



# Florida Citrus Economic & Market Indicators

June, 2005

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## Summary Comments

- For the July through April period of the 2004-05 Brazilian season, ABECitrus FCOJ exports were down .2% from last year; exports to Europe were down 1.9%, while exports to NAFTA countries were up 9.8%.
- Season-to-date through 05/28/05, Florida OJ movement was down 8.7% from last season; pack from fruit was down 35.2%; imports and miscellaneous supplies were up 86.4%; and inventories were down 17.4%.
- Season-to-date through April, U.S. OJ imports were up 60.3% , while U.S. OJ exports were down 4.0%. Season-to-date through 05/28/05, Florida OJ exports were down 24.3% (FCPA).
- Season-to-date through 05/14/05, OJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down .6% from the previous season, with the NFC price up 2.2%, the Recon price down 2.7%, the FCOJ price down 1.6%, and the overall OJ price down .2%.
- The May average FCOJ Futures price was \$.94/PS, up \$.38 from last year. The Florida bulk FCOJ FOB price was \$1.05/PS for the week ending 5/28/05, up \$.25 from last year; while the Rotterdam price was at an estimated \$1,000/MT, up \$75/MT from last year.
- Season-to-date through 05/28/05, the delivered-in price for Valencia oranges was \$1.029/PS, up \$.264/PS from last season. The season-to-date delivered-in prices for white and red grapefruit were \$1.884/PS and \$1.818/PS, up \$1.390/PS and \$1.327/PS, respectively.
- Season-to-date through 06/05/05, fresh orange and specialty citrus shipments were down 22.4% from last season's level, with (CAC) FOB prices up 1.1% to 29.3%, depending on variety.
- Season-to-date through April, Clementine/tangerine imports were down 5.0%. Season-to-date through 05/21/05, Texas fresh grapefruit shipments were down 8.3%.
- Season-to-date through 05/28/05, Florida GJ availability, movement and the ending inventory level were down 46.2%, 41.0% and 50.3%, respectively.
- Season-to-date through April, U.S. GJ exports were down 28.2%. Season-to-date through 05/28/05, Florida GJ exports were down 55.8% (FCPA).
- Season-to-date through 05/14/05, GJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 25.7% from last season, with the NFC, Recon and overall prices up 17.6%, 15.3% and 14.0%, respectively.
- Season-to-date through 06/05/05, Florida fresh grapefruit shipments were down 55.8% from last season, with domestic/Canadian shipments down 47.3% and offshore shipments down 60.4% (CAC). Season-to-date through 05/29/05, certified shipments to Europe and Japan were down 59.7% and 60.1%, respectively. Season-to-date through 06/05/05, domestic FOB prices for fresh grapefruit were up 78.9% to 87.0%, depending on variety and region.
- The Euro and Yen continue to be relatively strong.
- The Consumer Tracking Study for the interim period March/April/May indicates that the current set of advertisements are memorable, motivating and informative. Percentage Recalling any FDOC OJ Advertising continues to track at historic high levels. Furthermore, OJ replenishment is also continuing at high levels, with Intent to Purchase 3 percentage points higher than last month's average. The current campaign is successfully conveying key messages. "Being Good For Your Health" and "Providing Important Nutrients, Vitamins and/or Minerals" measurements are up substantially from the January/February/March time period.

## Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-April)		
	2003-04	2004-05 <sup>e</sup> <sub>a</sub>	Change <sup>a</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Europe</b>	<b>1,370.6</b>	<b>1,344.2</b>	<b>-1.9</b>	<b>1,131.8</b>	<b>1,110.1</b>	<b>-1.9</b>
<b>NAFTA</b>	<b>234.4</b>	<b>257.4</b>	<b>+9.8</b>	<b>226.4</b>	<b>248.6</b>	<b>+9.8</b>
<b>Asia</b>	<b>209.7</b>	<b>205.9</b>	<b>-1.8</b>	<b>169.4</b>	<b>166.4</b>	<b>-1.8</b>
<b>Mercosul</b>	<b>3.9</b>	<b>2.6</b>	<b>-32.4</b>	<b>3.4</b>	<b>2.3</b>	<b>-32.4</b>
<b>Others</b>	<b>90.7</b>	<b>90.9</b>	<b>+.1</b>	<b>71.1</b>	<b>71.2</b>	<b>+.1</b>
<b>TOTAL</b>	<b>1,909.3</b>	<b>1,904.9</b>	<b>-.2</b>	<b>1,602.2</b>	<b>1,598.5</b>	<b>-.2</b>

<sup>a</sup>FDOC estimates.  
SOURCE: ABECitrus.

# Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 05/28/05 (FCPA Week 34)		
	2003-04 <sup>a</sup>	2004-05 <sup>e</sup>	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>c</sup></b>	<b>680.5</b>	<b>794.8</b>	<b>+16.8</b>	<b>680.5</b>	<b>794.8</b>	<b>+16.8</b>
<b>Pack from Fruit<sup>d</sup></b>	<b>1,452.4</b>	<b>929.9</b>	<b>-36.0</b>	<b>1,300.2</b>	<b>842.2</b>	<b>-35.2</b>
<b>Imports<sup>e</sup></b>	<b>96.4</b>	<b>192.7</b>	<b>+99.9</b>	<b>79.9</b>	<b>148.9</b>	<b>+86.4</b>
<b>Availability</b>	<b>2,229.3</b>	<b>1,917.4</b>	<b>-14.0</b>	<b>2,060.6</b>	<b>1,785.9</b>	<b>-13.3</b>
<b>Movement</b>	<b>1,438.6</b>	<b>1,351.4</b>	<b>-6.1</b>	<b>961.0</b>	<b>877.7</b>	<b>-8.7</b>
FCOJ <sup>f</sup>	862.3	740.5	-14.1	585.2	479.9	-18.0
NFC <sup>g</sup>	576.3	610.9	+6.0	375.9	397.8	+5.8
<b>Ending Inventory</b>	<b>790.7</b>	<b>566.0</b>	<b>-28.4</b>	<b>1,099.6</b>	<b>908.2</b>	<b>-17.4</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover</b>	<b>29.1</b>	<b>21.8</b>	<b>-25.2</b>	<b>38.9</b>	<b>35.2</b>	<b>-9.6</b>

<sup>a</sup>53 weeks.

<sup>b</sup>52 weeks.

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

<sup>d</sup>FCPA members only except for season data which includes an estimate of other Florida production by non-members.

<sup>e</sup>Includes domestic receipts by members of non-Florida product, Florida product received by members from non-members, futures receipts minus deliveries, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

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

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

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

Country	Season (October-September)			Season-to-Date (October-April)		
	2003-04	2004-05 <sup>e</sup> <sup>b</sup>	Change <sup>b</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Brazil</b>	<b>154.63</b>	<b>203.00</b>	<b>+31.3</b>	<b>99.68</b>	<b>128.15</b>	<b>+28.6</b>
<b>CBI</b>	<b>55.23</b>	<b>60.00</b>	<b>+8.6</b>	<b>27.45</b>	<b>45.45</b>	<b>+65.6</b>
<b>Mexico</b>	<b>8.22</b>	<b>48.00</b>	<b>+483.9</b>	<b>2.71</b>	<b>34.16</b>	<b>+1,160.5</b>
<b>Other</b>	<b>4.27</b>	<b>6.00</b>	<b>+40.5</b>	<b>2.32</b>	<b>4.07</b>	<b>+75.4</b>
<b>TOTAL</b>	<b>222.34</b>	<b>317.00</b>	<b>+42.6</b>	<b>132.17</b>	<b>211.82</b>	<b>+60.3</b>

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

<sup>b</sup>FDOC estimates.

SOURCE: U.S. Department of Commerce.

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

Country	Season (October-September)			Season-to-Date (October-April)		
	2003-04	2004-05 <sup>e</sup>	Change <sup>b</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Canada</b>	<b>57</b>	<b>48</b>	<b>-15.8</b>	<b>32.84</b>	<b>37.34</b>	<b>+13.7</b>
<b>Europe</b>	<b>40</b>	<b>35</b>	<b>-12.5</b>	<b>24.58</b>	<b>15.37</b>	<b>-37.5</b>
<b>Japan</b>	<b>7</b>	<b>5</b>	<b>-28.6</b>	<b>3.01</b>	<b>3.20</b>	<b>+6.3</b>
<b>Other</b>	<b>20</b>	<b>16</b>	<b>-20.0</b>	<b>10.15</b>	<b>11.84</b>	<b>+16.7</b>
<b>TOTAL</b>	<b>123</b>	<b>104</b>	<b>-15.4</b>	<b>70.59</b>	<b>67.76</b>	<b>-4.0<sup>c</sup></b>

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

<sup>b</sup>FDOC estimates.

