



# Florida Citrus Economic & Market Indicators

## April, 2012

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## Summary Comments

- Brazil's OJ exports for July through March (2011-12 Brazilian season) were up 2.1% from the previous year with exports to the NAFTA region, Europe and the Far East up 64.4%, down 2.8% and down 20.3%, respectively.
- Season-to-date through 03/31/12, Florida OJ availability, movement and ending inventories were down 2.0%, down 18.6% and up 17.4%, respectively, from last season.
- For February 2012, U.S. OJ imports and exports were up 19.4% and down 32.4% from last season, respectively. Season-to-date through 03/31/12, Florida OJ exports were down 50.2% (FDOC Processors report).
- For February 2012, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 3.4%.
- Season-to-date through 03/17/12, OJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing \$2 million plus business, Walmart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 10.7% from the previous season, with the NFC price up 6.1%, the Recon price up 7.5% and the overall OJ price up 7.4%.
- The March average FCOJ Futures price was \$1.82/PS, up \$.14/PS from last year, while the March Rotterdam price was at an estimated \$2,725/MT, up \$175/MT from last year.
- Season-to-date through 03/31/12, the delivered-in price for Valencias was \$2.02; the delivered-in price for white grapefruit was \$1.51, up \$0.32/PS; the delivered-in price for red grapefruit juice was \$1.55/PS, up \$.28/PS, from last season.
- Season-to-date through 04/15/12, fresh orange and specialty citrus shipments were down 0.1% from last season.
- Season-to-date through February, clementine and tangerine imports were down 10.2% relative to last season. Season-to-date through 04/15/12, Texas fresh grapefruit shipments were down 13.1%.
- Season-to-date through 03/31/12, Florida GJ availability, movement and ending inventory were up 0.2%, down 15.9% and up 9.3%, respectively.
- For February 2012, U.S. GJ exports were up 1.4%. Season-to-date through 03/31/12, Florida GJ exports were down 19.2% (FDOC Processors report).
- Season-to-date through 03/17/12, GJ volume sales in all Nielsen retail outlets were down 6.1% from last season, with the overall GJ price up 2.6%.
- Season-to-date through 04/15/12, Florida fresh grapefruit shipments were down 0.7% from last season, with Domestic/Canadian shipments up 9.0% and offshore shipments down 11.0% (CAC). Season-to-date through 04/01/12, shipments to Europe and Japan were down 8.7% and 10.6%, respectively.
- For the week ending 04/15/12 versus the same period last year, the Euro-per-Dollar exchange rate was up 10.3%, while the Yen-per-Dollar was down 3.9%.

## Brazil Orange-Juice Exports

Destination	Season-to-Date (July - March)		
	2010-11	2011-12	Change
	- - - - - million SSE gallons <sup>a</sup> - - - - -		- % -
<b>NAFTA<sup>b</sup></b>	<b>126.9</b>	<b>208.7</b>	<b>+64.4</b>
<b>Europe<sup>c</sup></b>	<b>927.8</b>	<b>902.0</b>	<b>-2.8</b>
<b>Far East<sup>d</sup></b>	<b>182.5</b>	<b>145.4</b>	<b>-20.3</b>
<b>Others</b>	<b>60.5</b>	<b>69.0</b>	<b>+14.1</b>
<b>TOTAL</b>	<b>1,297.7</b>	<b>1,325.1</b>	<b>+2.1</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 03/31/12 (FDOC Processor Week 26)		
	2010-11	2011-12e	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>548.4</b>	<b>391.2</b>	<b>-28.7</b>	<b>548.5</b>	<b>391.2</b>	<b>-28.7</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>862.8</b>	<b>933.1</b>	<b>+8.2</b>	<b>486.3</b>	<b>608.4</b>	<b>+25.1</b>
<b>Imports<sup>a,b</sup></b>	<b>101.2</b>	<b>123.9</b>	<b>+22.4</b>	<b>67.5</b>	<b>80.1</b>	<b>+18.5</b>
<b>Availability</b>	<b>1,512.4</b>	<b>1,448.2</b>	<b>-4.2</b>	<b>1,102.3</b>	<b>1,079.7</b>	<b>-2.0</b>
<b>Movement</b>	<b>1,121.2</b>	<b>1,036.1</b>	<b>-7.6</b>	<b>595.9</b>	<b>485.1</b>	<b>-18.6</b>
FCOJ	599.8	510.7	-14.9	318.9	237.0	-25.7
NFC <sup>c</sup>	521.4	525.4	+8	277.1	248.1	-10.4
<b>Ending Inventory</b>	<b>391.2</b>	<b>412.1</b>	<b>+5.4</b>	<b>506.4</b>	<b>594.6</b>	<b>+17.4</b>
FCOJ	<b>208.5</b>	<b>215.3</b>	<b>+3.3</b>	321.1	336.4	+4.8
COJ	<b>182.7</b>	<b>196.8</b>	<b>+7.7</b>	185.3	258.2	+39.4
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>d</sup></b>	<b>18.1</b>	<b>20.7</b>	<b>+14.4</b>	<b>22.1</b>	<b>31.9</b>	<b>+44.2</b>
FCOJ <sup>d</sup>	18.1	22.0	+21.5	26.2	36.9	+40.9
COJ <sup>d</sup>	17.4	18.6	+6.9	16.5	25.7	+55.5

