FLORIDA DEPARTMENT OF CITRUS

Florida Citrus Economic & Market Indicators June 2015



Florida Department of Citrus Economic and Market Research

Florida Citrus Economic & Market Indicators

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Summary Comments

- Brazil's OJ exports for 2014-15 Brazilian season (July May) were up 6.1% from the previous year with exports to the NAFTA region, Europe and the Far East up 25.4%, up 2.7%, and down 3.3%, respectively.
- Season-to-date through 05/30/2015, Florida FCOJ availability, movement and ending inventories were down 1.6%, down 15.7%, and up 10.3%, respectively, from last season.
- Season-to-date through 05/30/2015, Florida SSOJ availability, movement and ending inventories were down 6.2%, down 13.5%, and up 0.4%, respectively, from last season.
- For April of the 2014-15 season, U.S. OJ imports and exports were up 19.2% and down 36.5% from last season, respectively. Season-to-date though 05/30/2015, Florida OJ exports were down 71.2% (FDOC Processors Report).
- From October through April of the 2014-15 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 24.6%.
- Season-to-date through 5/9/2015, 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 7.9% from the previous season, with the NFC price up 5.6%, the Recon price up 3.1% and the overall OJ price up 4.8%.
- The May average FCOJ Futures price was \$1.15/PS, down \$.43/PS from last year, while the Rotterdam price was at an estimated \$1,950/MT, down \$200/MT from last year.
- Season-to-date through 05/30/2015, the delivered-in price for Valencias was \$1.94/PS, up \$.23/PS from last season.
- Season-to-date through 05/24/2015, fresh orange and specialty citrus shipments were down 9.8%, from last season.
- Season-to-date through April, clementine and tangerine imports were down 0.8% relative to last season. Season-to-date through 05/30/2015, Texas fresh grapefruit shipments were up 3.0% relative to last season.
- Season-to-date through 05/30/2015, Florida FCGJ availability, movement and ending inventory were up 0.8%, down 13.3% and down 13.2%, respectively.
- Season-to-date through 05/30/2015, Florida SSGJ availability, movement and ending inventory were down 9.1%, up 0.9% and down 17.0%, respectively.
- For April of the 2014-15 season, U.S. GJ exports were down 14.4%. Season-to-date through 5/30/2015, Florida GJ exports were up 55.3% (FDOC Processors report).
- Season-to-date through 05/9/2015, 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 15.8% from the previous season, with the overall GJ price up 3.4%.
- Season-to-date through 05/24/2015, Florida fresh grapefruit shipments were down 12.8% from last season, with Domestic/Canadian shipments down 14.3% and offshore shipments down 11.2% (DFVI). Season-to-date through 05/24/2015, shipments to Europe and Japan were down 10.8% and 16.2% respectively. Season-to-date through 05/25/2015, 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 06/07/2015 versus the same period last year, the Euro-per-Dollar exchange rate was up 22.7%, while the Yen-per-Dollar was up 21.9%.

Brazil Orange-Juice Exports

	Season-to-Date					
Destination	(July - May)					
	2013-14	2014-15	Change			
	- million SSI	E gallons (a) -	- % -			
NAFTA ^b	261.5	327.9	+25.4			
E urope^c	945.3	970.9	+2.7			
Far East ^d	125.5	121.4	-3.3			
Others	80.4	78.6	-2.2			
Total	1,412.7	1,498.8	+6.1			

^aAssumes 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.

SOURCE: SECEX.



^bU.S., Canada, and Mexico.

^cRussia, Ukraine, and Turkey are included in Europe.

^dChina, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.

