



Florida Citrus Economic & Market Indicators

October, 2006

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Summary Comments

- Over the July through September period of the 2006-07 Brazilian season, ABECitrus FCOJ exports were down 23.5% from the previous season with exports to Europe, NAFTA countries and Asia down 27.3%, 24.2% and 32.2%, respectively.
- Season-to-date through 10/07/06 (first week of the 2006-07 season), Florida OJ availability was down 26.1% from last season, movement was up 16.1%; and ending inventories were down 27.8%.
- Season-to-date through August (2005-06 season), U.S. OJ imports and exports were down 16.8% and up 19.9%, respectively. Final 2005-06 season Florida OJ exports were down 17.2% (FCPA).
- Season-to-date through August (2005-06 season), non-FCPA FCOJ disappearance, based on FCOJ inventories and imports, was up 12.7%.
- Season-to-date through 10/30/06 (final week of the 2005-06 season), 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 6.2% from the previous season, with the NFC price up 3.6%, the Recon price up 7.8%, the FCOJ price up 5.4%, and the overall OJ price up 6.2%.
- The September average FCOJ Futures price was \$1.75/PS, up \$.79/PS from last year. The Florida bulk FCOJ FOB price was \$1.82/PS for the week ending 09/30/06, up \$.75/PS from last year; while the Rotterdam price was at an estimated \$2,300/MT, up \$950/MT from last year.
- Season-to-date through 07/08/06 (final report of the 2005-06 season), the delivered-in price for Valencia oranges was \$1.47/PS, up \$.44/PS from last season; season delivered-in prices for white and red grapefruit juice were \$2.34/PS and \$1.88/PS, up \$.46/PS and \$.06/PS from last season, respectively.
- Season-to-date through 10/15/06 (2006-07 season), fresh orange and specialty citrus shipments were up 60.7% from last season.
- For August 2006, clementine/tangerine imports were up 12.5%. Season-to-date through 10/15/06, Texas fresh grapefruit shipments were up 14.4%.
- Season-to-date through 10/07/06, Florida GJ availability and movement were up 23.7% and down 3.9%, respectively, while the ending inventory level was up 24.5%.
- Season-to-date through August (2005-06 season), U.S. GJ exports were down 29.8%.
- Season-to-date through 10/30/06 (final week of the 2005-06 season), GJ volume sales in all ACNielsen retail outlets were down 11.9% from last season, with the NFC, Recon and overall prices up 10.4%, 5.9% and 7.6%, respectively.
- Season-to-date through 10/15/06 (2006-07 season), Florida fresh grapefruit shipments were up 311.1% from last season, with domestic/Canadian shipments up 180.6% and offshore shipments up 815.2% (CAC).
- The Euro continues to be relatively strong, while the Yen has weakened somewhat. For the week ending 10/18/06 versus the same period last year, the Euro-per-Dollar was down 3.8%, while the Yen-per-Dollar exchange rates was up 4.5%.
- Specific OJ ad recall is down vs. same time last year, though there were fewer TRPs this year. Recall of "Healthy, Pure, & Simple" is up vs. same time last year.
- Recent OJ purchases are up vs. same time last year.
- The proportion of frequent OJ users is up vs. same time last year; however, the proportion of moderate OJ users is down.
- Key campaign element "provides important nutrients, vitamins, and/or minerals" is up directionally vs. same time last year.

Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-September)		
	2005-06	2006-07	Change	2005-06	2006-07	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Europe	1,234.2	1,229.0	-.4	326.6	237.5	-27.3
NAFTA	246.1	320.0	+30.0	67.7	51.3	-24.2
Asia	243.7	250.0	+2.6	55.1	37.4	-32.2
Mercosul	1.5	1.6	+5.0	.4	.3	-20.6
Others	171.7	140.4	-18.2	42.3	49.8	+17.8
TOTAL	1,897.2	1,941.0	+2.3	492.1	376.3	-23.5

SOURCE: ABECitrus.

Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 10/07/06 (FCPA Week 1)		
	2005-06	2006-07e	Change	2005-06	2006-07	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	602.8	446.3	-26.0	602.8	446.3	-26.0
Pack from Fruit^a	924.9	818.3	-11.5	.1	.1	+72.7
Imports^{a,b}	133.5	231.1	+73.1	8.5	5.5	-34.8
Availability	1,661.2	1,495.7	-10.0	611.4	451.9	-26.1
Movement	1,214.9	1,149.7	-5.4	23.6	27.4	+16.1
FCOJ ^c	622.0	568.7	-8.6	12.4	14.2	+14.7
NFC ^d	592.9	581.0	-2.0	11.2	13.2	+17.8
Ending Inventory	446.3	346.0	-22.5	587.7	424.5	-27.8
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^e	19.1	15.6	-18.1	24.9	15.5	-37.8
Carryover – 13 Weeks^f				23.3	17.6	-24.3
Carryover – 3 Years^g				23.5	17.0	-27.8

^aFCPA non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

^bAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

^cExcludes COJ used in FCOJ.

^dExcludes movement of reconstituted chilled orange juice.

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

^fSeason-to-date weeks supply based on last 13-week movement.

^gSeason-to-date weeks supply based on last 3-year movement.

U.S. Orange-Juice Imports^a

Country	October - August		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
Brazil	215.94	184.45	-14.6
CBI	63.07	45.55	-27.8
Mexico	50.98	44.06	-13.6
Other	6.22	5.77	-7.2
TOTAL	336.21	279.82	-16.8

^aIncludes OJ with added vitamins and minerals.
 SOURCE: U.S. Department of Commerce.

Non-FCPA FCOJ Disappearance Index

Item	Season-to-Date through August		
	2004-05	2005-06	Change
	- million SSE gallons -		- % -
Beginning Inventory^a	57.8	72.1	+24.7
Foreign Imports^b	<u>230.2</u>	<u>209.7</u>	<u>-8.9</u>
Availability^c	288.0	281.8	-2.1
Ending Inventory^a	<u>83.8</u>	<u>51.7</u>	<u>-38.4</u>
Non-FCPA FCOJ Disappearance^d	204.2	230.1	+12.7

^aNational Agricultural Statistics Service (NASS), U.S. FCOJ cold storage minus FCPA, FCOJ inventory, as reported in NASS-USDA, "Cold Storage" reports and FCPA weekly reports.

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

^cBeginning inventory and imports.

^dPartial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

U.S. Orange-Juice Exports^a

Country	October - August		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
Canada	58.12	58.61	+.8
Europe	25.65	49.24	+92.0
Japan	4.01	3.39	-15.5
Other	19.44	17.29	-11.1
TOTAL	107.21	128.53	+19.9^b

^aIncludes OJ with added vitamins and minerals.

^bFPCA exports of OJ for the 2005-06 season were down 17.2%.

SOURCE: U.S. Department of Commerce.

