



# Florida Citrus Economic & Market Indicators

## April, 2006

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## Summary Comments

- Over the July through February period of the 2005-06 Brazilian season, ABECitrus FCOJ exports were down 5.6% from the previous season, with exports to Europe and NAFTA countries down 12.9% and 19.0%, respectively, and exports to Asia up 29.1%.
- Season-to-date through 04/01/06, Florida OJ movement was down 6.5% from last season; pack from fruit was down 6.8%; imports and miscellaneous supplies were down 30.8%; and inventories were down 28.6%.
- Season-to-date through February, U.S. OJ imports and exports were up 6.9% and 18.8%, respectively. Season-to-date through 04/01/06, Florida OJ exports were down 21.1% (FCPA).
- Season-to-date through February, non-FCPA FCOJ disappearance, based on FCOJ inventories and imports, was up 34.9%
- Season-to-date through 03/18/06, 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 5.7 % from the previous season, with the NFC price up 2.0%, the Recon price up 5.2%, the FCOJ price up 2.2%, and the overall OJ price up 4.1%.
- The March average FCOJ Futures price was \$1.40/PS, up \$.45/PS from last year. The Florida bulk FCOJ FOB price was \$1.57/PS for the week ending 04/01/06, up \$.50/PS from last year; while the Rotterdam price was at an estimated \$1,663/MT, up \$738/MT from last year.
- Season-to-date through 04/01/06, the delivered-in price for Valencia oranges was \$1.40/PS, up \$.39/PS from last season. The delivered-in prices for white and red grapefruit juice were \$2.34/PS and \$1.90/PS, up \$.44/PS and down \$.03/PS from last season, respectively.
- Season-to-date through 04/09/06, fresh orange and specialty citrus shipments were down 2.8% from last season, with (CAC) FOB prices for early & midseason and navel oranges up 10.2% and down 13.6%, respectively, and the prices for early and late (Honey) tangerines down 2.3% and 14.2%, respectively.
- For August through February of the 2005-06 season, clementine/tangerine imports were up 6.3%. Season-to-date through 04/09/06, Texas fresh grapefruit shipments were up 19.7%.
- Season-to-date through 04/01/06, Florida GJ availability and movement were down 11.9% and 33.1%, respectively, while the ending inventory level was up 1.6%.
- Season-to-date through February, U.S. GJ exports were down 46.5%. Season-to-date through 04/01/06, Florida GJ exports were down 53.0% (FCPA).
- Season-to-date through 03/18/06, 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 15.9% from last season, with the NFC, Recon and overall prices up 13.8%, 14.0% and 12.4%, respectively.
- Season-to-date through 04/09/06, Florida fresh grapefruit shipments were down 7.9% from last season, with domestic/Canadian shipments down 3.4% and offshore shipments down 10.8% (CAC). Season-to-date through 04/01/06, certified shipments to Europe and Japan were down 22.7% and 5.5%, respectively. Season-to-date through 04/09/06, domestic FOB prices for Gulf Coast fresh white and colored grapefruit were down 8.4% and 5.7%, respectively; Indian River and Sunridge colored grapefruit prices were down 10.9% and 11.8%, respectively.
- The Euro and Yen have continue to be relatively weak versus a year ago: for the week ending 04/14/06 versus the same period last year, the Euro-per-Dollar and Yen-per-Dollar exchange rates were up 6.6% and 9.5%, respectively.
- During the 1<sup>st</sup> quarter of 2006 advertising awareness measurements show recall continues to track at historically high levels, and recall of the theme line, "Healthy. Pure & Simple." gained a significant amount of traction. A key perception for OJ is "Being one of your favorites" and it, like many other perceptions and attributes, are tracking higher than last year. Furthermore, recallers of the advertising were much more motivated to purchase than non-recallers for all replenishment measures.

## Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-February)		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Europe</b>	<b>1,384.1</b>	<b>1,229.7</b>	<b>-11.2</b>	<b>950.3</b>	<b>828.0</b>	<b>-12.9</b>
<b>NAFTA</b>	<b>300.8</b>	<b>247.2</b>	<b>-17.8</b>	<b>205.5</b>	<b>166.4</b>	<b>-19.0</b>
<b>Asia</b>	<b>210.3</b>	<b>238.2</b>	<b>+13.3</b>	<b>124.3</b>	<b>160.4</b>	<b>+29.1</b>
<b>Mercosul</b>	<b>2.7</b>	<b>1.6</b>	<b>-40.5</b>	<b>1.9</b>	<b>1.1</b>	<b>-41.5</b>
<b>Others</b>	<b>97.4</b>	<b>168.7</b>	<b>+73.2</b>	<b>62.5</b>	<b>113.6</b>	<b>+81.6</b>
<b>TOTAL</b>	<b>1,995.4</b>	<b>1,885.4</b>	<b>-5.5</b>	<b>1,344.4</b>	<b>1,269.5</b>	<b>-5.6</b>

SOURCE: ABECitrus.

# Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 04/01/06 (FCPA Week 26)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>794.8</b>	<b>602.8</b>	<b>-24.2</b>	<b>794.8</b>	<b>602.8</b>	<b>-24.2</b>
<b>Pack from Fruit<sup>b</sup></b>	<b>913.9</b>	<b>938.1</b>	<b>+2.6</b>	<b>551.6</b>	<b>514.6</b>	<b>-6.8</b>
<b>Imports<sup>b,c</sup></b>	<b>164.1</b>	<b>136.4</b>	<b>-16.9</b>	<b>108.5</b>	<b>75.0</b>	<b>-30.8</b>
<b>Availability</b>	<b>1,872.8</b>	<b>1,677.3</b>	<b>-10.4</b>	<b>1,454.9</b>	<b>1,192.1</b>	<b>-18.1</b>
<b>Movement</b>	<b>1,270.0</b>	<b>1,255.7</b>	<b>-1.1</b>	<b>693.3</b>	<b>648.5</b>	<b>-6.5</b>
FCOJ <sup>d</sup>	681.6	673.5	-1.2	382.0	347.9	-8.9
NFC <sup>e</sup>	588.4	582.2	-1.1	311.3	300.5	-3.5
<b>Ending Inventory</b>	<b>602.8</b>	<b>421.6</b>	<b>-30.1</b>	<b>761.6</b>	<b>543.6</b>	<b>-28.6</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>f</sup></b>	<b>24.7</b>	<b>17.5</b>	<b>-29.3</b>	<b>28.6</b>	<b>21.8</b>	<b>-23.7</b>
<b>Carryover – 13 Weeks<sup>g</sup></b>				<b>28.9</b>	<b>21.1</b>	<b>-26.9</b>
<b>Carryover – 3 Years<sup>h</sup></b>				<b>29.5</b>	<b>21.1</b>	<b>-28.6</b>

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

<sup>b</sup>FCPA non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

<sup>c</sup>Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

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

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

<sup>f</sup>Season-to-date weeks supply based on season-to-date movement.

<sup>g</sup>Season-to-date weeks supply based on last 13-week movement.

<sup>h</sup>Season-to-date weeks supply based on last 3-year movement.

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

Country	October- February		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
<b>Brazil</b>	<b>76.50</b>	<b>87.12</b>	<b>+13.9</b>
<b>CBI</b>	<b>16.62</b>	<b>7.46</b>	<b>-55.1</b>
<b>Mexico</b>	<b>12.30</b>	<b>18.12</b>	<b>+47.3</b>
<b>Other</b>	<b>2.73</b>	<b>2.94</b>	<b>+7.7</b>
<b>TOTAL</b>	<b>108.15</b>	<b>115.64</b>	<b>+6.9</b>

<sup>a</sup>Includes OJ with added vitamins and minerals.  
 SOURCE: U.S. Department of Commerce.

## Non-FCPA FCOJ Disappearance Index

Item	Season-to-Date Thru February		
	2004-05	2005-06	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>57.8</b>	<b>72.1</b>	<b>+24.7</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>66.5</u></b>	<b><u>71.0</u></b>	<b><u>+6.6</u></b>
<b>Availability<sup>c</sup></b>	<b>124.4</b>	<b>143.1</b>	<b>+15.0</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>71.7</u></b>	<b><u>72.1</u></b>	<b><u>+5</u></b>
<b>Non-FCPA FCOJ Disappearance<sup>d</sup></b>	<b>52.6</b>	<b>71.0</b>	<b>+34.9</b>

<sup>a</sup>National Agricultural Statistics Service (NASS), U.S. FCOJ cold storage minus FCPA, FCOJ inventory, as reported in NASS-USDA, "Cold Storage" reports and FCPA weekly reports.

<sup>b</sup>U.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FCPA, FCOJ foreign product imported by members (includes bonded product).

<sup>c</sup>Beginning inventory and imports.

