#### FLORIDA DEPARTMENT OF CITRUS

# Florida Citrus Economic & Market Indicators February 2016



Florida Department of Citrus Economic and Market Research

### Florida Citrus Economic & Market Indicators

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#### **Summary Comments**

- Brazil's OJ exports for 2015-16 Brazilian season (July January) were down 16.7% from the previous year with exports to the NAFTA region, Europe and the Far East down 22.8%, 14.6% and 22.7%, respectively.
- Season-to-date through 1/30/2016, Florida FCOJ availability, movement and ending inventories were down 4.0%, up 20.9%, and down 13.6%, respectively, from last season.
- Season-to-date through 1/30/2016, Florida SSOJ availability, movement and ending inventories were up 1.5%, down 4.7%, and up 6.0%, respectively, from last season.
- For October through December of the 2015-16 season, U.S. OJ imports and exports were down 38.5% and up 10.3% from last season, respectively. Season-to-date though 1/30/2016, Florida OJ exports were down 74.4% (FDOC Processors Report).
- For October through December of the 2015-16 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 10.5%.
- Season-to-date through 1/23/2016, 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 4.1% from the previous season, with the NFC price was even, the Recon price down 1.8% and the overall OJ price was even with the previous season.
- The January average FCOJ Futures price was \$1.30/PS, down \$0.13/PS from last year, while the Rotterdam price was at an estimated \$1,850/MT, down \$150/MT from last year.
- Season-to-date through 1/30/2016, season, the delivered-in price for early and midseason oranges was \$1.81/PS, down \$.14/PS from last season.
- Season to date through 01/17/2016, fresh orange and specialty citrus shipments were down 29.3%, from last season.
- From August through December of the 2015-16 season, clementine and tangerine imports were up 29.3% relative to last season. Season-to-date through 1/30/2016, Texas fresh grapefruit shipments were down 10.2% relative to last season.
- Season-to-date through 1/30/2016, Florida FCGJ availability, movement and ending inventory were up 27.9%, down 8.1%, and down 23.0%, respectively.
- Season-to-date through 1/30/2016, Florida SSGJ availability, movement and ending inventory were up 9.6%, down 3.8%, and up 50.0%, respectively.
- For October through December of the 2015-16 season, U.S. GJ exports were up 29.4%. Season-to-date through 1/30/2016, Florida GJ exports were down 30.2% (FDOC Processors report).
- Season-to-date through 1/23/2016, 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 4.5% from the previous season, with the overall GJ price up 0.1%.
- Season-to-date through 1/17/2016, Florida fresh grapefruit shipments were down 14.9% from last season, with Domestic/Canadian shipments down 16.9% and offshore shipments down 13.0% (DFVI). Season-to-date through 1/17/2016, shipments to Europe and Japan were down 25.0% and 5.9%, respectively. Season-to-date through 1/17/2016, domestic FOB prices (CAC) for fresh white and colored grapefruit were up 46.3% and 21.0%, respectively.
- For the week ending 02/07/2016 versus the same period last year, the Euro-per-Dollar exchange rate was up 2.9%, while the Yen-per-Dollar was up 0.6%.



### **Brazil Orange-Juice Exports**

|                       | Season-to-Date<br>(July - January) |                 |        |  |  |  |
|-----------------------|------------------------------------|-----------------|--------|--|--|--|
| Destination           |                                    |                 |        |  |  |  |
|                       | 2014-15                            | 2015-16         | Change |  |  |  |
|                       | - million SS                       | E gallons (a) - | - % -  |  |  |  |
| NAFTA <sup>b, e</sup> | 178.7                              | 138.0           | -22.8  |  |  |  |
| Europe <sup>c</sup>   | 660.8                              | 564.4           | -14.6  |  |  |  |
| Far East <sup>d</sup> | 77.6                               | 60.0            | -22.7  |  |  |  |
| Others                | 49.2                               | 42.8            | -13.0  |  |  |  |
| Total                 | 966.3                              | 805.1           | -16.7  |  |  |  |

<sup>&</sup>lt;sup>a</sup>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.