U.S. Retail Orange-Juice Sales^a

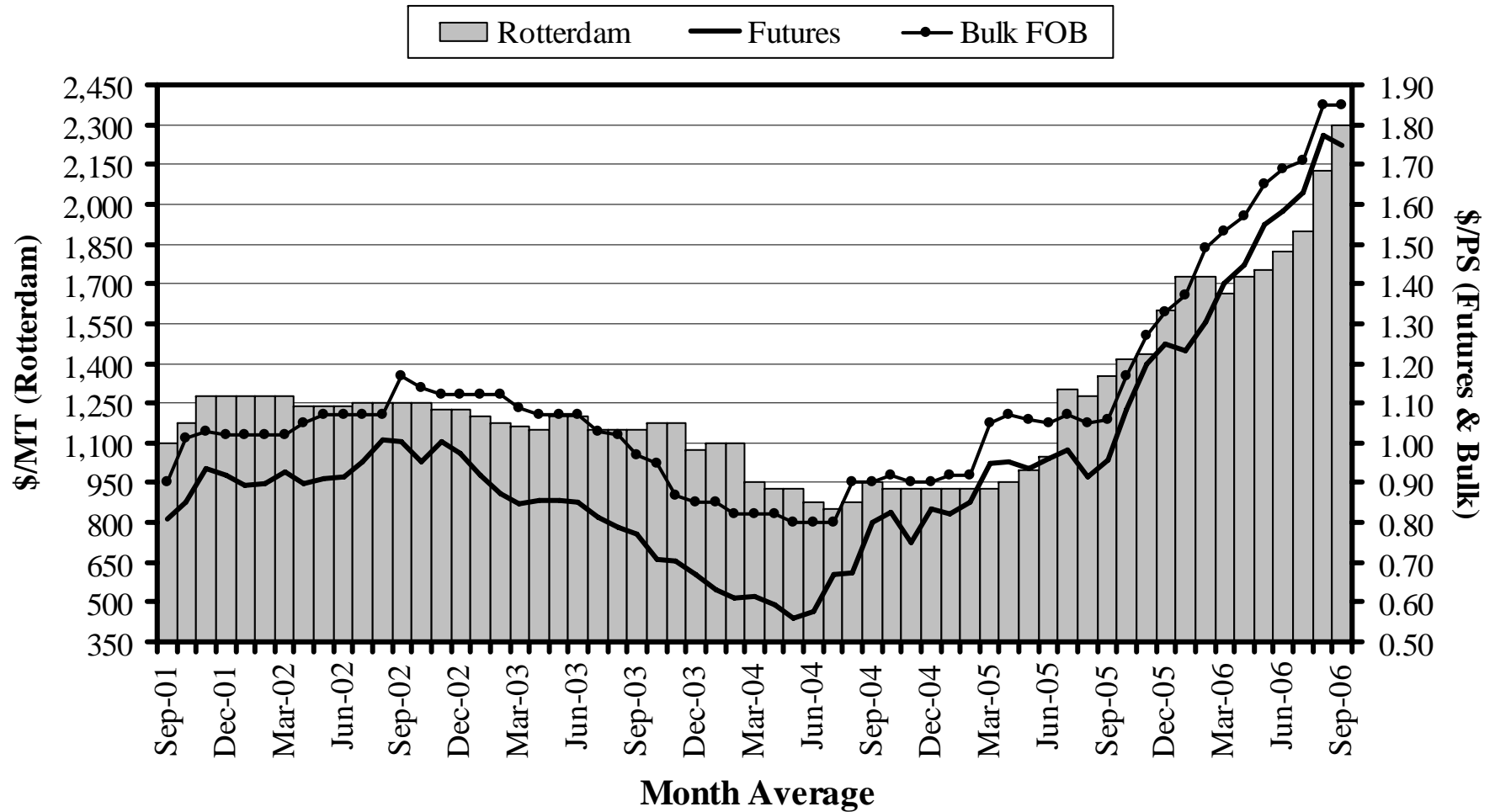
Item	Volume			Price		
	2004-05	2005-06p	Change	2004-05	2005-06p	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	716.6	675.7	-5.7	4.52	4.80	+6.2
NFC	373.8	372.4	-4	5.25	5.44	+3.6
RECON	342.8	303.3	-11.5	3.72	4.01	+7.8
FCOJ	69.9	62.1	-11.1	3.28	3.46	+5.4
Shelf Stable	6.6	6.3	-3.4	5.47	5.64	+3.1
TOTAL	793.1	744.2	-6.2	4.42	4.69	+6.2

Item	Volume			Price		
	2005-06p	2006-07f	Change	2005-06p	2006-07f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	675.7	631.8	-6.5	4.80	5.20	+8.3
NFC	372.4	361.7	-2.9	5.44	5.80	+6.6
RECON	303.3	270.1	-10.9	4.01	4.39	+9.5
FCOJ	62.1	55.2	-11.1	3.46	3.85	+11.3
Shelf Stable	6.3	5.8	-7.9	5.64	6.07	+7.6
TOTAL	744.2	692.8	-6.9	4.69	5.13	+9.4

^aActual for 2004-05, preliminary for 2005-06, and forecast for 2006-07.

