Florida Citrus Economic & Market Indicators
January, 2010

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Summary Comments

- Over July through December of the 2009-10 season, Brazil's OJ exports were up 5.6% from the previous year with exports to NAFTA countries, Europe and the Far East up 54.3%, down 5.2% and up 41.7%, respectively.

- Season-to-date through 12/20/09, Florida OJ availability, movement and ending inventories were up 5.5%, down 2.5% and up 9.5%, respectively, from last season.

- For October through November of the 2009-10 season, U.S. OJ imports and exports were up 41.5% and 11.4%, respectively. For 2009-10, season-to-date through 12/20/09, Florida OJ exports were up 19.8% (FDOC Processors report).

- For October through November of the 2009-10 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 11.3%.

- Season-to-date through 12/26/09, OJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing $2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing $1 million plus business) were up 3.9% from the previous season, with the NFC price down 3.4%, the Recon price down 12.4% and the overall OJ price down 7.1%.

- The December average FCOJ Futures price was $1.29/PS, up $.55/PS from last year. The Florida bulk FCOJ FOB price was $1.30/PS for the week ending 12/12/09, up $.40/PS from last year; while the Rotterdam price was at an estimated $1,475/MT, down $150/MT from last year.

- Season-to-date through 12/20/09, the delivered-in price for early and midseason oranges was $1.24/PS, up $.17/PS from last season; season-to-date delivered-in prices for white and red grapefruit juice were $.95/PS and $1.03/PS, up $.34/PS and $.38/PS from last season, respectively.

- Season-to-date through 01/10/10, fresh orange and specialty citrus shipments were down 15.4% from last season.

- Season-to-date through November, clementine/tangerine imports were down 4.6%. Season-to-date through 01/10/10, Texas fresh grapefruit shipments were down 5.8%.

- Season-to-date through 12/20/09, Florida GJ availability, movement and ending inventory were down 27.4%, 38.4% and 22.4%, respectively.

- For October through November of 2009-10, U.S. GJ exports were down 68.8%. Season-to-date through 12/20/09, Florida GJ exports were down 51.8% (FDOC Processors report).

- Season-to-date through 12/26/09, GJ volume sales in all Nielsen retail outlets were down 6.0% from last season, with the overall GJ price slightly up.

- Season-to-date through 01/10/10, Florida fresh grapefruit shipments were down 5.7% from last season, with domestic/Canadian shipments down 1.6% and offshore shipments down 9.2% (CAC). Season-to-date through 12/27/09, certified shipments to Europe and Japan were down 17.9% and 11.2%, respectively. Season-to-date through 01/10/10, domestic FOB prices (CAC) for fresh white and colored grapefruit were up 43.0% and 28.9%, respectively.

- For the week ending 01/14/10 versus the same period last year, the Euro-per-Dollar exchange rate was down 6.5%, while the Yen-per-Dollar was up 1.6%.

- Communication awareness has remained consistent through Q3.

- Key purchase measures have flattened out in Q3 after the decrease in Q1 and Q2.

- Consumption levels have slightly increased for moderate drinkers at the expense of the frequent consumers in Q3'09.

- Increased consideration for orange juice has lead to an increase in satisfaction, currently at its highest point in two years.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July-December)		
	2008-09	2009-10	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	98.1	151.4	+54.3
Europe[c]	702.5	665.8	-5.2
Far East[d]	81.1	114.9	+41.7
Others	51.2	52.9	+3.5
TOTAL	932.9	985.1	+5.6

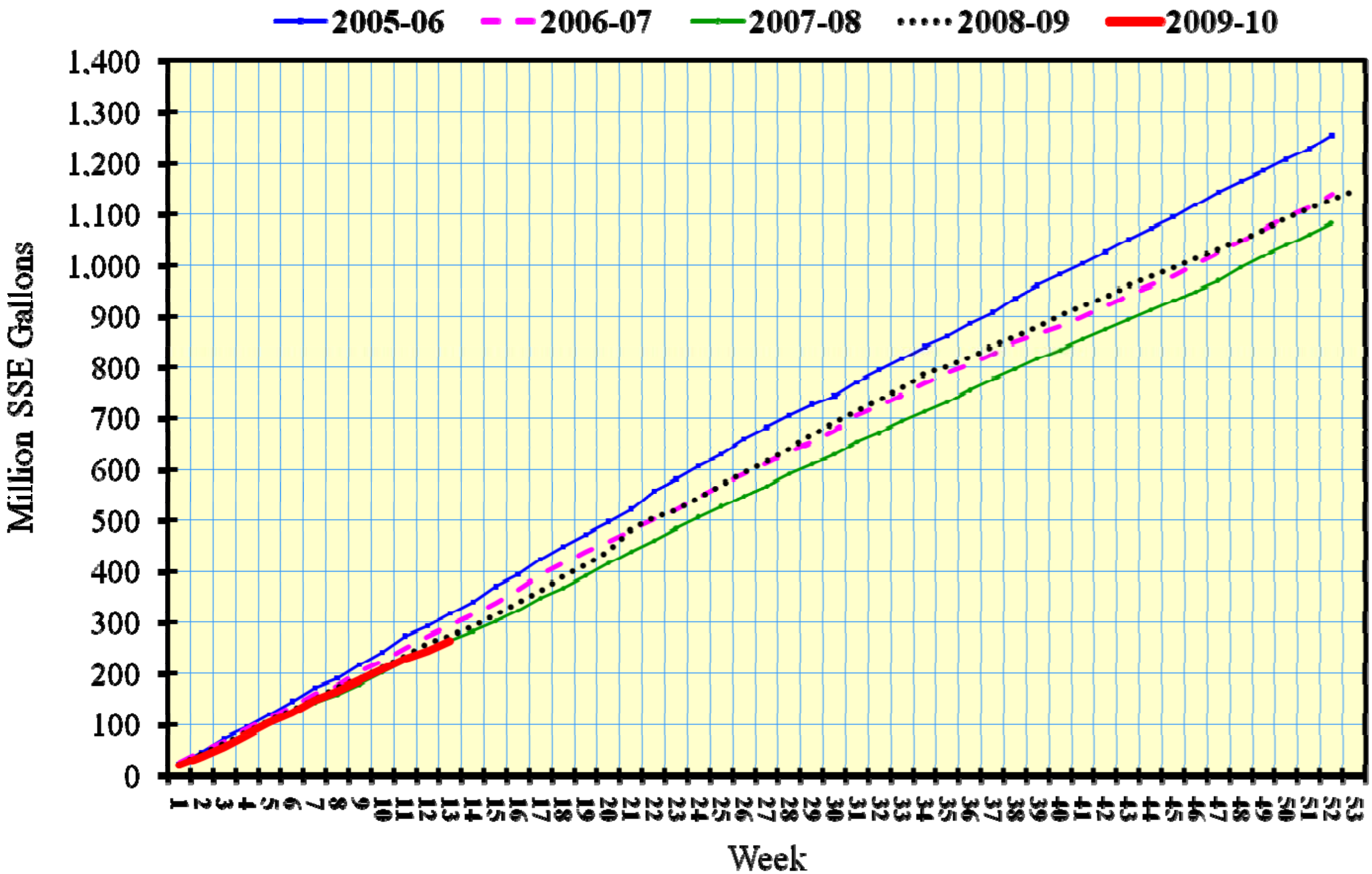
[a]Assumes exports with codes 2009.11.00 (FCOJ) and 2009.19.00 (Other) are 66° Brix, while exports with code 2009.12.00 (NFC) are 11.6° Brix.
[b]U.S., Canada, and Mexico.
[c]Russia, Ukraine, and Turkey are included in Europe.
[d]China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.
SOURCE: SECEX.