SOURCE: Secretary of External Commerce - Brazil



<sup>&</sup>lt;sup>b</sup>U.S., Canada, and Mexico.

<sup>&</sup>lt;sup>c</sup>Russia, Ukraine, and Turkey are included in Europe.

<sup>&</sup>lt;sup>d</sup>China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.

 $<sup>^{\</sup>rm e}\,$  Brazil reported no exports to NAFTA for the month of August.

### Florida FCOJ Availability, Movement and Inventory

|                              | Prior Season Comparison (October - September) |         |        | Season-to-Date 01/30/2016<br>(FDOC Processor Week 17) |         |        |  |
|------------------------------|---|---------|--------|---|---------|--------|--|
| Item                         |   |         |        |   |         |        |  |
|                              | 2013-14                                       | 2014-15 | Change | 2014-15   | 2015-16 | Change |  |
|                              | - millio                                      | on PS - | - % -  | - millio  | n PS -  | - % -  |  |
| <b>Beginning Inventory</b>   | 319.5   | 274.1   | -14.2  | 274.1   | 289.3   | +5.5   |  |
| Pack from Fruit              | 148.2   | 120.0   | -19.0  | 36.1  | 43.3    | +19.9  |  |
| Imports <sup>a</sup>         | 210.8   | 259.7   | +23.2  | 82.1  | 44.1    | -46.3  |  |
| Availability                 | 678.4   | 653.8   | -3.6   | 392.4   | 376.6   | -4.0   |  |
| Movement                     | 404.3   | 364.6   | -9.8   | 109.2   | 132.0   | +20.9  |  |
| Bulk                         | 317.2   | 278.2   | -12.3  | 81.9  | 103.6   | +26.5  |  |
| Packaged                     | 87.1  | 86.4    | -0.8   | 27.3  | 28.4    | +4.0   |  |
| <b>Ending Inventory</b>      | 274.1   | 289.3   | +5.5   | 283.1   | 244.6   | -13.6  |  |
| Bulk                         | 265.9   | 281.4   | +5.8   | 276.9   | 238.0   | -14.0  |  |
| Packaged                     | 8.2   | 7.8     | -4.9   | 6.2   | 6.6     | +6.5   |  |
|                              | weeks supply                                  |         | - % -  | weeks supply  |         | - % -  |  |
| Carryover – STD <sup>b</sup> | 35.3  | 41.3    | +17.0  | 44.1  | 31.5    | -28.6  |  |

<sup>&</sup>lt;sup>a</sup>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. <sup>b</sup>Season-to-date weeks supply based on season-to-date movement.



### Florida SSOJ Availability, Movement and Inventory

|                              | Prio                  | r Season Compari | son    | Season-      | to-Date 01/30/202        | 16     |  |
|------------------------------|-----------------------|------------------|--------|--------------|--------------------------|--------|--|
| Item                         | (October - September) |                  | er)    | (FDOC 1      | (FDOC Processor Week 17) |        |  |
|                              | 2013-14               | 2014-15          | Change | 2014-15      | 2015-16                  | Change |  |
|                              | - milli               | on PS -          | - % -  | - million    | PS -                     | - % -  |  |
| <b>Beginning Inventory</b>   | 219.3                 | 213.6            | -2.6   | 213.6        | 228.4                    | +6.9   |  |
| Pack from Fruit              | 484.3                 | 436.2            | -9.9   | 127.7        | 119.9                    | -6.1   |  |
| <b>Imports</b> <sup>a</sup>  | 21.4                  | 41.7             | +94.9  | 26.3         | 24.9                     | -5.3   |  |
| Availability                 | 724.9                 | 691.5            | -4.6   | 367.5        | 373.1                    | +1.5   |  |
| <b>Movement</b> <sup>b</sup> | 508.0                 | 457.0            | -10.0  | 162.8        | 155.1                    | -4.7   |  |
| Bulk                         | 57.2                  | 36.2             | -36.7  | 13.1         | 11.5                     | -12.2  |  |
| Packaged                     | 450.9                 | 420.8            | -6.7   | 149.7        | 143.7                    | -4.0   |  |
| <b>Ending Inventory</b>      | 213.6                 | 227.8            | +6.6   | 204.6        | 216.8                    | +6.0   |  |
| Bulk                         | 207.1                 | 221.6            | +7.0   | 198.2        | 210.8                    | +6.4   |  |
| Packaged                     | 6.5                   | 6.2              | -4.6   | 6.4          | 6.0                      | -6.3   |  |
|                              | weeks supply          |                  | - % -  | weeks supply |                          | - % -  |  |
| Carryover - STD <sup>c</sup> | 21.9                  | 25.9             | +18.3  | 21.4         | 23.8                     | +11.2  |  |