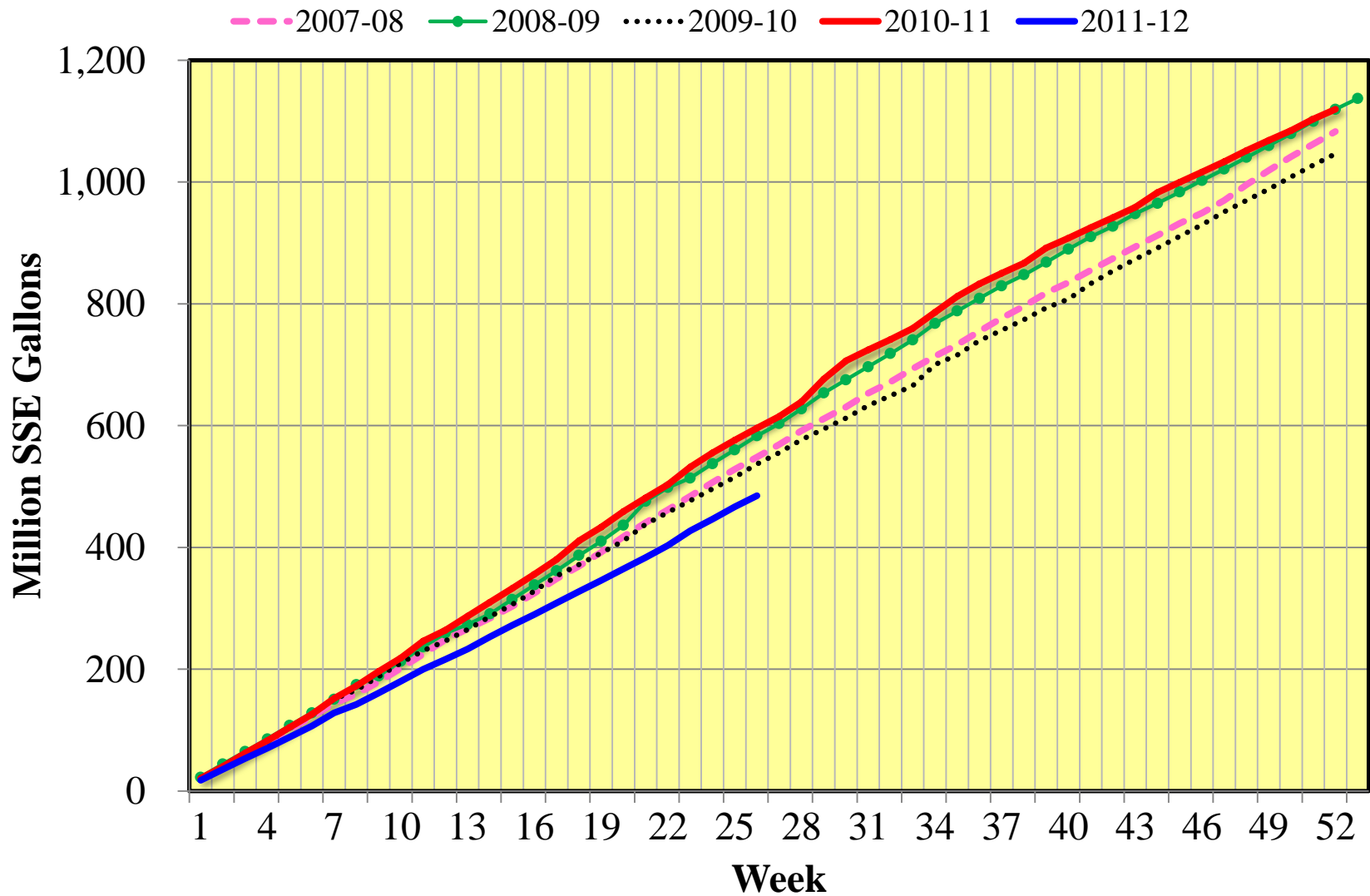
<sup>a</sup>FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

<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.

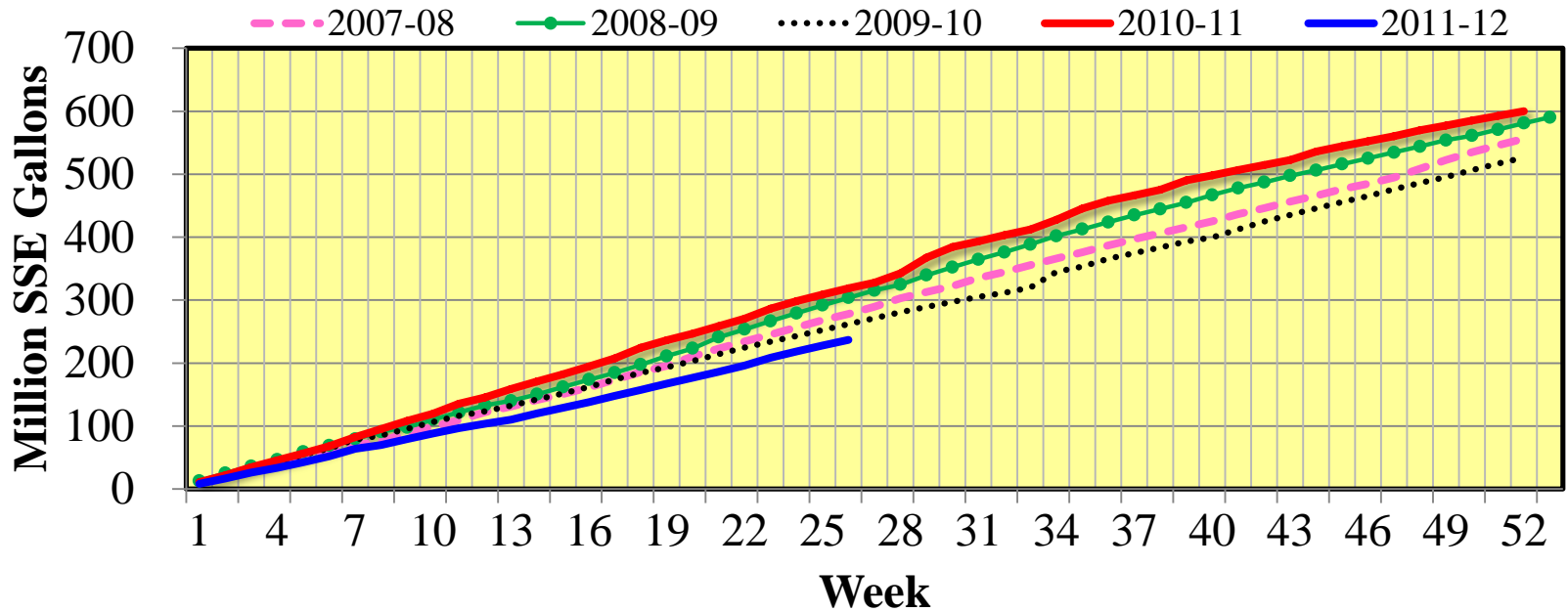
<sup>c</sup>Excludes movement of reconstituted chilled orange juice and evaporated COJ.