Florida Orange-Juice Availability, Movement and Inventory

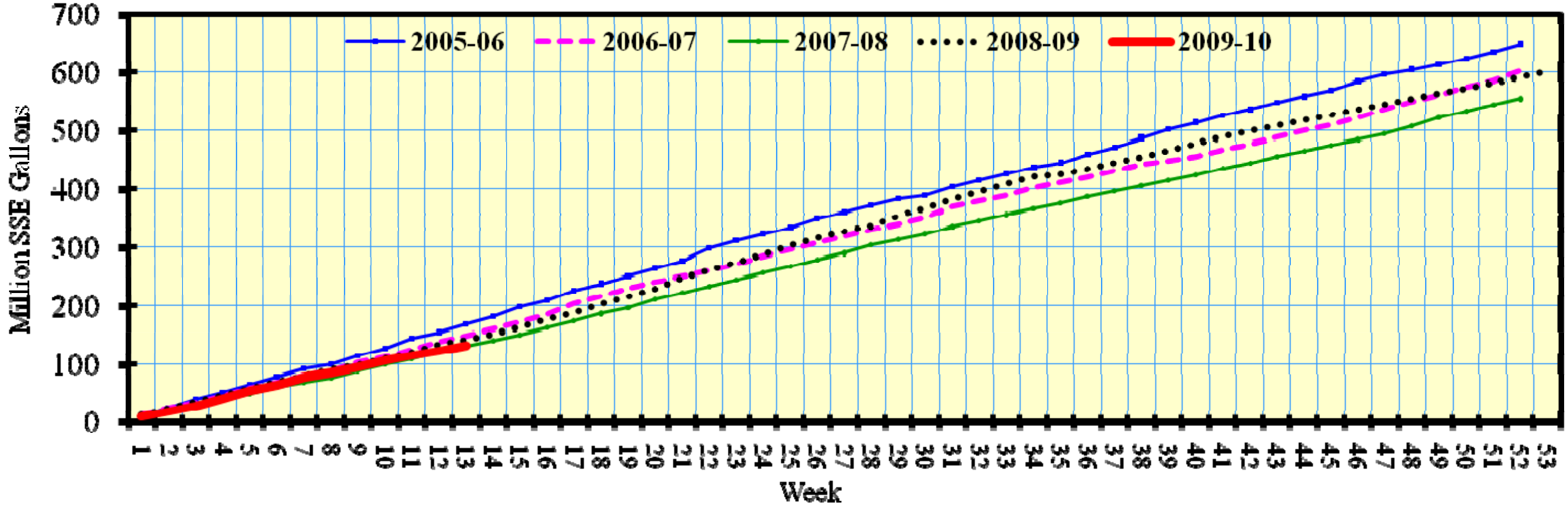
Item	Season (October-September)			Season-to-Date 12/20/09 (FDOC Processor Week 13)		
	2008-09	2009-10e	Change	2008-09	2009-10	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**624.2**	**659.1**	**+5.6**	**624.2**	**659.1**	**+5.6**
Pack from Fruit[a]	**1,034.1**	**850.7**	**-17.7**	**157.1**	**149.1**	**-5.1**
Imports[a,b]	**152.4**	**182.1**	**+19.5**	**33.2**	**51.5**	**+54.9**
Availability	**1,810.7**	**1,691.9**	**-6.6**	**814.5**	**859.7**	**+5.5**
Movement	**1,151.5**	**1,131.9**	**-1.7**	**271.2**	**264.6**	**-2.5**
FCOJ	625.0	606.4	-3.0	138.0	131.8	-4.5
NFC[c]	526.6	525.5	-.2	133.3	132.8	-.4
Ending Inventory	**659.2**	**559.9**	**-15.0**	**543.2**	**595.1**	**+9.5**
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[d]	**30.3**	**25.7**	**-15.2**	**26.0**	**29.2**	**+12.3**
Carryover – 13 Weeks[e]				**26.0**	**29.2**	**+12.3**
Carryover – 3 Years[f]				**25.4**	**27.9**	**+9.5**

[a]FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.
[b]Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.
[c]Excludes movement of reconstituted chilled orange juice and evaporated COJ.
[d]Season-to-date weeks supply based on season-to-date movement.
[e]Season-to-date weeks supply based on last 13-week movement.
[f]Season-to-date weeks supply based on last 3-year movement.

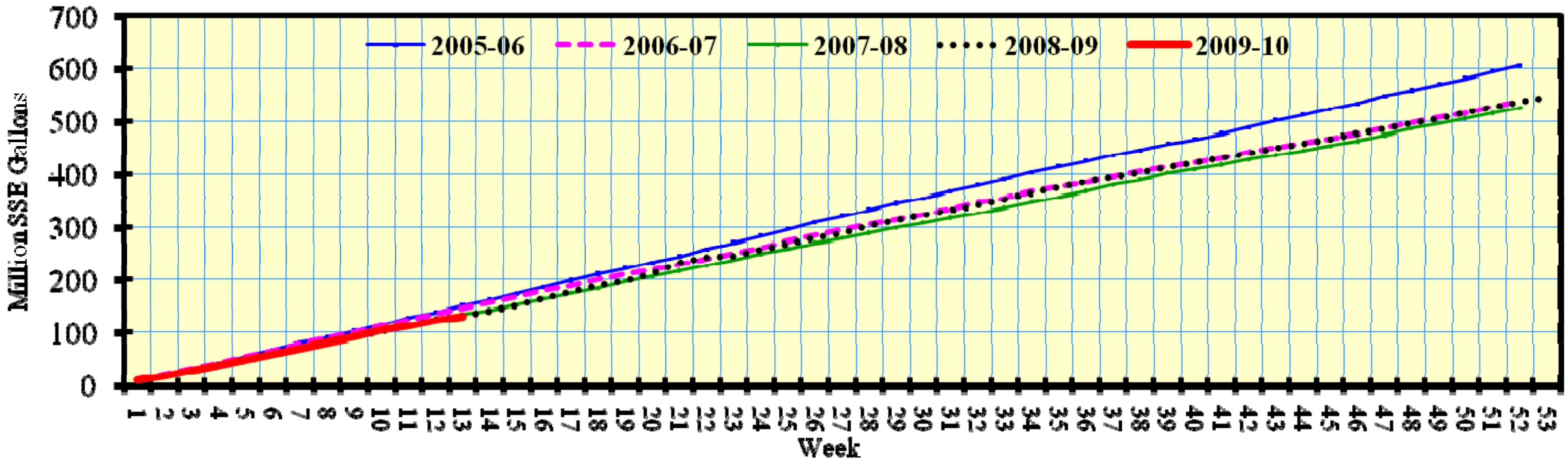
Florida Orange-Juice Movement



Florida FCOJ Movement



Florida NFC-OJ Movement



U.S. Orange-Juice Imports[a]

Country	Season-to-Date (October-November)					
	TOTAL OJ			NFC-OJ		
	2008-09	2009-10	Change	2008-09	2009-10	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
Brazil	**41.26**	**48.96**	**+18.7**	**20.43**	**18.96**	**-7.2**
CBI	**.77**	**3.93**	**+410.4**	**.00**	**.00**	**NC**
Mexico	**4.50**	**13.90**	**+208.9**	**.02**	**.17**	**+750.0**
Other	**1.38**	**1.00**	**-27.5**	**--**	**.00**	**NC**
TOTAL	**47.90**	**67.79**	**+41.5**	**20.46**	**19.12**	**-6.5**

[a]Includes OJ with added vitamins and minerals.

SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October-November)		
	2008-09	2009-10	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	58.4	37.6	-35.6
Foreign Imports[b]	14.1	19.0	+34.1
Availability[c]	72.6	56.6	-22.0
Ending Inventory[a]	42.3	29.7	-29.7
Non-FDOC Proc. FCOJ Disappearance[d]	30.3	26.9	-11.3

[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.

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

Country	Season-to-Date (October-November)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
Canada	**11.67**	**11.56**	**-.9**
Europe	**2.03**	**4.52**	**+122.7**
Japan	**.59**	**.13**	**-78.0**
Other	**3.37**	**3.48**	**+3.3**
TOTAL	**17.67**	**19.68**	**+11.4**

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2009-10 season were up 19.8%, season-to-date through 12/20/09.
SOURCE: U.S. Department of Commerce.

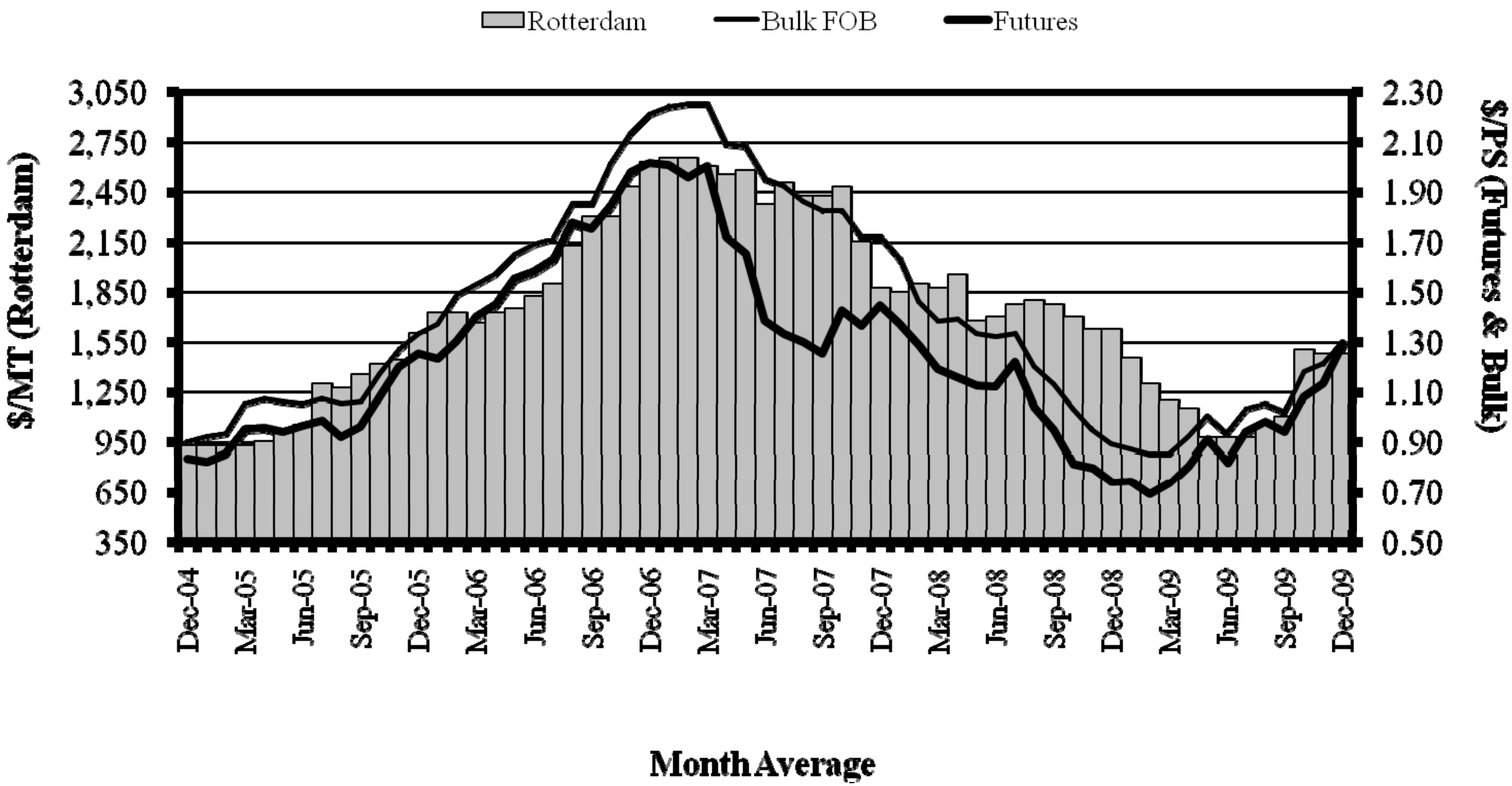
U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2008-09p	2009-10f	Change	2008-09p	2009-10f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**578.6**	**580.9**	**+.4**	**5.68**	**5.56**	**-2.1**
NFC	317.1	318.1	+.3	6.59	6.44	-2.3
RECON	261.5	262.8	+.5	4.58	4.50	-1.7
FCOJ	**45.2**	**43.8**	**-3.2**	**4.66**	**4.72**	**+1.3**
Shelf Stable	**5.3**	**5.3**	**-.2**	**6.76**	**6.93**	**+2.5**
TOTAL	**629.1**	**629.9**	**+.1**	**5.62**	**5.51**	**-1.9**
SEASON-TO-DATE: (through 12/26/09)[a]						
Refrigerated	**133.78**	**141.91**	**+6.1**	**5.88**	**5.43**	**-7.7**
NFC	75.80	76.15	+.5	6.66	6.43	-3.4
RECON	57.98	65.76	+13.4	4.87	4.26	-12.4
FCOJ	**11.50**	**9.50**	**-17.4**	**4.68**	**4.59**	**-1.7**
Shelf Stable	**1.33**	**.90**	**-32.3**	**6.78**	**6.83**	**+.8**
TOTAL	**146.62**	**152.32**	**+3.9**	**5.80**	**5.38**	**-7.1**

[a]Actual for 2008-09 and preliminary for 2009-10.

SOURCE: Nielsen—Data are for U.S. grocery stores doing $2 million and greater annual sales, Wal-Mart stores excluding Sam's Clubs, mass-merchandisers and drug stores doing $1 million and greater annual sales.

FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices
December 2004 through December 2009



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

FCOJ Prices – December[a]

Item	2008-09	2009-10	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Florida Bulk FOB	**.90**	**1.30**	**+44.4**
FCOJ Futures	**.74**	**1.29**	**+74.3**
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	**1,625**	**1,475**	**-9.2**

[a]Prices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 12/12/09.
Futures – December average.
Rotterdam – December *Foodnews.*

SOURCES: IntercontinentalExchange, Inc. (Futures); Florida Citrus Mutual (Florida Bulk FCOJ FOB); *Foodnews* (Rotterdam).

FDOC Processor Delivered-In Prices

Report #13 – Week Ending 12/20/09

Variety	Week Ending			Season-to-Date		
	2008-09	2009-10	Change	2008-09	2009-10	Change
	- - - - - - - - - - - - - - - - - - -	$/PS	- - - - - - - - - - - - - - - - - - -			
Early & Midseason[a,b]	1.080	1.297	+.217	1.074	1.242	+.168
Valencias[a]	NA	NA	NA	NA	NA	NA
White Grapefruit[b]	.574	1.131	+.557	.605	.946	+.341
Red Grapefruit[b]	.648	1.178	+.530	.645	1.028	+.383

[a]Final priced, combined.
[b]Season final.