<sup>&</sup>lt;sup>a</sup>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. <sup>b</sup>Excludes evaporated COJ.

<sup>&</sup>lt;sup>d</sup>Season-to-date weeks supply based on season-to-date movement.

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

#### **Season-to-Date**

(October - December)

|                  |           | Volume     |          |         | Value/SSG <sup>c</sup> |        |
|------------------|-----------|------------|----------|---------|------------------------|--------|
| Country          | 2014-15   | 2015-16    | Change   | 2014-15 | 2015-16                | Change |
|                  | million S | SE gallons | %        | \$/SSE  | gallon                 | %      |
|                  |           |            | TOTAL OJ |         |                        |        |
| Brazil           | 116.71    | 57.56      | -50.7    | 1.22    | 1.08                   | -11.5  |
| CBI <sup>b</sup> | 0.40      | 1.97       | +392.5   | 1.67    | 1.53                   | -8.4   |
| Mexico           | 15.09     | 21.04      | +39.4    | 1.90    | 1.40                   | -26.3  |
| Other            | 1.87      | 1.87       | +0.0     | 2.91    | 2.40                   | -17.5  |
| TOTAL            | 134.06    | 82.44      | -38.5    | 1.32    | 1.21                   | -8.3   |
|                  |           |            | NFC OJ   |         |                        |        |
| Brazil           | 27.43     | 19.98      | -27.2    | 1.43    | 1.52                   | +6.3   |
| CBI <sup>b</sup> | N/A       | N/A        |          | N/A     | N/A                    |        |
| Mexico           | 0.29      | 0.40       | +37.9    | 2.12    | 2.39                   | +12.7  |
| Other            | 0.12      | 0.01       | -91.7    | 3.83    | 7.26                   | +89.6  |
| TOTAL            | 27.84     | 20.40      | -26.7    | 1.45    | 1.54                   | +6.2   |

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

<sup>&</sup>lt;sup>b</sup>Includes Dominican Republic-Central America initiatives.

ce 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.

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

#### **Season-to-Date**

(October - December)

|         |            |            | Value/SSG <sup>c</sup> |         |         |        |
|---------|------------|------------|------------------------|---------|---------|--------|
| Country | 2014-15    | 2015-16    | Change                 | 2014-15 | 2015-16 | Change |
|         | million SS | SE gallons | - % -                  | \$/SSE  | gallon  | - % -  |
| Canada  | 20.65      | 12.83      | -37.9                  | 3.13    | 5.18    | +65.5  |
| Europe  | 1.19       | 8.49       | +613.4                 | 3.17    | 1.49    | -53.0  |
| Japan   | 0.23       | 0.2        | -13.0                  | 3.64    | 3.33    | -8.5   |
| Other   | 4.56       | 7.85       | +72.1                  | 3.56    | 3.42    | -3.9   |
| TOTAL   | 26.63      | 29.36      | +10.3                  | 3.21    | 3.63    | +13.1  |

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

<sup>&</sup>lt;sup>b</sup>FDOC Processor exports of OJ for the 2015-16 season were down 74.4%, season-to-date through 01/30/2016.

