FLORIDA DEPARTMENT OF CITRUS

Florida Citrus Economic & Market Indicators November 2015



Florida Department of Citrus Economic and Market Research

Florida Citrus Economic & Market Indicators

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Summary Comments

- Brazil's OJ exports for 2015-16 Brazilian season (July October) were down 18.2% from the previous year with exports to the NAFTA region, Europe and the Far East down 34.9%, 11.6% and 40.7%, respectively.
- Season-to-date through 10/31/2015, Florida FCOJ availability, movement and ending inventories were up 0.4%, up 17.1%, and down 1.1%, respectively, from last season.
- Season-to-date through 10/31/2015, Florida SSOJ availability, movement and ending inventories were down 5.6%, down 4.9%, and up 7.7%, respectively, from last season.
- Season final for the 2014-15 season, U.S. OJ imports and exports were up 9.8% and down 29.3% from last season, respectively. Season-to-date though 10/31/2015, Florida OJ exports were up 8.7% (FDOC Processors Report).
- Season final for the 2014-15 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 8.8%.
- Season-to-date through 10/31/2015, OJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA) were down 6.9% from the previous season, with the NFC price up 4.8%, the Recon price up 1.8% and the overall OJ price up 4.1%.
- The October average FCOJ Futures price was \$1.25/PS, down \$.13/PS from last year, while the Rotterdam price was at an estimated \$1,850/MT, down \$150/MT from last year.
- For the 2014-15 season, the delivered-in price for early and midseason oranges was \$1.94/PS, up \$.23/PS from last season. The delivered-in price for Valencias was \$2.16/PS (down \$.22/PS), from last season. White grapefruit was \$1.34/PS (down \$.17/PS) and red grapefruit was \$.97/PS (down \$.01/PS), from last season.
- From August through September of the 2015-16 season, clementine and tangerine imports were up 21.3% relative to last season. Season-to-date through 10/24/2015, Texas fresh grapefruit shipments were down 19.1% relative to last season.
- Season-to-date through 10/31/2015, Florida FCGJ availability, movement and ending inventory were up 62.7%, up 13.3%, and down 14.7%, respectively.
- Season-to-date through 10/31/2015, Florida SSGJ availability, movement and ending inventory were down 21.5%, up 30.0%, and down 22.4%, respectively.
- Season final for the 2014-15 season, U.S. GJ exports were down 12.6%. Season-to-date through 10/31/2015, Florida GJ exports were up 47.0% (FDOC Processors report).
- Season-to-date through 10/31/2015, GJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers, Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA) were down 4.3% from the previous season, with the overall GJ price up 3.1%.
- Season-to-date through 10/18/2015, Florida fresh grapefruit shipments were down 32.5% from last season, with Domestic/Canadian shipments down 38.3% and offshore shipments down 17.3% (DFVI). Season-to-date through 10/25/2015, shipments to Europe and Japan were down 68.8% and 70.8% respectively. Season-to-date through 10/25/2015, domestic FOB prices (CAC) for fresh colored grapefruit were up 28.9%.
- For the week ending 11/08/2015 versus the same period last year, the Euro-per-Dollar exchange rate was up 14.8%, while the Yen-per-Dollar was up 6.9%.



Brazil Orange-Juice Exports

	Season-to-Date						
Destination		(July - October)					
	2014-15	2015-16	Change				
	- million SS	E gallons (a) -	- % -				
NAFTA ^{b, e}	107.6	70.1	-34.9				
Europe ^c	381.1	336.9	-11.6				
Far East ^d	42.5	25.2	-40.7				
Others	23.1	21.2	-8.2				
Total	554.4	453.4	-18.2				

^aAssumes exports with codes 2009.11.00 (FCOJ) and 2009.19.00 (Other) are 66° Brix, while exports with code 2009.12.00 (NFC) are 11.6° Brix.

SOURCE: Secretary of External Commerce - Brazil



^bU.S., Canada, and Mexico.

