | 341.5   | +3.1   | 3.81                  | 3.82    | +3     |
| FCOJ  | 79.5                    | 59.7    | -24.9  | 3.37                  | 3.37    | NC     |
| Shelf Stable                                | 7.4                     | 6.1     | -17.6  | 5.29                  | 5.27    | -.4    |
| TOTAL                                       | 808.7                   | 804.3   | -.5    | 4.45                  | 4.48    | +.7    |
| Season-to-Date (Thru 02/19/05) <sup>b</sup> |                         |         |        |                       |         |        |
| Refrigerated                                | 292.7                   | 291.1   | -.6    | 4.53                  | 4.54    | +.1    |
| NFC   | 158.8                   | 153.0   | -3.6   | 5.13                  | 5.25    | +2.5   |
| RECON                                       | 133.9                   | 138.1   | +3.1   | 3.83                  | 3.74    | -2.2   |
| FCOJ  | 33.7                    | 29.2    | -13.2  | 3.38                  | 3.35    | -.6    |
| Shelf Stable                                | 3.1                     | 2.6     | -16.1  | 5.27                  | 5.43    | +3.0   |
| TOTAL                                       | 329.5                   | 322.9   | -2.0   | 4.42                  | 4.44    | +.4    |

<sup>a</sup>Season: preliminary 52-weeks ending 10/02/04 for 2003-04 and estimates for 2004-05.

<sup>b</sup>Season-to-Date: actual for 2003-04 and preliminary for 2004-05.

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 February 2000 Thru February 2005



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



## FCOJ and FCGJ Prices – February<sup>a</sup>

| Item                            | 2003-04                          | 2004-05    | Change       |
|---------------------------------|----------------------------------|------------|--------------|
| <b>FCOJ</b>                     | - - - - \$/pounds solids - - - - |            | - - % - -    |
| <b>Futures</b>                  | <b>.61</b>                       | <b>.85</b> | <b>+39.3</b> |
| <b>Florida Bulk FOB</b>         | <b>.82</b>                       | <b>.92</b> | <b>+12.2</b> |
|                                 | - - - - \$/metric ton - - - -    |            |              |
| <b>Rotterdam</b>                | <b>1,100</b>                     | <b>925</b> | <b>-15.9</b> |
| <b>FCGJ</b>                     | - - - - \$/pounds solids - - - - |            | - - % - -    |
| <b>Florida Bulk FOB – Red</b>   | <b>.72</b>                       | <b>NA</b>  | <b>NA</b>    |
| <b>Florida Bulk FOB – White</b> | <b>.75</b>                       | <b>NA</b>  | <b>NA</b>    |

<sup>a</sup>Prices are for the following time periods: Futures – February average.

Florida Bulk FCOJ and FCGJ FOB – Week ending 02/19/05.

Rotterdam – February *Foodnews*.

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

# FCPA Delivered-In Prices

## (Report #21 – Week Ending 02/26/05)

| Variety                                  | Week Ending |              |               | Season-to-Date |              |               |
|--|-------------|--------------|---------------|----------------|--------------|---------------|
|  | 2003-04     | 2004-05      | Change        | 2003-04        | 2004-05      | Change        |
| ----- \$/PS -----                        |             |              |               |                |              |               |
| <b>Early &amp; Midseason<sup>a</sup></b> | <b>.656</b> | <b>.841</b>  | <b>+.185</b>  | <b>.649</b>    | <b>.791</b>  | <b>+.142</b>  |
| <b>Valencias<sup>a</sup></b>             | <b>--</b>   | <b>--</b>    | <b>--</b>     | <b>--</b>      | <b>--</b>    | <b>--</b>     |
| <b>White Grapefruit</b>                  | <b>.503</b> | <b>1.895</b> | <b>+1.392</b> | <b>.444</b>    | <b>1.940</b> | <b>+1.496</b> |
| <b>Red Grapefruit</b>                    | <b>.544</b> | <b>2.040</b> | <b>+1.496</b> | <b>.412</b>    | <b>1.963</b> | <b>+1.551</b> |

<sup>a</sup>Final priced, combined.