<sup>&</sup>lt;sup>c</sup>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<br>(October - December) |              |              |  |  |
|---|--|--------------|--------------|--|--|
|   | 2014-15                                | 2015-16      | Change       |  |  |
|   | - million SS                           | SE gallons - | - % -        |  |  |
| <b>Beginning Inventory</b> <sup>a</sup>           | 24.2                                   | 27.9         | +15.3        |  |  |
| Foreign Imports <sup>b</sup>                      | <u>34.1</u>                            | <u>31.6</u>  | <u>-7.3</u>  |  |  |
| Availability <sup>c</sup>                         | 58.3                                   | 59.5         | +2.1         |  |  |
| Ending Inventory <sup>a</sup>                     | <u>19.1</u>                            | <u>16.3</u>  | <u>-14.7</u> |  |  |
| Non-FDOC Proc. FCOJ<br>Disappearance <sup>d</sup> | 39.1                                   | 43.2         | +10.5        |  |  |

dNon-FDOC Processor FCOJ Disappearance is a partial Measure of non-Florida presumed consumption that does not include U.S. production from States other than Florida or U.S. exports.



anational 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.

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

<sup>&</sup>lt;sup>c</sup>Beginning inventory and imports.

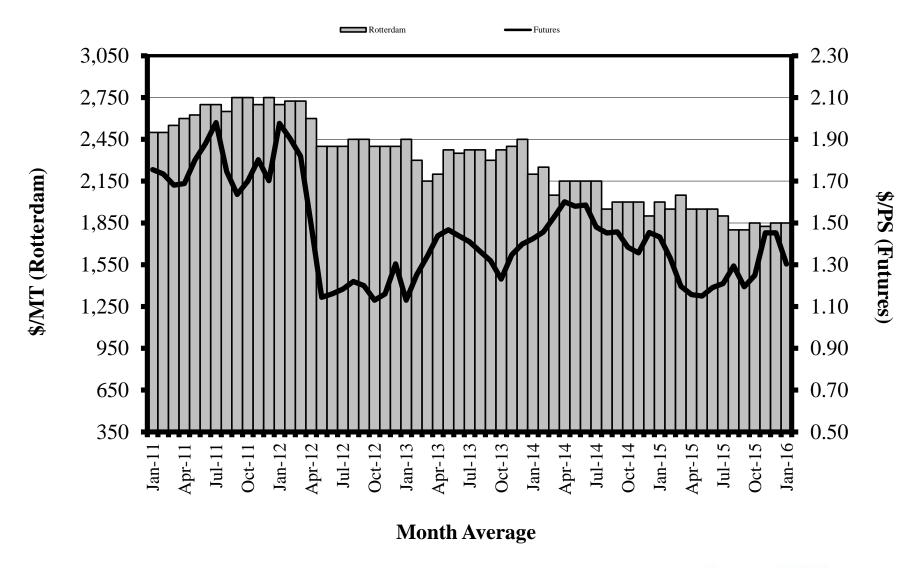
# U.S. Retail Orange Juice Sales Expanded All Outlets Combined (xAOC)<sup>a</sup>

|                     |  | Volume        |               |              | Price    |        |  |  |  |
|---------------------|--|---------------|---------------|--------------|----------|--------|--|--|--|
| ITEM                | 2013-14  | 2014-15       | Change        | 2013-14      | 2014-15  | Change |  |  |  |
|                     | - million SS                                     | E gallons -   | %             | - \$/SSE     | gallon - | %      |  |  |  |
|                     | FULL SEASON RESULTS for the PREVIOUS TWO SEASONS |               |               |              |          |        |  |  |  |
| Refrigerated        | 502.10   | 468.92        | -6.6          | 6.35         | 6.62     | +4.3   |  |  |  |
| NFC                 | 310.64   | 292.21        | -5.9          | 7.27         | 7.62     | +4.8   |  |  |  |
| RECON               | 191.46   | 176.71        | -7.7          | 4.87         | 4.96     | +1.8   |  |  |  |
| FCOJ                | 23.41  | 21.35         | -8.8          | 4.89         | 4.95     | +1.2   |  |  |  |
| <b>Shelf Stable</b> | 0.67   | 0.56          | -16.4         | 8.89         | 9.12     | +2.6   |  |  |  |
| TOTAL               | 526.05   | 490.83        | -6.7          | 6.29         | 6.55     | +4.1   |  |  |  |
|                     | SEASON-TO  | -DATE through | 01/23/2016, T | OP LINE REPO | ORT #4   |        |  |  |  |
|                     | 2014-15  | 2015-16       | Change        | 2014-15      | 2015-16  | Change |  |  |  |
| Refrigerated        | 154.98   | 148.89        | -3.9          | 6.57         | 6.57     | +0.0   |  |  |  |
| NFC                 | 97.52  | 95.65         | -1.9          | 7.50         | 7.50     | +0.0   |  |  |  |
| RECON               | 57.46  | 53.24         | -7.3          | 4.98         | 4.90     | -1.8   |  |  |  |
| FCOJ                | 7.19   | 6.67          | -7.2          | 4.96         | 4.92     | -0.8   |  |  |  |
| Shelf Stable        | 0.19   | 0.13          | -33.1         | 9.07         | 8.90     | -1.9   |  |  |  |
| TOTAL               | 162.36   | 155.69        | -4.1          | 6.50         | 6.50     | +0.0   |  |  |  |

