FLORIDA DEPARTMENT OF CITRUS

Florida Citrus Economic & Market Indicators August 2015

Florida Department of Citrus
Economic and Market Research

Florida Citrus Economic & Market Indicators

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THERE'S AMAZING INSIDE FLORIDA CITRUS.

Summary Comments

- Brazil's OJ exports for 2014-15 Brazilian season (July) were up 54.1% from the previous year with exports to the NAFTA region, Europe and the Far East down 11.8%, up 74.6% and up 129.6%, respectively.
- Season-to-date through 08/01/2015, Florida FCOJ availability, movement and ending inventories were down 3.0%, down 13.0%, and up 8.1%, respectively, from last season.
- Season-to-date through 08/01/2015, Florida SSOJ availability, movement and ending inventories were down 4.0%, down 12.4%, and up 8.2%, respectively, from last season.
- From October through June of the 2014-15 season, U.S. OJ imports and exports were up 19.4% and down 21.8% from last season, respectively. Season-to-date though 08/01/2015, Florida OJ exports were down 52.0% (FDOC Processors Report).
- From October through June of the 2014-15 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 9.4%.
- Season-to-date through 7/04/2015, 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 7.5% from the previous season, with the NFC price up 5.4%, the Recon price up 2.7% and the overall OJ price up 4.6%.
- The July average FCOJ Futures price was $1.21/PS, down $.27/PS from last year, while the Rotterdam price was at an estimated $1,900/MT, down $250/MT from last year.
- For the 2014-15 season, the delivered-in price for early and midseason oranges was $1.94/PS, up $.23/PS from last season. The delivered-in price for Valencias was $2.16/PS (down $.22/PS). White grapefruit was $1.34/PS (down $.17/PS) and red grapefruit was $.97/PS (down $.01/PS).
- For the 2014-15 season, fresh orange and specialty citrus shipments were down 7.3% from last season.
- Season-to-date through June, clementine and tangerine imports were up 3.3% relative to last season. For the 2014-15 season, Texas fresh grapefruit shipments were up 3.0% relative to last season.
- Season-to-date through 08/01/2015, Florida FCGJ availability, movement and ending inventory were up 0.8%, down 12.3%, and down 13.9%, respectively.
- Season-to-date through 08/01/2015, Florida SSGJ availability, movement and ending inventory were down 8.8%, up 0.7%, and down 19.6%, respectively.
- From October through June of the 2014-15 season, U.S. GJ exports were down 8.9%. Season-to-date through 8/01/2015, Florida GJ exports were up 278.6% (FDOC Processors report).
- Season-to-date through 7/04/2015, 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 12.9% from the previous season, with the overall GJ price up 3.3%.
- Season-to-date through 07/26/2015, Florida fresh grapefruit shipments were down 12.9% from last season, with Domestic/Canadian shipments down 14.5% and offshore shipments down 11.2% (DFVI). Season-to-date through 07/26/2015, shipments to Europe and Japan were down 10.8% and 16.1% respectively. Season-to-date through 07/26/2015, domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were down 11.6% and up 4.6% respectively.
- For the week ending 08/09/2015 versus the same period last year, the Euro-per-Dollar exchange rate was up 22.5%, while the Yen-per-Dollar was up 21.3%.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July)		
	2014-15	2015-16	Change
	- million SSE gallons (a) -		- % -
NAFTA[b]	**27.9**	**24.6**	**-11.8**
Europe[c]	**82.2**	**143.5**	**+74.6**
Far East[d]	**2.7**	**6.2**	**+129.6**
Others	**3.8**	**5.1**	**+34.2**
Total	**116.5**	**179.5**	**+54.1**