Florida FCOJ Availability, Movement and Inventory

	Prior Season Comparison (October - September)			Season-to-Date 5/30/2015 (FDOC Processor Week 35)			
Item							
	2012-13	2013-14	Change	2013-14	2014-15	Change	
	- millio	on PS -	- % -	- million	ı PS -	- % -	
Beginning Inventory	254.1	319.5	+25.7	319.5	274.1	-14.2	
Pack from Fruit	316.4	148.2	-53.2	147.8	113.8	-23.0	
Imports ^a	199.6	210.8	+5.6	158.6	227.8	+43.6	
Availability	770.1	678.4	-11.9	625.9	615.7	-1.6	
Movement	450.7	404.3	-10.3	287.7	242.5	-15.7	
Bulk	352.9	317.2	-10.1	228.7	184.7	-19.2	
Packaged	97.7	87.1	-10.8	59.1	57.7	-2.4	
Ending Inventory	319.5	274.1	-14.2	338.2	373.2	+10.3	
Bulk	311.5	265.9	-14.6	330.9	366.2	+10.7	
Packaged	8.0	8.2	+2.5	7.3	7.1	-2.7	
	weeks supply		- % -	weeks supply		- % -	
Carryover - STD ^b	36.9	35.3	-4.3	41.1	53.9	+31.1	

^aAlso 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. ^bSeason-to-date weeks supply based on season-to-date movement.



Florida SSOJ Availability, Movement and Inventory

		r Season Comparis		Season-to-Date 5/30/2015			
Item	(0)	ctober - September	r)	(FDOC)	Processor Week 3	5)	
	2012-13	2013-14	Change	2013-14	2014-15	Change	
	- millio	on 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	480.7	418.3	-13.0	
Imports ^a	45.1	21.4	-52.5	10.8	34.7	+221.3	
Availability	756.6	724.9	-4.2	710.8	666.6	-6.2	
Movement ^b	532.1	508.0	-4.5	362.8	313.9	-13.5	
Bulk	64.1	57.2	-10.9	42.3	24.1	-43.0	
Packaged	467.9	450.9	-3.6	320.6	289.8	-9.6	
Ending Inventory	219.3	213.6	-2.6	344.8	346.2	+0.4	
Bulk	212.6	207.1	-2.6	338.6	340.2	+0.5	
Packaged	6.7	6.5	-3.0	6.2	6.0	-3.2	
	weeks	supply	- % -	weeks su	ipply	- % -	
Carryover - STD ^c	21.4	21.9	+2.3	33.3	38.6	+15.9	

^aAlso 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. ^bExcludes evaporated COJ.

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

U.S. Orange-Juice Imports^a

Season-to-Date

(October - April)

		Volume	Volume		Value/SSG ^c	
Country	2013-14	2014-15	Change	2013-14	2014-15	Change
	million S	SSE gallons	%	\$/SSE	gallon	%
			TOTAL OJ			
Brazil	160.28	221.73	+38.3	1.23	1.16	-5.7
CBI ^b	20.87	12.48	-40.2	1.53	1.39	-9.2
Mexico	84.87	85.07	+0.2	1.53	1.78	+16.3
Other	4.86	3.57	-26.5	3.01	2.83	-6.0
TOTAL	270.88	322.85	+19.2	1.38	1.35	-2.2
			NFC OJ			
Brazil	19.00	38.66	+103.5	1.47	1.41	-4.1
CBI ^b	.00	.00	N/A	.00	.00	N/A
Mexico	6.03	3.87	-35.8	2.48	2.26	-8.9
Other	.02	.13	+550.0	6.78	4.14	-38.9
TOTAL	25.05	42.66	+70.3	1.72	1.50	-12.8

^aIncludes OJ with added vitamins and minerals.

^bIncludes Dominican Republic-Central America initiatives.

^cThe 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 – April)

	Volume Value/SSG ^c					
Country	2013-14	2014-15	Change	2013-14	2014-15	Change
	million SS	SE gallons	- % -	\$/SSE	gallon	- % -
Canada	57.35	46.17	-19.5	3.09	3.30	+6.8
Europe	13.83	2.18	-84.2	2.35	3.41	+45.1
Japan	.71	.44	-38.0	2.73	3.69	+35.2
Other	28.12	14.70	-47.7	2.76	3.23	+17.0
TOTAL	100.02	63.48	-36.5	2.89	3.29	+13.8

^aIncludes OJ with added vitamins and minerals.