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 January 2011 through January 2016



# FCOJ Prices January

| Item           | 2015     | 2016   | Change |
|----------------|----------|--------|--------|
|                | \$/pound | %      |        |
| FCOJ Futures   | 1.433    | 1.303  | -9.1   |
|                | \$/metr  | ic ton |        |
| FCOJ Rotterdam | 2,000    | 1,850  | -7.5   |
|                |          |        |        |

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

# FDOC Processor Delivered-In Prices Report #17– Week Ending 01/30/16

|                                | STD Prices Reported for Canner's A |               |        |  |  |
|--------------------------------|------------------------------------|---------------|--------|--|--|
| Variety                        | 2014-15                            | 2015-16       | Change |  |  |
|                                |                                    | \$/PS         |        |  |  |
| Early & Midseason <sup>a</sup> | \$1.95                             | <b>\$1.81</b> | -7.2   |  |  |
| h                              |                                    |               |        |  |  |
| Valencias <sup>b</sup>         | 0                                  | 0             |        |  |  |
| White Grapefruit               | \$1.12                             | N/D           |        |  |  |
|                                |                                    |               |        |  |  |
| Red Grapefruit                 | <b>\$0.76</b>                      | \$1.74        | +128.9 |  |  |

<sup>&</sup>lt;sup>a</sup>Final priced, combined for STD, Spot & Contract for Week.



<sup>&</sup>lt;sup>b</sup>Spot & Contract.

N/D – withheld to avoid disclosing data for individual operations.

### **Sao Paulo Processed Orange Spot Prices**

#### **Monthly Average and Season-to-Date**

|         | January             | Average                 | Season-to-Date<br>(Jul - Jan) <sup>a</sup> |                         |  |
|---------|---------------------|-------------------------|--|-------------------------|--|
| Season  | Price               | Change from<br>Year Ago | Price                                      | Change from<br>Year Ago |  |
|         | \$/box <sup>b</sup> | %                       | \$/box <sup>b</sup>                        | %                       |  |
| 2013-14 | 3.54                | +22.9                   | 3.29                                       | +1.9                    |  |
| 2014-15 | 3.85                | +8.8                    | 4.13                                       | +25.5                   |  |
| 2015-16 | 3.41                | -11.4                   | 3.36                                       | -18.6                   |  |

<sup>&</sup>lt;sup>a</sup> Unweighted average of monthly prices.

<sup>&</sup>lt;sup>b</sup> 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 1/1        | 7/16 <sup>1</sup> | FOB Price thru 1/17/16 <sup>1</sup> |         |        |
|------------------------------------|------------|-----------------------|-------------------|-------------------------------------|---------|--------|
| Variety                            | 2014-15    | 2015-16               | CI                | 2014-15                             | 2015-16 | CI     |
|                                    | STD        | STD                   | Change            | STD                                 | STD     | Change |
|                                    | 1,000 4/5- | 1,000 4/5-bu. cartons |                   | \$/carton                           |         | - % -  |
| Early, Mids & Temples <sup>a</sup> | 1,848      | 1,726                 | -6.6              | 14.09                               | 14.52   | +3.1   |
| Navel                              | 1,586      | 1,028                 | -35.2             | 18.95                               | 19.59   | +3.4   |
| Valencia                           | 0          | 17                    |                   | N/A                                 | N/A     |        |
| Tangelo                            | 488        | 343                   | -29.7             | 13.28                               | 15.36   | +15.7  |
| Early Tangerines <sup>b</sup>      | 1,790      | 1,045                 | -41.6             | 19.44                               | 24.24   | +24.7  |
| Honey                              | 266        | 65.86                 | -75.2             | 22.86                               | 30.54   | +33.6  |
| TOTAL                              | 5,979      | 4,225                 | -29.3             |                                     |         |        |