# Florida Fresh Orange and Specialty Fruit

## Shipments and FOB Prices, Season-to-Date Thru 03/06/05

| Variety                      | Shipments                 |                |              | FOB Price                |                |              |
|------------------------------|---------------------------|----------------|--------------|--------------------------|----------------|--------------|
|                              | 2003-04<br>STD            | 2004-05<br>STD | Change       | 2003-04<br>STD           | 2004-05<br>STD | Change       |
|                              | - 1,000 4/5-bu. cartons - |                | - % -        | ----- \$ -----           |                | - % -        |
| <b>Early &amp; Midseason</b> | <b>2,854</b>              | <b>2,734</b>   | <b>-4.2</b>  | <b>6.41</b>              | <b>7.63</b>    | <b>+19.0</b> |
| <b>Navel</b>                 | <b>4,222</b>              | <b>2,954</b>   | <b>-30.0</b> | <b>8.73</b>              | <b>10.60</b>   | <b>+21.4</b> |
| <b>Valencia</b>              | <b>840</b>                | <b>462</b>     | <b>-45.0</b> | <b>6.80</b>              | <b>7.89</b>    | <b>+16.0</b> |
| <b>Tangelo</b>               | <b>642</b>                | <b>628</b>     | <b>-2.2</b>  | <b>8.99</b>              | <b>9.09</b>    | <b>+1.1</b>  |
| <b>Temple</b>                | <b>514</b>                | <b>300</b>     | <b>-41.6</b> | <b>7.88</b>              | <b>8.82</b>    | <b>+11.9</b> |
| <b>Early Tangerines</b>      | <b>4,222</b>              | <b>3,260</b>   | <b>-22.8</b> | <b>11.93<sup>a</sup></b> | <b>15.30</b>   | <b>+28.2</b> |
| <b>Honey</b>                 | <b>2,092</b>              | <b>1,600</b>   | <b>-23.5</b> | <b>13.27</b>             | <b>16.84</b>   | <b>+26.9</b> |
| <b>TOTAL</b>                 | <b>15,386</b>             | <b>11,938</b>  | <b>-22.4</b> |                          |                |              |

<sup>a</sup>Prices for Sunburst.

SOURCE: Citrus Administrative Committee.

## Selected Competitive Fresh Fruit Shipments

| U.S. Clementine and<br>Tangerine Imports |         |        | Texas Fresh<br>Grapefruit Shipments |         |        |
|--|---------|--------|-------------------------------------|---------|--------|
| 2003-04                                  | 2004-05 | Change | 2003-04                             | 2004-05 | Change |
| August - December                        |         |        | STD – 03/06/05                      |         |        |
| - - - - million pounds - - - -           |         | - % -  | - - thousand 7/10-bu. cartons - -   |         | - % -  |
| 145.23                                   | 117.01  | -19.4  | 4,990                               | NA      | NA     |

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

| Item                                   | Season<br>(October-September) |                      |              | Season-to-Date 02/26/05<br>(FCPA Week 21) |             |              |
|--|-------------------------------|----------------------|--------------|---|-------------|--------------|
|  | 2003-04 <sup>a</sup>          | 2004-05 <sup>e</sup> | Change       | 2003-04                                   | 2004-05     | Change       |
|  | - million SSE gallons -       |                      | - % -        | - million SSE gallons -                   |             | - % -        |
| <b>Beginning Inventory<sup>c</sup></b> | <b>74.3</b>                   | <b>65.0</b>          | <b>-12.6</b> | <b>74.3</b>                               | <b>65.0</b> | <b>-12.6</b> |
| <b>Pack from Fruit<sup>d,e</sup></b>   | <b>120.4</b>                  | <b>35.3</b>          | <b>-70.7</b> | <b>50.2</b>                               | <b>22.1</b> | <b>-55.9</b> |
| <b>Availability</b>                    | <b>194.7</b>                  | <b>100.3</b>         | <b>-48.5</b> | <b>124.6</b>                              | <b>87.2</b> | <b>-30.1</b> |
| <b>Movement</b>                        | <b>130.0</b>                  | <b>78.4</b>          | <b>-39.7</b> | <b>49.2</b>                               | <b>33.0</b> | <b>-33.0</b> |
| FCGJ <sup>f</sup>                      | 95.6                          | 52.6                 | -45.0        | 37.2                                      | 25.2        | -32.3        |
| NFC <sup>g</sup>                       | 34.4                          | 25.8                 | -25.1        | 12.0                                      | 7.8         | -35.4        |
| <b>Ending Inventory</b>                | <b>64.7</b>                   | <b>21.9</b>          | <b>-66.1</b> | <b>75.4</b>                               | <b>54.2</b> | <b>-28.1</b> |
|  | - - weeks supply - -          |                      | - % -        | - - weeks supply - -                      |             | - % -        |
| <b>Carryover</b>                       | <b>26.4</b>                   | <b>14.5</b>          | <b>-44.9</b> | <b>32.2</b>                               | <b>34.5</b> | <b>+7.4</b>  |

<sup>a</sup>53 weeks.