^cThe 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.



^bFDOC Processor exports of OJ for the 2014-15 season were down 71.2%, season-to-date through 5/30/2015.

Non-FDOC Processor FCOJ Disappearance Index

	Season-to-Date (October – April)				
Item					
	2013-14	2014-15	Change		
	- million S	SE gallons -	- % -		
Beginning Inventory ^a	14.3	24.2	+69.2		
Foreign Imports ^b	<u>113.1</u>	<u>110.1</u>	<u>-2.7</u>		
Availability ^c	127.4	134.3	+5.4		
Ending Inventory ^a	<u>32.2</u>	<u>15.7</u>	<u>-51.2</u>		
Non-FDOC Proc. FCOJ Disappearance ^d	95.2	118.6	+24.6		

^{*}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.

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



^bU.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FDOC Processor, FCOJ foreign product imported by members (includes bonded product). ^cBeginning inventory and imports.

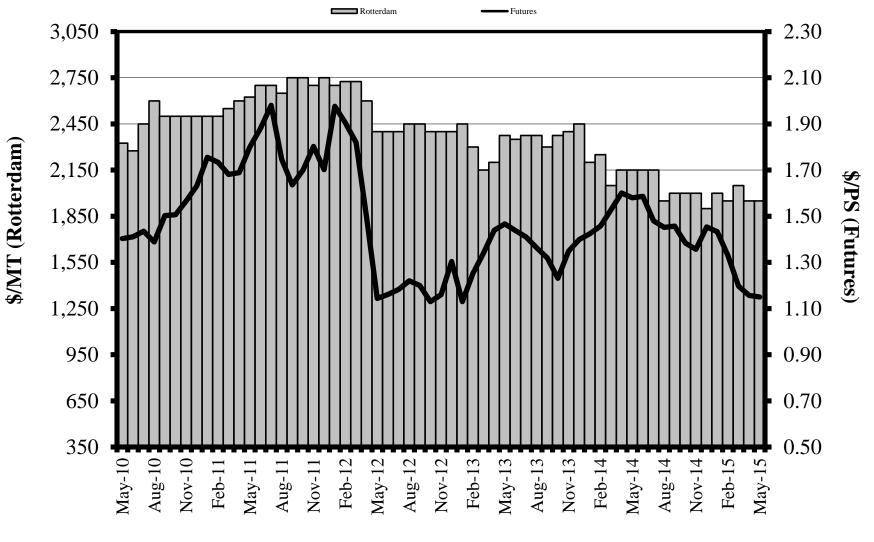
^dPartial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

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

		Volume		Price			
ITEM	2012-13	2013-14	Change	2012-13	2013-14	Change	
	- million SS	E gallons -	%	- \$/SSE	gallon -	%	
	FULL SEAS	ON RESULTS	for the PREVIO	OUS TWO SEA	SONS		
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 throug	gh 5/9/2015, TO	P LINE REPO	RT #8		
	2013-14	2014-15	Change	2013-14	2014-15	Change	
Refrigerated	323.38	297.86	-7.9	6.27	6.59	+5.1	
NFC	200.49	186.29	-7.1	7.16	7.56	+5.6	
RECON	122.89	111.57	-9.2	4.82	4.97	+3.1	
FCOJ	14.91	13.46	-9.7	4.91	4.97	+1.2	
Shelf Stable	0.43	0.37	-14.0	8.76	9.09	+3.8	
TOTAL	338.59	311.69	-7.9	6.22	6.52	+4.8	

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.