<sup>&</sup>lt;sup>1</sup>Based on most recent release of fresh fruit shipments as reported by FDACS

SOURCE: Citrus Administrative Committee

<sup>&</sup>lt;sup>a</sup>Prices for Early & Mids.

<sup>&</sup>lt;sup>b</sup>Prices for Sunburst

### **Selected Competitive Fresh Fruit Shipments**

|                        | U.S. Clementine and Tangerine Imports |        |                           | Texas Fresh<br>Grapefruit Shipments |        |  |
|------------------------|---------------------------------------|--------|---------------------------|-------------------------------------|--------|--|
| 2014-15                | 2015-16                               | Change | 2014-15 2                 |                                     | CI.    |  |
| August - l             | August - December                     |        | STD - 01/30/2016          |                                     | Change |  |
| million                | million pounds                        |        | thousand 7/10-bu. cartons |                                     | - % -  |  |
| 203.8 263.7            |                                       | +29.3  | 3,206 2,878               |                                     | -10.2  |  |
| SOURCE: 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 01/30/2016<br>(FDOC Processor Week 17) |         |        |
|-----------------------------|---|---------|--------|---|---------|--------|
| Item                        |   |         |        |   |         |        |
|                             | 2013-14                                       | 2014-15 | Change | 2014-15   | 2015-16 | Change |
|                             | - millio                                      | on PS - | - % -  | - million   | n PS -  | - % -  |
| <b>Beginning Inventory</b>  | 20.6  | 18.8    | -8.7   | 9.7   | 16.1    | +66.0  |
| Pack from Fruit             | 22.5  | 17.7    | -21.3  | 6.9   | 5.0     | -27.5  |
| <b>Imports</b> <sup>a</sup> | 0   | 0       |        | 0   | 0       |        |
| Availability                | 43.1  | 36.5    | -15.3  | 16.5  | 21.1    | +27.9  |
| Movement                    | 25.6  | 23.6    | -7.8   | 6.2   | 5.7     | -8.1   |
| Bulk                        | 25.3  | 23.4    | -7.5   | 6.2   | 5.7     | -8.1   |
| Packaged                    | 0.4   | 0.2     | -50.0  | 0.1   | 0.1     | +0.0   |
| <b>Ending Inventory</b>     | 18.9  | 16.1    | -14.8  | 21.3  | 16.4    | -23.0  |
| Bulk                        | 18.8  | 16.1    | -14.4  | 21.2  | 16.4    | -22.6  |
| Packaged                    | 0   | 0       |        | 0   | 0       |        |
|                             | weeks supply                                  |         | - % -  | weeks supply  |         | - % -  |
| $Carryover-STD^{b} \\$      | 38.3  | 35.5    | -7.3   | 58.0  | 48.9    | -15.7  |

<sup>&</sup>lt;sup>a</sup>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.

<sup>&</sup>lt;sup>b</sup>Season-to-date weeks supply based on season-to-date movement.