[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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 8/01/2015 (FDOC Processor Week 44)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**254.1**	**319.5**	**+25.7**	**319.5**	**274.1**	**-14.2**
Pack from Fruit	**316.4**	**148.2**	**-53.2**	**148.2**	**120.0**	**-19.0**
Imports [a]	**199.6**	**210.8**	**+5.6**	**195.0**	**248.6**	**+27.5**
Availability	**770.1**	**678.4**	**-11.9**	**662.6**	**642.7**	**-3.0**
Movement	**450.7**	**404.3**	**-10.3**	**348.9**	**303.4**	**-13.0**
Bulk	352.9	317.2	-10.1	274.9	231.0	-16.0
Packaged	97.7	87.1	-10.8	73.9	72.4	-2.0
Ending Inventory	**319.5**	**274.1**	**-14.2**	**313.8**	**339.3**	**+8.1**
Bulk	311.5	265.9	-14.6	305.5	332.3	+8.8
Packaged	8.0	8.2	+2.5	8.2	7.0	-14.6
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD [b]	**36.9**	**35.3**	**-4.3**	**39.6**	**49.2**	**+24.2**

[a] 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.
[b] Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida SSOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 8/01/2015 (FDOC Processor Week 44)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**192.0**	**219.3**	**+14.2**	**219.3**	**213.6**	**-2.6**
Pack from Fruit	**519.5**	**484.3**	**-6.8**	**484.3**	**436.2**	**-9.9**
Imports[a]	**45.1**	**21.4**	**-52.5**	**11.4**	**36.4**	**+219.3**
Availability	**756.6**	**724.9**	**-4.2**	**714.9**	**686.2**	**-4.0**
Movement[b]	**532.1**	**508.0**	**-4.5**	**438.9**	**384.5**	**-12.4**
Bulk	64.1	57.2	-10.8	51.2	30.5	-40.4
Packaged	467.9	450.9	-3.6	387.8	316.2	-9.7
Ending Inventory	**219.3**	**213.6**	**-2.6**	**272.8**	**295.1**	**+8.2**
Bulk	212.6	207.1	-2.6	267.0	288.6	+8.1
Packaged	6.7	6.5	-3.0	5.8	6.5	+12.1
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**21.4**	**21.9**	**+2.3**	**27.3**	**33.8**	**+23.8**

[a] Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, FCOJ used in chilled OJ, net loss or gain during reprocessing and adjustments.
[b] Excludes evaporated COJ.
[d] Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA CITRUS

U.S. Orange-Juice Imports[a]

Country	Volume 2013-14	Volume 2014-15	Volume Change	Value/SSG[c] 2013-14	Value/SSG[c] 2014-15	Value/SSG[c] Change
	Season-to-Date (October – June)					
	- - million SSE gallons - -		- - % - -	- - $/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	187.60	267.52	+42.6	1.24	1.13	-8.9
CBI[b]	35.31	23.12	-34.5	1.56	1.43	-8.3
Mexico	110.00	110.34	+0.3	1.54	1.76	+14.3
Other	6.41	4.19	-34.6	2.93	2.89	-1.4
TOTAL	**339.32**	**405.17**	**+19.4**	**1.40**	**1.34**	**-4.3**
NFC OJ						
Brazil	20.80	42.61	+104.9	1.46	1.40	-4.1
CBI[b]	.00	.00	N/A	.00	.00	N/A
Mexico	7.35	5.66	-23.0	2.45	2.27	-7.3
Other	.05	.15	+200	3.15	4.26	+35.2
TOTAL	**28.20**	**48.43**	**+71.7**	**1.72**	**1.51**	**-12.2**

[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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

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

Country	Season-to-Date (October – June) Volume			Value/SSG[c]		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	72.30	53.12	-26.5	3.09	3.59	+16.2
Europe	17.34	16.71	-3.6	2.40	2.23	-7.1
Japan	.82	.60	-26.8	2.85	3.61	+26.7
Other	34.12	27.02	-20.8	2.77	3.00	+8.3
TOTAL	124.58	97.45	-21.8	2.90	3.19	+10.0

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2014-15 season were down 52.0%, season-to-date through 8/01/2015.
[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 – June)		
	2013-14	2014-15	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	**14.3**	**24.2**	**+69.2**
Foreign Imports[b]	**152.6**	**128.5**	**-15.8**
Availability[c]	**167.0**	**152.7**	**-8.6**
Ending Inventory[a]	**32.7**	**31.1**	**-4.9**
Non-FDOC Proc. FCOJ Disappearance[d]	**134.3**	**121.7**	**-9.4**

[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.