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

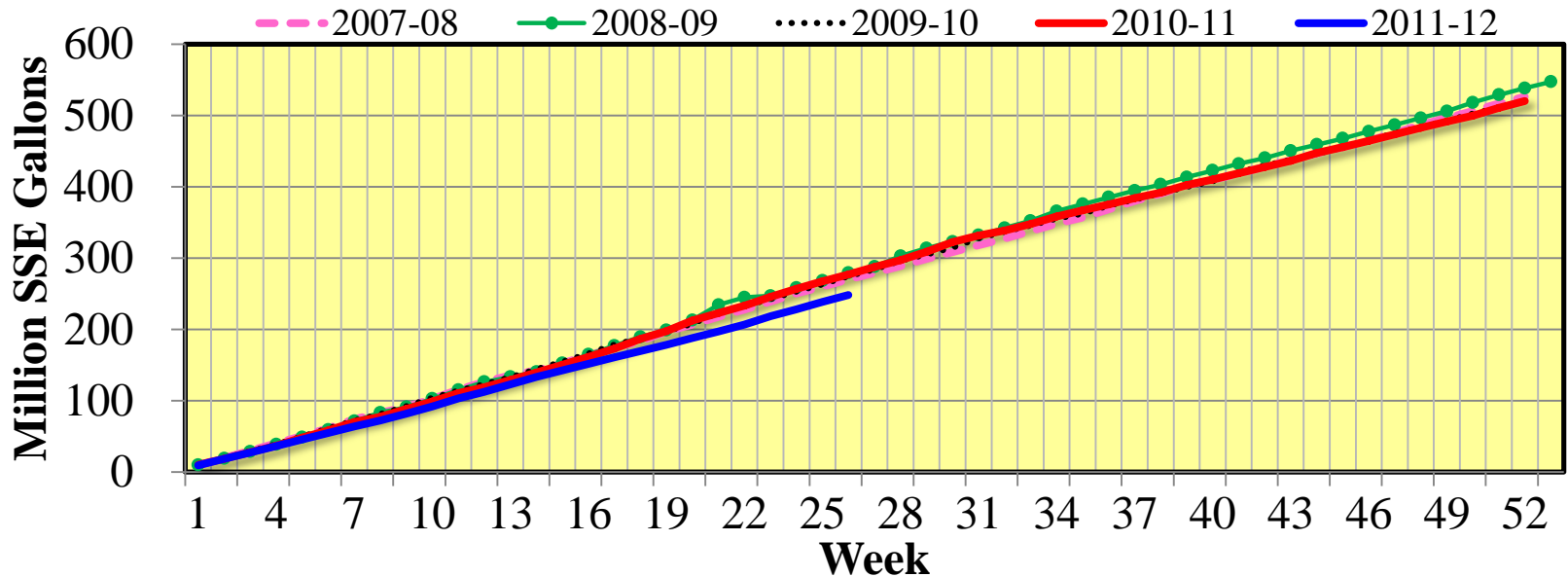
# Florida Orange Juice Movement



## Florida FCOJ Movement



## Florida NFC OJ Movement



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

Season-to-Date  
(October – February)

Country	Volume			Value/SSG <sup>c</sup>		
	2010-11	2011-12	Change	2010-11	2011-12	Change
	- - million SSE gallons - -		- - % - -	- - \$/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	63.23	77.00	+21.78	1.39	1.62	+16.32
CBI <sup>b</sup>	11.48	14.32	+24.71	1.65	1.82	+10.43
Mexico	32.91	33.08	+0.52	1.39	1.62	+16.95
Other	1.27	5.63	+341.92	2.39	2.88	+20.42
TOTAL	108.90	130.03	+19.41	1.43	1.69	+18.72
NFC OJ						
Brazil	34.00	26.16	-23.05	1.51	1.70	+12.95
CBI <sup>b</sup>	0.02	0.02	+7.97	2.08	2.21	+6.15
Mexico	0.72	1.24	+72.29	1.91	2.65	+38.45
Other	---	0.01	+128.27	3.84	6.10	+58.79
TOTAL	34.74	27.43	-21.04	1.52	1.75	+15.2

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

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

<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.

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

Season-to-Date  
(October – February)

Country	Volume			Value/SSG <sup>c</sup>		
	2010-11	2011-12	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
<b>Canada</b>	<b>32.18</b>	<b>36.09</b>	<b>+12.14</b>	<b>3.75</b>	<b>3.32</b>	<b>-11.54</b>
<b>Europe</b>	<b>21.04</b>	<b>3.31</b>	<b>-84.26</b>	<b>1.70</b>	<b>2.49</b>	<b>+46.84</b>
<b>Japan</b>	<b>0.48</b>	<b>0.34</b>	<b>-28.22</b>	<b>3.68</b>	<b>3.62</b>	<b>-1.73</b>
<b>Other</b>	<b>16.83</b>	<b>7.91</b>	<b>-53.00</b>	<b>2.82</b>	<b>3.32</b>	<b>+17.73</b>
<b>TOTAL</b>	<b>70.53</b>	<b>47.66</b>	<b>-32.4</b>	<b>2.91</b>	<b>3.26</b>	<b>+11.93</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2011-12 season were down 50.2%, season-to-date through 03/31/12.

<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 (October - February)		
	2010-11	2011-12	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>36.8</b>	<b>31.0</b>	<b>-15.9</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>49.8</u></b>	<b><u>48.8</u></b>	<b><u>-2.0</u></b>
<b>Availability<sup>c</sup></b>	<b>86.6</b>	<b>79.8</b>	<b>-7.9</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>25.8</u></b>	<b><u>21.0</u></b>	<b><u>-18.6</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>60.9</b>	<b>58.8</b>	<b>-3.4</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.