<sup>b</sup>52 weeks.

<sup>c</sup> 2004-05 beginning inventory adjusted (bulk chilled GJ put on a 10.0° Brix gallon basis).

<sup>d</sup>FCPA members only except for season data which includes an estimate of other Florida production by non-members.

<sup>e</sup>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.

<sup>f</sup>Excludes CGJ used in FCGJ.

<sup>g</sup>Excludes movement of reconstituted chilled grapefruit juice.

## U.S. Grapefruit-Juice Exports

| Country       | Season<br>(October-September) |                       |                     | Season-to-Date<br>(October-December) |             |                          |
|---------------|-------------------------------|-----------------------|---------------------|--------------------------------------|-------------|--------------------------|
|               | 2003-04                       | 2004-05 <sup>ea</sup> | Change <sup>a</sup> | 2003-04                              | 2004-05     | Change                   |
|               | - million SSE gallons -       |                       | - % -               | - million SSE gallons -              |             | - % -                    |
| <b>Canada</b> | <b>3.38</b>                   | <b>2.10</b>           | <b>-37.9</b>        | <b>.78</b>                           | <b>.84</b>  | <b>+7.7</b>              |
| <b>Europe</b> | <b>21.45</b>                  | <b>13.20</b>          | <b>-38.5</b>        | <b>6.11</b>                          | <b>3.02</b> | <b>-50.6</b>             |
| <b>Japan</b>  | <b>15.93</b>                  | <b>9.70</b>           | <b>-39.1</b>        | <b>2.18</b>                          | <b>3.30</b> | <b>+51.4</b>             |
| <b>Other</b>  | <b>1.54</b>                   | <b>1.0</b>            | <b>-35.1</b>        | <b>.53</b>                           | <b>.57</b>  | <b>+7.5</b>              |
| <b>TOTAL</b>  | <b>42.31</b>                  | <b>26.0</b>           | <b>-38.5</b>        | <b>9.61</b>                          | <b>7.73</b> | <b>-19.6<sup>b</sup></b> |

<sup>a</sup>FDOC estimates.

<sup>b</sup>FCPA exports of GJ for the 2004-05 season were down 45.2%, season to-date thru 02/26/05.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Grapefruit-Juice Sales

| Item  | Volume                  |         |        | Price                 |         |        |
|---|-------------------------|---------|--------|-----------------------|---------|--------|
|   | 2003-04                 | 2004-05 | Change | 2003-04               | 2004-05 | Change |
|   | - million SSE gallons - |         | - % -  | - - \$/SSE gallon - - |         | - % -  |
| Season <sup>a</sup>                         |                         |         |        |                       |         |        |
| NFC   | 17.2                    | 11.7    | -32.0  | 5.33                  | 6.13    | +15.0  |
| RECON                                       | 15.5                    | 11.6    | -25.2  | 4.56                  | 5.37    | +17.8  |
| FCGJ  | 1.6                     | .7      | -56.3  | 3.44                  | 4.25    | +23.5  |
| TOTAL                                       | 34.2                    | 24.0    | -29.8  | 4.90                  | 5.76    | +17.6  |
| Season-to-Date (Thru 02/19/05) <sup>b</sup> |                         |         |        |                       |         |        |
| NFC   | 6.6                     | 4.8     | -27.8  | 5.31                  | 6.05    | +13.9  |
| RECON                                       | 6.2                     | 5.0     | -19.5  | 4.50                  | 4.94    | +9.7   |
| FCGJ  | .6                      | .6      | -4.5   | 3.44                  | 3.33    | -3.1   |
| TOTAL                                       | 13.5                    | 10.4    | -22.8  | 4.85                  | 5.35    | +10.4  |

<sup>a</sup>Season: preliminary 52-weeks ending 10/02/04 for 2003-04 and estimates for 2004-05.

<sup>b</sup>Season-to-Date: actual for 2003-04 and preliminary for 2004-05.