NOTE: Beginning inventories for 13-14 and 14-15 were recalculated due to a previously existing conversion error.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

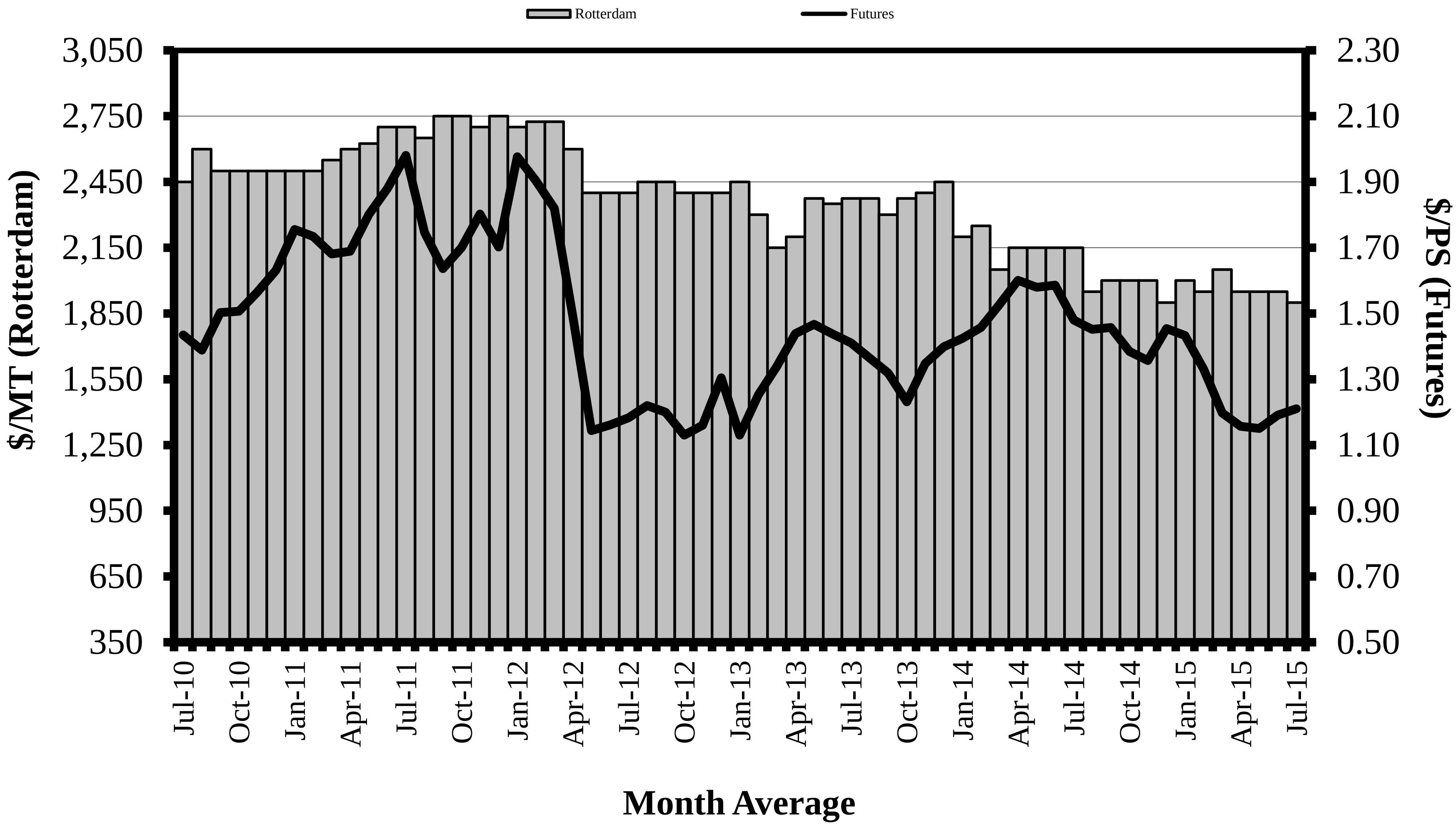
U.S. Retail Orange Juice Sales
Expanded All Outlets Combined (xAOC)[a]