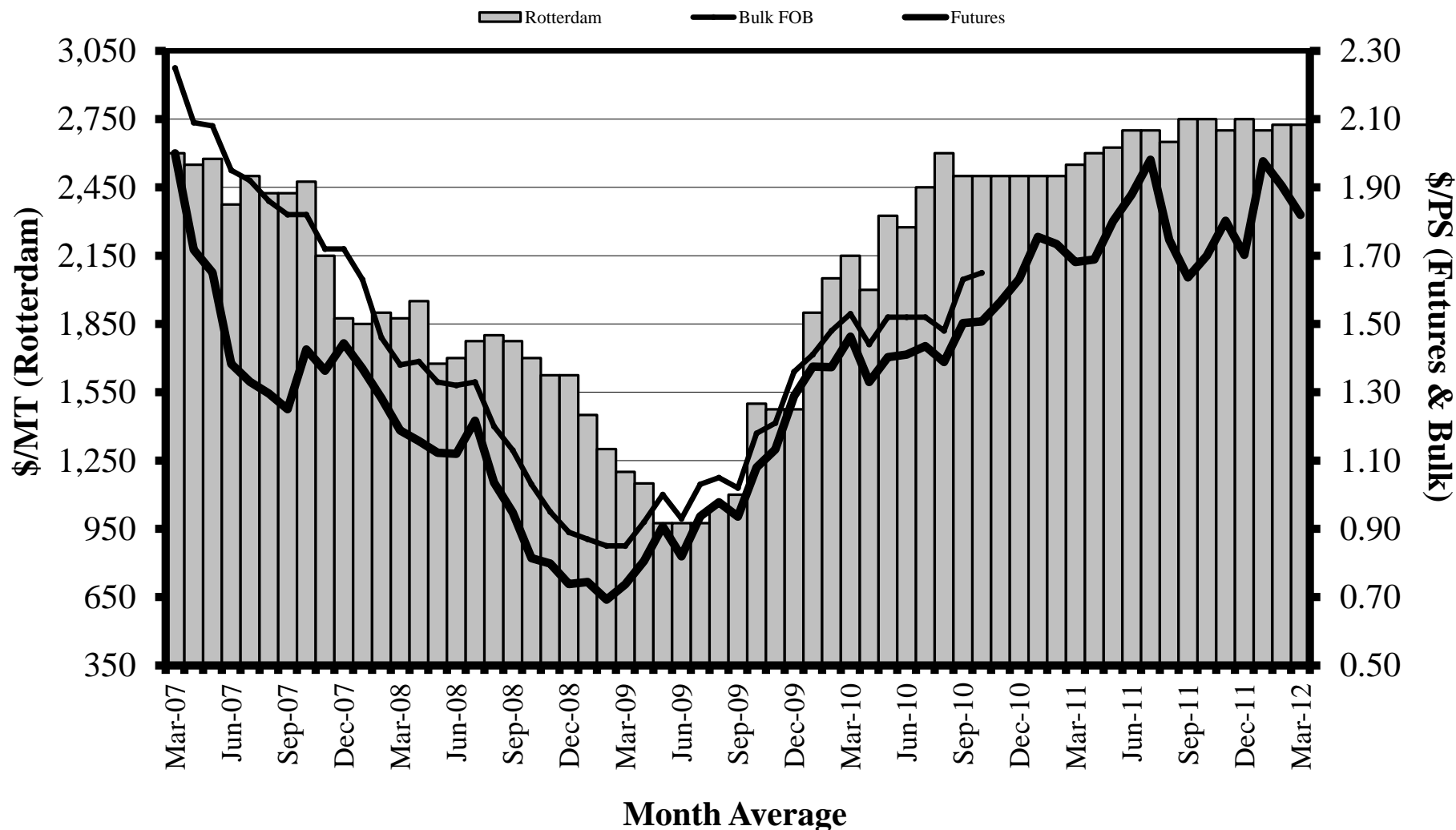
# U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2010-11p	2011-12f	Change	2010-11p	2011-12f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	528.4	514.2	-2.7	5.95	6.15	+3.3
NFC	298.1	293.1	-1.7	6.86	7.06	+2.9
RECON	230.2	221.2	-3.9	4.77	4.94	+3.6
FCOJ	31.4	28.8	-8.2	4.78	4.96	+3.8
Shelf Stable	2.3	1.7	-25.2	7.44	7.50	+.8
TOTAL	562.1	544.7	-3.1	5.89	6.09	+3.4
SEASON-TO-DATE: (through 03/17/12) <sup>a</sup>						
Refrigerated	265.56	238.46	-10.2	5.79	6.22	+7.4
NFC	148.01	138.00	-6.8	6.71	7.12	+6.1
RECON	117.55	100.46	-14.5	4.63	4.98	+7.5
FCOJ	16.74	13.98	-16.5	4.60	4.91	+6.7
Shelf Stable	1.13	.79	-29.6	7.38	8.36	+13.4
TOTAL	283.43	253.23	-10.7	5.73	6.15	+7.4

<sup>a</sup>Actual for 2010-11 and preliminary for 2011-12.

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 March 2007 through March 2012



SOURCES: ICE (Futures); FCM (Bulk)—beginning November 2010, bulk prices are no longer reported; *Foodnews* (Rotterdam).

## FCOJ Prices March

Item	2011	2012	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Futures</b>	<b>1.68</b>	<b>1.82</b>	<b>+8.3</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>2,550</b>	<b>2,725</b>	<b>+6.9</b>

SOURCES: IntercontinentalExchange, Inc. (Futures); *Foodnews* (Rotterdam).

# FDOC Processor Delivered-In Prices

## Report #26 – Week Ending 03/31/12

Variety	Week Ending			Season-to-Date		
	2010-11	2011-12	Change	2010-11	2011-12	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>b</sup></b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
<b>Valencias<sup>a</sup></b>	<b>1.6950</b>	<b>2.0513</b>	<b>+.356</b>	<b>1.6660</b>	<b>2.0209</b>	<b>+.355</b>
<b>White Grapefruit</b>	<b>1.2290</b>	<b>1.6041</b>	<b>+.375</b>	<b>1.1890</b>	<b>1.5121</b>	<b>+.323</b>
<b>Red Grapefruit</b>	<b>1.4490</b>	<b>1.5634</b>	<b>+.114</b>	<b>1.2750</b>	<b>1.5521</b>	<b>+.277</b>

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

<sup>b</sup>Season final. Final Priced Combined for 2010-11. Spot & Contract for 2011-12 season.

# Sao Paulo Processed Orange Spot Prices

## Monthly Average and Season-to-Date

Season	April Average		Season-to-Date (July - April) <sup>a</sup>	
	Price	Change From Year Ago	Price	Change From Year Ago
	- \$/box <sup>b</sup> -	- - % - -	- \$/box <sup>b</sup> -	- - % - -
<b>2008-09</b>	<b>2.04</b>	<b>-58.9</b>	<b>3.90</b>	<b>-35.7</b>
<b>2009-10</b>	<b>4.69</b>	<b>+129.9</b>	<b>3.88</b>	<b>-.6</b>
<b>2010-11</b>	<b>9.30</b>	<b>+98.3</b>	<b>8.96</b>	<b>+131.0</b>
<b>2011-12<sup>c</sup></b>	<b>Data not available</b>			

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

<sup>b</sup> In U.S. dollars as reported at the CEPEA website.

<sup>c</sup> Minimum prices were set at \$R10 per box, or \$5.70/box. CEPEA does not have updated prices for "ORANGE - DELIVERED IN CITRUS PLANT (Spot Market)" after April 2011. In the 2011-12 season, processors did not trade their fruit in the spot market, only through annual contracts. In the 2011-12 season, producers negotiated with the industry (by contract) a minimum value during the season of R\$10.00/box (USD \$5.70/box) and they should receive a bonus at the end of the season (July 2012) based on the international price of the OJ.