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

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

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

Florida FCOJ Availability, Movement and Inventory

	Prior Season Comparison			Season-to-Date 10/31/2015			
Item	(0	ctober - Septembe	r)	(FDOC	Processor Week	4)	
	2013-14	2014-15	Change	2014-15	2015-16	Change	
	- millio	on PS -	- % -	- million	ı PS -	- % -	
Beginning Inventory	319.5	274.1	-14.2	274.1	289.3	+5.5	
Pack from Fruit	148.2	120.0	-19.0	0.1	0.3	+200	
Imports ^a	210.8	259.7	+23.2	27.1	12.9	-52.4	
Availability	678.4	653.8	-3.6	301.3	302.5	+0.4	
Movement	404.3	364.6	-9.8	25.2	29.5	+17.1	
Bulk	317.2	278.2	-12.3	18.8	22.0	+17.0	
Packaged	87.1	86.4	-0.8	6.4	7.5	+17.2	
Ending Inventory	274.1	289.3	+5.5	276.0	273.0	-1.1	
Bulk	265.9	281.4	+5.8	267.9	266.3	-0.6	
Packaged	8.2	7.8	-4.9	8.2	6.6	-19.5	
	weeks	supply	- % -	weeks supply		- % -	
Carryover – STD ^b	35.3	41.3	+17.0	43.7	37.0	-15.3	

^aAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, chilled OJ used in FCOJ, net loss or gain during reprocessing and adjustments. ^bSeason-to-date weeks supply based on season-to-date movement.



Florida SSOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 10/31/2015 (FDOC Processor Week 4)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- milli	on PS -	- % -	- millio	n PS -	- % -
Beginning Inventory	219.3	213.6	-2.6	213.6	227.8	+6.6
Pack from Fruit	484.3	436.2	-9.9	0.3	0.0	-100
Imports ^a	21.4	41.7	+94.9	5.7	4.1	-28.1
Availability	724.9	691.5	-4.6	219.6	231.9	+5.6
Movement ^b	508.0	457.0	-10.0	36.5	34.7	-4.9
Bulk	57.2	36.2	-36.7	3.2	2.5	-21.9
Packaged	450.9	420.8	-6.7	33.3	32.3	-3.0
Ending Inventory	213.6	227.8	+6.6	183.0	197.1	+7.7
Bulk	207.1	221.6	+7.0	177.8	190.6	+7.2
Packaged	6.5	6.2	-4.6	5.2	6.5	+25.0
	weeks	supply	- % -	weeks supply		- % -
Carryover - STD ^c	21.9	25.9	+18.3	20.0	22.7	+13.5

^aAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, FCOJ used in chilled OJ, net loss or gain during reprocessing and adjustments. ^bExcludes evaporated COJ.

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

U.S. Orange-Juice Imports^a

		SE	CASON FINA	L				
		Volume			Value/SSG ^c			
Country	2013-14	2014-15	Change	2013-14	2014-15	Change		
	million S	SSE gallons	%	\$/SSE	gallon	%		
			TOTAL OJ					
Brazil	247.57	303.54	+22.6	1.26	1.13	-10.3		
CBI ^b	41.58	29.74	-28.5	1.57	1.46	-7.0		
Mexico	120.27	119.39	-0.7	1.56	1.79	+14.7		
Other	8.20	5.70	-30.5	2.95	2.81	-4.7		
TOTAL	417.62	458.37	+9.8	1.41	1.34	-5.0		
			NFC OJ					
Brazil	34.39	57.62	+67.5	1.43	1.39	-2.8		
CBIb	.00	.00	N/A	.00	.00	N/A		
Mexico	7.36	5.67	-23.0	2.45	2.27	-7.3		
Other	.05	.18	+260.0	3.49	4.13	+18.3		
TOTAL	41.80	63.46	+51.8	1.61	1.48	-8.1		

^aIncludes OJ with added vitamins and minerals.

^bIncludes Dominican Republic-Central America initiatives.

^cThe FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons. SOURCE: U.S. Department of Commerce.

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

SEASON FINAL

		Volume			Value/SSG ^c		
Country	2013-14	2014-15	Change	2013-14	2014-15	Change	
	million SS	E gallons	- % -	\$/SSE	gallon	- % -	
Canada	94.43	63.31	-33.0	3.09	3.90	+26.2	
Europe	21.78	17.08	-21.6	2.51	2.27	-9.6	
Japan	1.22	.91	-25.4	2.90	3.42	+17.9	
Other	42.56	31.85	-25.2	2.83	3.10	+9.5	
TOTAL	159.99	113.14	-29.3	2.94	3.43	+16.7	

^aIncludes OJ with added vitamins and minerals.