Sao Paulo Processed Orange Delivered-In Prices

Monthly Average and Season-to-Date

Season	December Average		Season-to-Date (July-December)[a]	
	Price	Change From Year Ago	Price	Change From Year Ago
	- $/box[b] -	- - % - -	- $/box[b] -	- - % - -
2007-08	7.06	+6.5	5.89	+8.9
2008-09	3.02	-57.2	4.89	-17.0
2009-10	3.96	+31.1	3.13	-36.0

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.
SOURCE: CEPEA website – http://www.cepea.esalq.usp.br

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

Variety	Shipments thru 01/10/10			FOB Price thru 01/10/10		
	2008-09 STD	2009-10 STD	Change	2008-09 STD	2009-10 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - $/carton - - - -		- % -
Early, Mids & Temples[a]	**1,568**	**1,736**	**+10.7**	**8.44**	**10.71**	**+26.9**
Navel	**3,524**	**2,694**	**-23.6**	**10.43**	**13.44**	**+28.9**
Valencia	**0**	**0**	**--**	**--**	**--**	**--**
Tangelo	**584**	**476**	**-18.5**	**9.63**	**11.23**	**+16.6**
Early Tangerines[b]	**3,372**	**2,687**	**-20.3**	**12.43**	**16.26**	**+30.8**
Honey	**172**	**210**	**+22.1**	**16.59**	**17.92**	**+8.0**
TOTAL	**9,220**	**7,803**	**-15.4**			

[a]Prices for Early & Mids.
[b]Prices for Sunburst.
SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2008-09	2009-10	Change	2008-09	2009-10	Change
August-November			STD – 01/10/10		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
89.67	**85.53**	**-4.6**	**2,855**	**2,690**	**-5.8**

SOURCE: U.S. Department of Commerce.

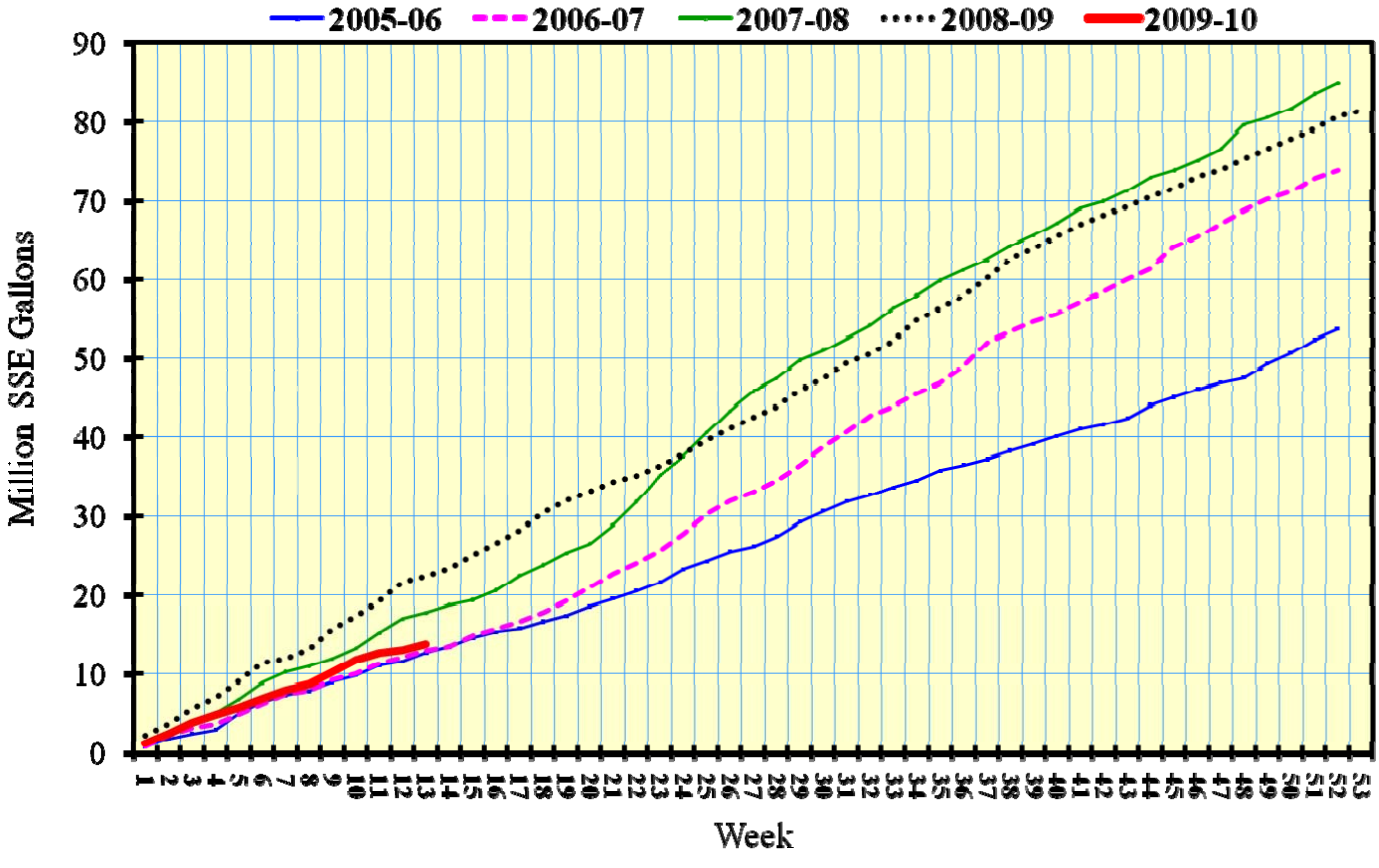
SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

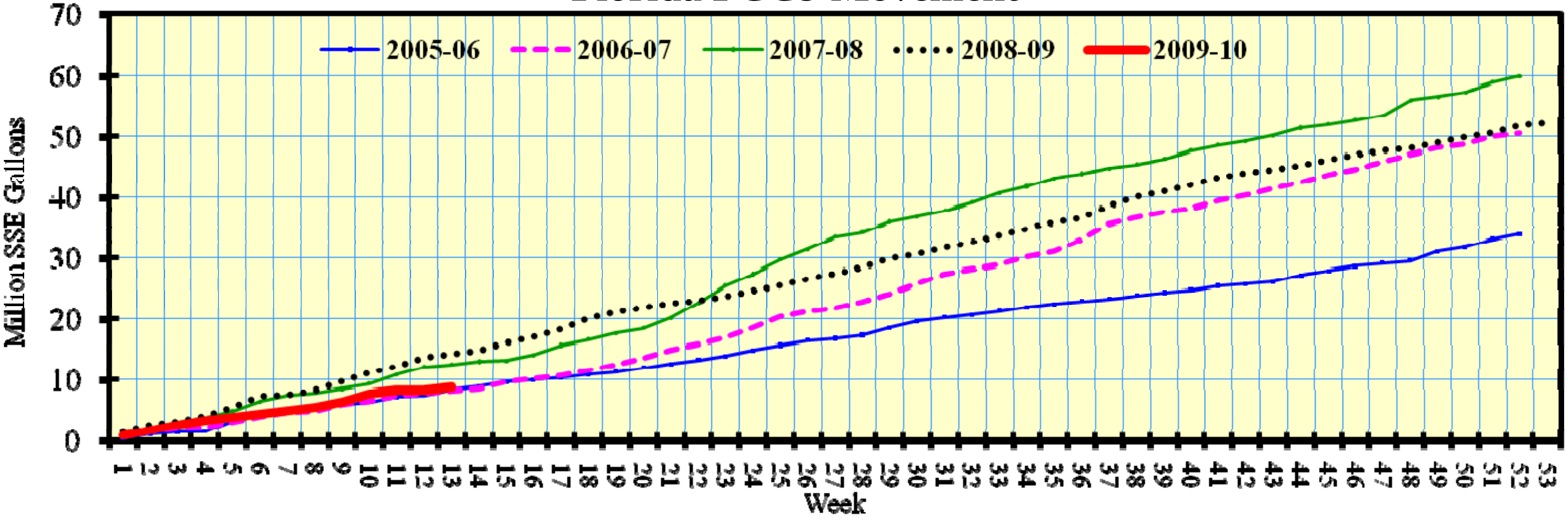
Item	Season (October-September)			Season-to-Date 12/20/09 (FDOC Processor Week 13)		
	2008-09	2009-10e	Change	2008-09	2009-10	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**59.3**	**45.7**	**-23.0**	**59.3**	**45.7**	**-23.0**
Pack from Fruit[a]	**68.1**	**63.2**	**-7.2**	**12.4**	**6.4**	**-48.3**
Availability	**127.4**	**108.9**	**-14.5**	**71.6**	**52.0**	**-27.4**
Movement	**81.7**	**63.4**	**-22.4**	**22.5**	**13.8**	**-38.4**
FCGJ	52.4	40.0	-23.8	14.2	8.8	-38.1
NFC[b]	29.3	23.4	-20.0	8.2	5.0	-39.0
Ending Inventory	**45.7**	**45.5**	**-.4**	**49.2**	**38.2**	**-22.4**
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**29.6**	**37.3**	**+26.0**	**28.5**	**35.9**	**+26.0**
Carryover – 13 Weeks[d]				**28.5**	**35.9**	**+26.0**
Carryover – 3 Years[e]				**32.2**	**25.0**	**-22.4**

