



# Florida Citrus Economic & Market Indicators

## June, 2010

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## Summary Comments

- Over July through April of the 2009-10 season, Brazil's OJ exports were up 4.4% from the previous year with exports to NAFTA countries, Europe and the Far East up 34.9%, down 4.2% and up 41.1%, respectively.
- Season-to-date through 05/22/10, Florida OJ availability, movement and ending inventories were down 7.4%, 10.2% and 5.0%, respectively, from last season.
- For October through March of the 2009-10 season, U.S. OJ imports and exports were up 23.7% and down 9.3%, respectively. For 2009-10, season-to-date through 05/22/10, Florida OJ exports were up 13.7% (FDOC Processors report).
- For October through March of the 2009-10 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 7.1%.
- Season-to-date through 05/15/10, 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 down .5% from the previous season, with the NFC price down 2.8%, the Recon price down 7.6% and the overall OJ price down 4.6%.
- The May average FCOJ Futures price was \$1.40/PS, up \$.49/PS from last year. The Florida bulk FCOJ FOB price was \$1.52/PS for the week ending 05/15/10, up \$.55/PS from last year; while the Rotterdam price was at an estimated \$2,325/MT, up \$1,350/MT from last year.
- The season (final) delivered-in price for early and midseason oranges was \$1.32/PS, up \$.31/PS from last season; season-to-date through 05/22/10, the delivered-in price for Valencia oranges was \$1.53/PS, up \$.46/PS from last season; season-to-date delivered-in prices for white and red grapefruit juice were \$1.16/PS and \$1.12/PS, up \$.58/PS and \$.47/PS from last season, respectively.
- Season-to-date through 05/30/10, fresh orange and specialty citrus shipments were down 11.8% from last season.
- Season-to-date through March, clementine/tangerine imports were down 12.6%. Season-to-date through 05/30/10, Texas fresh grapefruit shipments were up 3.3%.
- Season-to-date through 05/22/10, Florida GJ availability, movement and ending inventory were down 17.9%, 30.3% and 9.3%, respectively.
- For October through March of 2009-10, U.S. GJ exports were down 40.9%. Season-to-date through 05/22/10, Florida GJ exports were down 35.8% (FDOC Processors report).
- Season-to-date through 05/15/10, GJ volume sales in all Nielsen retail outlets were down 5.9% from last season, with the overall GJ price slightly up.
- Season-to-date through 05/30/10, Florida fresh grapefruit shipments were about the same as last season, with Domestic/Canadian shipments up 1.0% and offshore shipments down .5% (CAC). Season-to-date through 05/23/10, certified shipments to Europe and Japan were down 11.9% and up 4.0%, respectively. Season-to-date through 05/30/10, Domestic FOB prices (CAC) for fresh white and colored grapefruit were up 40.9% and 26.1%, respectively.
- For the week ending 06/03/10 versus the same period last year, the Euro-per-Dollar exchange rate was up 14.7%, while the Yen-per-Dollar was down 4.7%.
- Communication awareness has dropped slightly from Q4-2009 despite similar levels of spend.
- There has been no significant change in purchasing trends in Q1-2010.
- There was a small increase in the number of regular drinkers during Q1-2010; however, this was offset by a slight decrease in more frequent drinkers.
- During Q1-2010, satisfaction with orange juice steadied at levels consistent with its pre-Q3-2009 peak.

## Brazil Orange-Juice Exports

Destination	Season-to-Date (July-April)		
	2008-09	2009-10	Change
	- - - - - million SSE gallons <sup>a</sup> - - - - -		- % -
<b>NAFTA<sup>b</sup></b>	<b>179.9</b>	<b>242.6</b>	<b>+34.9</b>
<b>Europe<sup>c</sup></b>	<b>1,124.9</b>	<b>1,077.5</b>	<b>-4.2</b>
<b>Far East<sup>d</sup></b>	<b>110.7</b>	<b>156.2</b>	<b>+41.1</b>
<b>Others</b>	<b>69.6</b>	<b>74.9</b>	<b>+7.6</b>
<b>TOTAL</b>	<b>1,485.2</b>	<b>1,551.2</b>	<b>+4.4</b>

<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.

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

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

<sup>d</sup>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 05/22/10 (FDOC Processor Week 33)		
	2008-09	2009-10e	Change	2008-09	2009-10	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>624.2</b>	<b>672.9</b>	<b>+7.8</b>	<b>624.2</b>	<b>672.9</b>	<b>+7.8</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>1,034.7</b>	<b>795.5</b>	<b>-23.1</b>	<b>879.5</b>	<b>721.8</b>	<b>-17.9</b>
<b>Imports<sup>a,b</sup></b>	<b>152.4</b>	<b>160.4</b>	<b>+5.2</b>	<b>105.2</b>	<b>95.6</b>	<b>-9.1</b>
<b>Availability</b>	<b>1,811.3</b>	<b>1,628.8</b>	<b>-10.1</b>	<b>1,608.9</b>	<b>1,490.3</b>	<b>-7.4</b>
<b>Movement</b>	<b>1,138.4</b>	<b>1,014.9</b>	<b>-10.8</b>	<b>741.1</b>	<b>665.8</b>	<b>-10.2</b>
FCOJ	591.1	478.6	-19.0	388.9	320.1	-17.7
NFC <sup>c</sup>	547.3	536.3	-2.0	352.3	345.6	-1.9
<b>Ending Inventory</b>	<b>672.9</b>	<b>613.9</b>	<b>-8.8</b>	<b>867.8</b>	<b>824.5</b>	<b>-5.0</b>
FCOJ	<b>470.8</b>	<b>449.9</b>	<b>-4.4</b>	559.9	538.9	-3.8
NFC	<b>202.2</b>	<b>164.0</b>	<b>-18.9</b>	307.9	285.7	-7.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>d</sup></b>	<b>31.3</b>	<b>31.5</b>	<b>+4</b>	<b>38.6</b>	<b>40.9</b>	<b>+5.8</b>
FCOJ <sup>d</sup>	42.4	49.8	+17.4	47.5	55.5	+16.9
COJ <sup>d</sup>	18.3	15.1	-17.5	26.5	26.0	-1.9