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 04/15/12			FOB Price thru 04/15/12		
	2010-11 STD	2011-12 STD	Change	2010-11 STD	2011-12 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - \$/carton - - - -		- % -
<b>Early, Mids &amp; Temples<sup>a</sup></b>	<b>2,744</b>	<b>2,660</b>	<b>-3.1</b>	<b>10.53</b>	<b>11.43</b>	<b>+8.5</b>
<b>Navel</b>	<b>3,474</b>	<b>3,306</b>	<b>-4.8</b>	<b>12.57</b>	<b>12.84</b>	<b>+2.1</b>
<b>Valencia</b>	<b>1,054</b>	<b>1,448</b>	<b>+37.4</b>	<b>11.34</b>	<b>12.56</b>	<b>+10.8</b>
<b>Tangelo</b>	<b>684</b>	<b>669</b>	<b>-2.2</b>	<b>10.57</b>	<b>10.74</b>	<b>+1.6</b>
<b>Early Tangerines<sup>b</sup></b>	<b>3,079</b>	<b>2,939</b>	<b>-4.5</b>	<b>14.68</b>	<b>12.41</b>	<b>-15.5</b>
<b>Honey</b>	<b>2,168</b>	<b>2,168</b>	<b>NA</b>	<b>15.83</b>	<b>15.88</b>	<b>+.3</b>
<b>TOTAL</b>	<b>13,203</b>	<b>13,190</b>	<b>-.1</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		
2010-11	2011-12	Change	2010-11	2011-12	Change
August – February			STD – 04/15/12		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
253.25	227.43	-10.2	5,744	4,993	-13.1

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.



# Florida Grapefruit-Juice Availability, Movement and Inventory

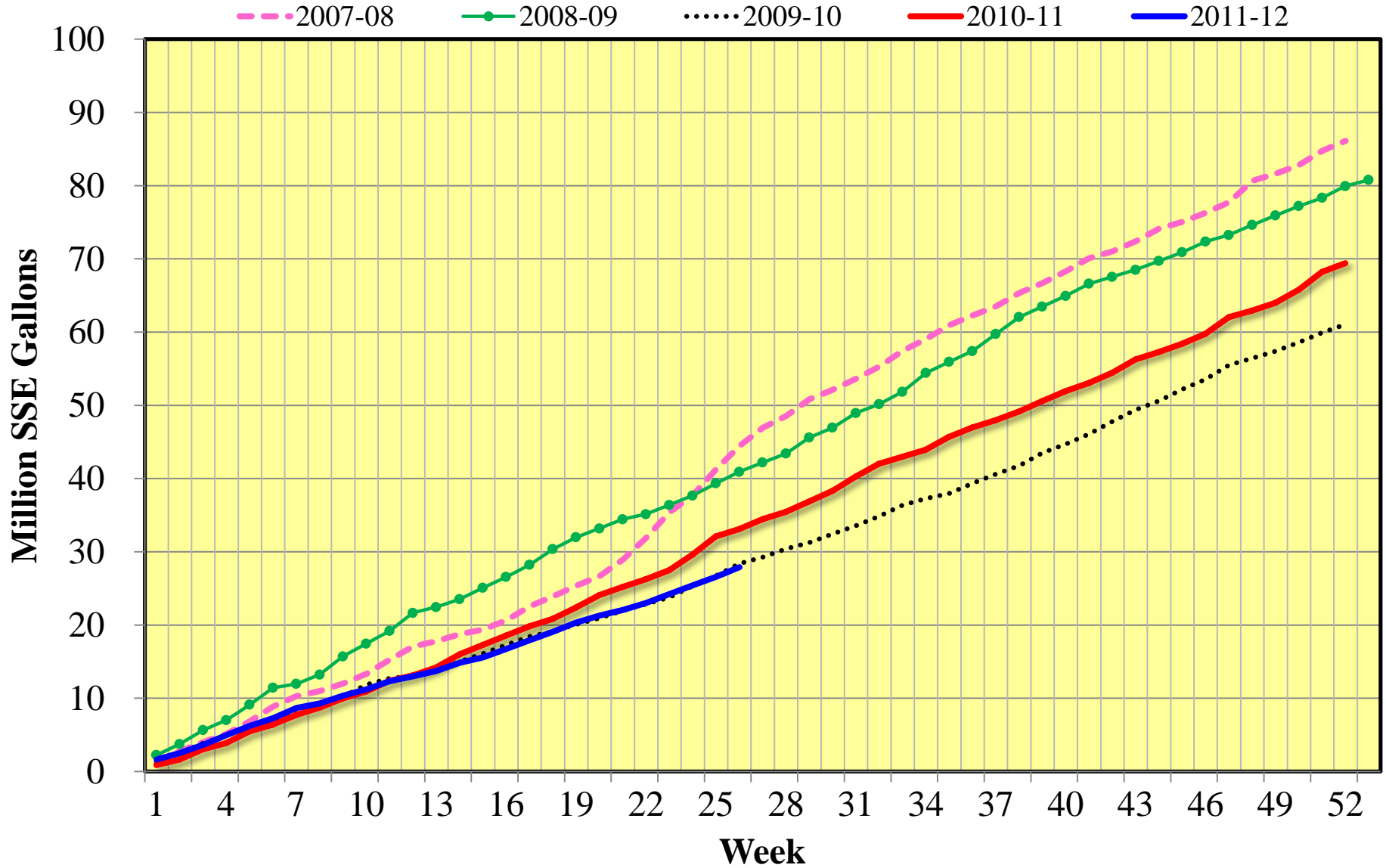
Item	Season (October-September)			Season-to-Date 03/31/12 (FDOC Processor Week 26)		
	2010-11	2011-12e	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>42.1</b>	<b>33.1</b>	<b>-21.4</b>	<b>42.1</b>	<b>33.1</b>	<b>-21.4</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>61.5</b>	<b>58.3</b>	<b>-5.2</b>	<b>49.6</b>	<b>58.8</b>	<b>+18.5</b>
<b>Availability</b>	<b>103.6</b>	<b>91.4</b>	<b>-11.8</b>	<b>91.7</b>	<b>91.9</b>	<b>+2</b>
<b>Movement</b>	<b>70.5</b>	<b>63.0</b>	<b>-10.6</b>	<b>33.1</b>	<b>27.9</b>	<b>-15.9</b>
FCGJ	46.1	39.1	-15.2	21.3	17.2	-18.9
NFC <sup>b</sup>	24.4	23.9	-2.0	11.9	10.6	-10.6
<b>Ending Inventory</b>	<b>33.1</b>	<b>28.4</b>	<b>-14.2</b>	<b>58.5</b>	<b>64.0</b>	<b>+9.3</b>
FCGJ	18.7	13.9	-25.6	34.2	37.4	+9.5
CGJ	14.3	14.5	+1.4	24.4	26.6	+9.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>c</sup></b>	<b>24.4</b>	<b>23.4</b>	<b>-4.1</b>	<b>45.9</b>	<b>59.7</b>	<b>+30.0</b>
FCGJ <sup>c</sup>	21.6	19.1	-11.6	41.8	56.4	+34.9
CGJ <sup>c</sup>	30.4	31.4	+3.3	52.6	58.8	+11.7

<sup>b</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.