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 September 2001 through September 2006



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

FCOJ and FCGJ Prices – September^a

Item	2004-05	2005-06	Change
FCOJ	- - - - \$/pounds solids - - - -		- - % - -
Futures	.96	1.75	+82.3
Florida Bulk FOB	1.07	1.82	+70.1
	- - - - \$/metric ton - - - -		
Rotterdam	1,350	2,300	+70.4
FCGJ	- - - - \$/pounds solids - - - -		- - % - -
Florida Bulk FOB – Red	NA	NA	NA
Florida Bulk FOB – White	NA	NA	NA

^aPrices are for the following time periods: Futures – September average.

Florida Bulk FCOJ and FCGJ FOB – Week ending 09/30/06.

Rotterdam – September *Foodnews*.

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

FCPA Delivered-In Prices
(Report #40 – Week Ending 07/08/06)

Variety	Week Ending			Season-to-Date		
	2004-05	2005-06	Change	2004-05	2005-06	Change
----- \$/PS -----						
Early & Midseason^{a,b}	.932	1.286	+.354	.798	1.157	+.359
Valencias^a	.967	1.401	.434	1.028	1.467	+.438
White Grapefruit	NA	NA	NA	1.884	2.343	+.459
Red Grapefruit	NA	NA	NA	1.818	1.875	+.057

^aFinal priced, combined.

^bSeason final.

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

Variety	Shipments through 10/15/06			FOB Price through 10/15/06		
	2005-06 STD	2006-07 STD	Change	2005-06 STD	2006-07 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
Early & Midseason	52	152	+192.3	NA	NA	NA
Navel	94	136	+44.7	NA	NA	NA
Valencia	0	0	--	NA	NA	NA
Tangelo	0	0	--	NA	NA	NA
Temple	0	0	--	NA	NA	NA
Early Tangerines	264	371	+40.5	NA	NA	NA
Honey	0	0	--	NA	NA	NA
TOTAL	410	659	+60.7			

^aPrices for Sunburst.

SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2005-06	2006-07	Change	2005-06	2006-07	Change
STD August			STD – 10/15/06		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
15.21	17.11	+12.5	104	119	+14.4

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 10/07/06 (FCPA Week 1)		
	2005-06	2006-07 ^e	Change	2005-06	2006-07	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	33.1	41.0	+23.7	33.1	41.0	+23.7
Pack from Fruit^a	61.6	70.9	+15.1	0.0	0.0	0.0
Availability	94.6	111.9	+18.2	33.1	41.0	+23.7
Movement	53.7	61.0	+13.6	.8	.8	-3.9
FCGJ ^b	33.0	37.2	+12.7	.3	.5	+61.4
NFC ^c	20.7	23.8	+15.0	.5	.3	-46.6
Ending Inventory	41.0	50.9	+24.1	32.3	40.2	+24.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^d	39.7	43.4	+9.3	38.3	49.7	+29.6
Carryover – 13 Weeks^e				22.7	39.8	+75.5
Carryover – 3 Years^f				20.0	24.9	+24.5

^aIncludes 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.

^bExcludes CGJ used in FCGJ.

^cExcludes movement of reconstituted chilled grapefruit juice.

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

^eSeason-to-date weeks supply based on last 13-week movement.

^fSeason-to-date weeks supply based on last 3-year movement.

U.S. Grapefruit-Juice Exports

Country	October - August		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
Canada	2.95	2.85	-3.4
Europe	7.99	7.82	-2.1
Japan	9.36	3.55	-62.1
Other	2.08	1.48	-28.8
TOTAL	22.39	15.71	-29.8

^aFDOC estimates.