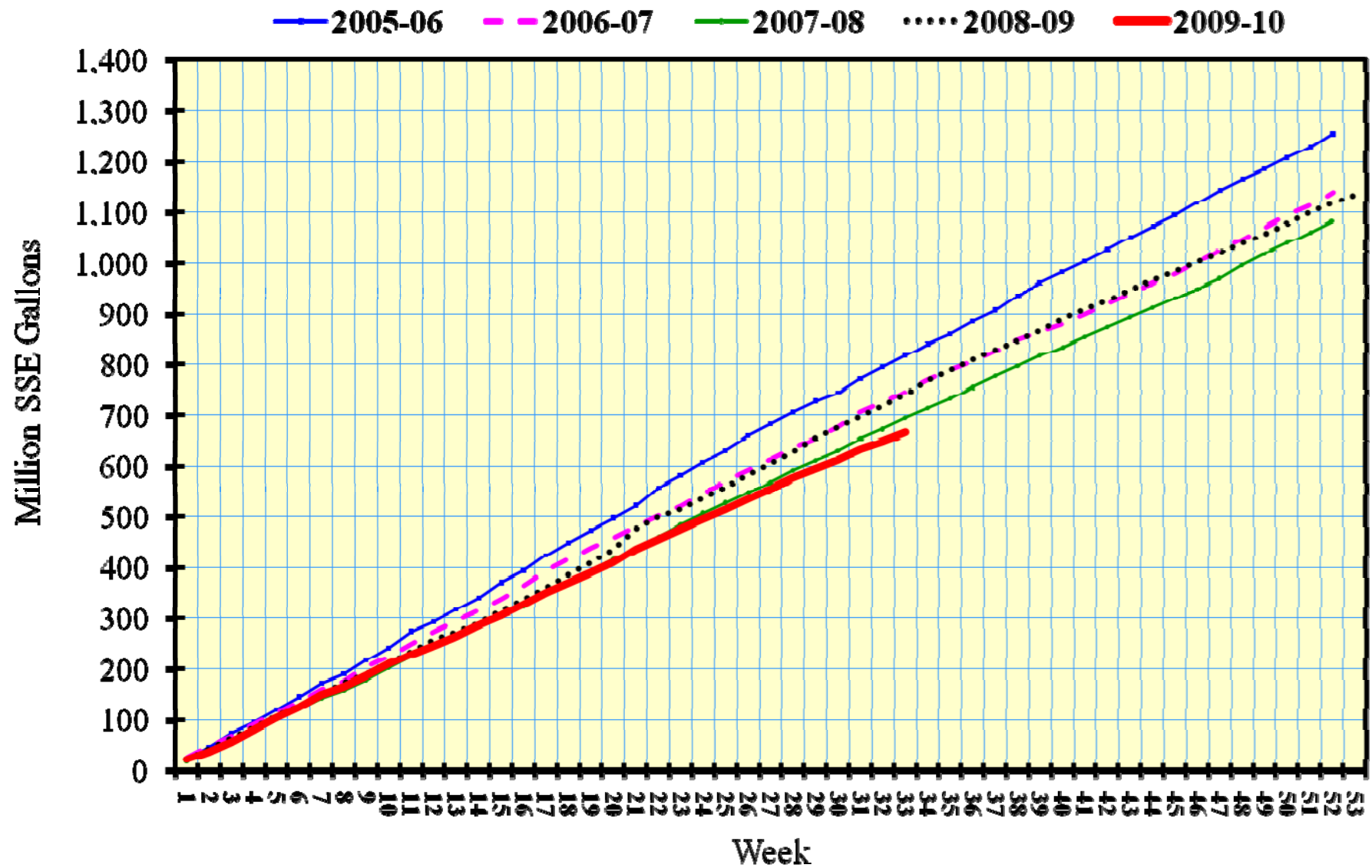
<sup>a</sup>FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

<sup>b</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.

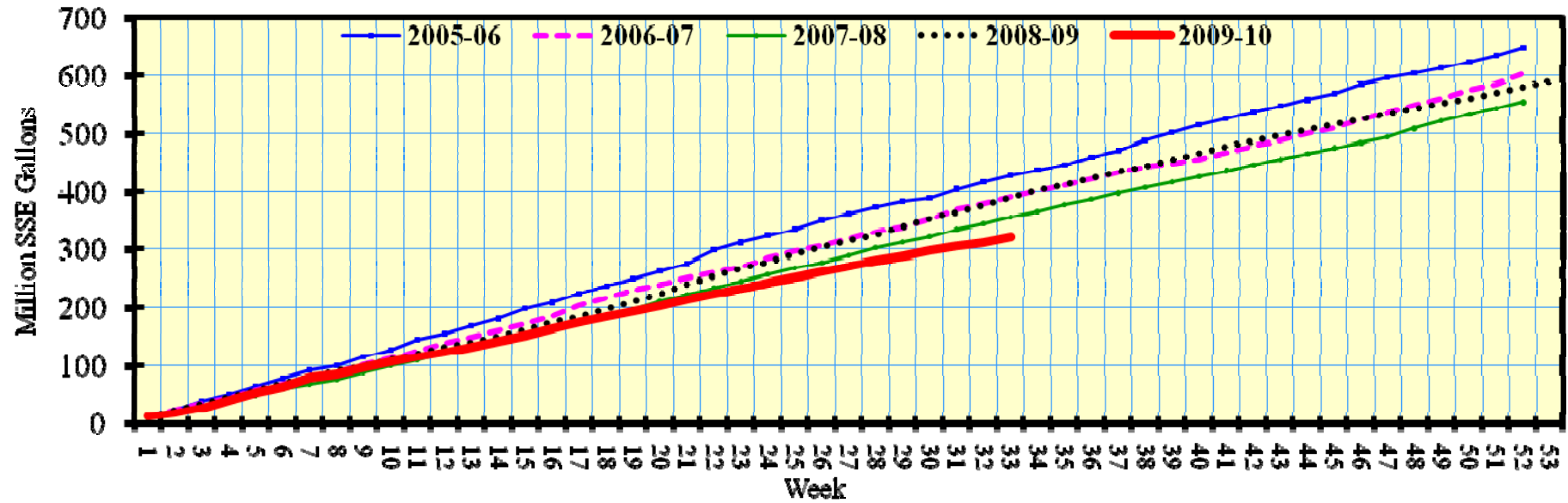
<sup>c</sup>Excludes movement of reconstituted chilled orange juice and evaporated COJ.

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

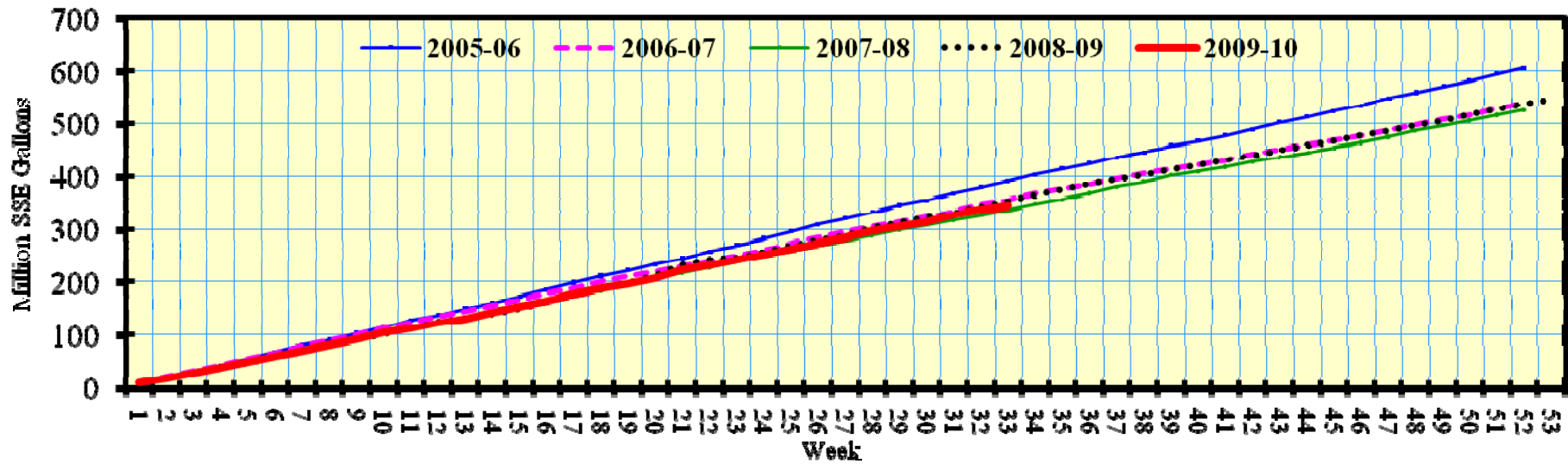
# Florida Orange-Juice Movement



### Florida FCOJ Movement



### Florida NFC-OJ Movement



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

Country	Season-to-Date (October-March)					
	TOTAL OJ			NFC-OJ		
	2008-09	2009-10	Change	2008-09	2009-10	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
<b>Brazil</b>	<b>96.22</b>	<b>112.62</b>	<b>+17.0</b>	<b>41.54</b>	<b>27.95</b>	<b>-32.7</b>
<b>CBI<sup>b</sup></b>	<b>15.14</b>	<b>23.69</b>	<b>+56.5</b>	<b>.02</b>	<b>.03</b>	<b>+50.0</b>
<b>Mexico</b>	<b>44.58</b>	<b>58.48</b>	<b>+31.2</b>	<b>.47</b>	<b>1.75</b>	<b>+272.3</b>
<b>Other</b>	<b>4.21</b>	<b>3.30</b>	<b>-21.6</b>	<b>.02</b>	<b>--</b>	<b>--</b>
<b>TOTAL</b>	<b>160.15</b>	<b>198.10</b>	<b>+23.7</b>	<b>42.05</b>	<b>29.73</b>	<b>-29.3</b>

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

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

SOURCE: U.S. Department of Commerce.

## Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October-March)		
	2008-09	2009-10	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>57.3</b>	<b>23.7</b>	<b>-58.6</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>74.7</u></b>	<b><u>108.0</u></b>	<b><u>+44.6</u></b>
<b>Availability<sup>c</sup></b>	<b>132.0</b>	<b>131.7</b>	<b>-.2</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>32.0</u></b>	<b><u>38.8</u></b>	<b><u>+21.3</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>100.0</b>	<b>92.9</b>	<b>-7.1</b>

<sup>a</sup>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.

<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>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,b</sup>

Country	Season-to-Date (October-March)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>35.33</b>	<b>33.71</b>	<b>-4.5</b>
<b>Europe</b>	<b>16.19</b>	<b>14.21</b>	<b>-12.2</b>
<b>Japan</b>	<b>1.48</b>	<b>.40</b>	<b>-73.0</b>
<b>Other</b>	<b>13.28</b>	<b>11.80</b>	<b>-11.1</b>
<b>TOTAL</b>	<b>66.28</b>	<b>60.12</b>	<b>-9.3</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2009-10 season were up 13.7%, season-to-date through 05/22/10.

SOURCE: U.S. Department of Commerce.

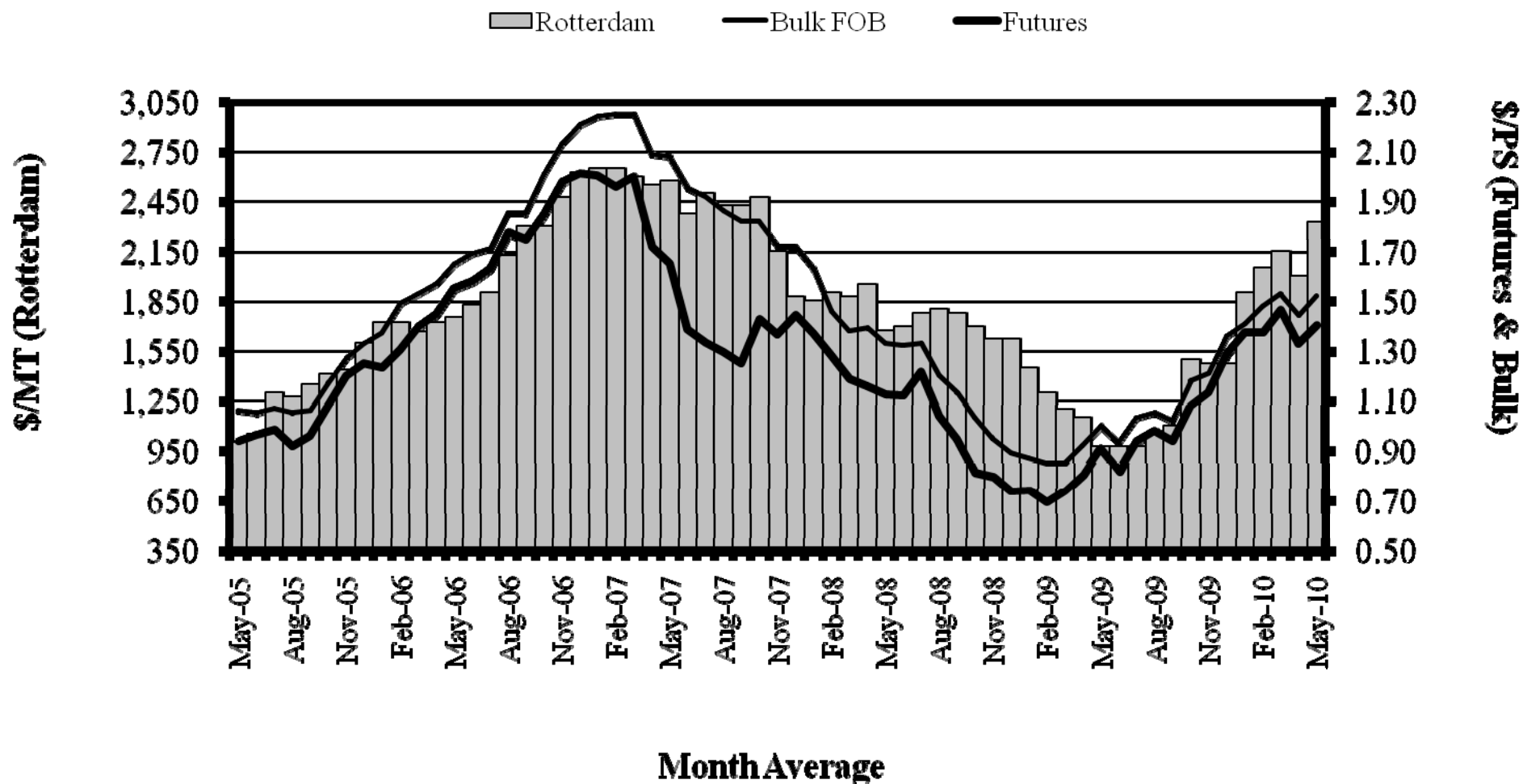
## U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2008-09p	2009-10f	Change	2008-09p	2009-10f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	577.9	576.1	-.3	5.68	5.50	-3.2
NFC	317.1	313.4	-1.2	6.59	6.43	-2.5
RECON	260.8	262.7	+7	4.57	4.39	-3.9
FCOJ	45.2	38.0	-16.0	4.66	4.55	-2.4
Shelf Stable	5.4	3.3	-39.6	6.74	6.99	+3.7
TOTAL	628.5	617.4	-1.8	5.61	5.46	-2.7
SEASON-TO-DATE: (through 05/15/10) <sup>a</sup>						
Refrigerated	364.54	369.14	+1.3	5.77	5.48	-5.0
NFC	202.39	200.79	-.8	6.62	6.43	-2.8
RECON	162.15	168.35	+3.8	4.70	4.34	-7.6
FCOJ	29.46	24.34	-17.4	4.66	4.55	-2.4
Shelf Stable	3.42	2.09	-38.9	6.78	6.93	+2.2
TOTAL	397.42	395.57	-.5	5.69	5.43	-4.6

<sup>a</sup>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 May 2005 through May 2010



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

## FCOJ Prices – May<sup>a</sup>

Item	2008-09	2009-10	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Florida Bulk FOB</b>	<b>.97</b>	<b>1.52</b>	<b>+56.7</b>
<b>FCOJ Futures</b>	<b>.91</b>	<b>1.40</b>	<b>+53.8</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>975</b>	<b>2,325</b>	<b>+138.5</b>

<sup>a</sup>Prices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 05/15/10.

Futures – May average.

Rotterdam – May *Foodnews*.

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

# FDOC Processor Delivered-In Prices

## Report #33 – Week Ending 05/22/10

Variety	Week Ending			Season-to-Date		
	2008-09	2009-10	Change	2008-09	2009-10	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>a,b</sup></b>	<b>.889</b>	<b>1.426</b>	<b>+.537</b>	<b>1.009</b>	<b>1.318</b>	<b>+.309</b>
<b>Valencias<sup>a</sup></b>	<b>.979</b>	<b>1.524</b>	<b>+.545</b>	<b>1.074</b>	<b>1.534</b>	<b>+.460</b>
<b>White Grapefruit</b>	<b>.750</b>	<b>1.150</b>	<b>+.400</b>	<b>.585</b>	<b>1.162</b>	<b>+.577</b>
<b>Red Grapefruit</b>	<b>.800</b>	<b>.937</b>	<b>+.137</b>	<b>.648</b>	<b>1.118</b>	<b>+.470</b>

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

<sup>b</sup>Season final.