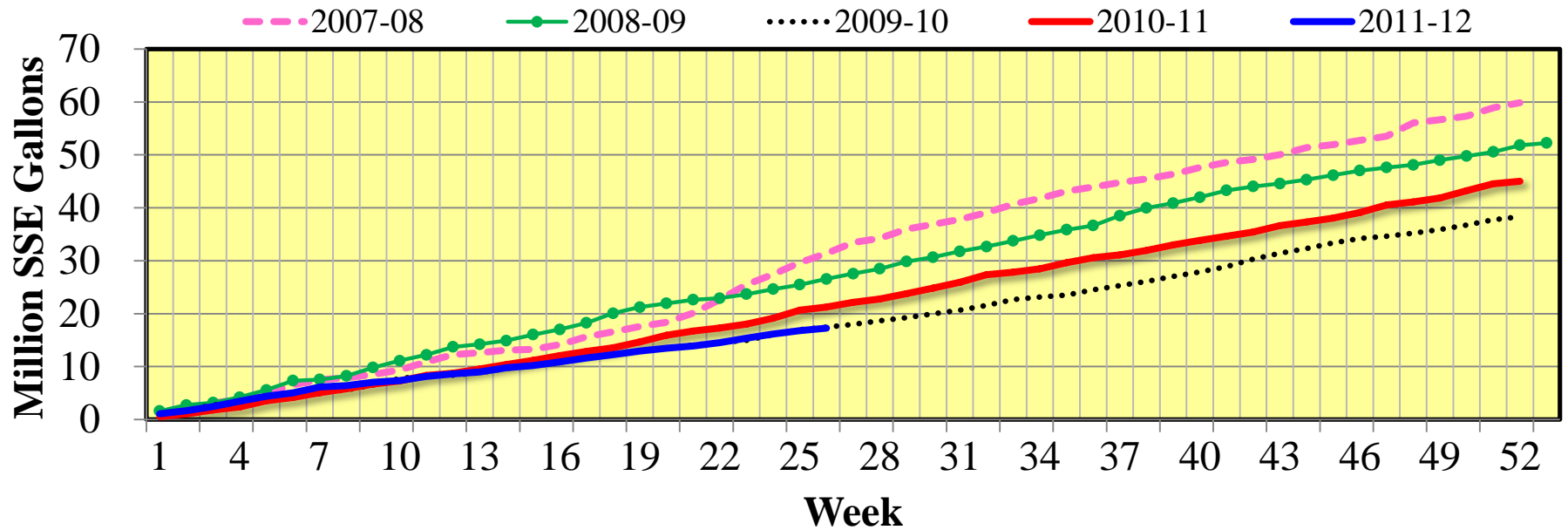
<sup>c</sup>Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.

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

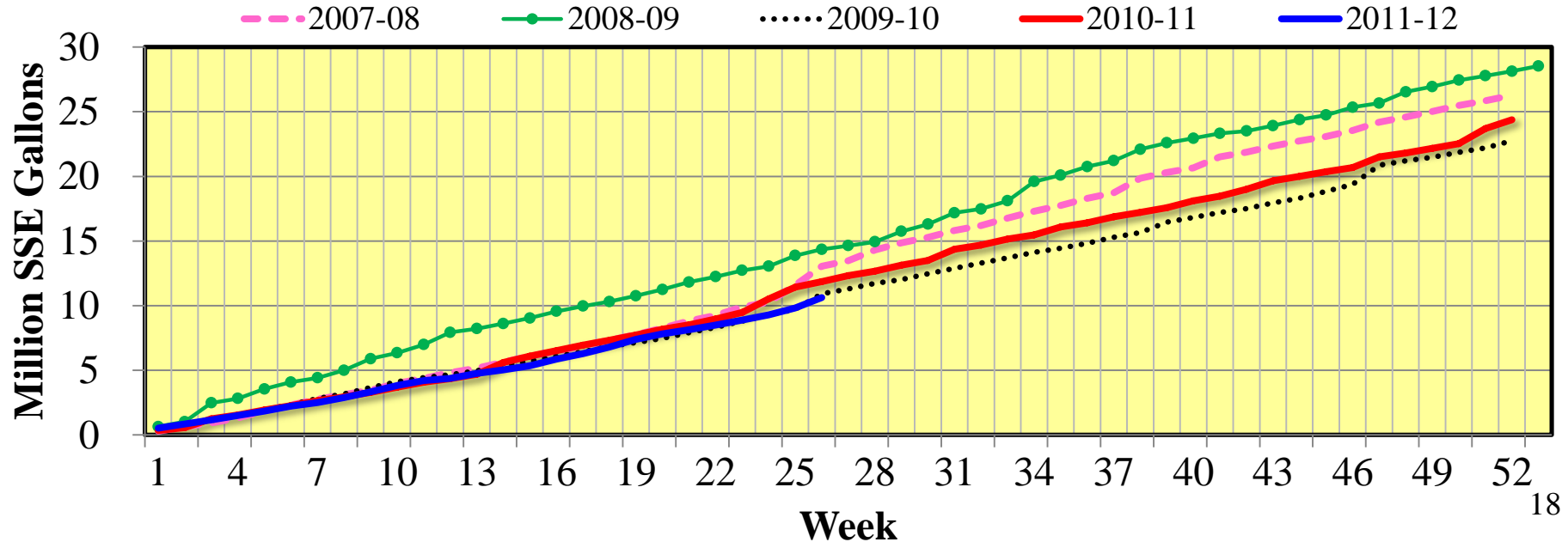
# Florida Grapefruit Juice Movement



## Florida FCGJ Movement



## Florida NFC GJ Movement



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

Season-to-Date  
(October – February)

Country	Volume			Value/SSG <sup>c</sup>		
	2010-11	2011-12	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Canada	0.80	0.83	+4.08	3.91	4.79	+22.44
Europe	0.70	1.53	+118.59	5.16	3.52	-31.67
Japan	2.74	1.72	-37.32	3.72	4.36	+17.14
Other	0.66	0.88	+34.04	3.76	4.39	+16.65
<b>TOTAL</b>	<b>4.90</b>	<b>4.96</b>	<b>+1.4</b>	<b>3.97</b>	<b>4.18</b>	<b>+5.39</b>