^bFPCA exports of GJ for the 2005-06 season were down 24.3%.

SOURCE: U.S. Department of Commerce.

U.S. Retail Grapefruit-Juice Sales^a

Item	Volume			Price		
	2004-05	2005-06p	Change	2004-05	2005-06p	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	11.0	9.0	-17.7	6.39	7.05	+10.4
RECON	12.2	11.5	-5.9	5.40	5.72	+5.9
FCGJ	1.8	1.5	-17.4	3.18	3.32	+4.5
TOTAL	24.9	22.0	-11.9	5.68	6.11	+7.6

Item	Volume			Price		
	2005-06p	2006-07f	Change	2005-06p	2006-07f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	9.0	10.8	+20.0	7.05	6.16	-12.6
RECON	11.5	12.1	+5.2	5.72	4.89	-14.5
FCGJ	1.5	1.4	-6.7	3.32	3.20	-3.6
TOTAL	22.0	24.2	+10.0	6.11	5.36	-12.3

^aActual for 2004-05, preliminary for 2005-06, and forecast for 2006-07.

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, Season-to-Date through 10/15/06

Shipments/ Variety	2005-06	2006-07	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
Domestic & Canadian – All	93	216	+180.6
White	22	10	-54.5
Colored	71	206	+190.1
Offshore Exports – All	33	302	+815.2
White	27	121	+348.1
Colored	6	181	+2,916.7
TOTAL - All	126	518	+311.1
White	49	131	+167.3
Colored	77	387	+402.6

SOURCE: Citrus Administrative Committee, preliminary.

Florida Fresh Grapefruit Domestic and Export Shipments

Country	2004-05	2005-06	Change
- thousand cartons -			- % -
United States	4,888	4,787	-2.1
Canada	768	773	+.5
Europe	2,786	2,115	-24.1
Japan	4,833	4,559	-5.7
Other	134	239	+78.4
TOTAL	13,409	12,473	-7.0