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, By Season (August-July) and Season-to-Date Thru 03/06/05

| Shipments                      | Season (August-July)      |                                 |                     | Season-to-Date Thru 03/06/05 |                                 |                     |
|--------------------------------|---------------------------|---------------------------------|---------------------|------------------------------|---------------------------------|---------------------|
|                                | 03-04 <sup>a</sup>        | 04-05 <sup>e</sup> <sup>b</sup> | Change <sup>b</sup> | 03-04 <sup>a</sup>           | 04-05 <sup>p</sup> <sup>c</sup> | Change <sup>c</sup> |
|                                | - 1,000 4/5-bu. cartons - |                                 | - % -               | - 1,000 4/5-bu. cartons -    |                                 | - % -               |
| <b>Domestic &amp; Canadian</b> | <b>10,775</b>             | <b>6,200</b>                    | <b>-42.5</b>        | <b>7,987</b>                 | <b>4,219</b>                    | <b>-47.2</b>        |
| <b>Offshore Exports</b>        | <b>19,575</b>             | <b>10,600</b>                   | <b>-45.8</b>        | <b>15,209</b>                | <b>6,618</b>                    | <b>-56.5</b>        |
| <b>TOTAL</b>                   | <b>30,350</b>             | <b>16,800</b>                   | <b>-44.6</b>        | <b>23,196</b>                | <b>10,837</b>                   | <b>-53.3</b>        |

<sup>a</sup>Citrus Administrative Committee.

<sup>b</sup>FDOC estimates.

<sup>c</sup>Preliminary.



## Florida Fresh Grapefruit Domestic and Export Shipments

| Country              | Season<br>(August - July) |                       |                     | Season-to-Date<br>(August 1 – February 20) |              |              |
|----------------------|---------------------------|-----------------------|---------------------|--|--------------|--------------|
|                      | 2003-04                   | 2004-05 <sup>ea</sup> | Change <sup>a</sup> | 2003-04                                    | 2004-05      | Change       |
|                      | - thousand cartons -      |                       | - % -               | - thousand cartons -                       |              | - % -        |
| <b>United States</b> | <b>8,995</b>              | <b>5,100</b>          | <b>-43.3</b>        | <b>6,175</b>                               | <b>3,283</b> | <b>-46.8</b> |
| <b>Canada</b>        | <b>1,780</b>              | <b>1,100</b>          | <b>-38.2</b>        | <b>1,228</b>                               | <b>569</b>   | <b>-53.7</b> |
| <b>Europe</b>        | <b>6,909</b>              | <b>4,300</b>          | <b>-37.8</b>        | <b>4,894</b>                               | <b>2,013</b> | <b>-58.9</b> |
| <b>Japan</b>         | <b>12,123</b>             | <b>5,975</b>          | <b>-50.7</b>        | <b>7,887</b>                               | <b>3,921</b> | <b>-50.3</b> |
| <b>Other</b>         | <b>543</b>                | <b>325</b>            | <b>-40.1</b>        | <b>302</b>                                 | <b>61</b>    | <b>-79.8</b> |
| <b>TOTAL</b>         | <b>30,350</b>             | <b>16,800</b>         | <b>-44.6</b>        | <b>20,486</b>                              | <b>9,847</b> | <b>-51.9</b> |

<sup>a</sup>FDOC estimates.

SOURCE: Florida Department of Citrus.