<sup>c</sup>FPCA exports of OJ for the 2004-05 season were down 24.3%, season-to-date through 05/28/05.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Orange-Juice Sales

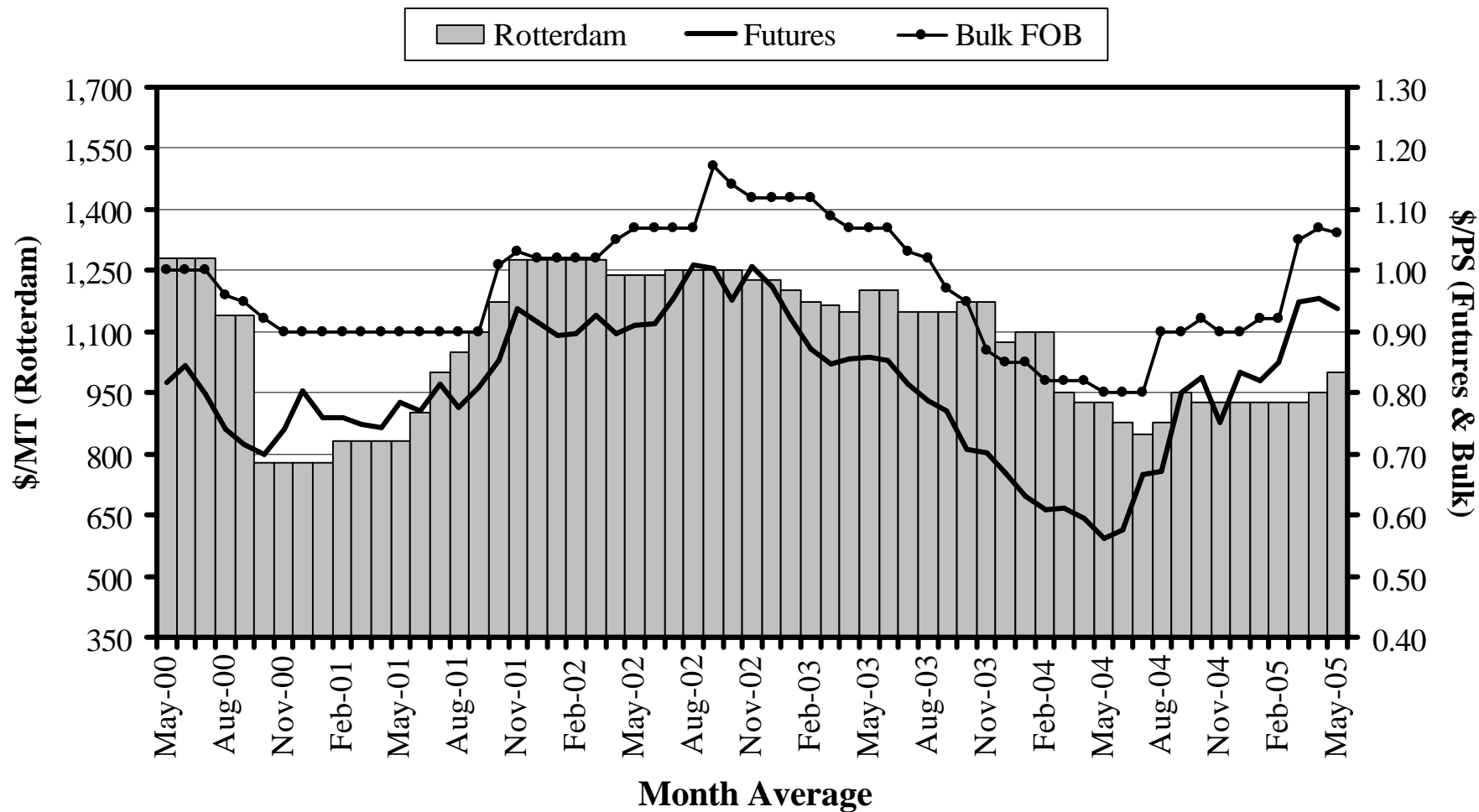
Item	Volume			Price		
	2003-04	2004-05	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Season <sup>a</sup>						
Refrigerated	722.8	731.0	+1.1	4.54	4.54	.0
NFC	390.1	381.0	-2.3	5.17	5.28	+2.1
RECON	332.7	352.0	+5.8	3.80	3.74	-1.6
FCOJ	79.4	70.6	-11.1	3.37	3.33	-1.2
Shelf Stable	7.4	6.4	-13.5	5.30	5.44	+2.6
TOTAL	809.6	809.9	0.0	4.43	4.45	+.5
Season-to-Date (Thru 05/14/05) <sup>b</sup>						
Refrigerated	457.4	461.0	+.8	4.55	4.53	-.4
NFC	247.4	239.1	-3.3	5.16	5.28	+2.2
RECON	209.9	221.8	+5.7	3.82	3.72	-2.7
FCOJ	51.5	45.4	-11.7	3.36	3.31	-1.6
Shelf Stable	4.8	4.1	-14.4	5.30	5.46	+3.0
TOTAL	513.6	510.6	-.6	4.44	4.43	-.2

<sup>a</sup>Season: preliminary 52-weeks ending 10/02/04 for 2003-04 and estimates for 2004-05.

<sup>b</sup>Season-to-Date: actual for 2003-04 and preliminary for 2004-05.