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 10/15/06

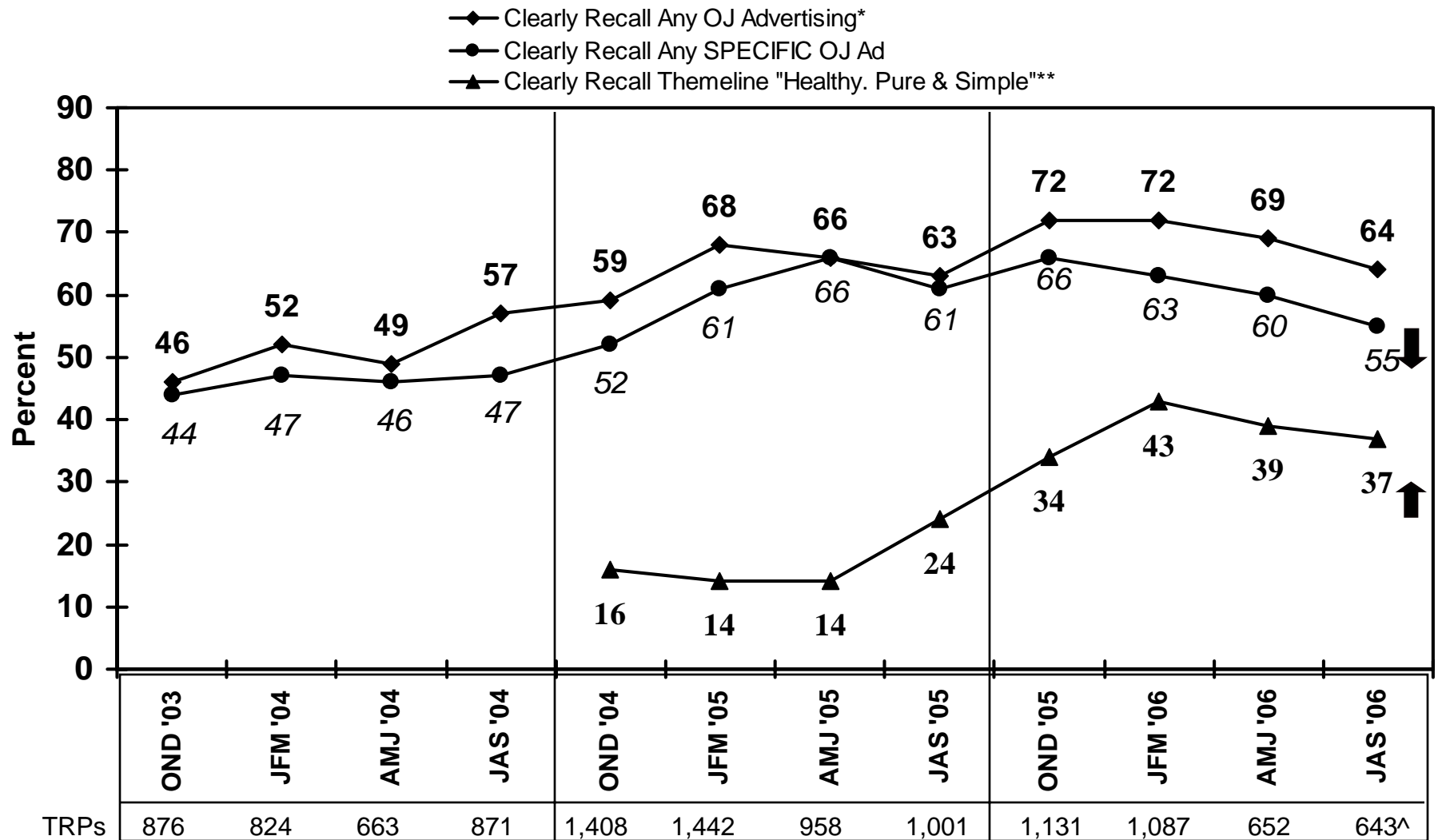
Variety	FOB Price		
	2005-06 STD	2006-07 STD	Change
	----- \$ -----		-- % --
GULF COAST			
White	NA	NA	NA
Colored	NA	NA	NA
INDIAN RIVER			
White	NA	NA	NA
Colored	NA	NA	NA
SUNRIDGE			
White	NA	NA	NA
Colored	NA	NA	NA

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
ANNUAL			
2002	1.06106	2.96705	125.21937
2003	0.88540	3.11678	115.97995
2004	0.80510	2.92629	108.17451
2005	0.80453	2.43480	110.12445
2005 (thru 10/18/05)	0.79462	2.48186	108.12692
2006 (thru 10/18/06)	0.80345	2.18660	116.02905
% Change	+1.1	-11.9	+7.3
WEEK ENDING 10/18/06			
2005	0.83029	2.24343	114.35571
2006	0.79836	2.14733	119.47743
% Change	-3.8	-4.3	+4.5