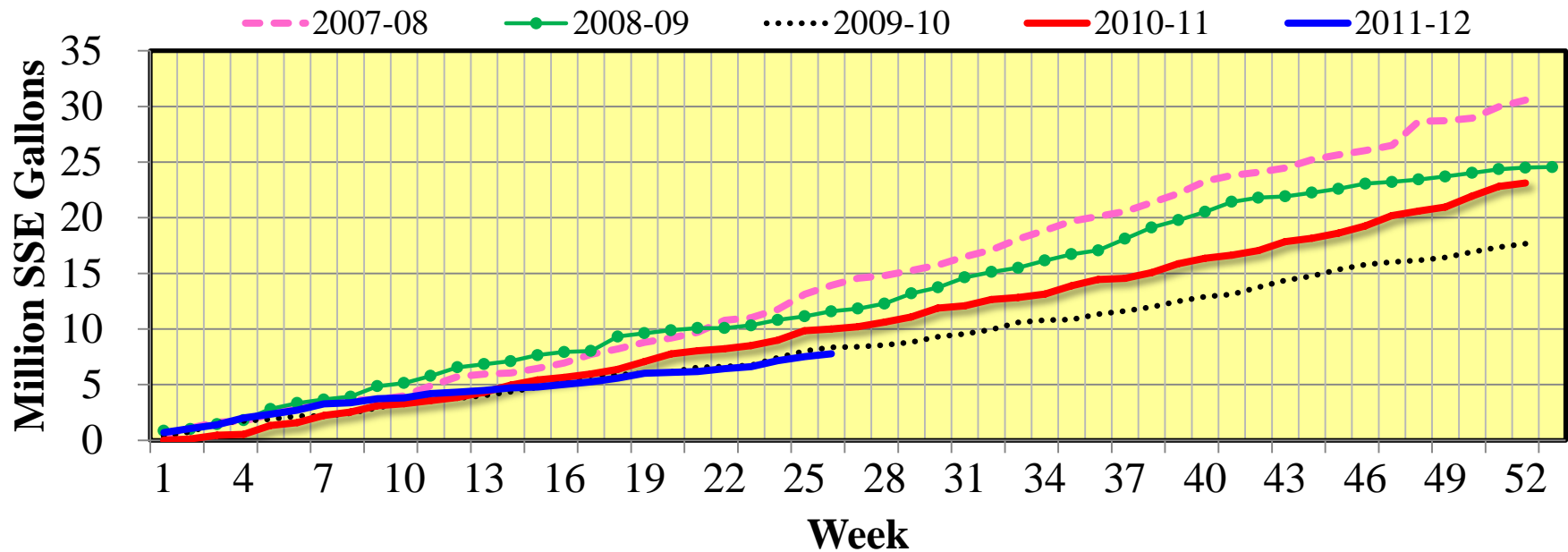
<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2011-12 season were down 19.2%, season-to-date through 03/31/12.

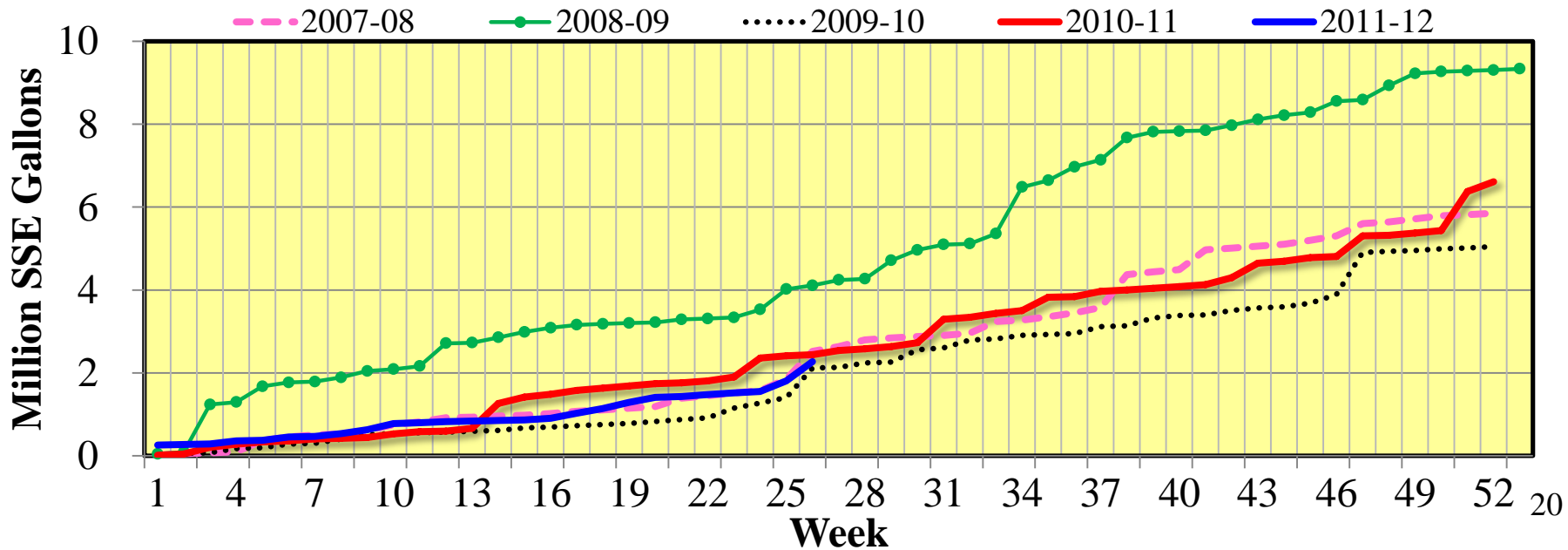
<sup>c</sup>The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.

SOURCE: U.S. Department of Commerce.

## Florida FCGJ Export Movement



## Florida NFC GJ Export Movement



# U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2010-11p	2011-12f	Change	2010-11p	2011-12f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	12.32	12.22	- .8	6.86	6.99	+2.0
NFC	11.75	11.67	- .7	6.92	7.06	+2.0
RECON	.57	.55	-4.1	5.59	5.60	+ .2
FCGJ	.42	.38	-9.3	4.43	4.45	+ .5
Shelf Stable	6.24	5.76	-7.7	5.88	6.30	+7.1
TOTAL	18.98	18.36	-3.3	6.48	6.72	+3.7
SEASON-TO-DATE: (through 03/17/12) <sup>a</sup>						
Refrigerated	5.96	5.38	-9.6	6.72	7.10	+5.7
NFC	5.69	5.13	-9.8	6.77	7.16	+5.8
RECON	.27	.25	-5.6	5.52	5.85	+6.1
FCGJ	.16	.24	+44.5	4.54	4.44	-2.2
Shelf Stable	3.04	2.98	-2.1	5.63	5.51	-2.0
TOTAL	9.16	8.60	-6.1	6.32	6.48	+2.6

<sup>a</sup>SEASON-TO-DATE: Actual for 2010-11 and preliminary for 2011-12.