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

# FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices May 2000 Thru May 2005



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



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

Item	2003-04	2004-05	Change
<b>FCOJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Futures</b>	<b>.56</b>	<b>.94</b>	<b>+67.9</b>
<b>Florida Bulk FOB</b>	<b>.80</b>	<b>1.05</b>	<b>+31.3</b>
	- - - - \$/metric ton - - - -		
<b>Rotterdam</b>	<b>925</b>	<b>1,000</b>	<b>+8.1</b>
<b>FCGJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Florida Bulk FOB – Red</b>	<b>.82</b>	<b>NA</b>	<b>NA</b>
<b>Florida Bulk FOB – White</b>	<b>.77</b>	<b>NA</b>	<b>NA</b>

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

Florida Bulk FCOJ and FCGJ FOB – Week ending 05/28/05.

Rotterdam – May *Foodnews*.

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

**FCPA Delivered-In Prices**  
**(Report #34 – Week Ending 05/28/05)**

Variety	Week Ending			Season-to-Date		
	2003-04	2004-05	Change	2003-04	2004-05	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>a,b</sup></b>	<b>.648</b>	<b>.932</b>	<b>+.284</b>	<b>.649</b>	<b>.798</b>	<b>+.149</b>
<b>Valencias<sup>a</sup></b>	<b>.757</b>	<b>1.092</b>	<b>+.335</b>	<b>.765</b>	<b>1.029</b>	<b>+.264</b>
<b>White Grapefruit</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>.494</b>	<b>1.884</b>	<b>+1.390</b>
<b>Red Grapefruit</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>.491</b>	<b>1.818</b>	<b>+1.327</b>

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

<sup>b</sup>Season final.

## Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date Thru 06/05/05

Variety	Shipments			FOB Price		
	2003-04 STD	2004-05 STD	Change	2003-04 STD	2004-05 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
<b>Early &amp; Midseason</b>	<b>2,862</b>	<b>2,784</b>	<b>-2.7</b>	<b>6.41</b>	<b>7.63</b>	<b>+19.0</b>
<b>Navel</b>	<b>4,278</b>	<b>2,956</b>	<b>-30.9</b>	<b>8.73</b>	<b>10.60</b>	<b>+21.4</b>
<b>Valencia</b>	<b>4,342</b>	<b>3,484</b>	<b>-19.8</b>	<b>6.47</b>	<b>8.31</b>	<b>+28.4</b>
<b>Tangelo</b>	<b>646</b>	<b>628</b>	<b>-2.8</b>	<b>8.99</b>	<b>9.09</b>	<b>+1.1</b>
<b>Temple</b>	<b>552</b>	<b>314</b>	<b>-43.1</b>	<b>7.88</b>	<b>8.80</b>	<b>+11.7</b>
<b>Early Tangerines</b>	<b>4,230</b>	<b>3,262</b>	<b>-22.9</b>	<b>11.93<sup>a</sup></b>	<b>15.30</b>	<b>+28.2</b>
<b>Honey</b>	<b>3,966</b>	<b>2,770</b>	<b>-30.2</b>	<b>13.16</b>	<b>17.02</b>	<b>+29.3</b>
<b>TOTAL</b>	<b>20,876</b>	<b>16,198</b>	<b>-22.4</b>			

<sup>a</sup>Prices for Sunburst.

SOURCE: Citrus Administrative Committee.

## Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2003-04	2004-05	Change	2003-04	2004-05	Change
August – April			STD – 05/21/05 (Final)		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
177.82	168.93	-5.0	6,804	6,239	-8.3

SOURCE: U.S. Department of Commerce.

SOURCE: Texas Valley Citrus Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 05/28/05 (FCPA Week 34)		
	2003-04 <sup>a</sup>	2004-05 <sup>e</sup>	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>c</sup></b>	<b>74.3</b>	<b>65.0</b>	<b>-12.6</b>	<b>74.3</b>	<b>65.0</b>	<b>-12.6</b>
<b>Pack from Fruit<sup>d,e</sup></b>	<b>120.4</b>	<b>38.3</b>	<b>-68.2</b>	<b>117.9</b>	<b>38.3</b>	<b>-67.5</b>
<b>Availability</b>	<b>194.7</b>	<b>103.3</b>	<b>-46.9</b>	<b>192.2</b>	<b>103.3</b>	<b>-46.2</b>
<b>Movement</b>	<b>130.0</b>	<b>82.5</b>	<b>-36.5</b>	<b>83.2</b>	<b>49.1</b>	<b>-41.0</b>
FCGJ <sup>f</sup>	95.6	58.4	-38.9	58.8	35.2	-40.2
NFC <sup>g</sup>	34.4	24.1	-30.1	24.4	13.9	-42.9
<b>Ending Inventory</b>	<b>64.7</b>	<b>20.8</b>	<b>-67.9</b>	<b>109.0</b>	<b>54.2</b>	<b>-50.3</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover</b>	<b>26.4</b>	<b>13.3</b>	<b>-49.6</b>	<b>44.5</b>	<b>37.5</b>	<b>-15.8</b>

<sup>a</sup>53 weeks.