[a]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.
[b]Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.
[c]Season-to-date weeks supply based on season-to-date movement.
[d]Season-to-date weeks supply based on last 13-week movement.
[e]Season-to-date weeks supply based on last 3-year movement.

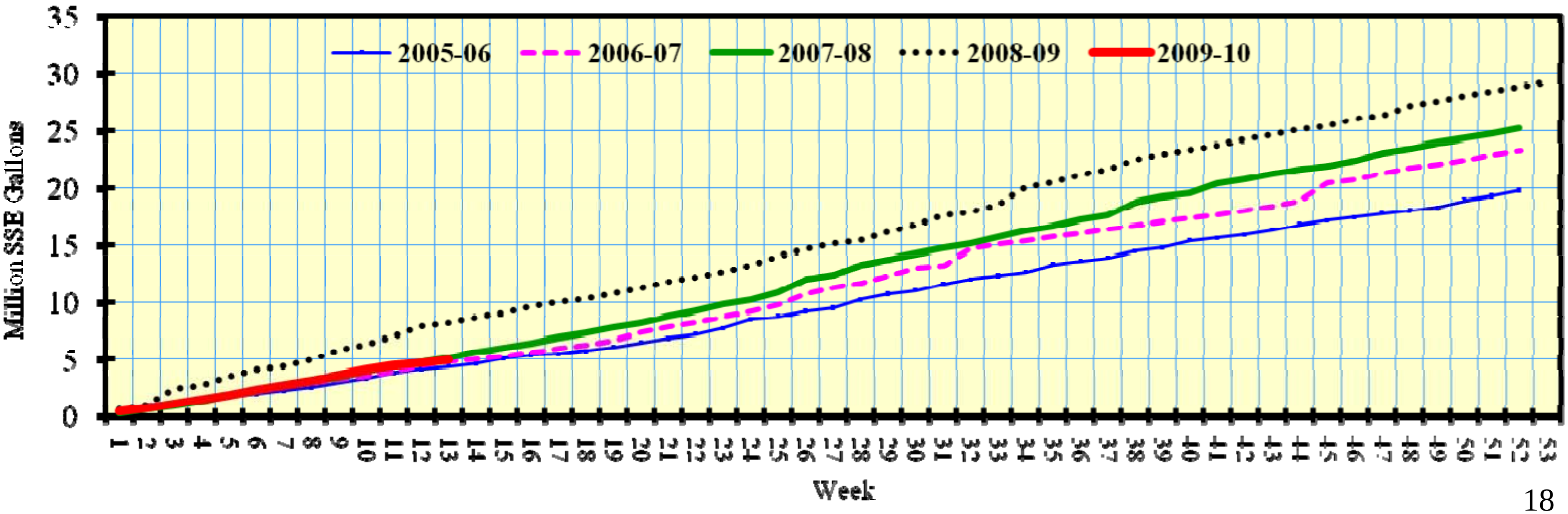
Florida Grapefruit-Juice Movement



Florida FCGJ Movement



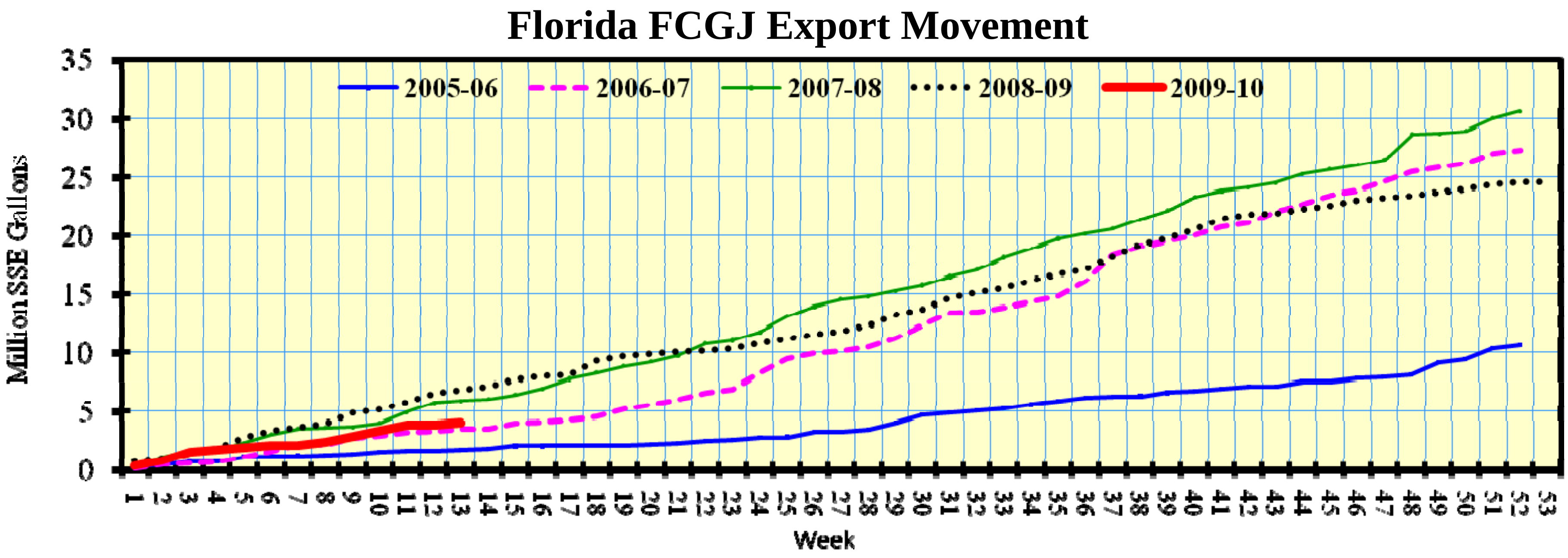
Florida NFC-GJ Movement

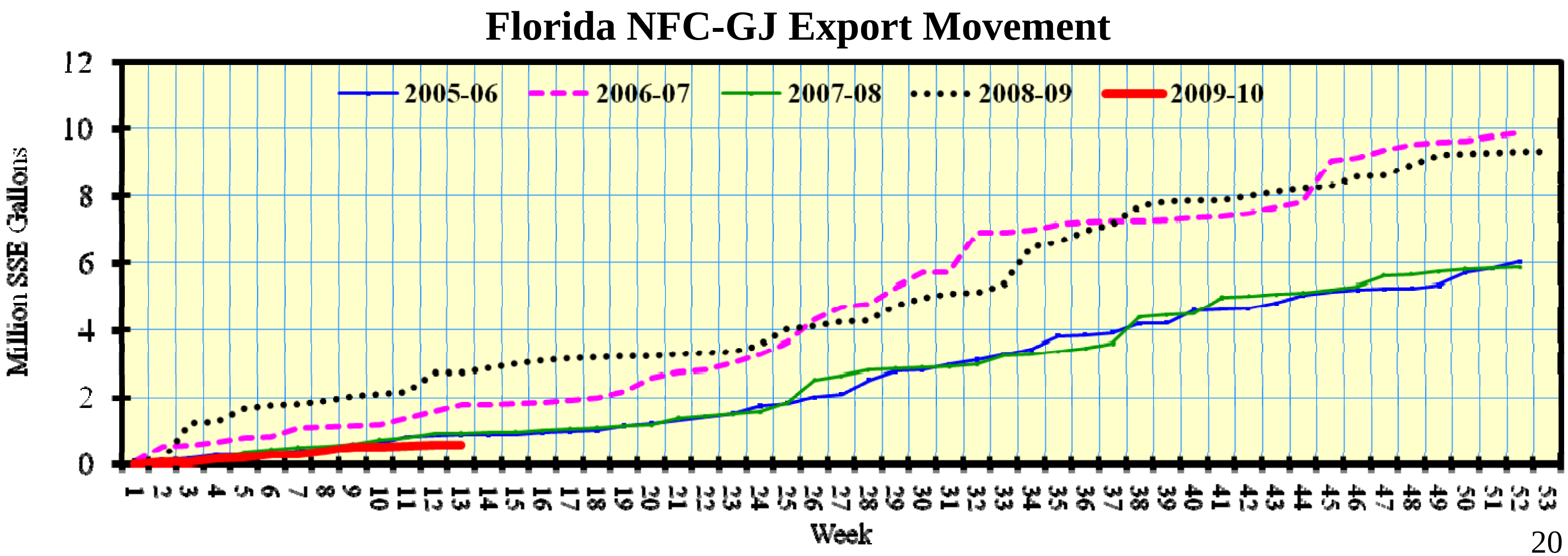


U.S. Grapefruit-Juice Exports[a,b]

Country	Season-to-Date (October-November)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
Canada	.49	.35	-28.6
Europe	2.11	.28	-86.7
Japan	.63	.29	-54.0
Other	.24	.16	-33.3
TOTAL	3.46	1.08	-68.8

[a]FDOC estimates.
[b]FDOC Processor exports of GJ for the 2009-10 season were down 51.8%, season-to-date through 12/20/09.
SOURCE: U.S. Department of Commerce.


Florida FCGJ Export Movement
2005-06
2006-07
2007-08
2008-09
2009-10
Million SSE Gallons
Week
0
5
10
15
20
25
30
35


Florida NFC-GJ Export Movement
2005-06
2006-07
2007-08
2008-09
2009-10
Million SSE Gallons
Week
0
2
4
6
8
10
12

U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2008-09p	2009-10f	Change	2008-09p	2009-10f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**13.01**	**12.38**	**-4.8**	**6.60**	**6.75**	**+2.3**
NFC	12.27	11.66	-5.0	6.74	6.89	+2.2
RECON	.73	.72	-1.5	4.27	4.42	+3.5
FCGJ	**.77**	**.75**	**-2.5**	**4.26**	**4.41**	**+3.5**