# Florida Fresh Grapefruit Domestic FOB Prices

## Season-to-Date Thru 03/06/05

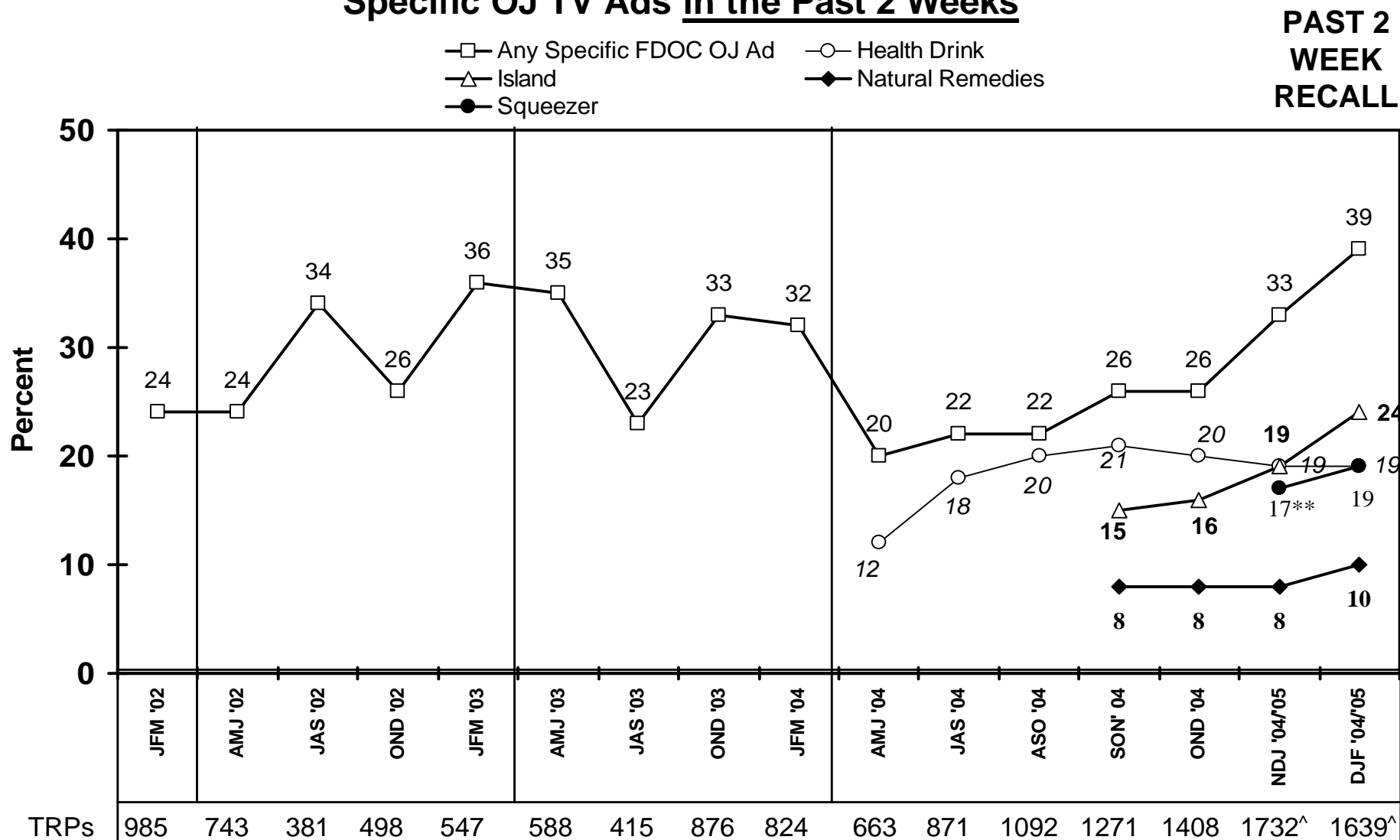
| Variety             | FOB Price      |             |         |
|---------------------|----------------|-------------|---------|
|                     | 2003-04 STD    | 2004-05 STD | Change  |
|                     | ----- \$ ----- |             | -- % -- |
| <b>GULF COAST</b>   |                |             |         |
| White               | 7.65           | 13.59       | +77.6   |
| Colored             | 7.54           | 13.96       | +85.1   |
| <b>INDIAN RIVER</b> |                |             |         |
| White               | 8.47           | --          | --      |
| Colored             | 8.17           | 14.88       | +82.1   |
| <b>SUNRIDGE</b>     |                |             |         |
| White               | 7.42           | --          | --      |
| Colored             | 7.27           | 13.80       | +89.8   |

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates

| <b>Date</b>                 | <b>Euro Per \$US</b> | <b>Yen Per \$US</b> |
|-----------------------------|----------------------|---------------------|
| <b>ANNUAL</b>               |                      |                     |
| <b>2001</b>                 | <b>1.11700</b>       | <b>121.55551</b>    |
| <b>2002</b>                 | <b>1.06106</b>       | <b>125.21937</b>    |
| <b>2003</b>                 | <b>0.88540</b>       | <b>115.97995</b>    |
| <b>2004</b>                 | <b>0.80510</b>       | <b>108.17451</b>    |
| <b>2005 (Thru 03/11/05)</b> | <b>0.76328</b>       | <b>104.16529</b>    |
| <b>WEEK ENDING 03/11/05</b> |                      |                     |
| <b>2004</b>                 | <b>0.81150</b>       | <b>111.75429</b>    |
| <b>2005</b>                 | <b>0.75199</b>       | <b>104.60857</b>    |
| <b>% Change</b>             | <b>-7.3%</b>         | <b>-6.4%</b>        |

## Trended % of General Population Who Clearly Recall Specific OJ TV Ads in the Past 2 Weeks\*



\*Themeline present in all 4 ads measured; however, themeline NOT spoken in "Health Drink" or 15 second "Island", "Natural Remedies" or "Squeezer" ads. Health Drink was added May 2004 and was the only ad aired from May 2004 – Oct. 2004. Island and Natural Remedies added Nov. 2004. Squeezer added Jan. 2005.