<sup>b</sup>52 weeks.

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

<sup>d</sup>FCPA members only except for season data which includes an estimate of other Florida production by non-members.

<sup>e</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>f</sup>Excludes CGJ used in FCGJ.

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

## U.S. Grapefruit-Juice Exports

Country	Season (October-September)			Season-to-Date (October-April)		
	2003-04	2004-05 <sup>e</sup>	Change <sup>a</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Canada</b>	<b>3.38</b>	<b>2.10</b>	<b>-37.9</b>	<b>1.72</b>	<b>1.85</b>	<b>+7.6</b>
<b>Europe</b>	<b>21.45</b>	<b>13.20</b>	<b>-38.5</b>	<b>8.99</b>	<b>4.14</b>	<b>-53.9</b>
<b>Japan</b>	<b>15.93</b>	<b>9.70</b>	<b>-39.1</b>	<b>7.81</b>	<b>6.73</b>	<b>-13.8</b>
<b>Other</b>	<b>1.54</b>	<b>1.0</b>	<b>-35.1</b>	<b>.99</b>	<b>1.29</b>	<b>+30.3</b>
<b>TOTAL</b>	<b>42.31</b>	<b>26.0</b>	<b>-38.5</b>	<b>19.51</b>	<b>14.01</b>	<b>-28.2<sup>b</sup></b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FCPA exports of GJ for the 2004-05 season were down 55.8%, season to-date through 05/28/05.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2003-04	2004-05	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Season <sup>a</sup>						
NFC	17.2	11.7	-32.0	5.33	6.28	+17.8
RECON	15.5	12.1	-21.9	4.56	5.22	+14.5
FCGJ	1.6	1.6	0.0	3.44	3.24	-5.8
TOTAL	34.2	25.4	-25.7	4.90	5.58	+13.9
Season-to-Date (Thru 05/14/05) <sup>b</sup>						
NFC	10.7	7.2	-32.7	5.32	6.25	+17.6
RECON	10.0	7.9	-21.4	4.53	5.22	+15.3
FCGJ	1.0	1.1	+6.7	3.45	3.24	-6.1
TOTAL	21.7	16.1	-25.7	4.87	5.55	+14.0

<sup>a</sup>Season: preliminary 52-weeks ending 10/02/04 for 2003-04 and estimates for 2004-05.

<sup>b</sup>Season-to-Date: actual for 2003-04 and preliminary for 2004-05.

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

## Florida Fresh Grapefruit Shipments, By Season (August-July) and Season-to-Date Thru 06/05/05

Shipments	Season (August-July)			Season-to-Date Thru 06/05/05		
	03-04 <sup>a</sup>	04-05 <sup>e</sup> <sup>b</sup>	Change <sup>b</sup>	03-04 <sup>a</sup>	04-05 <sup>p</sup> <sup>c</sup>	Change <sup>c</sup>
	- 1,000 4/5-bu. cartons -		- % -	- 1,000 4/5-bu. cartons -		- % -
<b>Domestic &amp; Canadian</b>	<b>10,775</b>	<b>5,940</b>	<b>-44.9</b>	<b>10,728</b>	<b>5,651</b>	<b>-47.3</b>
<b>Offshore Exports</b>	<b>19,575</b>	<b>7,760</b>	<b>-60.4</b>	<b>19,572</b>	<b>7,755</b>	<b>-60.4</b>
<b>TOTAL</b>	<b>30,350</b>	<b>13,700</b>	<b>-54.9</b>	<b>30,300</b>	<b>13,406</b>	<b>-55.8</b>

<sup>a</sup>Citrus Administrative Committee.

<sup>b</sup>FDOC estimates.

<sup>c</sup>Preliminary.



## Florida Fresh Grapefruit Domestic and Export Shipments

Country	Season (August - July)			Season-to-Date (August 1 – May 29)		
	2003-04	2004-05 <sup>a</sup>	Change <sup>a</sup>	2003-04	2004-05	Change
	- thousand cartons -		- % -	- thousand cartons -		- % -
United States	8,995	5,168	-42.5	8,904	4,883	-45.2
Canada	1,780	775	-56.5	1,769	768	-56.6
Europe	6,909	2,787	-59.7	6,912	2,786	-59.7
Japan	12,123	4,835	-60.1	12,123	4,833	-60.1
Other	543	135	-75.1	540	135	-75.0
<b>TOTAL</b>	<b>30,350</b>	<b>13,700</b>	<b>-54.9</b>	<b>30,248</b>	<b>13,405</b>	<b>-55.7</b>

<sup>a</sup>FDOC estimates.