# Sao Paulo Processed Orange Delivered-In Prices

## Monthly Average and Season-to-Date

Season	May Average		Season-to-Date (July-May) <sup>a</sup>	
	Price	Change From Year Ago	Price	Change From Year Ago
	- \$/box <sup>b</sup> -	- - % - -	- \$/box <sup>b</sup> -	- - % - -
<b>2007-08</b>	<b>4.98</b>	<b>+25.1</b>	<b>5.97</b>	<b>+6.1</b>
<b>2008-09</b>	<b>1.99</b>	<b>-60.0</b>	<b>3.73</b>	<b>-37.6</b>
<b>2009-10</b>	<b>7.07</b>	<b>+255.3</b>	<b>4.17</b>	<b>+11.8</b>

<sup>a</sup> Unweighted average of monthly prices.

<sup>b</sup> 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 05/30/10			FOB Price thru 05/30/10		
	2008-09 STD	2009-10 STD	Change	2008-09 STD	2009-10 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - \$/carton - - - -		- % -
<b>Early, Mids &amp; Temples<sup>a</sup></b>	<b>2,848</b>	<b>2,850</b>	<b>+.1</b>	<b>8.45</b>	<b>10.66</b>	<b>+26.2</b>
<b>Navel</b>	<b>3,880</b>	<b>2,870</b>	<b>-26.0</b>	<b>10.46</b>	<b>13.62</b>	<b>+30.2</b>
<b>Valencia</b>	<b>3,494</b>	<b>2,466</b>	<b>-29.4</b>	<b>8.09</b>	<b>11.06</b>	<b>+36.7</b>
<b>Tangelo</b>	<b>827</b>	<b>637</b>	<b>-23.0</b>	<b>9.37</b>	<b>11.24</b>	<b>+20.0</b>
<b>Early Tangerines<sup>b</sup></b>	<b>3,431</b>	<b>2,695</b>	<b>-21.5</b>	<b>12.43</b>	<b>16.33</b>	<b>+31.4</b>
<b>Honey</b>	<b>1,687</b>	<b>2,749</b>	<b>+63.0</b>	<b>15.36</b>	<b>15.23</b>	<b>-.8</b>
<b>TOTAL</b>	<b>16,167</b>	<b>14,267</b>	<b>-11.8</b>			

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

<sup>b</sup>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-March			STD – 05/30/10		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
221.59	193.77	-12.6	6,061	6,261	+3.3

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.



# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 05/22/10 (FDOC Processor Week 33)		
	2008-09	2009-10e	Change	2008-09	2009-10	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>59.3</b>	<b>45.7</b>	<b>-23.0</b>	<b>59.3</b>	<b>45.7</b>	<b>-23.0</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>68.0</b>	<b>60.0</b>	<b>-11.7</b>	<b>67.9</b>	<b>59.1</b>	<b>-13.0</b>
<b>Availability</b>	<b>127.3</b>	<b>105.7</b>	<b>-16.9</b>	<b>127.2</b>	<b>104.4</b>	<b>-17.9</b>
<b>Movement</b>	<b>81.6</b>	<b>57.2</b>	<b>-30.0</b>	<b>52.2</b>	<b>36.4</b>	<b>-30.3</b>
FCGJ	52.3	35.0	-33.2	33.7	22.4	-33.5
NFC <sup>b</sup>	29.3	22.2	-24.2	18.6	14.0	-24.4
<b>Ending Inventory</b>	<b>45.7</b>	<b>48.6</b>	<b>+6.3</b>	<b>74.9</b>	<b>68.0</b>	<b>-9.3</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>c</sup></b>	<b>29.7</b>	<b>44.2</b>	<b>+49.0</b>	<b>47.3</b>	<b>61.6</b>	<b>+30.2</b>
<b>Carryover – 13 Weeks<sup>d</sup></b>				<b>51.1</b>	<b>57.1</b>	<b>+11.6</b>
<b>Carryover – 3 Years<sup>e</sup></b>				<b>49.0</b>	<b>44.5</b>	<b>-9.3</b>

<sup>a</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.

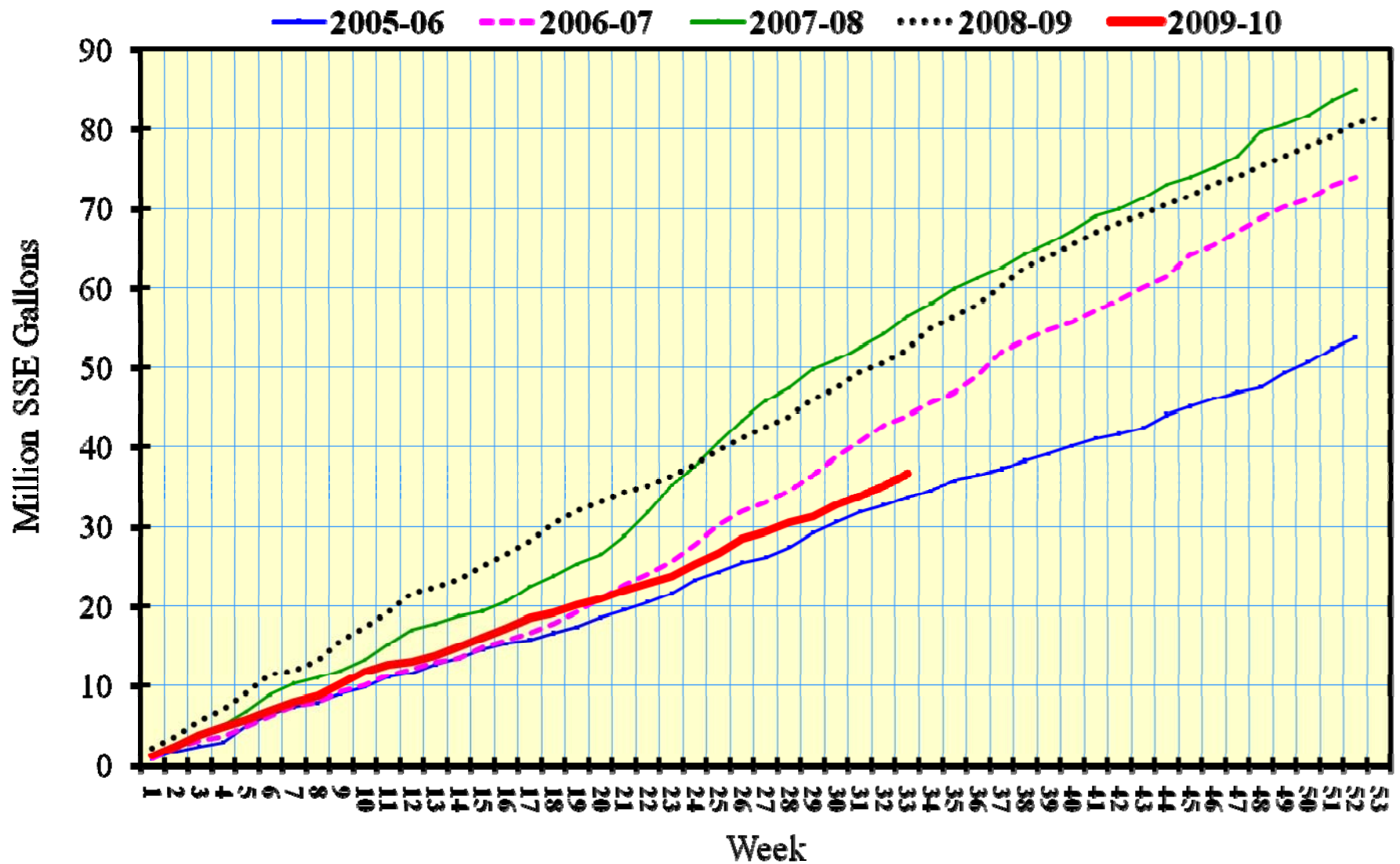
<sup>b</sup>Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.