FCOJ Futures & Rotterdam Monthly Average Prices May 2010 through 2015



FCOJ Prices May

Item	2014	2015	Change
	\$/pound	%	
FCOJ Futures	1.58	1.15	-27.2
	\$/metric ton		
FCOJ Rotterdam	2,150	1,950	-9.3

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

FDOC Processor Delivered-In Prices Report #35– Week Ending 05/30/15

T 7 • 4	STD Prices Reported for Canner's A			
Variety	2013-14	2014-15	Change	
		\$/PS		
Early & Midseason ^a	\$1.71	\$1.94	+13.5%	
Valencias ^b	2.37	2.17	-8.4%	
White Grapefruit	\$1.51	\$1.34	-11.3%	
Red Grapefruit	\$.98	\$.97	-1.0%	

^aFinal priced, combined for STD, Spot & Contract for Week.



^bSpot & Contract.

^cSeason final.

Sao Paulo Processed Orange Spot Prices

Monthly Average and Season-to-Date

	May A	verage	Season-to-Date (July-May)		
Season	Price	Change from Year Ago	Price	Change from Year Ago	
	\$/box ^b	%	\$/box ^b	%	
2012-13	3.19	N/A	3.22	N/A	
2013-14	N/A	N/A	N/A	N/A	
2014-15	3.53	N/A	3.90	N/A	

^a Unweighted average of monthly prices.

^b In U.S. dollars as reported at the CEPEA website.

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

	Shipi	ments thru 05/	24/15	FOB Price thru 05/25/15			
Variety	2013-14	2014-15	CI.	2013-14	2014-15	CI	
	STD	STD	Change	STD	STD	Change	
	1,000 4/5-	-bu. cartons	- % -	\$/carton		- % -	
Early, Mids & Temples ^a	2,515	2,668	+6.1	12.88	13.44	+4.3	
Navel	2,094	1,648	-21.3	16.18	18.95	+17.1	
Valencia	2,901	2,623	-9.6	14.48	13.66	-5.7	
Tangelo	581	597	+2.7	12.50	13.28	+6.2	
Early Tangerines ^b	2,071	1,810	-12.6	18.71	20.13	+7.6	
Honey	1,373	1,061	-22.7	20.34	22.75	+11.8	
TOTAL	11,535	10,407	-9.8				

^aPrices for Early & Mids.

SOURCE: Citrus Administrative Committee

^bPrices for Sunburst

Selected Competitive Fresh Fruit Shipments

	U.S. Clementine and Tangerine Imports		Texas Fresh Grapefruit Shipments		
2013-14	2014-15	Change	2013-14	2014-15	
August	August – April		STD - 05/30/15		Change
million	million pounds		thousand 7/10-bu. cartons		- % -
308.87	306.34	-0.8	5,252	5,408	+3.0
OURCE: U.S. Departmen	URCE: U.S. Department of Commerce.			Citrus Committee.	

Florida FCGJ Availability, Movement and Inventory

	Prior Season Comparison (October - September)			Season-to-Date 5/30/2015 (FDOC Processor Week 35)		
Item						
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- millio	on 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	17.3	15.0	-13.3
Bulk	33.0	25.3	-23.3	17.0	14.9	-12.4
Packaged	0.4	0.4	.0	0.3	0.1	-66.7
Ending Inventory	20.7	18.9	-8.7	27.3	23.7	-13.2
Bulk	20.6	18.8	-8.7	27.2	23.7	-12.9
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	55.2	55.3	+0.2

^aAlso 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. ^bSeason-to-date weeks supply based on season-to-date movement.