Shelf Stable	**7.16**	**6.86**	**-4.2**	**6.04**	**6.19**	**+2.5**
TOTAL	**20.94**	**19.99**	**-4.5**	**6.32**	**6.47**	**+2.4**
SEASON-TO-DATE: (through 12/26/09)[a]						
Refrigerated	**3.13**	**2.94**	**-6.2**	**6.56**	**6.53**	**-.5**
NFC	2.94	2.79	-5.1	6.74	6.64	-1.5
RECON	.19	.15	-23.2	3.86	4.38	+13.4
FCGJ	**.17**	**.10**	**-41.3**	**4.25**	**4.29**	**+1.0**
Shelf Stable	**1.53**	**1.50**	**-1.9**	**6.02**	**6.05**	**+.6**
TOTAL	**4.83**	**4.54**	**-6.0**	**6.31**	**6.32**	**+.2**

[a]SEASON-TO-DATE: Actual for 2008-09 and preliminary for 2009-10.
SOURCE: Nielsen—Data are for U.S. grocery stores 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 through 01/10/10

Shipments/ Variety	2008-09 STD	2009-10 STD	Change
	- - - - - 1,000 4/5-bu. cartons - - - - -		- - % - -
Domestic & Canadian – All	**3,480**	**3,423**	**-1.6**
White	**100**	**85**	**-15.0**
Colored	**3,380**	**3,338**	**-1.2**
Offshore Exports – All	**4,052**	**3,679**	**-9.2**
White	**899**	**881**	**-2.0**
Colored	**3,153**	**2,798**	**-11.3**
TOTAL - All	**7,532**	**7,102**	**-5.7**
White	**999**	**966**	**-3.3**
Colored	**6,533**	**6,136**	**-6.1**

SOURCE: Citrus Administrative Committee, preliminary; last two weeks of the 2009-10 season contain estimates.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 12/27/09

Country	2008-09 STD	2009-10 STD	Change
	- thousand cartons -		- % -
United States	2,574	2,407	-6.5
Canada	420	445	+5.9
Europe	1,708	1,401	-17.9
Japan	1,506	1,337	-11.2
Other	79	91	+15.2
TOTAL	6,287	5,681	-9.6