ITEM	Volume			Price		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- $/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	**533.85**	**502.10**	**-5.9**	**6.27**	**6.35**	**+1.3**
NFC	320.85	310.64	-3.2	7.25	7.27	+0.3
RECON	212.99	191.46	-10.1	4.79	4.87	+1.7
FCOJ	**27.54**	**23.41**	**-15.0**	**4.77**	**4.89**	**+2.5**
Shelf Stable	**0.75**	**0.67**	**-10.7**	**8.46**	**8.89**	**+5.1**
TOTAL	**562.14**	**526.05**	**-6.4**	**6.20**	**6.29**	**+1.5**
SEASON-TO-DATE through 7/4/2015, TOP LINE REPORT #10						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	**393.19**	**363.80**	**-7.5**	**6.31**	**6.61**	**+4.8**
NFC	243.32	227.03	-6.7	7.21	7.60	+5.4
RECON	149.87	136.77	-8.7	4.84	4.97	+2.7
FCOJ	**18.25**	**16.58**	**-9.2**	**4.90**	**4.96**	**+1.2**
Shelf Stable	**0.52**	**0.44**	**-15.4**	**8.83**	**9.11**	**+3.2**
TOTAL	**411.83**	**380.83**	**-7.5**	**6.25**	**6.54**	**+4.6**

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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

FCOJ Futures & Rotterdam Monthly Average Prices
July 2010 through July 2015



THERE'S AMAZING INSIDE FLORIDA CITRUS.

FCOJ Prices

July

Item	2014	2015	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Futures	1.48	1.21	-18.2
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	2,150	1,900	-11.6

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

THERE'S AMAZING INSIDE FLORIDA CITRUS.

FDOC Processor Delivered-In Prices
Report #39– Week Ending 06/27/15

Variety	SEASON FINAL		
	2013-14	2014-15	Change
	- - - - - - - - - -$/PS - - - - - - - - -		
Early & Midseason[a]	$1.71	$1.94	+13.5%
Valencias[b]	$2.38	$2.16	-9.2%
White Grapefruit	$1.51	$1.34	-11.3%
Red Grapefruit	$0.98	$0.97	-1.0%

[a]Final priced, combined for STD, Spot & Contract for Week.
[b]Spot & Contract.
[c]Season final.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Sao Paulo Processed Orange Spot Prices

Monthly Average and Season-to-Date

Season	July Average		Season-to-Date (July)[a]	
	Price	Change from Year Ago	Price	Change from Year Ago
	- - $/box[b] - -	- - % - -	- - $/box[b] - -	- - % - -
2013-14	3.01	-12.2	3.01	-12.2
2014-15	4.47	+48.5	4.47	+48.5
2015-16	3.05	-31.8	3.05	-31.8