<sup>d</sup>Partial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

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

Country	October-February		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>27.03</b>	<b>26.02</b>	<b>-3.7</b>
<b>Europe</b>	<b>13.61</b>	<b>25.52</b>	<b>+87.5</b>
<b>Japan</b>	<b>1.97</b>	<b>1.45</b>	<b>-26.4</b>
<b>Other</b>	<b>7.93</b>	<b>7.03</b>	<b>-11.3</b>
<b>TOTAL</b>	<b>50.54</b>	<b>60.03</b>	<b>+18.8<sup>b</sup></b>

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

<sup>b</sup>FPCA exports of OJ for the 2005-06 season were down 21.1%, season-to-date through 04/01/06.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Orange-Juice Sales

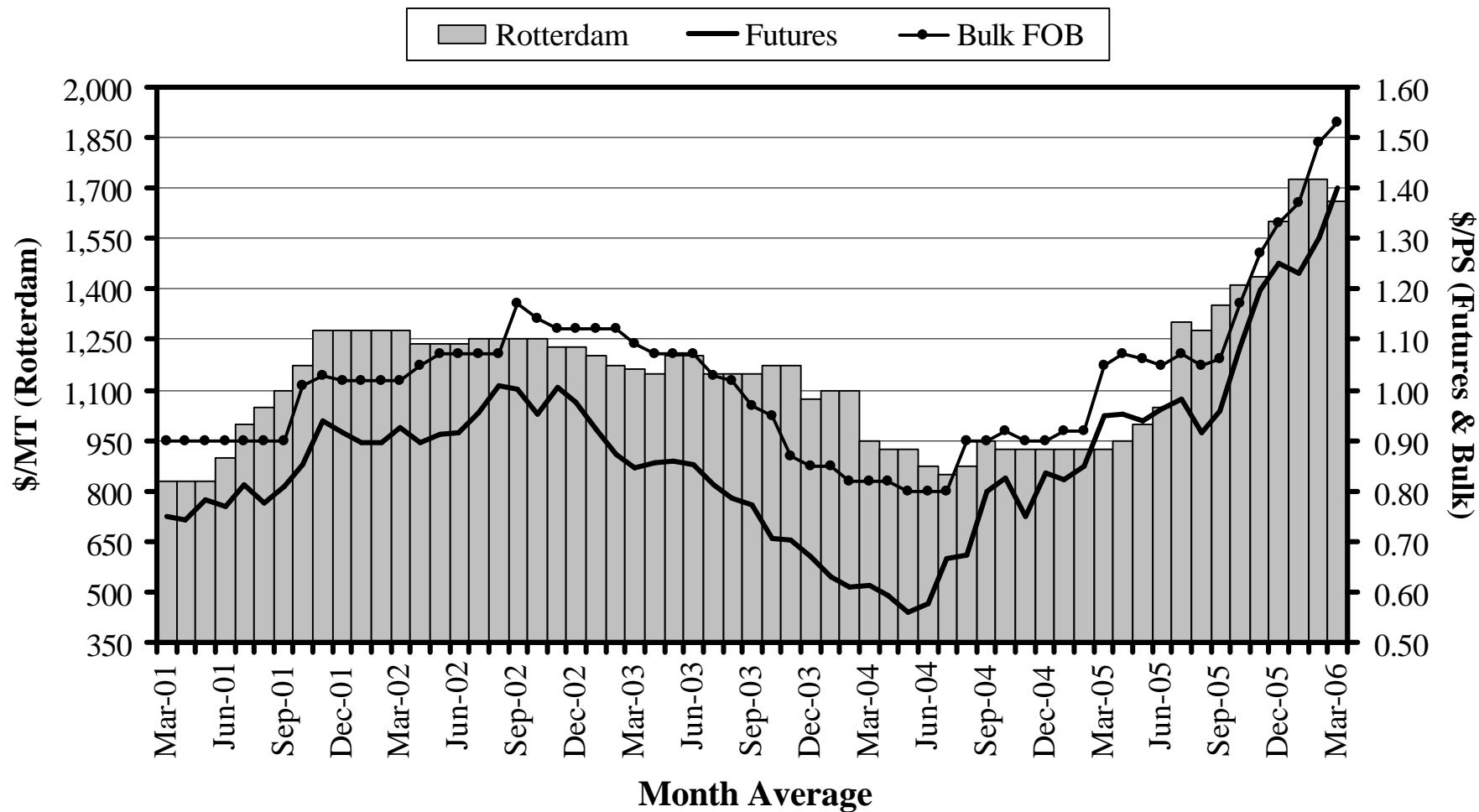
Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
<b>SEASON:</b>						
<b>Refrigerated</b>	<b>718.5</b>	<b>700.5</b>	<b>-2.5</b>	<b>4.52</b>	<b>4.72</b>	<b>+4.4</b>
NFC	374.7	373.6	-.3	5.25	5.37	+2.3
RECON	343.8	326.9	-4.9	3.72	3.97	+6.7
<b>FCOJ</b>	<b>70.1</b>	<b>59.6</b>	<b>-15.0</b>	<b>3.29</b>	<b>3.48</b>	<b>+5.8</b>
<b>Shelf Stable</b>	<b>6.6</b>	<b>6.5</b>	<b>-1.5</b>	<b>5.47</b>	<b>5.75</b>	<b>+5.1</b>
<b>TOTAL</b>	<b>795.3</b>	<b>766.6</b>	<b>-3.6</b>	<b>4.42</b>	<b>4.66</b>	<b>+5.4</b>
<b>SEASON-TO-DATE: (Thru 03/18/06)<sup>a</sup></b>						
<b>Refrigerated</b>	<b>349.5</b>	<b>331.7</b>	<b>-5.1</b>	<b>4.47</b>	<b>4.65</b>	<b>+4.1</b>
NFC	181.9	181.2	-.4	5.19	5.29	+2.0
RECON	167.6	150.6	-10.2	3.69	3.88	+5.2
<b>FCOJ</b>	<b>35.2</b>	<b>31.0</b>	<b>-11.8</b>	<b>3.28</b>	<b>3.35</b>	<b>+2.2</b>
<b>Shelf Stable</b>	<b>3.1</b>	<b>2.9</b>	<b>-7.3</b>	<b>5.41</b>	<b>5.65</b>	<b>+4.4</b>
<b>TOTAL</b>	<b>387.8</b>	<b>365.6</b>	<b>-5.7</b>	<b>4.37</b>	<b>4.55</b>	<b>+4.1</b>