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 04/15/12

Shipments/ Variety	2010-11 STD	2011-12 STD	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>6,021</b>	<b>6,562</b>	<b>+9.0</b>
<b>White</b>	<b>164</b>	<b>150</b>	<b>-8.5</b>
<b>Colored</b>	<b>5,857</b>	<b>6,412</b>	<b>+9.5</b>
<b>Offshore Exports – All</b>	<b>8,951</b>	<b>7,963</b>	<b>-11.0</b>
<b>White</b>	<b>2,156</b>	<b>1,806</b>	<b>-16.2</b>
<b>Colored</b>	<b>6,795</b>	<b>6,157</b>	<b>-9.4</b>
<b>TOTAL - All</b>	<b>14,972</b>	<b>14,525</b>	<b>-3.0</b>
<b>White</b>	<b>2320</b>	<b>1956</b>	<b>-15.7</b>
<b>Colored</b>	<b>12,652</b>	<b>12,569</b>	<b>-0.7</b>

SOURCE: Citrus Administrative Committee, preliminary.

## Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 04/01/12

Country	2010-11 STD	2011-12 STD	Change
- thousand cartons -			- % -
United States	4,700	5,374	+14.3
Canada	957	976	+2.0
Europe	3,065	2,798	-8.7
Japan	5,375	4,805	-10.6
Other	390	363	-6.9
<b>TOTAL</b>	<b>14,487</b>	<b>14,316</b>	<b>-1.2</b>

SOURCE: Florida Department of Citrus.



## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 03/11/12

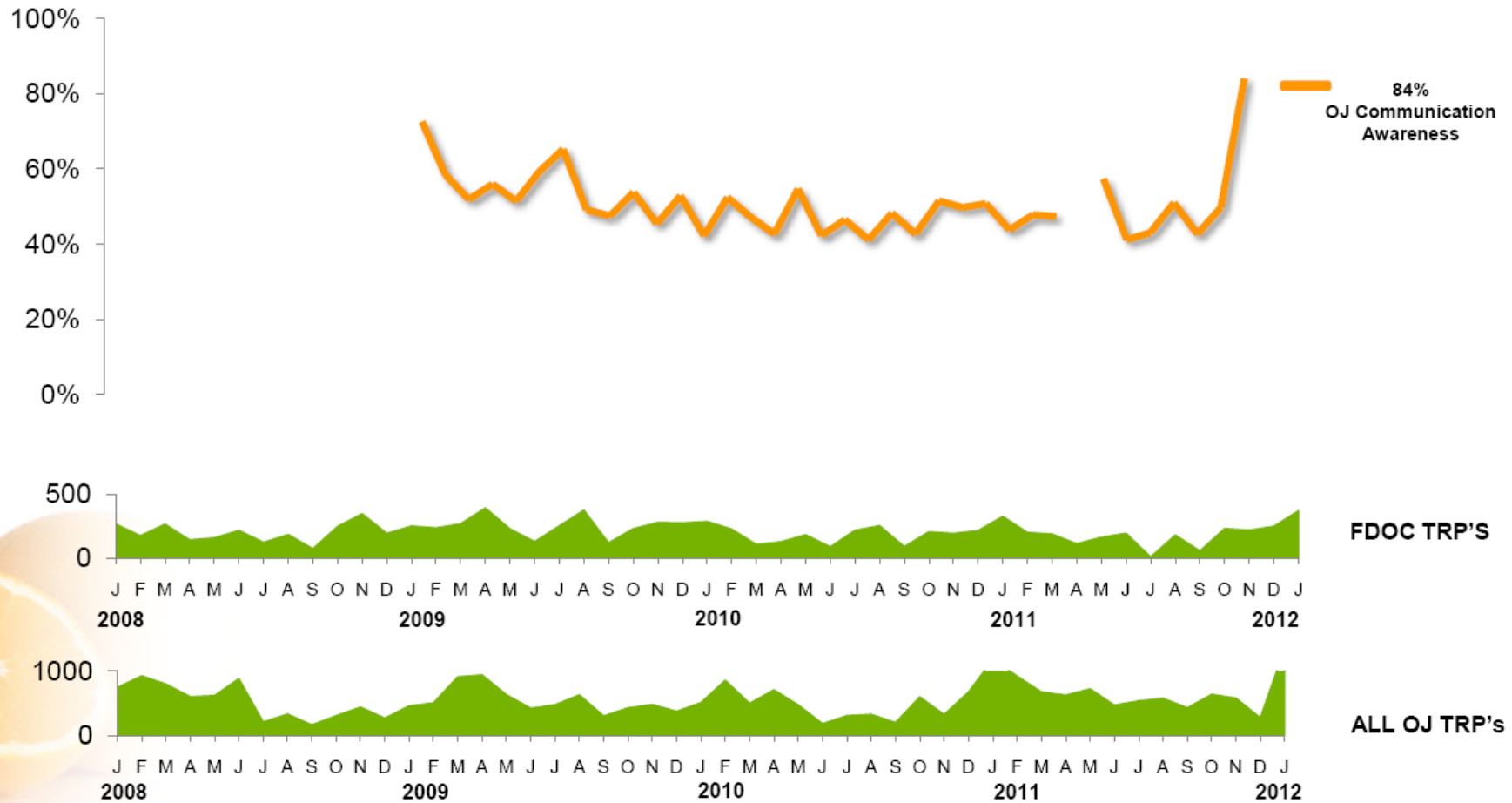
Variety	FOB Price		
	2010-11 STD	2011-12 STD	Change
----- \$/carton-----			-- % --
<b>TOTAL</b>			
<b>White</b>	<b>12.78</b>	<b>10.70</b>	<b>-16.3</b>
<b>Colored</b>	<b>11.28</b>	<b>9.91</b>	<b>-12.1</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2007</b>	<b>0.7306</b>	<b>1.9448</b>	<b>117.77</b>
<b>2008</b>	<b>0.6832</b>	<b>1.8291</b>	<b>103.42</b>
<b>2009</b>	<b>0.7190</b>	<b>1.9924</b>	<b>93.58</b>
<b>2010</b>	<b>0.7546</b>	<b>1.7535</b>	<b>87.78</b>
<b>2011</b>	<b>0.7188</b>	<b>1.6698</b>	<b>79.70</b>
<b>2011</b> (thru 04/15/11)	<b>0.7270</b>	<b>1.6545</b>	<b>82.51</b>
<b>2012</b> (thru 04/15/12)	<b>0.7624</b>	<b>1.7748</b>	<b>79.61</b>
<b>% Change</b>	<b>+4.9</b>	<b>+7.3</b>	<b>-3.5</b>
<b>WEEK ENDING 04/15/12</b>			
<b>2011</b>	<b>0.6917</b>	<b>1.5803</b>	<b>84.38</b>
<b>2012</b>	<b>0.7628</b>	<b>1.8275</b>	<b>81.12</b>
<b>% Change</b>	<b>+10.3</b>	<b>+15.6</b>	<b>-3.9</b>

# Total Communication Awareness



Q10. Have you seen, heard or read anything about OJ anywhere recently? (Base: All Respondents)