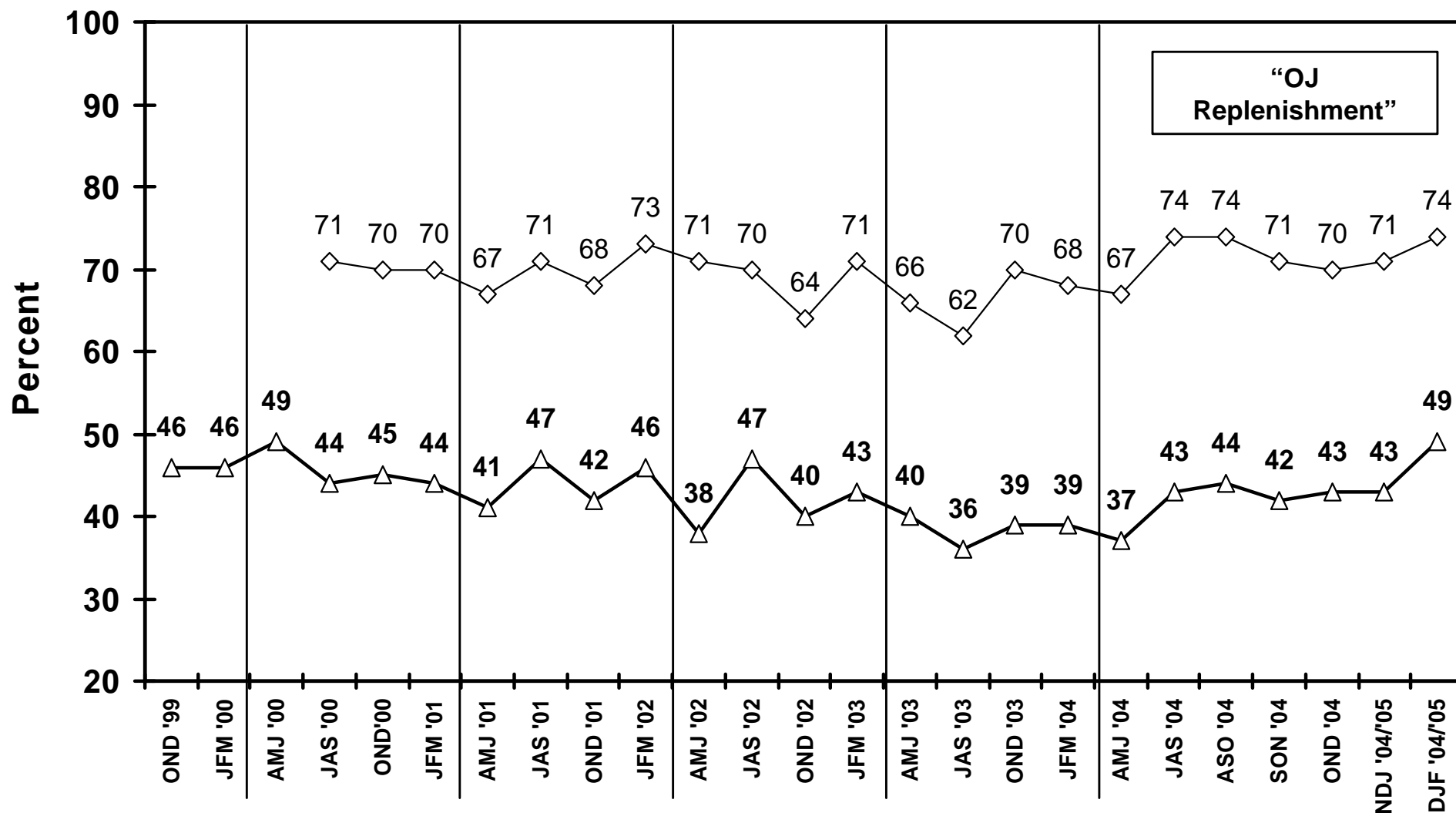
\*\*Interviewing in January '05 took place in February '05 due to questionnaire changes.