^bFDOC Processor exports of OJ for the 2014-15 season were up 8.7%, season-to-date through 10/31/2015.

^cThe FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons. SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	SEASON FINAL					
	2013-14	2014-15	Change			
	- million S	SE gallons -	- % -			
Beginning Inventory ^a	14.3	24.2	+69.2			
Foreign Imports ^b	<u>181.1</u>	<u>154.9</u>	<u>-14.5</u>			
Availability ^c	195.4	179.1	-8.3			
Ending Inventory ^a	<u>24.2</u>	<u>23.0</u>	<u>-5.0</u>			
Non-FDOC Proc. FCOJ Disappearance ^d	171.2	156.2	-8.8			

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

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



^cBeginning inventory and imports.

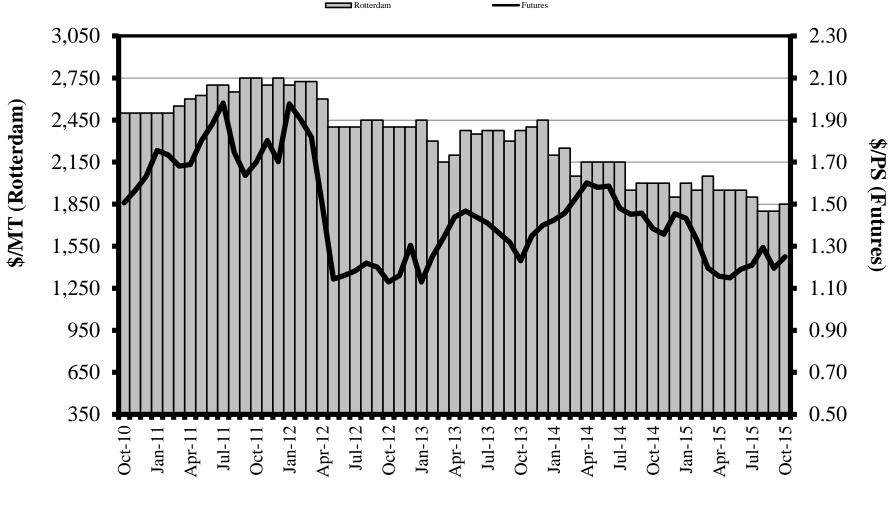
^dNon-FDOC Processor FCOJ Disappearance is a partial Measure of non-Florida presumed consumption that does not include U.S. production from States other than Florida or U.S. exports.

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

		Volume				
ITEM	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SS	SE gallons -	%	- \$/SSE	gallon -	%
	FULL SEAS	ON RESULTS	for the PREVIO	OUS TWO SEA	SONS	
Refrigerated	533.85	502.10	-5.9	6.27	6.35	+1.3
NFC	320.85	310.64	-3.2	7.25	7.27	+0.3
RECON	212.99	191.46	-10.1	4.79	4.87	+1.7
FCOJ	27.54	23.41	-15.0	4.77	4.89	+2.5
Shelf Stable	0.75	0.67	-10.7	8.46	8.89	+5.1
TOTAL	562.14	526.05	-6.4	6.20	6.29	+1.5
	SEASON-TO	-DATE through	n 10/3/2015, TO	P LINE REPO	RT #13	
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	502.10	467.70	-6.9	6.35	6.62	+4.3
NFC	310.64	291.48	-6.2	7.27	7.62	+4.8
RECON	191.46	176.21	-8.0	4.87	4.96	+1.8
FCOJ	23.41	21.29	-9.1	4.89	4.95	+1.2
Shelf Stable	0.67	0.56	-16.4	8.89	9.12	+2.6
TOTAL	526.05	489.55	-6.9	6.29	6.55	+4.1

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.

