

Florida Citrus Economic & Market Indicators March 2019

Florida Department of
Citrus

Economic and Market
Research



Florida Citrus Economic & Market Indicators

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Summary Comments

- Brazil's OJ exports for 2018-19 Brazilian season (July - February) were down 18.4% from the previous year with exports to the NAFTA region, Europe and the Far East down 28.6%, down 15.8% and down 6.4%, respectively.
- Season-to-date through 02/23/19, Florida FCOJ availability, movement and ending inventories were up 23.8%, up 8.1%, and up 34.2% respectively, from last season.
- Season-to-date through 02/23/19, Florida SSOJ availability, movement and ending inventories were up 4.1%, down 9.0%, and up 19.1% respectively, from last season.
- For October through January of the 2017-18 season, U.S. OJ imports and exports were up 27.5% and down 18.3% from last season, respectively. Season-to-date through 02/23/19, Florida OJ exports were up 50.7% (FDOC Processors Report).
- For October through January of the 2018-19 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 102.5%.
- Season-to-date through 02/16/19, 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 8.0% from the previous season, with the NFC price down 5.1%, the Recon price down 2.8% and the overall OJ price down 4.5%.
- The average FCOJ Futures price was \$1.19/PS, down \$0.28/PS from last year.
- Season-to-date through 02/23/19, the delivered-in price for early and midseason oranges was \$2.20/PS, down \$0.39/PS from last season. Late season Orange Prices have not been released through 02/23/19.
- Season to date through 02/24/19, fresh orange and specialty citrus shipments were up 0.3%, from last season.
- From August through January of the 2018-19 season, clementine and tangerine imports were down 15.4% relative to last season. Season-to-date through 03/02/19, Texas fresh grapefruit shipments were down 20.2% relative to last season.
- Season-to-date through 02/23/19, Florida FCGJ availability, movement and ending inventories were down 40.9%, down 53.9%, and down 29.4% respectively, from last season.
- Season-to-date through 02/23/19, Florida SSGJ availability, movement and ending inventories were down 11.5%, down 18.4%, and down 8.1% respectively, from last season.
- For October through January of the 2018-19 season, U.S. GJ exports were up 46.1%. Season-to-date through 02/23/19, Florida GJ exports were down 52.9% (FDOC Processors report).
- Season-to-date through 02/16/19, 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 12.8% from the previous season, with the overall GJ price up 7.6%.
- Season-to-date through 02/24/19, Florida fresh grapefruit shipments were down 2.4% from last season, with Domestic/Canadian shipments up 9.0% and offshore shipments down 14.6% (DFVI). Shipments to Europe and Japan were down 26.3% and down 6.7%, respectively. Domestic FOB prices (CAC) for fresh white and red/pink grapefruit were down 19.4% and down 6.1%, respectively.
- For the month of February versus the same period last year, the Euro/USD, Real/USD, and Yen/USD exchange rates were up 8.8%, up 14.5%, and up 2.1% respectively.

Due to lingering effects of the US Government shutdown, Import and Export data from January 2019 are unavailable. Reported totals for 2018-19 season are through December.

Brazil Orange Juice Exports

Destination	Season-to-Date (July - February)		
	2017-18	2018-19	Change
	-million SSE Gallons-		- % -
NAFTA ^b	267.7	191.2	-28.6
Europe ^c	696.2	586.2	-15.8
Far East ^d	94.5	88.5	-6.4
Others	58.9	45.9	-22.1
Total	1117.4	911.8	-18.4

^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.

^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.

SOURCE: Secretary of External Commerce - Brazil

Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 02/23/19 (FDOC Processor Week 21)		
	2016-17	2017-18	Change	2017-18	2018-19	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	219.0	192.2	-12.2	192.2	243.1	+26.5
Pack from Fruit	74.5	41.1	-44.8	24.4	39.2	+60.7
Imports^a	261.8	313.9	+19.9	96.6	105.5	+9.2
Availability	555.2	547.2	-1.4	313.2	387.9	+23.8
Movement	363.0	303.5	-16.4	124.8	134.9	+8.1
Bulk	292.3	237.3	-18.8	98.3	110.6	+12.5
Packaged	70.7	66.2	-6.4	26.5	24.4	-8.1
Ending Inventory	192.2	243.7	+26.8	188.4	252.9	+34.2
Bulk	185.0	237.8	+28.5	180.9	247.2	+36.7
Packaged	7.2	5.9	-17.8	7.5	5.7	-24.0
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^b	27.5	41.8	+51.7	31.7	39.4	+24.2

^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 02/23/19 (FDOC Processor Week 21)		
	2016-17	2017-18	Change	2017-18	2018-19	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	202.8	186.7	-7.9	186.7	124.5	-33.3
Pack from Fruit	320.8	200.2	-37.6	69.4	116.2	+67.4
Imports^a	63.7	104.8	+64.6	45.7	73.5	+60.7
Availability	587.2	491.8	-16.3	301.9	314.3	+4.1
Movement^b	397.9	365.4	-8.2	166.9	151.9	-9.0
Bulk	31.2	26.7	-14.4	11.5	11.0	-4.4
Packaged	366.7	338.7	-7.6	155.4	140.9	-9.3
Ending Inventory	186.7	124.5	-33.3	134.9	160.7	+19.1
Bulk	181.0	119.7	-33.9	130.4	154.3	+18.3
Packaged	5.8	4.9	-15.1	4.5	6.4	+41.1
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^c	24.4	17.7	-27.4	17.0	22.2	+30.8

^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.