<sup>a</sup>SEASON-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 March 2001 Thru March 2006



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

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

Item	2004-05	2005-06	Change
<b>FCOJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Futures</b>	<b>.95</b>	<b>1.40</b>	<b>+47.4</b>
<b>Florida Bulk FOB</b>	<b>1.07</b>	<b>1.57</b>	<b>+46.7</b>
	- - - - \$/metric ton - - - -		
<b>Rotterdam</b>	<b>925</b>	<b>1,663</b>	<b>+79.8</b>
<b>FCGJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Florida Bulk FOB – Red</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
<b>Florida Bulk FOB – White</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>

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

Florida Bulk FCOJ and FCGJ FOB – Week ending 04/01/06.

Rotterdam – March *Foodnews*.

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

**FCPA Delivered-In Prices**  
**(Report #26 – Week Ending 04/01/06)**

Variety	Week Ending			Season-to-Date		
	2004-05	2005-06	Change	2004-05	2005-06	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>a,b</sup></b>	<b>.932</b>	<b>1.286</b>	<b>+.354</b>	<b>.798</b>	<b>1.157</b>	<b>+.359</b>
<b>Valencias<sup>a</sup></b>	<b>1.002</b>	<b>1.401</b>	<b>+.399</b>	<b>1.001</b>	<b>1.395</b>	<b>+.394</b>
<b>White Grapefruit</b>	<b>1.781</b>	<b>2.303</b>	<b>+.522</b>	<b>1.898</b>	<b>2.337</b>	<b>+.439</b>
<b>Red Grapefruit</b>	<b>1.542</b>	<b>1.805</b>	<b>+.263</b>	<b>1.925</b>	<b>1.900</b>	<b>-.025</b>

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

<sup>b</sup>Season final.

## Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date Thru 04/09/06

Variety	Shipments			FOB Price		
	2004-05 STD	2005-06 STD	Change	2004-05 STD	2005-06 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
<b>Early &amp; Midseason</b>	<b>2,784</b>	<b>2,080</b>	<b>-25.3</b>	<b>7.63</b>	<b>8.41</b>	<b>+10.2</b>
<b>Navel</b>	<b>2,954</b>	<b>4,106</b>	<b>+39.0</b>	<b>10.60</b>	<b>9.16</b>	<b>-13.6</b>
<b>Valencia</b>	<b>1,778</b>	<b>840</b>	<b>-52.8</b>	<b>8.00</b>	<b>9.12</b>	<b>+14.0</b>
<b>Tangelo</b>	<b>628</b>	<b>658</b>	<b>+4.8</b>	<b>9.09</b>	<b>8.45</b>	<b>-7.0</b>
<b>Temple</b>	<b>313</b>	<b>284</b>	<b>-9.3</b>	<b>8.80</b>	<b>8.79</b>	<b>-.1</b>
<b>Early Tangerines</b>	<b>3,261</b>	<b>3,396</b>	<b>+4.1</b>	<b>15.30</b>	<b>14.95</b>	<b>-2.3</b>
<b>Honey</b>	<b>2,434</b>	<b>2,385</b>	<b>-2.0</b>	<b>16.85</b>	<b>14.46</b>	<b>-14.2</b>
<b>TOTAL</b>	<b>14,152</b>	<b>13,749</b>	<b>-2.8</b>			