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 01/10/10

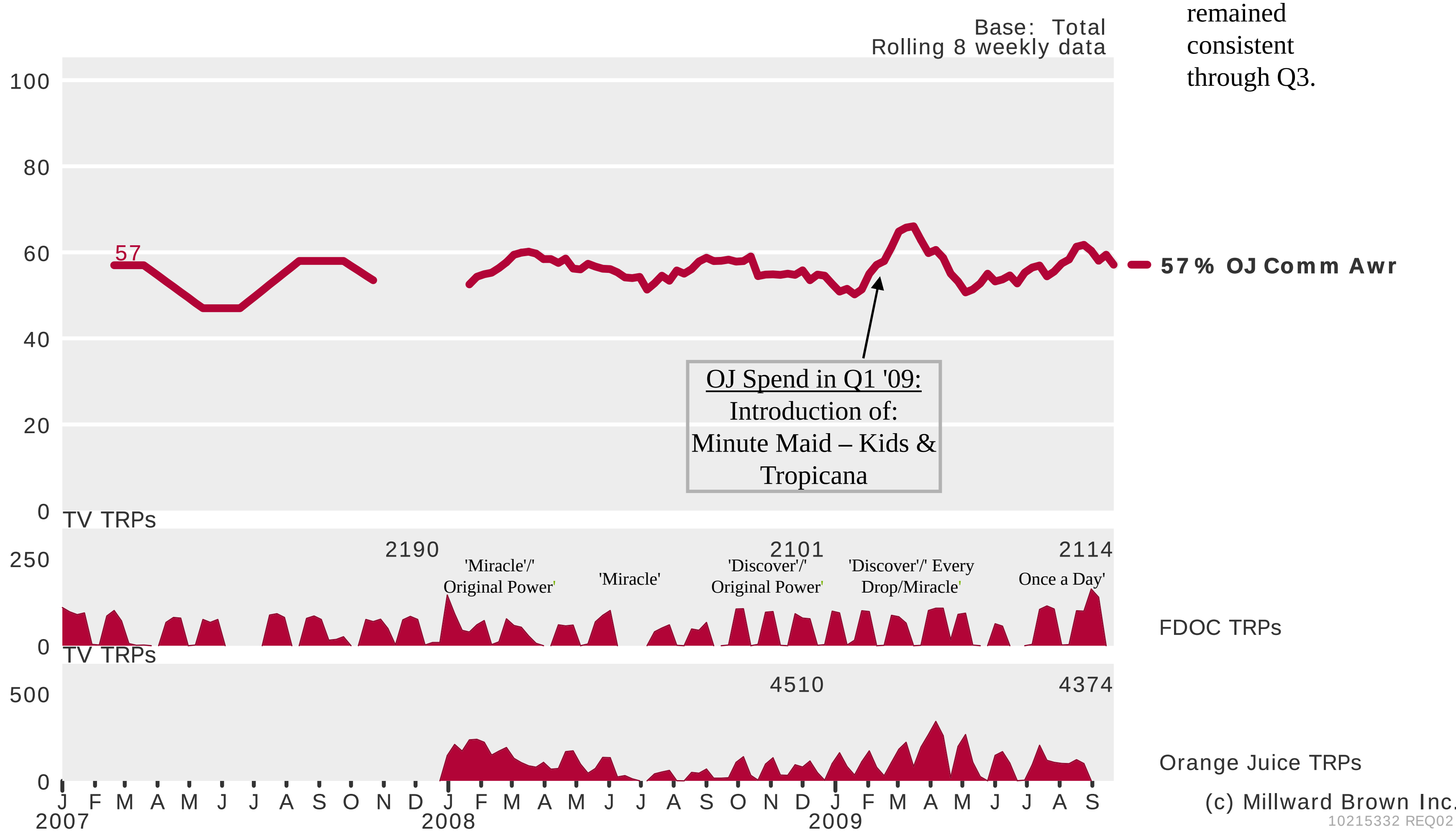
Variety	FOB Price		
	2008-09 STD	2009-10 STD	Change
	- - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	**10.09**	**14.43**	**+43.0**
Colored	**9.80**	**12.63**	**+28.9**

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2006	0.79703	2.17995	116.33664
2007	0.73082	1.95159	117.81453
2008	0.68341	1.84021	103.46616
2009	0.71916	2.00847	93.61672
2009 (thru 01/14/09)	0.73146	2.30409	91.33551
2010 (thru 01/14/10)	0.69475	1.73946	92.51669
% Change	-5.0	-24.5	+1.3
WEEK ENDING 01/14/10			
2009	0.74119	2.28811	90.89110
2010	0.69300	1.73787	92.35914
% Change	-6.5	-24.0	+1.6

Total Communication Awareness

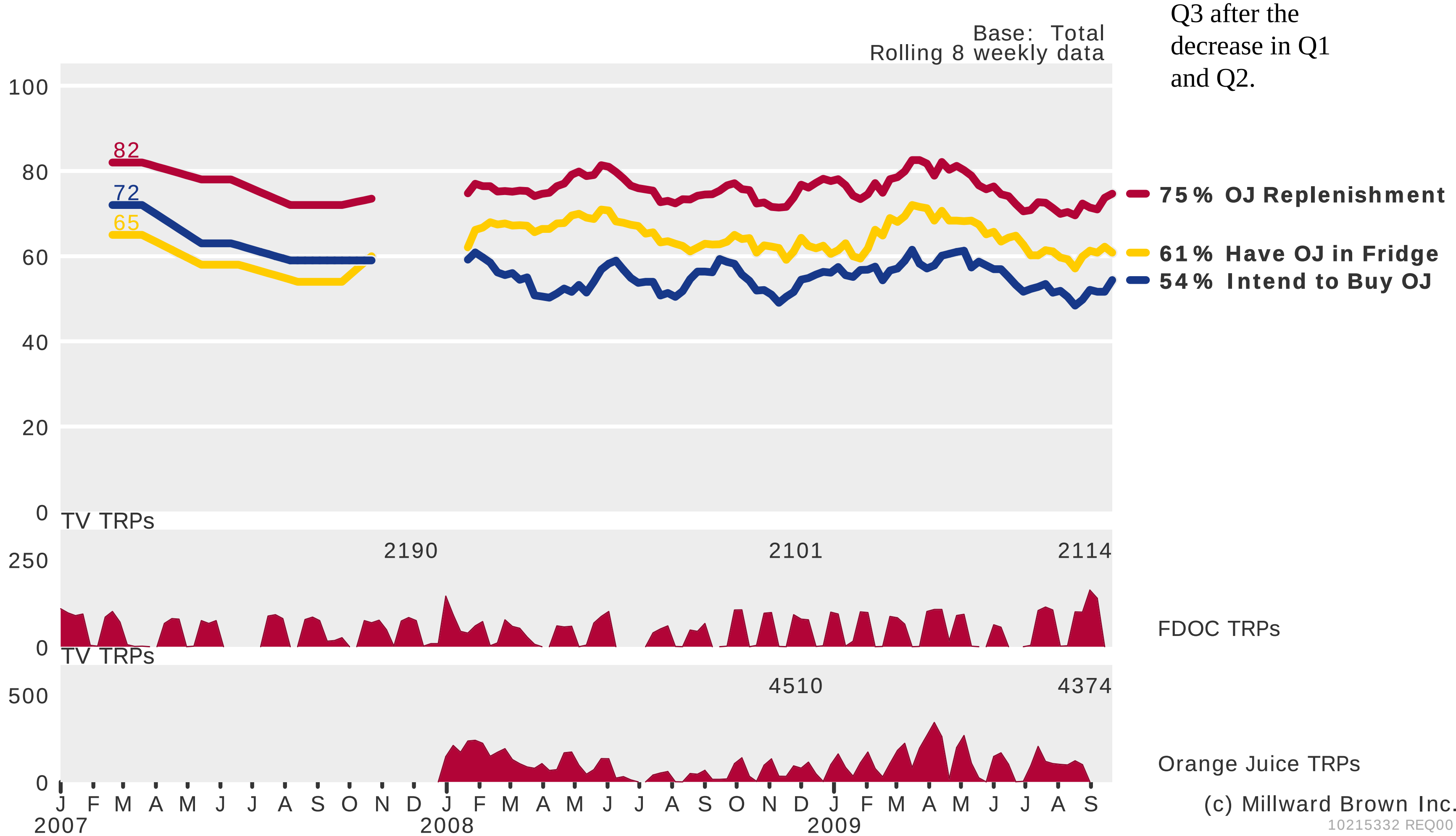


Communication awareness has remained consistent through Q3.