Recall of FDOC OJ Advertising*

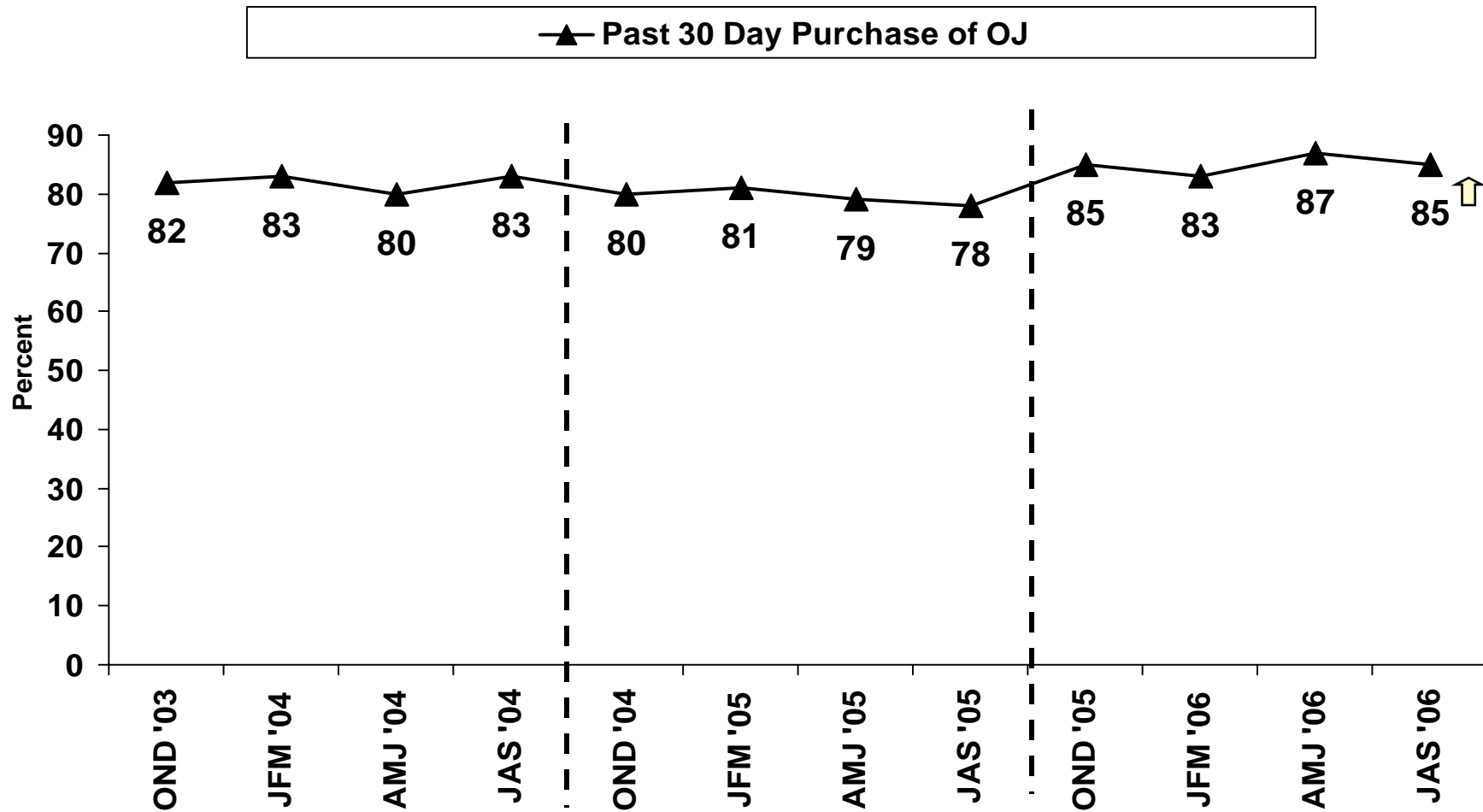


*Recall of FDOC Themelines for OJ is included. "Best Start Under the Sun" was the themeline from AMJ '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked. **New themeline "Healthy. Pure & Simple" added November 2004; shown but not spoken in 15 second ads for "Natural Remedies," and "Island". Spoken in both 15 and 30 seconds ads for "Laboratory" and "Hat". TRPs are for target of Adults 35+ as of May 2004.