Florida SSGJ Availability, Movement and Inventory

	Prio	r Season Compari	son	Season-to-Date 5/30/2015		
Item	(October - September)			(FDOC Processor Week 35)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- millio	on 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	0.3	1.0	+233.3
Availability	33.6	30.5	-9.2	30.8	28.0	-9.1
Movement	19.2	16.8	-12.5	11.1	11.2	+0.9
Bulk	4.6	4.4	-4.3	2.6	2.7	+3.8
Packaged	14.7	12.4	-15.6	8.5	8.6	+1.2
Ending Inventory	11.2	12.2	+8.9	18.2	15.1	-17.0
Bulk	11.0	11.9	+8.2	17.9	14.8	-17.3
Packaged	0.2	0.2	0.0	0.3	0.2	-33.3
	weeks supply		- % -	weeks supply		- % -
$Carryover-STD^{b}\\$	30.3	37.7	+24.4	57.5	46.8	-18.6

^aAlso 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.

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

U.S. Grapefruit-Juice Exports^{a,b}

Season-to-Date

(October - April)

	Volume			Value/SSG ^c		
Country	2013-14	2014-15	Change	2013-14	2014-15	Change
	million SS	SE gallons	- % -	\$/SSE gallon		- % -
Canada	1.04	0.91	-12.5	4.74	4.52	-4.6
Europe	3.19	2.63	-17.6	3.68	2.86	-22.3
Japan	2.03	1.58	-22.2	3.28	4.02	+22.6
Other	1.02	1.11	+8.8	4.50	4.30	-4.4
TOTAL	7.28	6.23	-14.4	3.83	3.65	-4.7

^a SOURCE: U.S. Department of Commerce.

^bFDOC Processor exports of GJ for the 2014-15 season were up 55.3%, season-to-date through 5/30/2015.

[&]quot;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

		Volume			Price	
ITEM	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SS	SE gallons -	%	- \$/SSE	E gallon -	%
FU	JLL SEASON	N RESULTS	for the PREV	IOUS 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	7.4 1	7.45	+0.5
TOTAL	17.07	15.53	-9.0	6.94	7.11	+2.4
Sl	EASON-TO-	DATE through	gh 5/9/2015, T	OP LINE RI	EPORT #8	
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	6.78	5.80	-14.5	7.34	7.64	+4.1
NFC	6.21	5.28	-15.0	7.44	7.78	4.6
RECON	0.57	0.52	-8.8	6.21	6.20	-0.2
FCGJ	0.22	0.10	-54.5	4.56	5.23	+14.7
Shelf Stable	2.59	2.16	-16.6	6.39	6.35	-0.6
TOTAL	9.58	8.07	-15.8	7.02	7.26	+3.4

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.



Florida Fresh Grapefruit Shipments, Season-to-Date through 05/24/15

Shipments/Variety	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	1,000 4/5-	bu. Cartons	- % -
Domestic & Canadian – All	6,097	5,227	-14.3
White	103	110	6.8
Colored	5,994	5,117	-14.6
Offshore Exports – All	5,995	5,322	-11.2
White	1,167	947	-18.9
Colored	4,828	4,374	-9.4
TOTAL - All	12,092	10,549	-12.8
White	1,270	1,058	-16.7
Colored	10,822	9,491	-12.3

SOURCE: DFVI, Florida Dept of Agriculture

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 05/24/15

Country	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	thousan	d cartons	%
United States	5,110	4,422	-13.5
Canada	987	805	-18.5
Europe	2,609	2,328	-10.8
Japan	2,898	2,430	-16.2
Other	482	562	+16.5
TOTAL	12,092	10,549	-12.8

Source: Florida Department of Citrus

Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 05/25/15

Variety	FOB Price				
	2013-14 STD	2014-15 STD	Change		
	\$/c	%			
TOTAL					
White	13.82	12.21	-11.6		
Colored	10.98	11.49	+4.6		

SOURCE: Citrus Administrative Committee.

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 06/07/2014)	0.7284	2.3020	102.54
2015 (thru 06/07/2015)	0.8968	2.9440	119.74
% Change	+23.1	+27.9	+16.8
WEEK ENDING 06/07/2	2015		
2014	0.7340	2.2569	102.20
2015	0.9008	3.1510	124.55
% Change	+22.7	+39.6	+21.9