FCOJ Futures & Rotterdam Monthly Average Prices October 2010 through October 2015



Month Average

FCOJ Prices October

Item	2014	2015	Change
	\$/pound	%	
FCOJ Futures	1.38	1.25	-9.4
	\$/metr		
FCOJ Rotterdam	2,000	1,850	-7.5

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

FDOC Processor Delivered-In Prices Report #39— Week Ending 06/27/15

T 7 • 4	SEASON FINAL			
Variety	2013-14	2014-15	Change	
		\$/PS		
Early & Midseason ^a	\$1.71	\$1.94	+13.5%	
Valencias ^b	\$2.38	\$2.16	-9.2%	
White Grapefruit	\$1.51	\$1.34	-11.3%	
Red Grapefruit	\$0.98	\$0.97	-1.0%	

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



^bSpot & Contract.

Sao Paulo Processed Orange Spot Prices

Monthly Average and Season-to-Date

	Oct Av	verage	Season-to-Date (Jul - Oct) ^a		
Season	Price	Change from Year Ago	Price	Change from Year Ago	
	\$/box ^b	%	\$/box ^b	%	
2013-14	3.41	-0.6	3.12	-9.3	
2014-15	4.16	+22.0	4.31	+38.1	
2015-16	3.37	-19.0	3.19	-26.0	

^a Unweighted average of monthly prices.

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

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

	Shipi	nents thru 10/	25/15	FOB Price thru 10/25/15		
Variety	2014-15	2015-16	Cl haman	2014-15	2015-16	Cl
	STD	STD	Change	STD	STD	Change
	1,000 4/5-	bu. cartons	- % -	\$/c	\$/carton	
Early, Mids & Temples ^a	277	139	-49.8	14.81	16.98	+14.7
Navel	153	51	-66.7	19.45	20.04	+3.0
Valencia	0	17	N/A	N/A	N/A	N/A
Tangelo	26	0	N/A	N/A	N/A	N/A
Early Tangerines ^b	470	254	-46.0	15.79	20.72	+31.2
Honey	N/A	N/A	N/A	N/A	N/A	N/A
TOTAL	926	461	-50.2			

^aPrices for Early & Mids.

^bPrices for Sunburst

SOURCE: Citrus Administrative Committee

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2014-15	2015-16	Change	2014-15	2015-16	CI
August - S	August - September		STD – 10/24/2015		Change
million	million pounds		thousand 7/10-bu. cartons		- % -
93.99 114.05		+21.3	262 212		-19.1
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 10/31/2015 (FDOC Processor Week 4)		
Item						
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- millio	on PS -	- % -	- millio	n PS -	- % -
Beginning Inventory	20.6	18.8	-8.7	9.7	16.1	+66.0
Pack from Fruit	22.5	17.7	-21.3	0.5	0.5	.0
Imports ^a			.0	0.0	0.0	.0
Availability	43.1	36.5	-15.3	10.2	16.6	+62.7
Movement	25.6	23.6	-7.8	1.5	1.7	+13.3
Bulk	25.3	23.4	-7.5	1.5	1.6	+6.7
Packaged	0.4	0.2	-50.0	0.0	0.0	.0
Ending Inventory	18.9	16.1	-14.8	18.4	15.7	-14.7
Bulk	18.8	16.1	-14.4	18.3	15.7	-14.2
Packaged	0.0	0.0	.0	0.0	0.0	.0
	weeks supply		- % -	weeks supply		- % -
Carryover - STD ^b	38.3	35.5	-7.3	49.2	37.9	-23.0

^aAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, chilled GJ used in FCGJ, net loss or gain during reprocessing and adjustments. ^bSeason-to-date weeks supply based on season-to-date movement.



Florida SSGJ Availability, Movement and Inventory

	Prior Season Comparison (October - September)			Season-to-Date 10/31/15 (FDOC Processor Week 4)		
Item						
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- millio	on PS -	- % -	- million	PS -	- % -
Beginning Inventory	11.2	12.2	+8.9	12.2	9.5	-22.1
Pack from Fruit	19.3	14.9	-22.8	0.0	0.0	N/A
Imports ^a	0.0	1.1	N/A	0.0	0.0	N/A
Availability	30.5	28.1	-7.9	12.1	9.5	-21.5
Movement	16.8	16.9	+0.6	1.0	1.3	+30.0
Bulk	4.4	4.5	+2.3	0.0	0.4	N/A
Packaged	12.4	12.4	.0	0.9	0.9	.0
Ending Inventory	12.2	9.5	-22.1	10.7	8.3	-22.4
Bulk	11.9	9.3	-21.8	10.3	8.0	-22.3
Packaged	0.2	0.2	.0	0.3	0.2	-33.3
	weeks supply		- % -	weeks supply		- % -
$Carryover-STD^{b}\\$	37.7	29.4	-22.0	44.0	26.3	-40.2

^aAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, FCGJ used in chilled GJ, net loss or gain during reprocessing and adjustments.