^Estimated - may increase slightly, but will not decrease.

SOURCE: Data Development Worldwide.

# Intending to Purchase Orange Juice on Next Shopping Trip

—△— Intend To Buy OJ      —◇— PI and/or Have OJ in Fridge

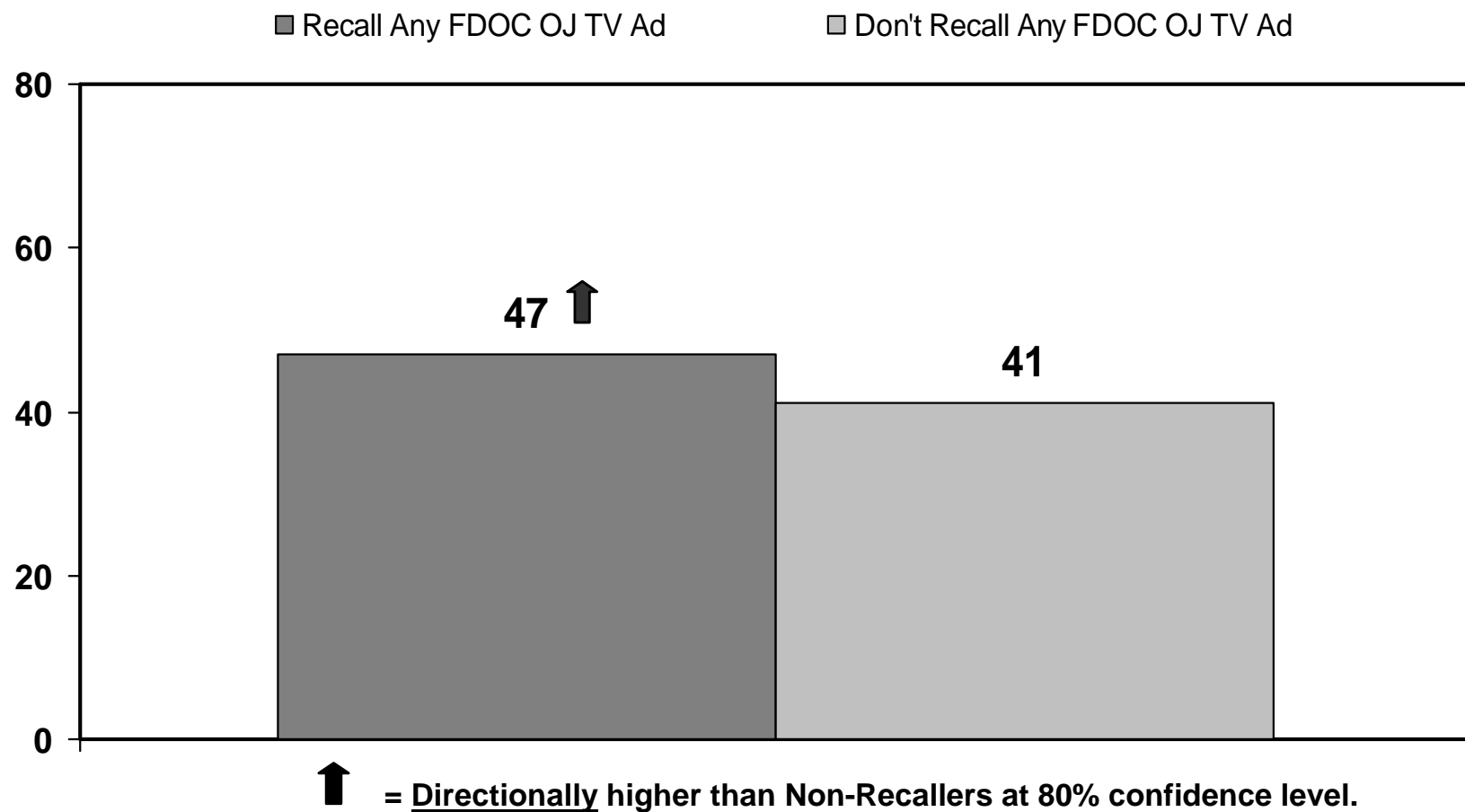


SOURCE: Data Development Worldwide.