SOURCE: Florida Department of Citrus.

## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date Thru 06/05/05

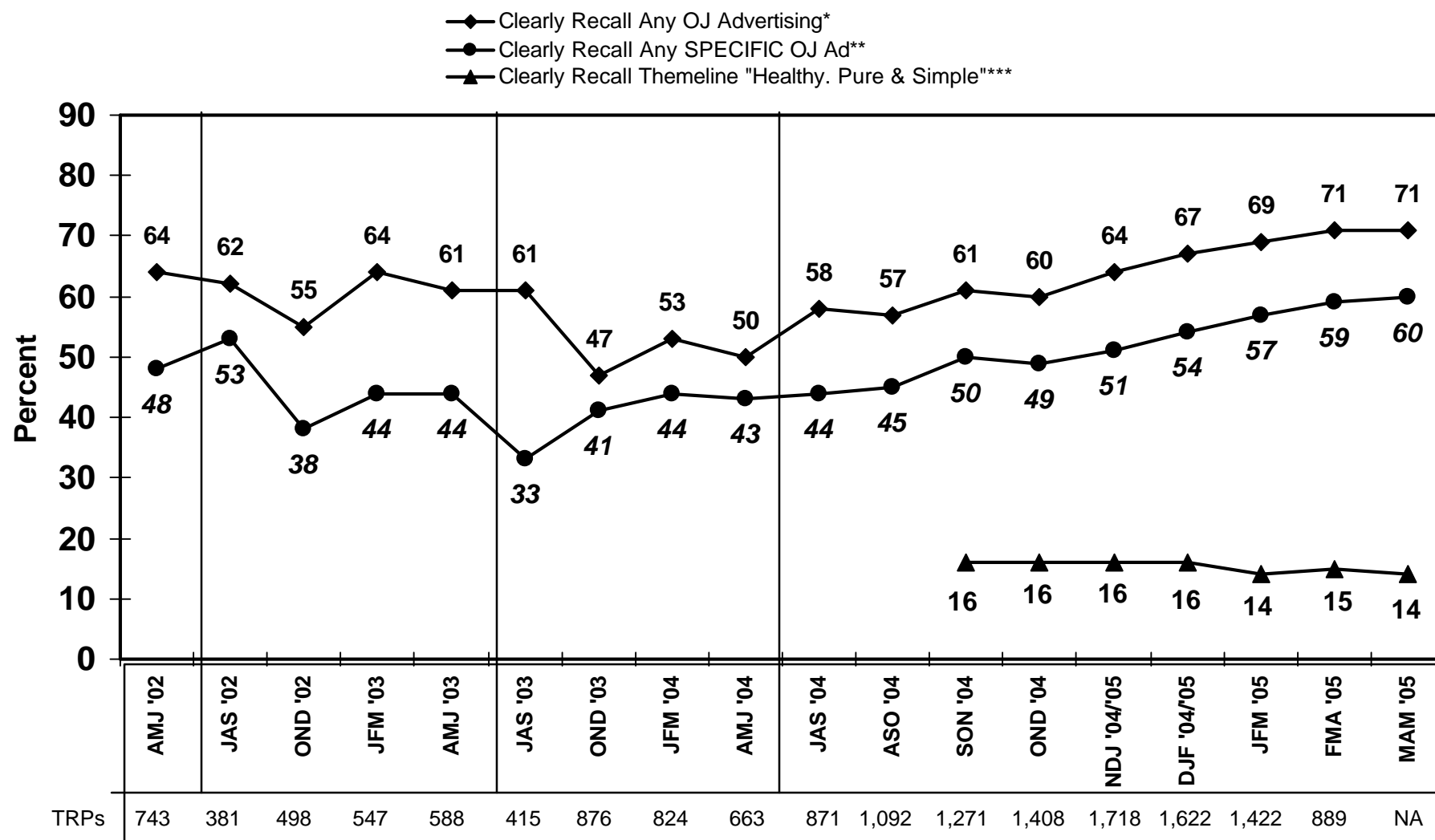
Variety	FOB Price		
	2003-04 STD	2004-05 STD	Change
	----- \$ -----		-- % --
<b>GULF COAST</b>			
White	7.69	13.76	+78.9
Colored	7.60	13.82	+81.8
<b>INDIAN RIVER</b>			
White	8.53	--	--
Colored	8.24	14.88	+80.6
<b>SUNRIDGE</b>			
White	7.81	--	--
Colored	7.36	13.76	+87.0