<sup>a</sup>Prices 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-February			STD – 04/09/06		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
164.52	174.91	+6.3	4,374	5,235	+19.7

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 04/01/06 (FCPA Week 26)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>65.0</b>	<b>33.1</b>	<b>-49.1</b>	<b>65.0</b>	<b>33.1</b>	<b>-49.0</b>
<b>Pack from Fruit<sup>b</sup></b>	<b>34.6</b>	<b>59.1</b>	<b>+70.8</b>	<b>33.1</b>	<b>53.3</b>	<b>+61.0</b>
<b>Availability</b>	<b>99.6</b>	<b>92.2</b>	<b>-7.4</b>	<b>98.1</b>	<b>86.4</b>	<b>-11.9</b>
<b>Movement</b>	<b>66.5</b>	<b>51.6</b>	<b>-22.4</b>	<b>38.2</b>	<b>25.6</b>	<b>-33.1</b>
FCGJ <sup>c</sup>	47.0	32.9	-30.1	28.6	16.3	-42.9
NFC <sup>d</sup>	19.5	18.8	-3.8	9.6	9.2	-3.9
<b>Ending Inventory</b>	<b>33.1</b>	<b>40.6</b>	<b>+22.7</b>	<b>59.8</b>	<b>60.8</b>	<b>+1.6</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>e</sup></b>	<b>25.9</b>	<b>40.9</b>	<b>+58.1</b>	<b>40.7</b>	<b>61.8</b>	<b>+51.9</b>
<b>Carryover – 13 Weeks<sup>f</sup></b>				<b>49.7</b>	<b>61.9</b>	<b>+24.5</b>
<b>Carryover – 3 Years<sup>g</sup></b>				<b>28.9</b>	<b>29.4</b>	<b>+1.6</b>

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

<sup>b</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>c</sup> Excludes CGJ used in FCGJ.

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

<sup>e</sup> Season-to-date weeks supply based on season-to-date movement.

<sup>f</sup> Season-to-date weeks supply based on last 13-week movement.

<sup>g</sup> Season-to-date weeks supply based on last 3-year movement.

## U.S. Grapefruit-Juice Exports

Country	October-February		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>1.29</b>	<b>1.36</b>	<b>+5.4</b>
<b>Europe</b>	<b>3.32</b>	<b>2.87</b>	<b>-13.6</b>
<b>Japan</b>	<b>5.31</b>	<b>.73</b>	<b>-86.3</b>
<b>Other</b>	<b>.77</b>	<b>.76</b>	<b>-1.3</b>
<b>TOTAL</b>	<b>10.69</b>	<b>5.72</b>	<b>-46.5<sup>b</sup></b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FPCA exports of GJ for the 2005-06 season were down 53.0%, season-to-date through 04/01/06.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
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 03/18/06) <sup>a</sup>						
NFC	5.6	4.3	-22.2	6.08	6.92	+13.8
RECON	6.0	5.4	-10.6	5.00	5.71	+14.0
FCGJ	.8	.7	-12.1	3.23	3.21	-.6
TOTAL	12.3	10.4	-15.9	5.38	6.05	+12.4

<sup>a</sup>SEASON-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 04/09/06

Shipments/ Variety	2004-05	2005-06	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>5,043</b>	<b>4,873</b>	<b>-3.4</b>
White	232	275	+18.5
Colored	4,811	4,598	-4.4
<b>Offshore Exports – All</b>	<b>7,609</b>	<b>6,784</b>	<b>-10.8</b>
White	2,071	2,100	+1.4
Colored	5,538	4,684	-15.4
<b>TOTAL - All</b>	<b>12,652</b>	<b>11,657</b>	<b>-7.9</b>
White	2,303	2,375	+3.1
Colored	10,349	9,282	-10.3

SOURCE: Citrus Administrative Committee, preliminary.

## Florida Fresh Grapefruit Domestic and Export Shipments

Country	Season-to-Date (August 1 – April 2)		
	2004-05	2005-06	Change
	- thousand cartons -		- % -
United States	4,213	4,011	-4.8
Canada	677	630	-6.9
Europe	2,694	2,083	-22.7
Japan	4,705	4,447	-5.5
Other	111	192	+73.0
<b>TOTAL</b>	<b>12,400</b>	<b>11,363</b>	<b>-8.4</b>

SOURCE: Florida Department of Citrus.

## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date Thru 04/09/06

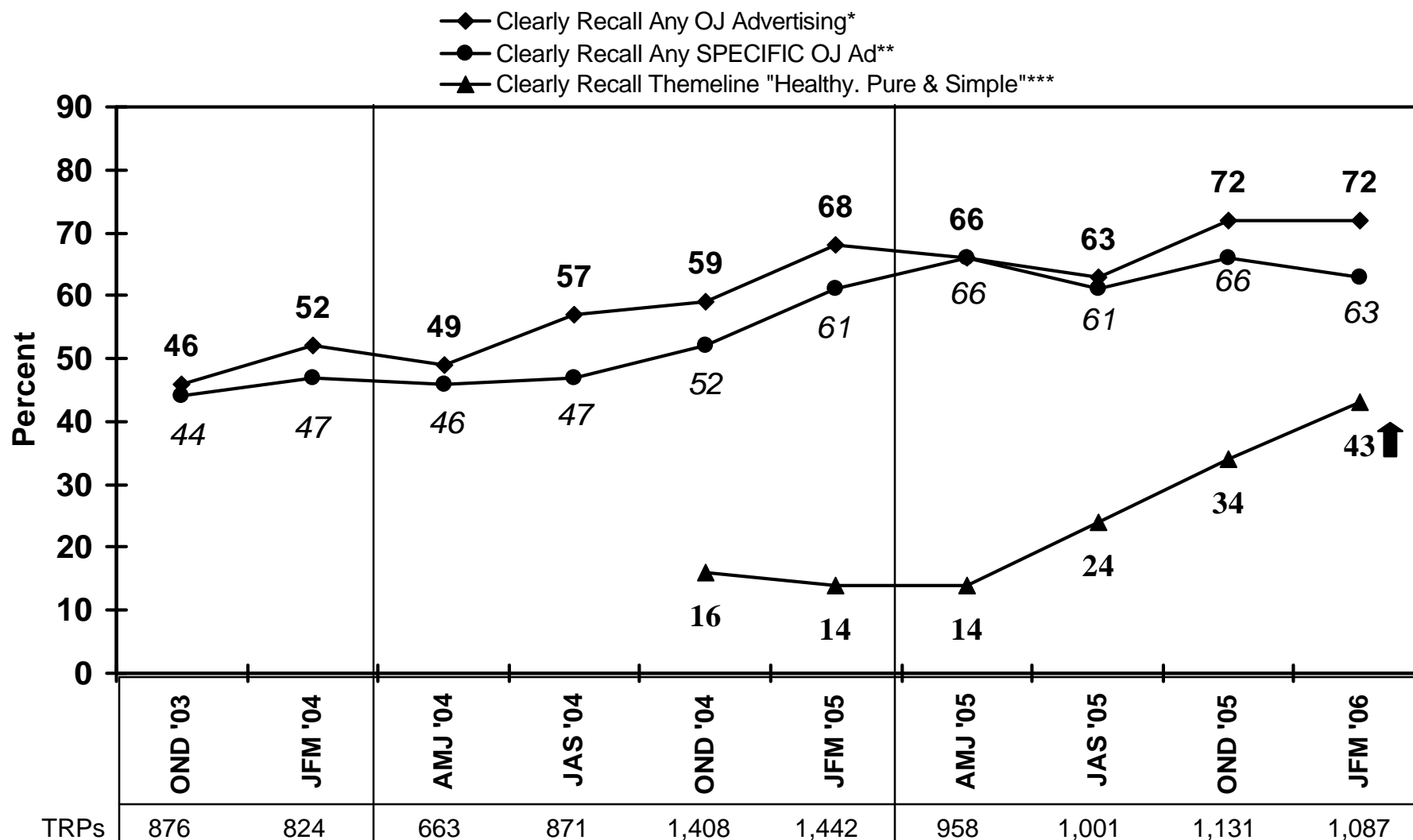
Variety	FOB Price		
	2004-05 STD	2005-06 STD	Change
	----- \$ -----		-- % --
<b>GULF COAST</b>			
White	13.76	12.60	-8.4
Colored	13.83	13.04	-5.7
<b>INDIAN RIVER</b>			
White	NA	15.06	NA
Colored	14.88	13.26	-10.9
<b>SUNRIDGE</b>			
White	NA	12.66	NA
Colored	13.76	12.13	-11.8