## Purchase Intent - OJ

### FDOC OJ Ad Recallers vs. Non-Recallers

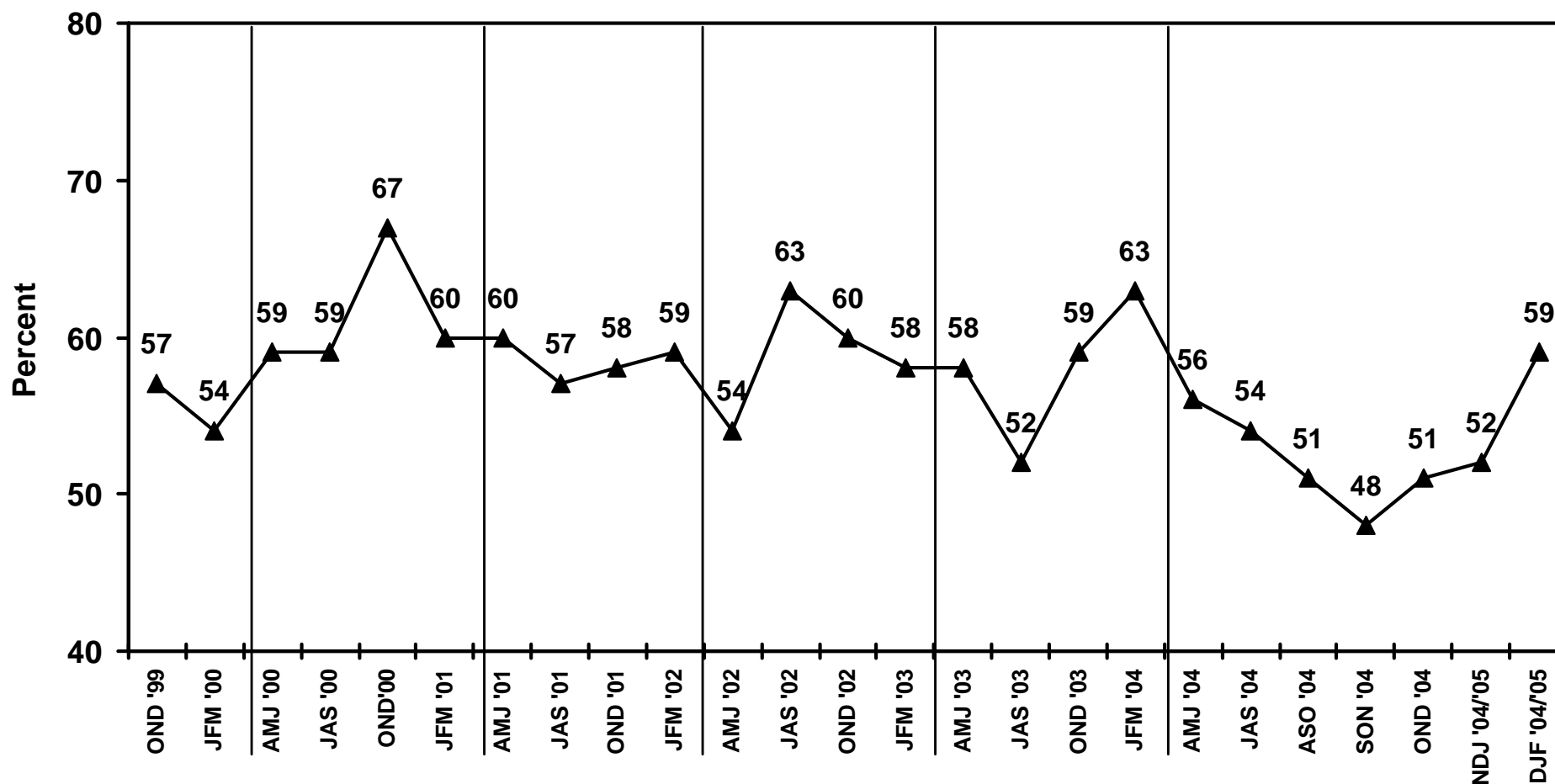
#### October 2004 - February 2005



SOURCE: Data Development Worldwide.

## How Would You Rate Orange Juice For “Being a Drink You Feel Good about Drinking?”

% Rating 9 or 10 on a 10-Point Scale



SOURCE: Data Development Worldwide.