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

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

Variety	Shipments thru 07/26/15			FOB Price thru 07/26/15		
	2013-14 Season Final	2014-15 Season Final	Change	2013-14 Season Final	2014-15 Season Final	Change
	- - 1,000 4/5-bu. cartons - -		- % -	- - - - - $/carton - - - - -		- % -
Early, Mids & Temples[a]	**2,515**	**2,669**	**+6.1**	**12.88**	**13.44**	**+4.3**
Navel	**2,094**	**1,648**	**-21.3**	**16.18**	**18.95**	**+17.1**
Valencia	**3,674**	**3,626**	**-1.3**	**14.61**	**13.71**	**-6.2**
Tangelo	**581**	**597**	**+2.8**	**12.50**	**13.28**	**+6.2**
Early Tangerines[b]	**2,071**	**1,810**	**-12.6**	**18.07**	**19.44**	**+7.6**
Honey	**1,373**	**1,061**	**-22.7**	**20.34**	**22.75**	**+11.8**
TOTAL	**12,308**	**11,411**	**-7.3**			

[a]Prices for Early & Mids.

[b]Prices for Sunburst

SOURCE: Citrus Administrative Committee

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2013-14	2014-15	Change	2013-14	2014-15	Change
August –June			Season Final		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
357.06	368.99	+3.3	5,252	5,408	+3.0

SOURCE: U.S. Department of Commerce.

SOURCE: Texas Valley Citrus Committee.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida FCGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 8/01/2015 (FDOC Processor Week 44)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**22.0**	**20.6**	**-6.4**	**13.6**	**18.8**	**+38.2**
Pack from Fruit	**29.2**	**22.5**	**-22.9**	**22.5**	**17.7**	**-21.3**
Imports[a]	**0.0**	**--**	**.0**	**0.0**	**0.0**	**0.0**
Availability	**51.2**	**43.1**	**-15.8**	**36.2**	**36.5**	**+0.8**
Movement	**33.4**	**25.6**	**-23.4**	**22.1**	**17.1**	**-12.3**
Bulk	33.0	25.3	-23.3	21.8	17.0	-11.0
Packaged	0.4	0.4	.0	0.3	0.1	-66.7
Ending Inventory	**20.7**	**18.9**	**-8.7**	**22.4**	**21.7**	**-13.9**
Bulk	20.6	18.8	-8.7	22.4	21.6	-13.9
Packaged	0.1	0.0	-100.0	0.0	0.0	0.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[b]	**32.2**	**38.3**	**+18.9**	**44.6**	**43.3**	**-2.9**

[a]Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, chilled GJ used in FCGJ, net loss or gain during reprocessing and adjustments.
[b]Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 8/01/2015 (FDOC Processor Week 44)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**12.1**	**11.2**	**-7.4**	**11.2**	**12.2**	**+8.9**
Pack from Fruit	**20.5**	**19.3**	**-5.9**	**19.3**	**14.9**	**-22.8**
Imports [a]	**1.0**	**0.0**	**-100**	**0.1**	**0.9**	**+800**
Availability	**33.6**	**30.5**	**-9.2**	**30.6**	**27.9**	**-8.8**
Movement	**19.2**	**16.8**	**-12.5**	**13.8**	**13.9**	**+0.7**
Bulk	4.6	4.4	-4.3	3.3	3.4	+3.0
Packaged	14.7	12.4	-15.6	10.6	10.4	-1.9
Ending Inventory	**11.2**	**12.2**	**+8.9**	**15.3**	**12.3**	**-19.6**
Bulk	11.0	11.9	+8.2	15.0	12.0	-20.0
Packaged	0.2	0.2	0.0	0.3	0.3	0.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[b]	**30.3**	**37.7**	**+24.4**	**48.6**	**39.0**	**-19.8**

[a]Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, FCGJ used in chilled GJ, net loss or gain during reprocessing and adjustments.
[b]Season-to-date weeks supply based on season-to-date movement.

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

Country	Volume 2013-14	Volume 2014-15	Volume Change	Value/SSG[c] 2013-14	Value/SSG[c] 2014-15	Value/SSG[c] Change
Season-to-Date (October - June)						
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	1.35	1.20	-11.1	4.73	4.43	-6.3
Europe	3.92	3.68	-6.1	3.73	2.69	-27.9
Japan	2.38	2.00	-16.0	3.51	4.05	+15.4
Other	1.42	1.52	+7.0	4.47	4.49	+0.4
TOTAL	9.07	8.40	-7.4	3.94	3.59	-8.9

[a] SOURCE: U.S. Department of Commerce.
[b]FDOC Processor exports of GJ for the 2014-15 season were up 278.6%, season-to-date through 8/01/2015.
[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.