Q10. Have you seen, heard or read anything lately about Orange juice anywhere recently?
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Purchase Trends

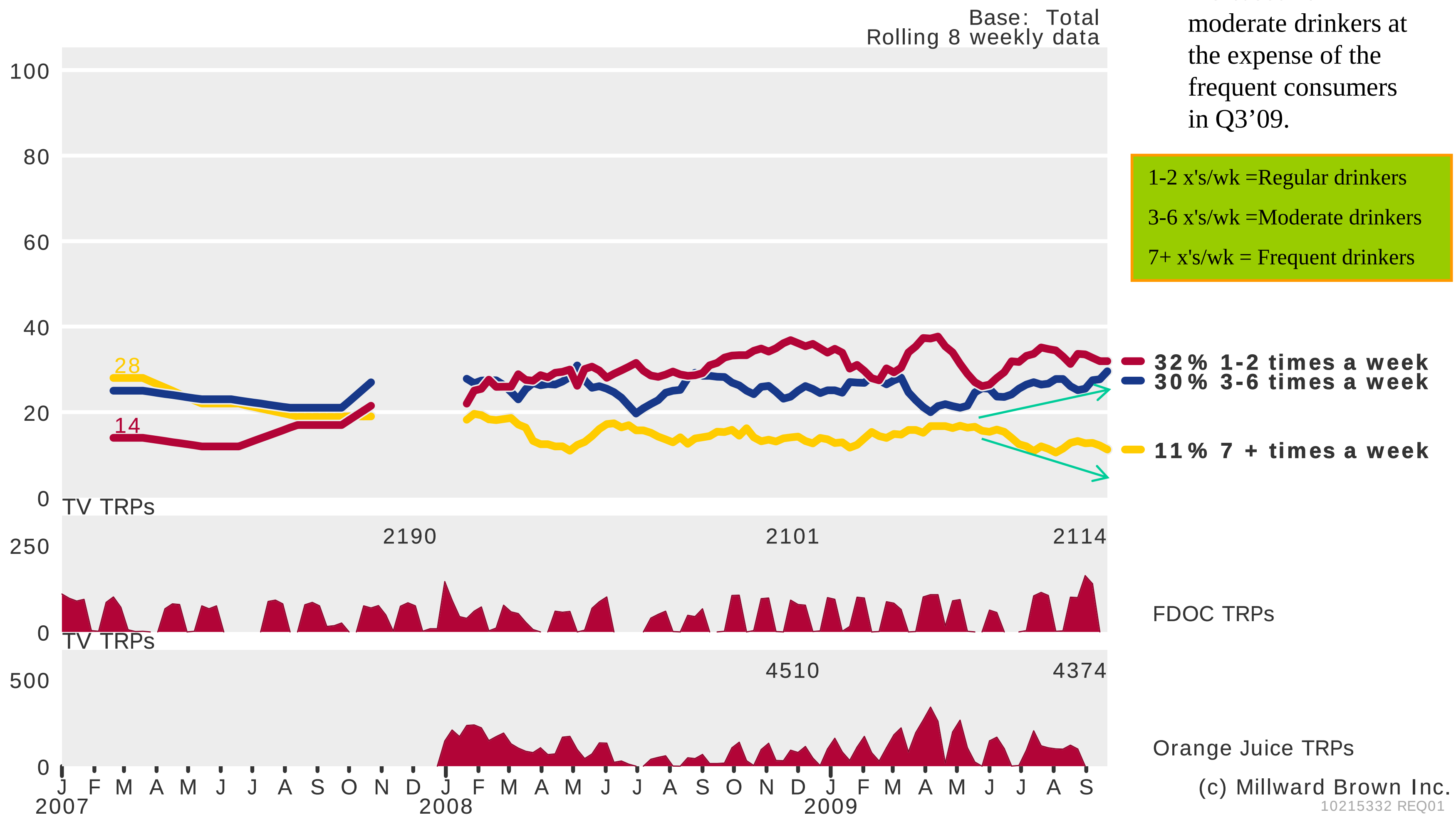
Key purchase measures have flattened out in Q3 after the decrease in Q1 and Q2.



* Intend to purchase or/and have OJ in the fridge

Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Consumption



Consumption levels have slightly increased for moderate drinkers at the expense of the frequent consumers in Q3'09.

1-2 x's/wk =Regular drinkers

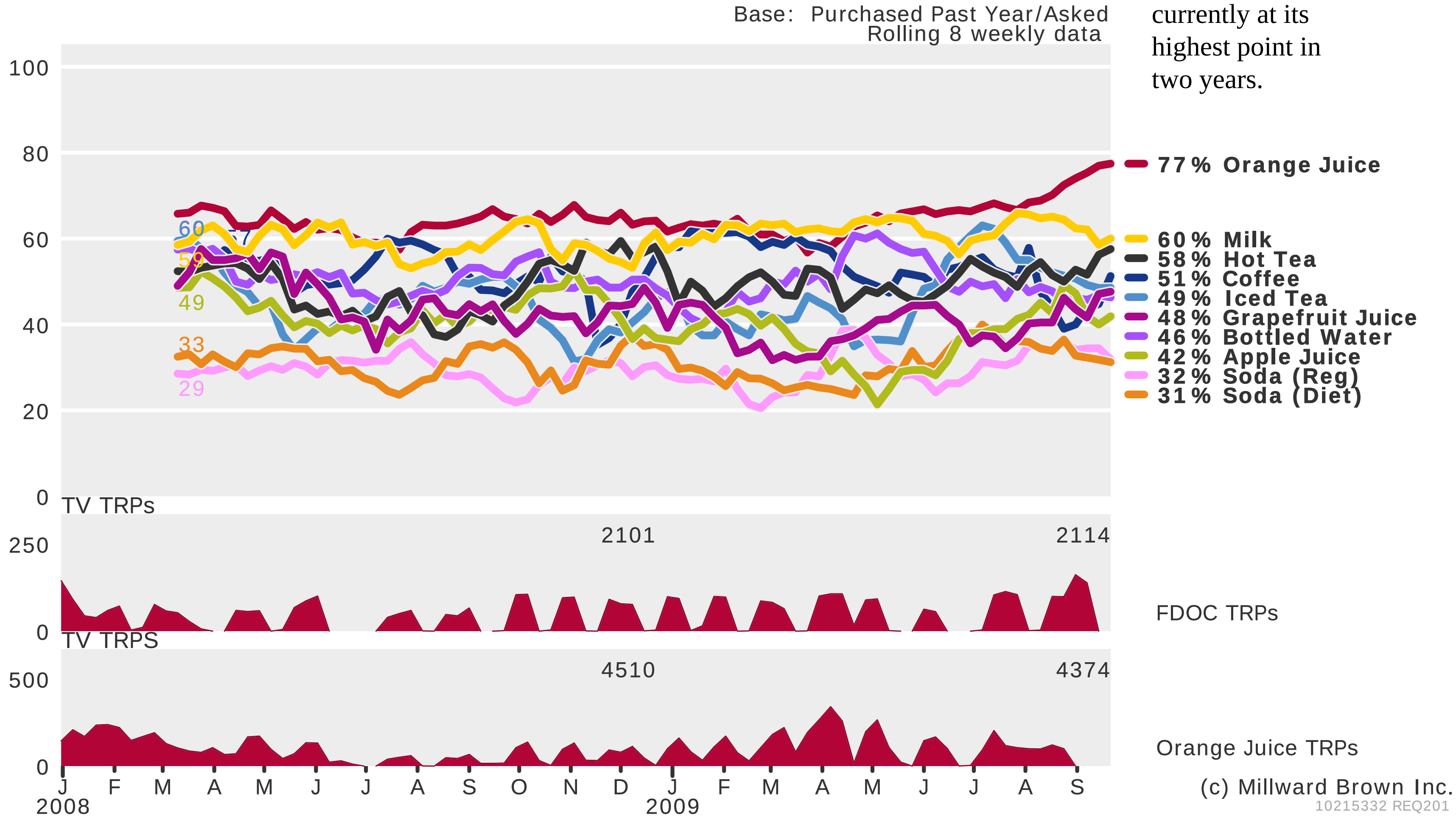
3-6 x's/wk =Moderate drinkers

7+ x's/wk = Frequent drinkers

Q1: How often would you say you consume the following beverages?
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Satisfaction

Increased consideration for orange juice has lead to an increase in satisfaction, currently at its highest point in two years.



Q22: Overall, how satisfied are you with each of the following beverages?
Orange Juice TRPs include FDOC, Tropicana, Minute maid, Simply Orange, Florida Natural.