### Florida SSGJ Availability, Movement and Inventory

|                              | Prior Season Comparison (October - September) |         |        | Season-to-Date 01/30/2016<br>(FDOC Processor Week 17) |         |        |
|------------------------------|---|---------|--------|---|---------|--------|
| Item                         |   |         |        |   |         |        |
|                              | 2013-14                                       | 2014-15 | Change | 2014-15   | 2015-16 | Change |
|                              | - millio                                      | on PS - | - % -  | - millio  | n PS -  | - % -  |
| <b>Beginning Inventory</b>   | 11.2  | 12.2    | +8.9   | 12.2  | 9.6     | -21.3  |
| Pack from Fruit              | 19.3  | 14.9    | -22.8  | 1.5   | 4.6     | +206.7 |
| Imports <sup>a</sup>         | 0.0   | 1.1     | +100   | -0.1  | 0.7     | +800.0 |
| Availability                 | 30.5  | 28.1    | -7.9   | 13.5  | 14.8    | +9.6   |
| Movement                     | 16.8  | 16.9    | +0.6   | 5.2   | 5.0     | -3.8   |
| Bulk                         | 4.4   | 4.5     | +2.3   | 0.8   | 1.0     | +25.0  |
| Packaged                     | 12.4  | 12.4    | 0.0    | 4.4   | 3.9     | -11.4  |
| <b>Ending Inventory</b>      | 12.2  | 9.5     | -22.1  | 6.6   | 9.9     | +50.0  |
| Bulk                         | 11.9  | 9.3     | -21.8  | 6.3   | 9.7     | +54.0  |
| Packaged                     | 0.2   | 0.2     | 0.0    | 0.3   | 0.2     | -33.3  |
|                              | weeks supply                                  |         | - % -  | weeks supply  |         | - % -  |
| Carryover – STD <sup>b</sup> | 37.7  | 29.4    | -22.0  | 21.5  | 34.0    | +58.1  |

<sup>&</sup>lt;sup>a</sup>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.

<sup>&</sup>lt;sup>b</sup>Season-to-date weeks supply based on season-to-date movement.

### **U.S.** Grapefruit-Juice Exports<sup>a,b</sup>

#### **Season-to-Date**

(October - December)

|         | Volume              |         |        | Value/SSG <sup>c</sup> |         |        |
|---------|---------------------|---------|--------|------------------------|---------|--------|
| Country | 2014-15             | 2015-16 | Change | 2014-15                | 2015-16 | Change |
|         | million SSE gallons |         | - % -  | \$/SSE gallon          |         | - % -  |
| Canada  | 0.33                | 0.43    | +30.3  | 4.92                   | 3.46    | -29.7  |
| Europe  | 0.70                | 1.43    | +104.3 | 3.56                   | 2.73    | -23.3  |
| Japan   | 0.66                | 0.44    | -33.3  | 2.88                   | 5.22    | +81.3  |
| Other   | 0.36                | 0.34    | -5.6   | 4.75                   | 5.87    | +23.6  |
| TOTAL   | 2.04                | 2.64    | +29.4  | 3.77                   | 3.67    | -2.7   |

<sup>&</sup>lt;sup>a</sup> SOURCE: U.S. Department of Commerce.

<sup>&</sup>lt;sup>b</sup>FDOC Processor exports of GJ for the 2015-16 season were down 30.2%, season-to-date through 01/30/2016.

<sup>°</sup>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)<sup>a</sup>

|                     | Volume       |              |               | Price      |            |        |
|---------------------|--------------|--------------|---------------|------------|------------|--------|
| ITEM                | 2013-14      | 2014-15      | Change        | 2013-14    | 2014-15    | Change |
|                     | - million SS | SE gallons - | %             | - \$/SSE   | E gallon - | %      |
| FU                  | ULL SEASON   | N RESULTS    | for the PREV  | TOUS TWO   | SEASONS    |        |
| Refrigerated        | 10.99        | 10.69        | -2.7          | 7.45       | 7.70       | +3.4   |
| NFC                 | 10.10        | 9.75         | -3.5          | 7.57       | 7.86       | +3.8   |
| RECON               | 5.11         | 4.97         | -2.7          | 6.34       | 6.36       | +0.3   |
| FCGJ                | 0.32         | 0.18         | -43.8         | 4.61       | 5.25       | +13.9  |
| <b>Shelf Stable</b> | 10.99        | 10.69        | -2.7          | 7.45       | 7.70       | +3.4   |
| TOTAL               | 15.53        | 14.90        | -4.1          | 7.11       | 7.33       | +3.1   |
| SE                  | ASON-TO-D    | ATE through  | h 01/23/2016, | TOP LINE R | REPORT #4  |        |
|                     | 2014-15      | 2015-16      | Change        | 2014-15    | 2015-16    | Change |
| Refrigerated        | 3.29         | 3.17         | -3.7          | 7.66       | 7.65       | -0.2   |
| NFC                 | 3.00         | 2.88         | -4.0          | 7.81       | 7.77       | -0.5   |
| RECON               | 0.29         | 0.29         | -0.4          | 6.21       | 6.48       | +4.4   |
| FCGJ                | 0.06         | 0.06         | -3.2          | 5.18       | 4.48       | -13.5  |
| <b>Shelf Stable</b> | 1.24         | 1.15         | -7.0          | 6.32       | 6.39       | +1.1   |
| TOTAL               | 4.59         | 4.38         | -4.5          | 7.27       | 7.27       | +0.1   |