U.S. Retail Grapefruit Juice Sales
Expanded All Outlets Combined (xAOC)[a]

ITEM	Volume			Price		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- $/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	**11.63**	**10.99**	**-5.5**	**7.41**	**7.45**	**+0.5**
NFC	10.73	10.10	-5.9	7.55	7.57	+0.3
RECON	5.95	5.11	-14.1	6.00	6.34	+5.7
FCGJ	**0.39**	**0.32**	**-17.9**	**4.46**	**4.61**	**+3.4**
Shelf Stable	**11.63**	**10.99**	**-5.5**	**7.41**	**7.45**	**+0.5**
TOTAL	**17.07**	**15.53**	**-9.0**	**6.94**	**7.11**	**+2.4**
SEASON-TO-DATE through 7/4/2015, TOP LINE REPORT #10						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	**8.41**	**7.45**	**-11.4**	**7.40**	**7.67**	**+3.6**
NFC	7.70	6.78	-11.9	7.50	7.82	+4.3
RECON	0.71	0.67	-5.6	6.27	6.18	-1.4
FCGJ	**0.27**	**0.13**	**-51.9**	**4.56**	**5.27**	**+15.6**
Shelf Stable	**3.23**	**2.79**	**-13.6**	**6.39**	**6.37**	**-0.3**
TOTAL	**11.91**	**10.37**	**-12.9**	**7.06**	**7.29**	**+3.3**

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.

Florida Fresh Grapefruit Shipments, Season-to-Date through 07/26/15

Shipments/Variety	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	- - - - 1,000 4/5-bu. Cartons - - - -		- % -
Domestic & Canadian – All	**6,113**	**5,227**	**-14.5**
White	**103**	**110**	**6.8**
Colored	**6,010**	**5,117**	**-14.9**
Offshore Exports – All	**5,995**	**5,322**	**-11.2**
White	**1,167**	**947**	**-18.9**
Colored	**4,828**	**4,374**	**-9.4**
TOTAL - All	**12,108**	**10,549**	**-12.9**
White	**1,270**	**1,058**	**-16.7**
Colored	**10,838**	**9,491**	**-12.4**

SOURCE: DFVI, Florida Dept of Agriculture

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 07/26/15

Country	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	- - - - - thousand cartons - - - - -		- - % - -
United States	5,131	4,410	-14.1
Canada	987	805	-18.4
Europe	2,609	2,328	-10.8
Japan	2,898	2,430	-16.1
Other	482	561	+16.4
TOTAL	12,108	10,533	-13.0

Source: Florida Department of Citrus

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 07/26/2015

Variety	FOB Price		
	2013-14 Season Final	2014-15 Season Final	Change
	- - - - - - - - $/carton- - - - - - - -		- - % - -
TOTAL			
White	**13.82**	**12.21**	**-11.6**
Colored	**10.98**	**11.49**	**+4.6**

SOURCE: Citrus Administrative Committee.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2010	0.7546	1.7535	87.78
2011	0.7188	1.6698	79.70
2012	0.7781	1.9508	79.79
2013	0.7532	2.1546	97.58
2014	0.7535	2.3475	105.84
2014 (thru 08/09/2014)	0.7312	2.2802	102.35
2015 (thru 08/09/2015)	0.8982	3.0179	120.81
% Change	+22.8	+32.4	+18.0
WEEK ENDING 08/09/2015			
2014	0.7461	2.2656	102.41
2015	0.9139	3.4729	124.27
% Change	+22.5	+53.3	+21.3

THERE'S AMAZING INSIDE FLORIDA CITRUS.