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

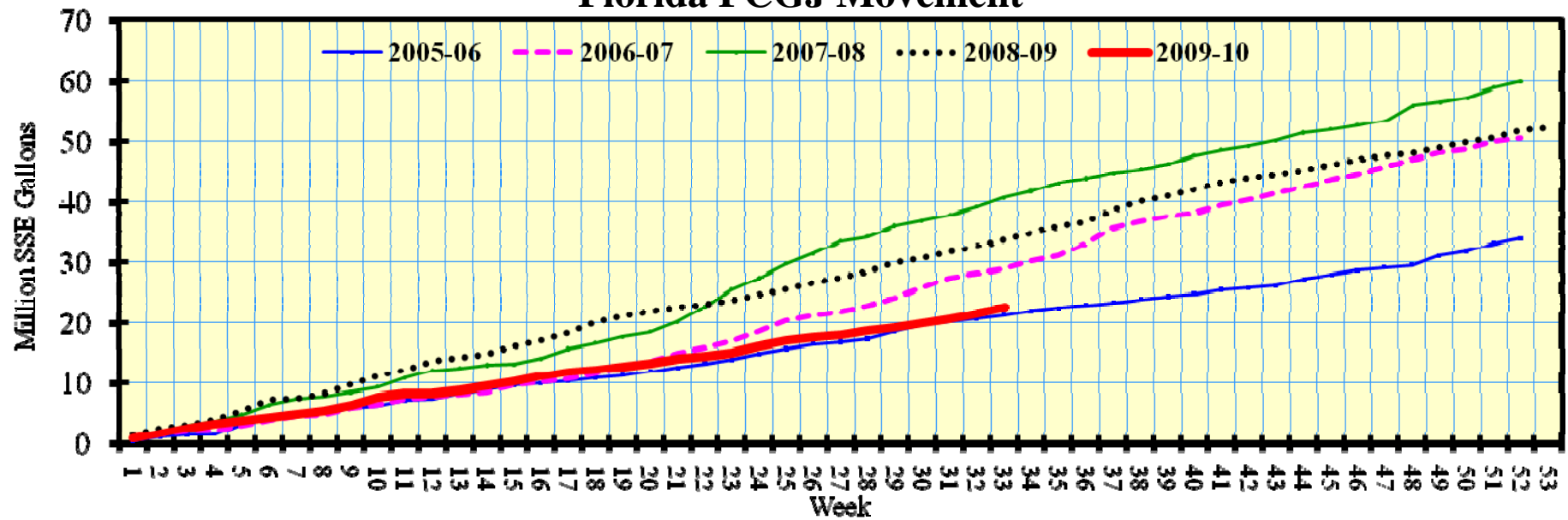
<sup>d</sup>Season-to-date weeks supply based on last 13-week movement.

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

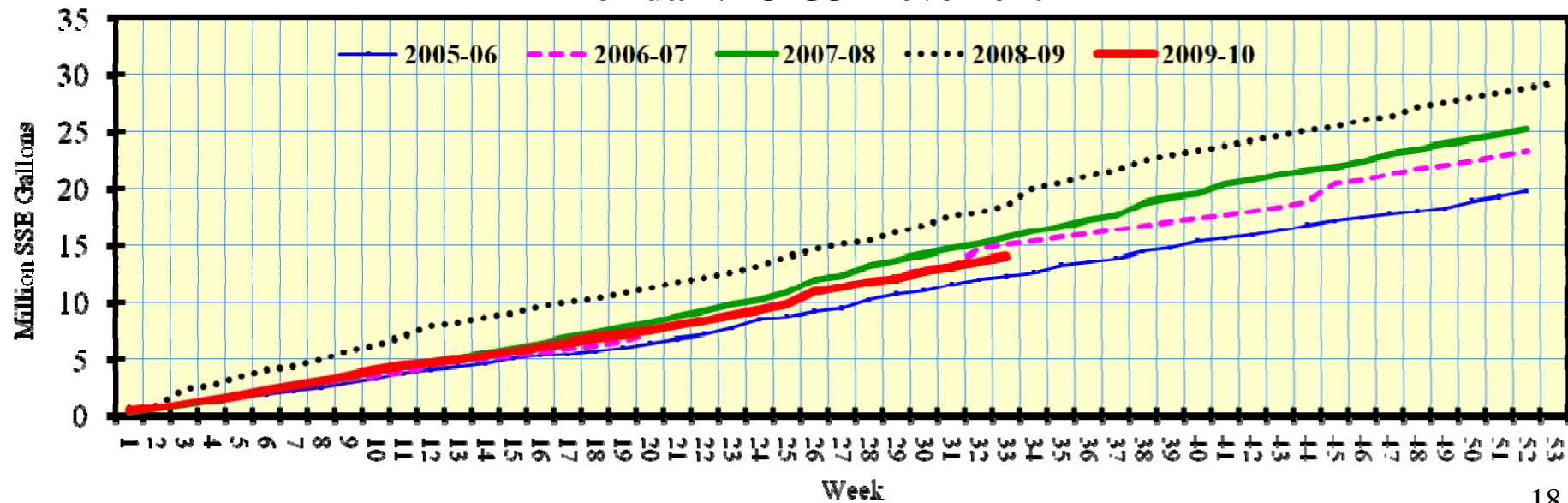
# Florida Grapefruit-Juice Movement



### Florida FCGJ Movement



### Florida NFC-GJ Movement



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

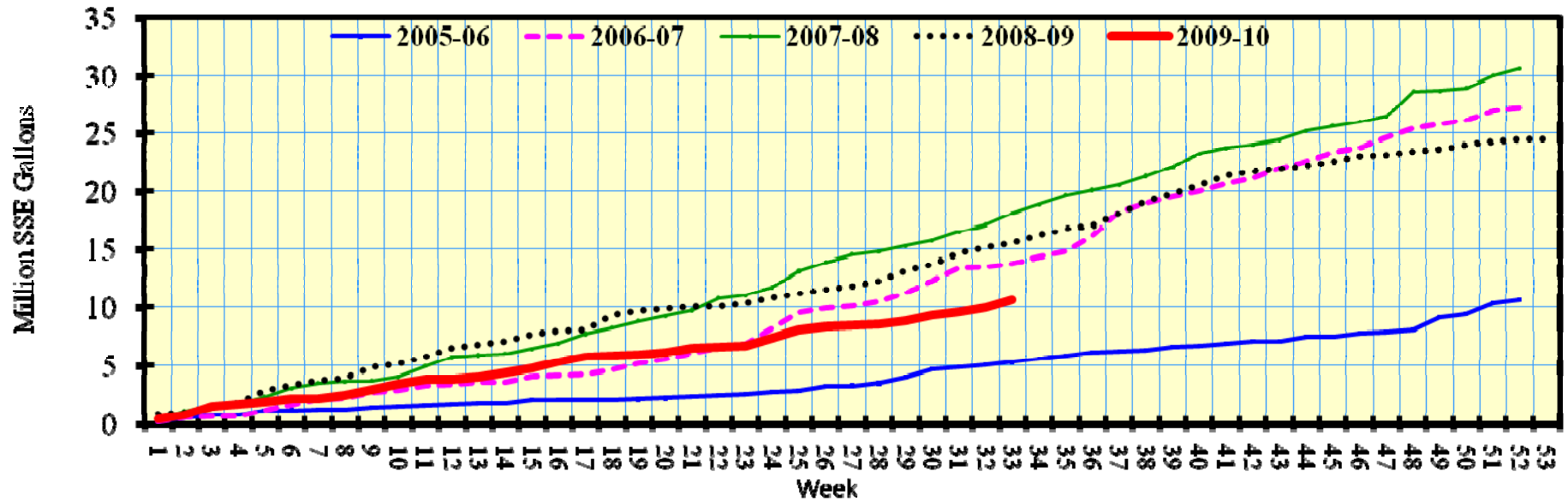
Country	Season-to-Date (October-March)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>1.40</b>	<b>1.10</b>	<b>-21.4</b>
<b>Europe</b>	<b>4.05</b>	<b>1.73</b>	<b>-57.3</b>
<b>Japan</b>	<b>1.37</b>	<b>1.30</b>	<b>-5.1</b>
<b>Other</b>	<b>.88</b>	<b>.43</b>	<b>-51.1</b>
<b>TOTAL</b>	<b>7.71</b>	<b>4.56</b>	<b>-40.9</b>