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2002</b>	<b>1.06106</b>	<b>2.96705</b>	<b>125.21937</b>
<b>2003</b>	<b>0.88540</b>	<b>3.11678</b>	<b>115.97995</b>
<b>2004</b>	<b>0.80510</b>	<b>2.92629</b>	<b>108.17451</b>
<b>2005</b>	<b>0.80453</b>	<b>2.43480</b>	<b>110.12445</b>
<b>2005</b> (Thru 04/14/05)	<b>0.76403</b>	<b>2.65624</b>	<b>104.92519</b>
<b>2006</b> (Thru 04/14/06)	<b>0.83078</b>	<b>2.19183</b>	<b>117.05977</b>
<b>% Change</b>	<b>+8.7</b>	<b>-17.5</b>	<b>+11.6</b>
<b>WEEK ENDING 04/14/06</b>			
<b>2005</b>	<b>0.77400</b>	<b>2.58251</b>	<b>108.08571</b>
<b>2006</b>	<b>0.82534</b>	<b>2.14469</b>	<b>118.30686</b>
<b>% Change</b>	<b>+6.6</b>	<b>-17.0</b>	<b>+9.5</b>

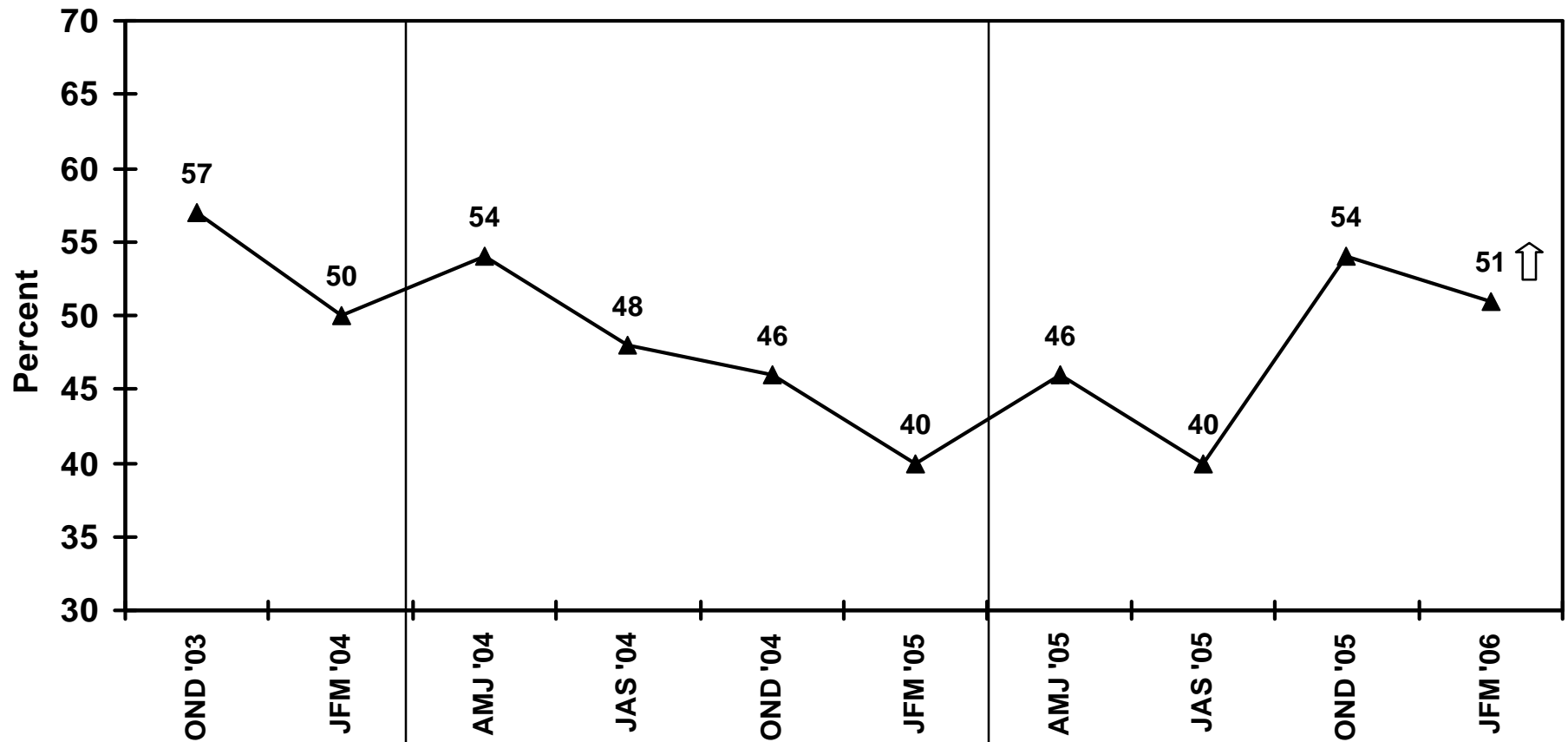
## Percentage Recalling Any FDOC OJ Advertising\*



\*Recall of FDOC Themelines for OJ is included. "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," and "Island". Spoken in both 15 and 30 seconds ads for "Laboratory" and "Hat". TRPs are for target of Adults 35+ as of May 2004.