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

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

Season-to-Date

(October - September)

	Volume			Value/SSG ^c		
Country	2013-14	2014-15	Change	2013-14	2014-15	Change
	million SSE gallons		- % -	\$/SSE gallon		- % -
Canada	1.68	1.63	-3.0	4.81	4.24	-11.9
Europe	5.64	4.62	-18.1	3.55	2.84	-20.0
Japan	3.17	2.60	-18.0	3.51	4.23	+20.5
Other	2.10	2.15	+2.4	4.28	4.54	+6.1
TOTAL	12.59	11.00	-12.6	3.83	3.71	-3.1

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

^bFDOC Processor exports of GJ for the 2014-15 season were up 47.0%, season-to-date through 10/31/2015.

[&]quot;The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.

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

		Volume			Price	
ITEM	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SS	SE gallons -	%	- \$/SSE	E gallon -	%
FU	JLL SEASON	N RESULTS	for the PREV	IOUS TWO	SEASONS	
Refrigerated	11.63	10.99	-5.5	7.41	7.45	+0.5
NFC	10.73	10.10	-5.9	7.55	7.57	+0.3
RECON	5.95	5.11	-14.1	6.00	6.34	+5.7
FCGJ	0.39	0.32	-17.9	4.46	4.61	+3.4
Shelf Stable	11.63	10.99	-5.5	7.41	7.45	+0.5
TOTAL	17.07	15.53	-9.0	6.94	7.11	+2.4
SE	ASON-TO-D	ATE through	h 10/3/2015, T	OP LINE RI	EPORT #13	
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	10.99	10.66	-3.0	7.45	7.70	+3.4
NFC	10.05	9.68	-3.7	7.57	7.85	+3.7
RECON	0.94	0.98	+4.3	6.26	6.16	-1.6
FCGJ	0.32	0.18	-43.8	4.61	5.25	+13.9
Shelf Stable	4.22	4.02	-4.7	6.39	6.44	+0.8
TOTAL	15.53	14.86	-4.3	7.11	7.33	+3.1

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 10/18/15

Shipments/Variety	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
	1,000 4/5-	- % -	
Domestic & Canadian – All	423	261	-38.3
White	1	0	-100.0
Colored	423	260	-38.5
Offshore Exports – All	168	139	-17.3
White	35	5	-77.1
Colored	133	131	-1.5
TOTAL - All	591	399	-32.5
White	35	8	-77.1
Colored	556	391	-29.7

SOURCE: DFVI, Florida Dept of Agriculture

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 10/25/15

Country	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
	thousan	d cartons	%
United States	526	0	-100.0
Canada	63	51	-19.0
Europe	176	55	-68.8
Japan	202	59	-70.8
Other	63	26	-58.7
TOTAL	1,029	399	-61.2

Source: Florida Department of Citrus

Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 10/25/2015

Variety	FOB Price					
	2014-15 Season-to-Date	2015-16 Season-to-Date	Change			
	\$/c	arton	%			
TOTAL						
White	N/A	N/A	N/A			
Colored	11.60	14.95	+28.9			

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
ANNUAL			
2010	0.7546	1.7535	87.78
2011	0.7188	1.6698	79.70
2012	0.7781	1.9508	79.79
2013	0.7532	2.1546	97.58
2014	0.7535	2.3475	105.84
2014 (thru 11/08/2014)	0.7446	2.3047	103.74
2015 (thru 11/08/2015)	0.8970	3.2454	120.84
% Change	+20.5	+40.8	+16.5
WEEK ENDING 11/08/2	2015		
2014	0.8011	2.5115	113.95
2015	0.9196	3.7922	121.81
% Change	+14.8	+51.0	+6.9