<sup>a</sup>FDOC estimates.

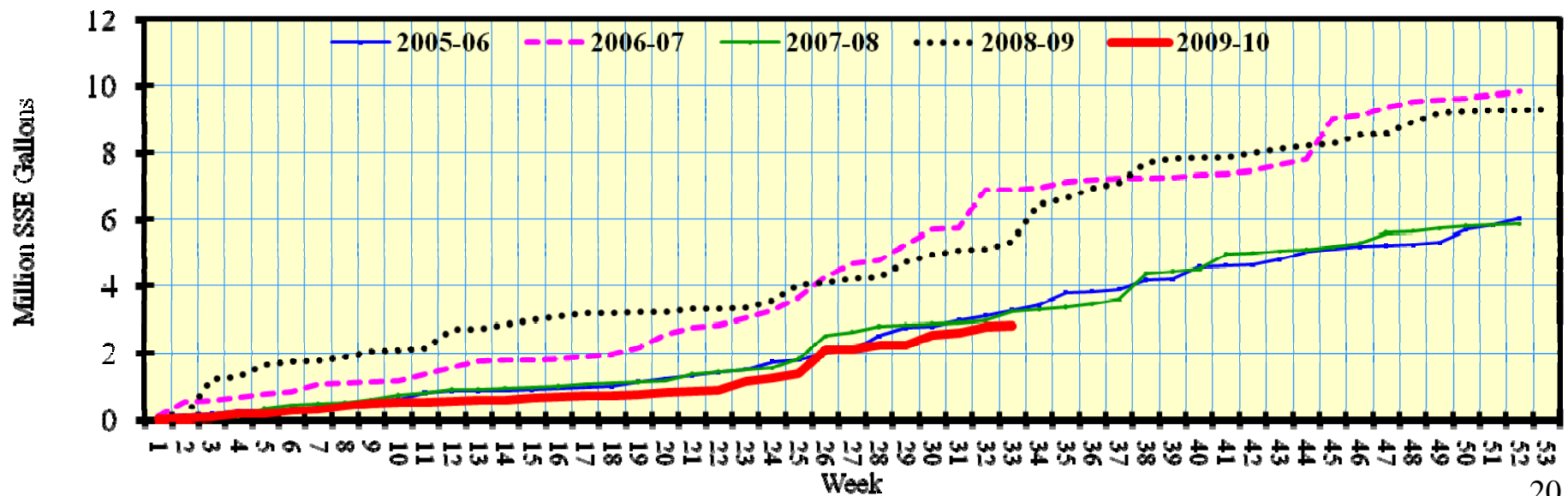
<sup>b</sup>FDOC Processor exports of GJ for the 2009-10 season were down 35.8%, season-to-date through 05/22/10.

SOURCE: U.S. Department of Commerce.

## Florida FCGJ Export Movement



## Florida NFC-GJ Export Movement



## 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	13.00	12.73	-2.1	6.60	6.54	-1.0
NFC	12.27	12.09	-1.5	6.74	6.63	-1.6
RECON	.73	.64	-12.9	4.27	4.70	+10.0
FCGJ	.77	.42	-45.1	4.26	4.43	+4.1
Shelf Stable	7.16	6.56	-8.4	6.04	6.08	+.7
TOTAL	20.94	19.71	-5.8	6.32	6.34	+.3
SEASON-TO-DATE: (through 05/15/10) <sup>a</sup>						
Refrigerated	8.26	8.11	-1.9	6.60	6.52	-1.3
NFC	7.80	7.70	-1.3	6.75	6.62	-1.9
RECON	.47	.41	-12.2	4.23	4.64	+9.8
FCGJ	.51	.28	-44.5	4.23	4.41	+4.1
Shelf Stable	4.58	4.18	-8.8	5.99	6.07	+1.6
TOTAL	13.35	12.57	-5.9	6.30	6.32	+.3

<sup>a</sup>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 05/30/10

Shipments/ Variety	2008-09 STD	2009-10 STD	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>7,127</b>	<b>7,198</b>	<b>+1.0</b>
White	223	211	-5.4
Colored	6,904	6,987	+1.2
<b>Offshore Exports – All</b>	<b>10,220</b>	<b>10,168</b>	<b>-.5</b>
White	2,210	2,394	+8.3
Colored	8,010	7,774	-2.9
<b>TOTAL - All</b>	<b>17,347</b>	<b>17,366</b>	<b>+.1</b>
White	2,433	2,605	+7.1
Colored	14,914	14,761	-1.0

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 05/23/10

Country	2008-09 STD	2009-10 STD	Change
- thousand cartons -			- % -
United States	6,041	6,020	-.4
Canada	1,088	1,142	+5.0
Europe	3,924	3,455	-11.9
Japan	6,036	6,277	+4.0
Other	260	430	+65.4
<b>TOTAL</b>	<b>17,349</b>	<b>17,324</b>	<b>-.1</b>

SOURCE: Florida Department of Citrus.



## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 05/30/10

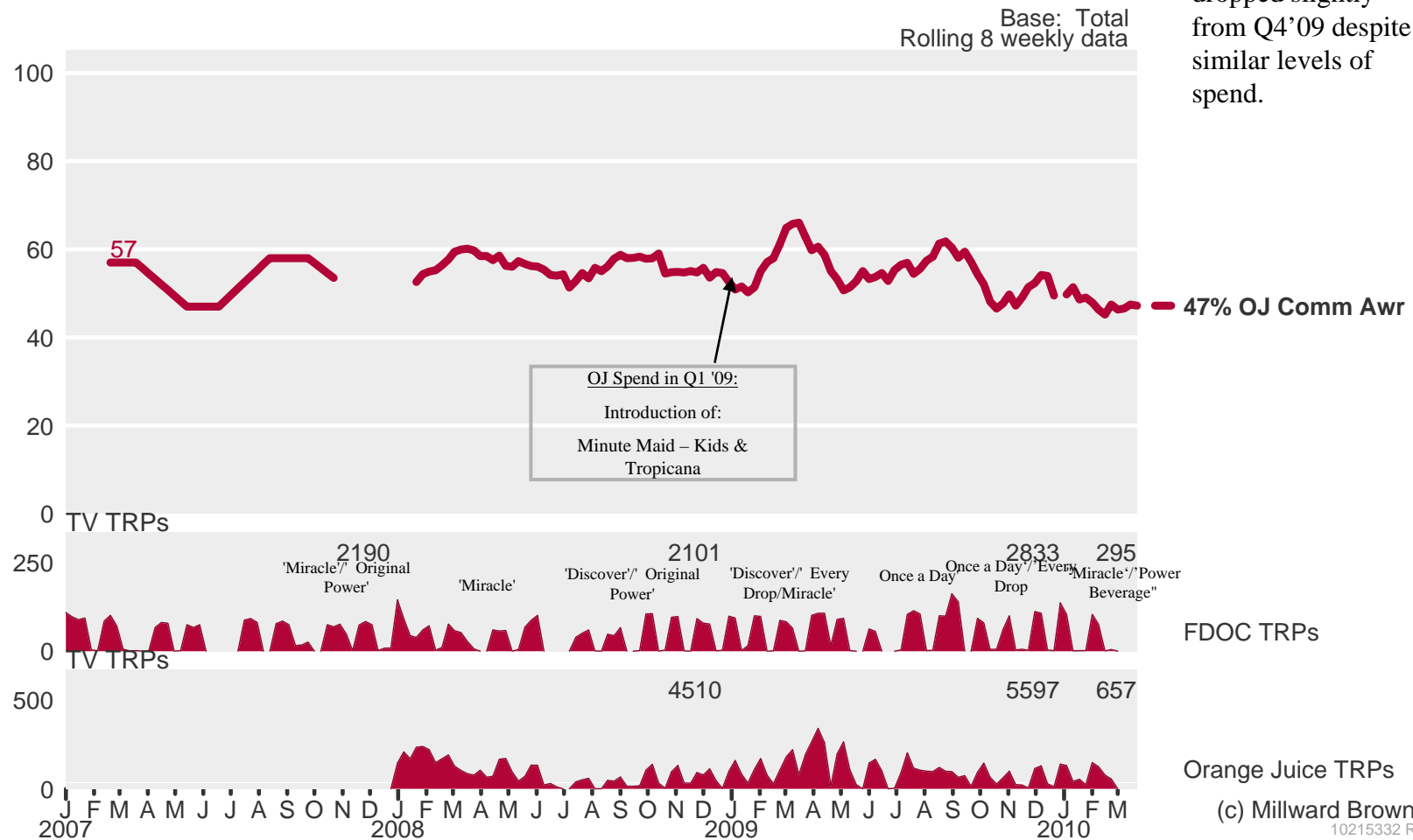
Variety	FOB Price		
	2008-09 STD	2009-10 STD	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>9.26</b>	<b>13.05</b>	<b>+40.9</b>
<b>Colored</b>	<b>9.40</b>	<b>11.85</b>	<b>+26.1</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2006</b>	<b>0.79703</b>	<b>2.17995</b>	<b>116.33664</b>
<b>2007</b>	<b>0.73082</b>	<b>1.95159</b>	<b>117.81453</b>
<b>2008</b>	<b>0.68341</b>	<b>1.84021</b>	<b>103.46616</b>
<b>2009</b>	<b>0.71916</b>	<b>2.00847</b>	<b>93.61672</b>
<b>2009</b> (thru 06/03/09)	<b>0.75633</b>	<b>2.25020</b>	<b>95.27205</b>
<b>2010</b> (thru 06/03/10)	<b>0.74260</b>	<b>1.80315</b>	<b>91.55903</b>
<b>% Change</b>	<b>-1.8</b>	<b>-19.9</b>	<b>-3.9</b>
<b>WEEK ENDING 06/03/10</b>			
<b>2009</b>	<b>0.71047</b>	<b>1.99433</b>	<b>95.70413</b>
<b>2010</b>	<b>0.81467</b>	<b>1.82950</b>	<b>91.17393</b>
<b>% Change</b>	<b>+14.7</b>	<b>-8.3</b>	<b>-4.7</b>

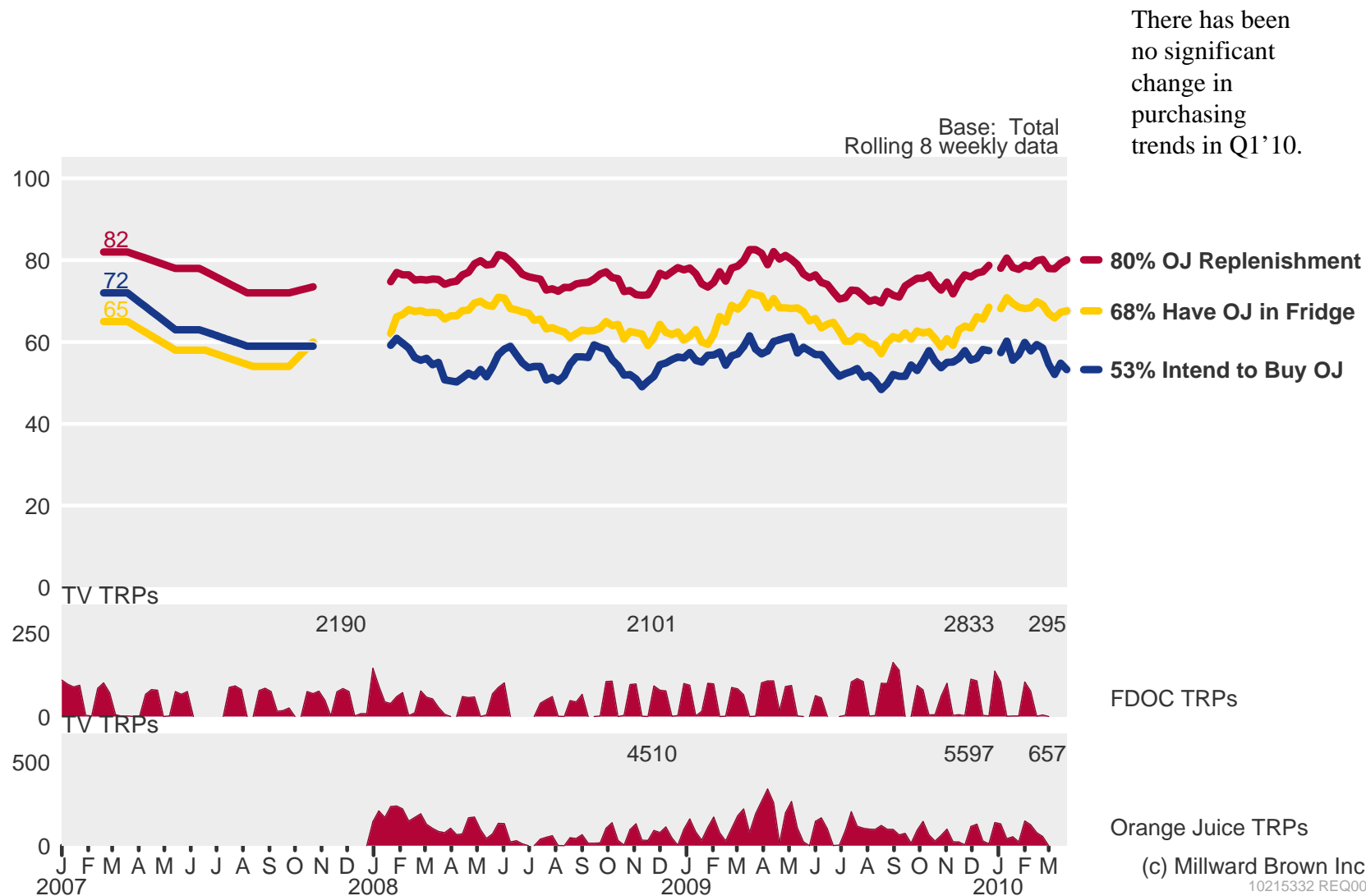
# Total Communication Awareness



Awareness has dropped slightly from Q4'09 despite similar levels of spend.