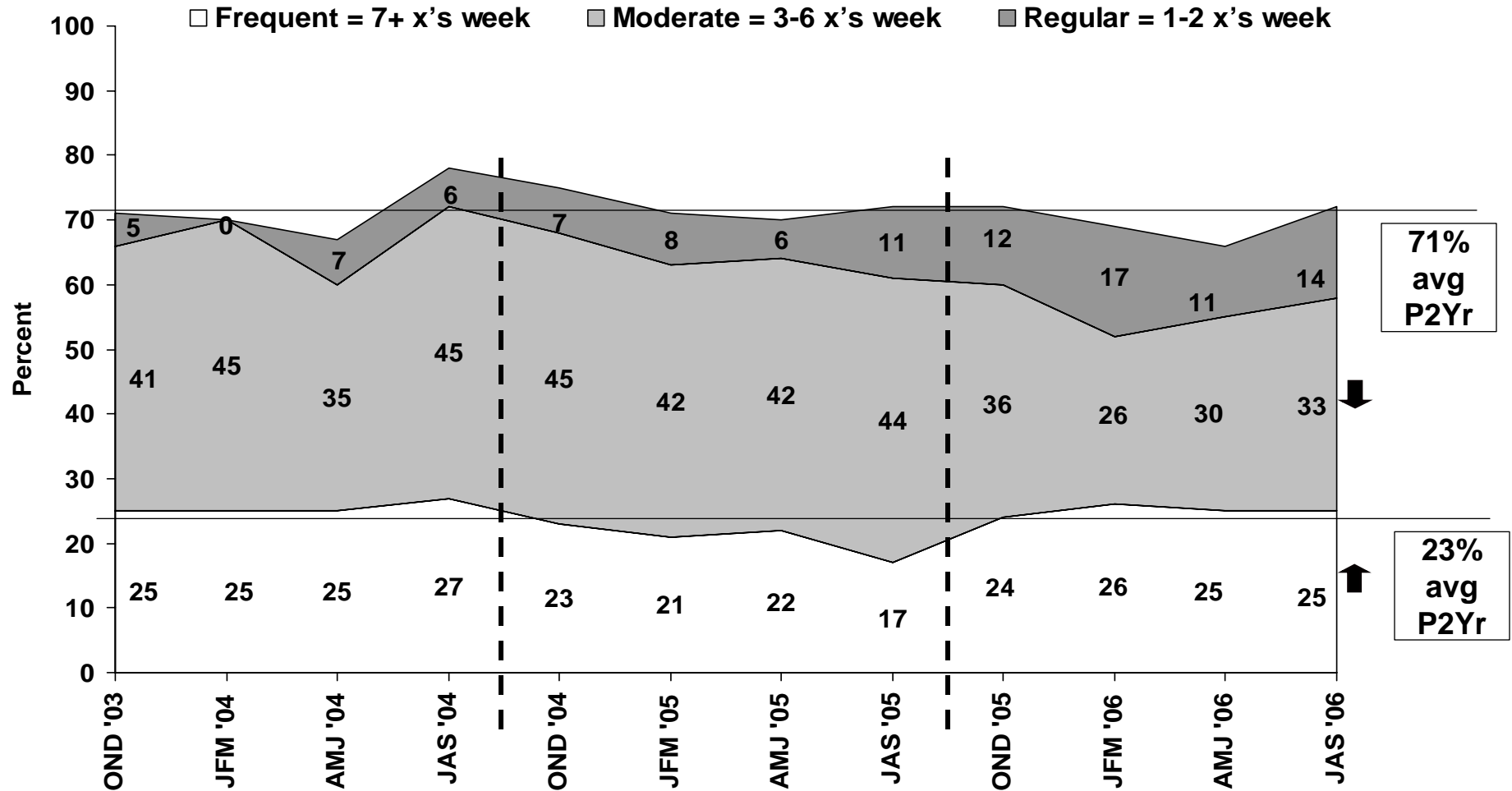
^=Estimated TRPs.

↑ = Significantly higher at a 90%+ confidence level.

Purchased Orange Juice in Past 30 Days



OJ Frequency of Usage Groups



↑ = Directionally higher than year ago at 80% confidence level.

↓ = Significantly lower than year ago at 90%+ confidence level.

OJ Provides Important Nutrients, Vitamins, and/or Minerals

(Top 2 Box Ratings – 10,9 on a 10-pt. Scale)

■ Provides important nutrients, vitamins and/or minerals