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates

<b>Date</b>	<b>Euro Per \$US</b>	<b>Yen Per \$US</b>
<b>ANNUAL</b>		
<b>2001</b>	<b>1.11700</b>	<b>121.55551</b>
<b>2002</b>	<b>1.06106</b>	<b>125.21937</b>
<b>2003</b>	<b>0.88540</b>	<b>115.97995</b>
<b>2004</b>	<b>0.80510</b>	<b>108.17451</b>
<b>2005 (Thru 06/13/05)</b>	<b>0.77353</b>	<b>105.65433</b>
<b>WEEK ENDING 06/13/05</b>		
<b>2004</b>	<b>0.81420</b>	<b>110.05286</b>
<b>2005</b>	<b>0.82036</b>	<b>107.76143</b>
<b>% Change</b>	<b>+0.8</b>	<b>-2.1%</b>

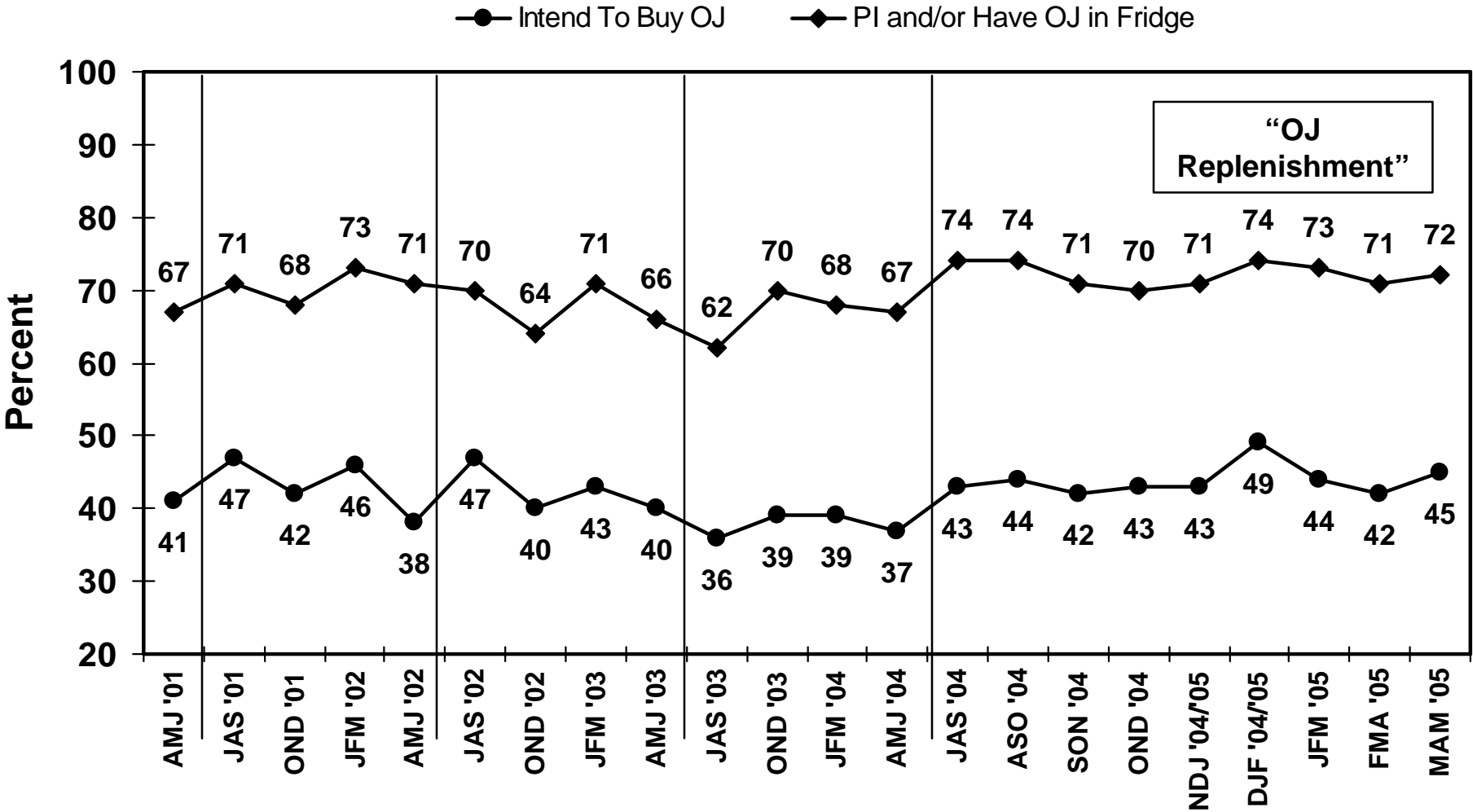
# Percentage Recalling Any FDOC OJ Advertising\*