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 01/17/2016<sup>1</sup>

| Shipments/Variety         | 2014-15<br>Season-to-Date |       |       |  |  |  |
|---------------------------|---------------------------|-------|-------|--|--|--|
|                           | 1,000 4/5-                | - % - |       |  |  |  |
| Domestic & Canadian – All | 3,061                     | 2,544 | -16.9 |  |  |  |
| White                     | 57                        | 40    | -29.8 |  |  |  |
| Colored                   | 3,004                     | 2,505 | -16.6 |  |  |  |
| Offshore Exports – All    | 3,065                     | 2,668 | -13.0 |  |  |  |
| White                     | 552                       | 529   | -4.2  |  |  |  |
| Colored                   | 2,513                     | 2,139 | -14.9 |  |  |  |
| TOTAL - All               | 6,126                     | 5,213 | -14.9 |  |  |  |
| White                     | 610                       | 569   | -6.7  |  |  |  |
| Colored                   | 5,517                     | 4,644 | -15.8 |  |  |  |

<sup>&</sup>lt;sup>1</sup>Based on most recent release of fresh fruit shipments as reported by FDACS SOURCE: DFVI, Florida Dept of Agriculture

# Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 01/17/16<sup>1</sup>

| Country              | 2014-15<br>Season-to-Date | 2015-16<br>Season-to-Date | Change |
|----------------------|---------------------------|---------------------------|--------|
|                      | thousan                   | d cartons                 | %      |
| <b>United States</b> | 2,597                     | 2,145                     | -17.4  |
| Canada               | 465                       | 400                       | -14.0  |
| Europe               | 1,440                     | 1,080                     | -25.0  |
| Japan                | 1,322                     | 1,244                     | -5.9   |
| Other                | 302                       | 343                       | +13.6  |
| TOTAL                | 6,126                     | 5,213                     | -14.9  |

<sup>&</sup>lt;sup>1</sup>Based on most recent release of fresh fruit shipments as reported by FDACS Source: Florida Department of Citrus

### Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 01/17/2016<sup>1</sup>

|         | FOB Price                 |                           |        |  |  |
|---------|---------------------------|---------------------------|--------|--|--|
| Variety | 2014-15<br>Season-to-Date | 2015-16<br>Season-to-Date | Change |  |  |
|         | \$/c                      | \$/carton                 |        |  |  |
| TOTAL   |                           |                           |        |  |  |
| White   | 11.43                     | 16.72                     | +46.3  |  |  |
| Colored | 11.11                     | 13.44                     | +21.0  |  |  |

<sup>1</sup>Based on most recent release of fresh fruit shipments as reported by FDACS

SOURCE: Citrus Administrative Committee.

### Foreign Exchange Rates Per \$US

| Date                   | Euro   | Real   | Yen    |
|------------------------|--------|--------|--------|
| ANNUAL                 |        |        |        |
| 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 |
| 2015                   | 0.9012 | 3.3310 | 121.03 |
| 2015 (thru 02/07/2015) | 0.8632 | 2.6512 | 118.28 |
| 2016 (thru 02/7/2016)  | 0.9174 | 4.0184 | 118.44 |
| % Change               | +6.3   | +51.6  | +0.1   |
| WEEK ENDING 02/07/     | 2016   |        |        |
| 2015                   | 0.8796 | 2.7227 | 117.74 |
| 2016                   | 0.9047 | 3.9279 | 118.43 |
| % Change               | +2.9   | +44.3  | +0.6   |