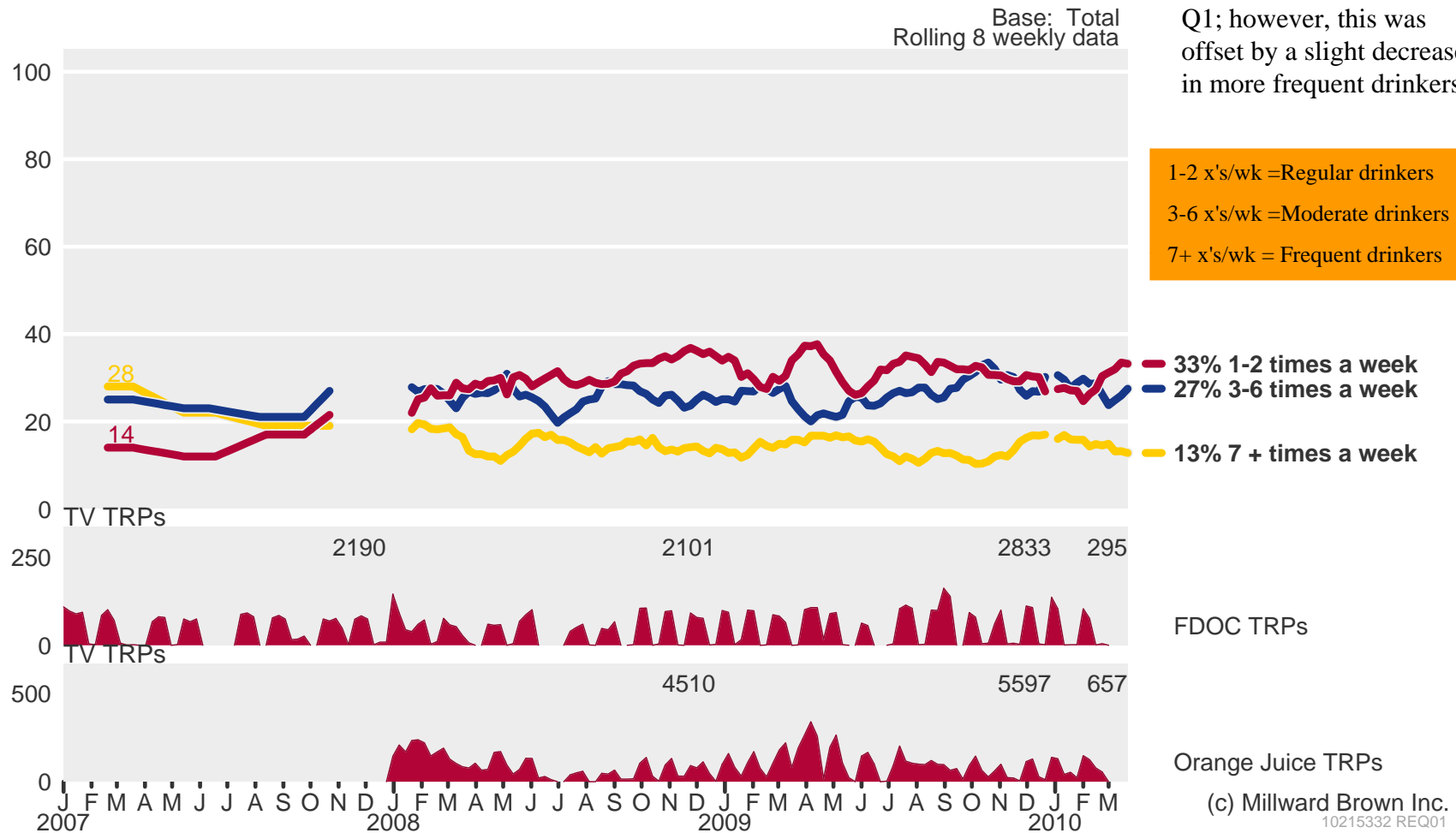
Q10. Have you seen, heard or read anything lately about Orange juice anywhere recently?  
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

# Purchase Trends



\* Intend to purchase or/and have OJ in the fridge  
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

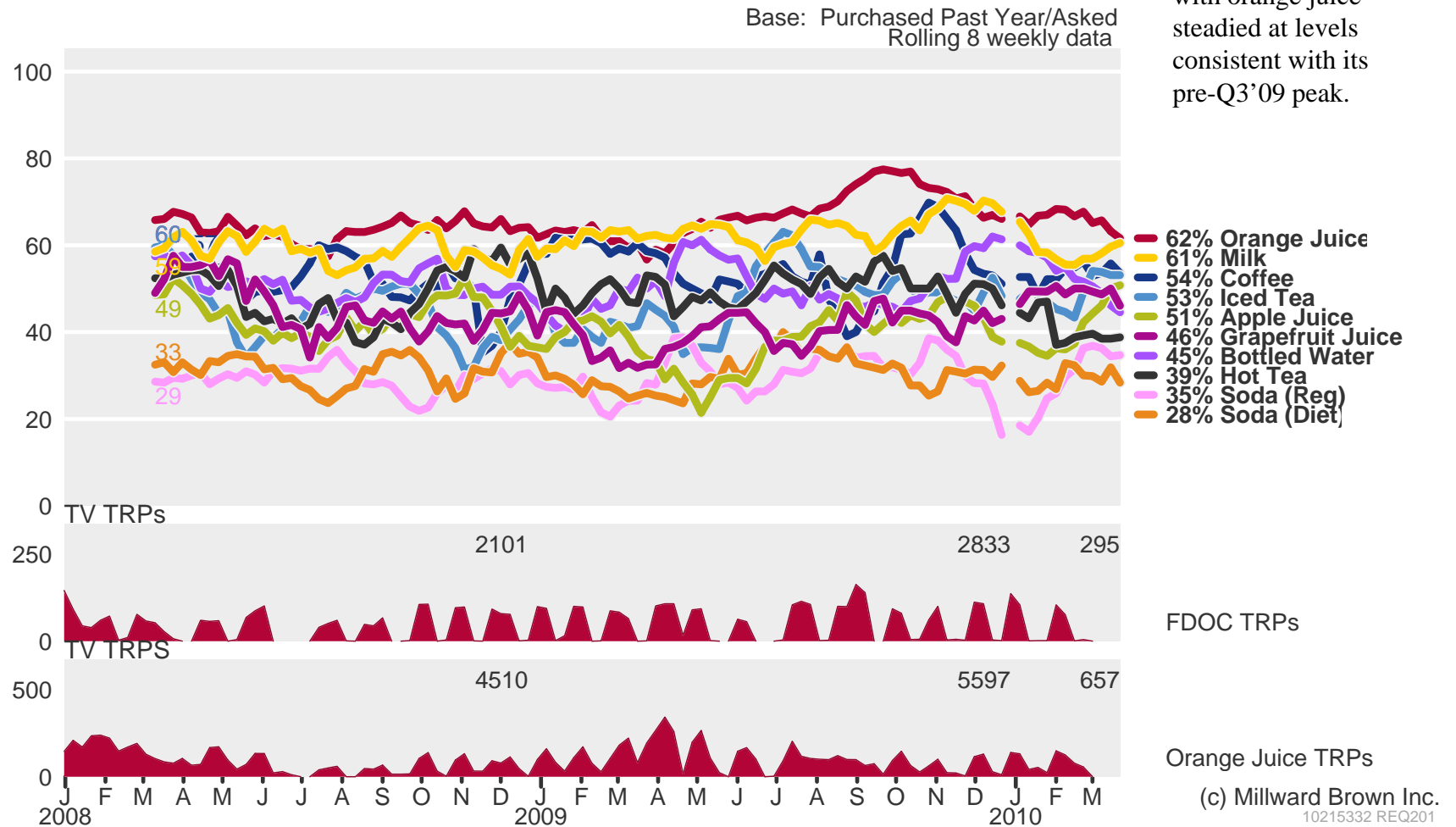
# Consumption



There was a small increase in the number of regular drinkers during Q1; however, this was offset by a slight decrease in more 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



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