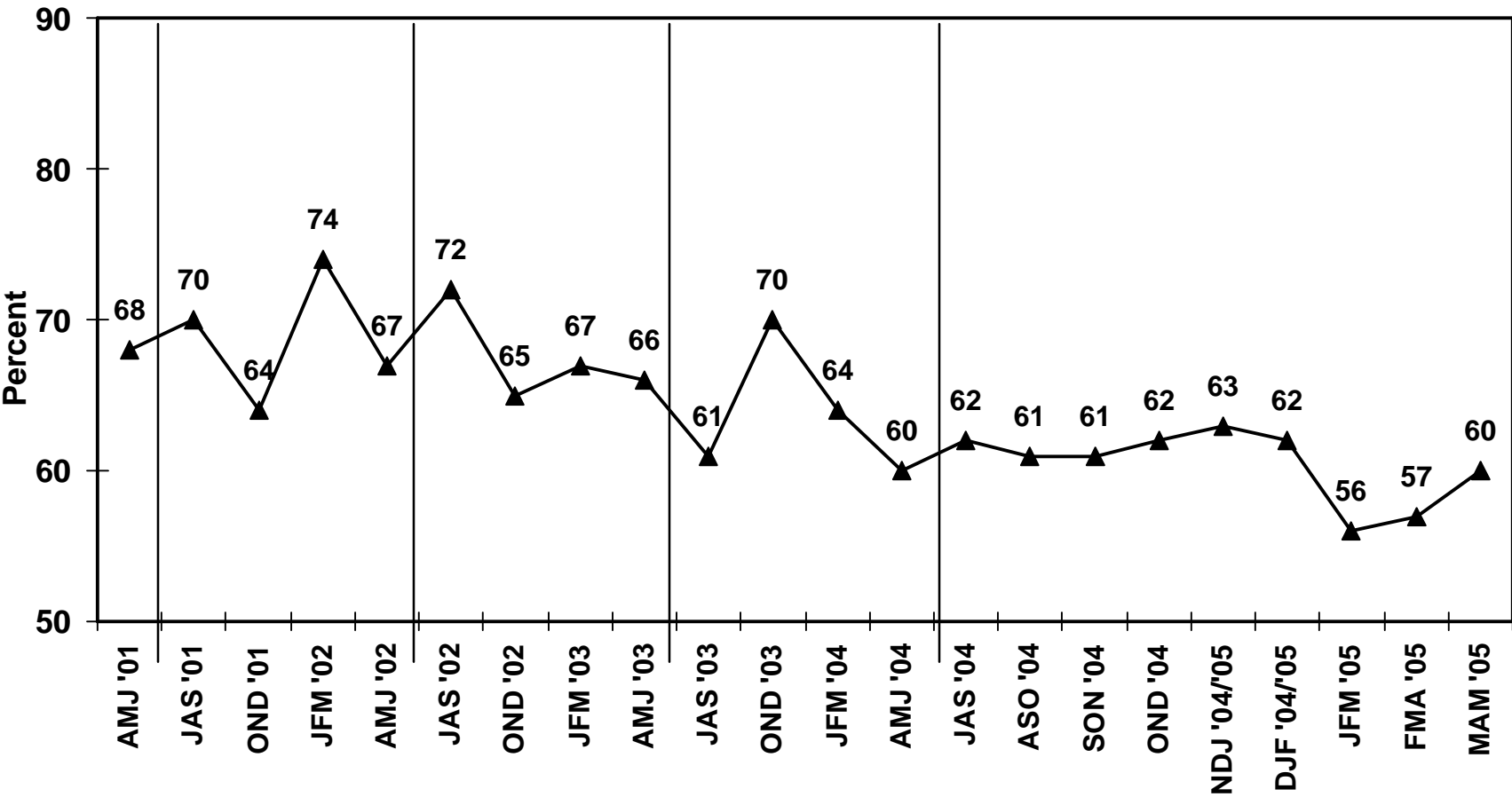
\*Recall of FDOC Themelines for OJ is included. \*\*Recall of Specific OJ Ads (excluding themelines) provided since inception of Moms campaign in JFM '02. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked. \*\*\*New themeline "Healthy. Pure & Simple" added November 2004 and present in "Island," "Natural Remedies," and "Squeezer" ads (spoken in :30 second ad, shown but not spoken in :15 ad). TRPs are for target of Adults 35+ as of May 2004.

SOURCE: Data Development Worldwide

# Intending to Purchase Orange Juice on Next Shopping Trip



**How Would You Rate Orange Juice For  
“Being Good For Your Health?”**  
% Rating 9 or 10 on a 10-Point Scale



# How Would You Rate Orange Juice For “Providing Important Nutrients, Vitamins &/or Minerals?” % Rating 9 or 10 on a 10-Point Scale