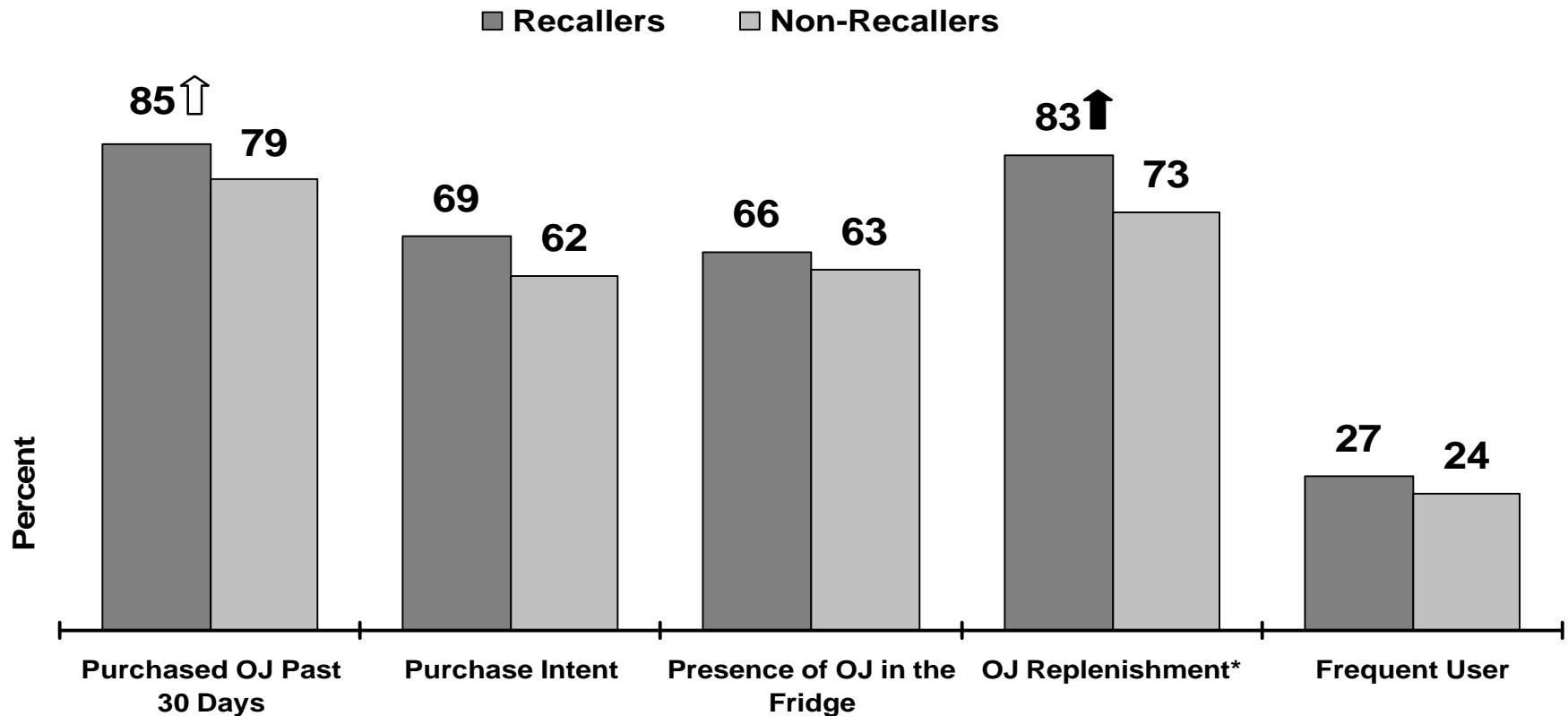
## OJ is One Of Your Favorites

Top 2 Box Ratings - 10, 9 on a 10-Point Scale



# Key Purchase & Usage Measures

Recallers vs. Non-Recallers in JFM '06



Point Difference Between Recallers and Non-Recallers:

JFM '05	-2	+7	+4	+2	+3
JFM '06	+6	+7	+3	+10	+3

\*Have OJ in fridge or intend to purchase next shopping trip.