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

U.S. Orange Juice Imports^a

Season-to-Date October - January						
Country	Volume			FOB Value/SSG ^c		
	2016-17	2017-18	Change	2016-17	2017-18	Change
TOTAL OJ						
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Brazil	101.85	134.35	+31.9	1.41	1.38	-2.1
CBI ^b	5.59	4.35	-22.2	1.89	2.04	+7.9
Mexico	39.24	52.11	+32.8	2.14	1.84	-14.0
Other	3.98	1.29	-67.6	2.51	2.47	-1.6
TOTAL	150.65	192.09	+27.5	1.65	1.53	-7.3
NFC OJ						
Brazil	36.28	47.15	+30.0	1.45	1.53	+5.5
CBI ^b	0.04	0.00	-100.0	2.74	0.00	-100.0
Mexico	3.43	3.89	+13.4	2.58	2.49	-3.5
Other	0.01	0.03	+200.0	5.58	2.47	-55.7
TOTAL	39.77	51.08	+28.4	1.55	1.61	+3.9

^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.

Due to lingering effects of the US Government shutdown, Import and Export data from January 2019 are unavailable. Reported totals for 2018-19 season are through December.

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

Season-to-Date October - January						
Country	Volume			FOB Value/SSG ^c		
	2017-18	2018-19	Change	2017-18	2018-19	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	10.32	7.58	-26.6	4.60	5.11	+35.9
Europe	0.30	0.04	-86.7	3.30	4.86	+85.5
Japan	0.09	0.05	-44.4	4.21	5.69	N/A
Other	2.08	2.78	+33.7	5.52	5.56	N/A
TOTAL	12.79	10.45	-18.3	4.71	5.24	+39.7

^a Includes OJ with added vitamins and minerals.

^b FDOC Processor exports of OJ for the 2018-19 season were up 50.7%, season-to-date through 02/23/19.

^c 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.

**Due to lingering effects of the US Government shutdown, Import and Export data from
January 2019 are unavailable. Reported totals for 2018-19 season are through December.**

SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date October - January		
	2017-18	2018-19	Change
	- million SSE gallons -		- % -
Beginning Inventory^a	15.5	12.3	-20.8
Foreign Imports^b	<u>42.6</u>	<u>70.3</u>	<u>+65.1</u>
Availability^c	58.1	82.5	+42.1
Ending Inventory^a	<u>24.1</u>	<u>13.8</u>	<u>-42.7</u>
Non-FDOC Processor FCOJ Disappearance^d	33.9	68.7	+102.5
Due to lingering effects of the US Government shutdown, Import and Export data from January 2019 are unavailable. Reported totals for 2018-19 season are through December.			

^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).

^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

Item	Volume Sales			Dollar Sales			Price/Eq Gallon		
	2016-17	2017-18	Change	2016-17	2017-18	Change	2016-17	2017-18	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	414.05	394.63	-4.7	2,801.24	2,719.60	-2.9	6.77	6.89	+1.9
NFC	265.39	249.12	-6.1	2,036.10	1,964.97	-3.5	7.67	7.89	+2.8
RECON	148.66	145.51	-2.1	765.14	754.63	-1.4	5.15	5.19	+0.8
FCOJ	18.08	16.40	-9.3	89.20	82.00	-8.1	4.93	5.00	+1.3
Shelf Stable	0.29	0.24	-18.4	2.55	2.15	-15.6	8.67	8.96	+3.4
TOTAL	432.43	411.27	-4.9	2,892.99	2,803.76	-3.1	6.69	6.82	+1.9
Season-to-Date through 02/16/19, Topline Report #05									
	2017-18	2018-19	Change	2017-18	2018-19	Change	2017-18	2018-19	Change
Refrigerated	162.52	148.95	-8.3	1,102.00	1,051.87	-4.5	6.78	7.06	+4.1
NFC	108.01	95.28	-11.8	830.74	788.15	-5.1	7.69	8.27	+7.5
RECON	54.51	53.67	-1.5	271.25	263.72	-2.8	4.98	4.91	-1.3
FCOJ	6.88	6.31	-8.4	34.53	31.21	-9.6	5.02	4.95	-1.3
Shelf Stable	4.62	4.87	+5.4	33.48	34.38	+2.7	7.24	7.05	-2.6
TOTAL	174.02	160.13	-8.0	1,170.00	1,117.46	-4.5	6.72	6.98	+3.8

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

U.S. Retail NFC Orange Juice Promotional Pricing (xAOC)

Unit Sizes	Average Price Per Unit			Average Price Per Eq. Gallon		
	16 Week Period Ending			16 Week Period Ending		
	02/18/17	02/17/18	02/16/19	02/18/17	02/17/18	02/16/19
Non-Promotional Price						
NFC <11 oz	\$3.84	\$3.87	\$4.01	\$11.63	\$11.94	\$12.12
NFC 11-20 oz	\$1.79	\$1.91	\$1.93	\$15.69	\$15.83	\$16.19
NFC 20-50 oz	\$3.71	\$3.46	\$3.65	\$13.95	\$13.74	\$14.44
NFC 50-70 oz	\$3.87	\$3.77	\$3.68	\$7.87	\$7.79	\$8.47
NFC 70-110 oz	\$5.78	\$5.83	\$5.83	\$8.32	\$8.38	\$8.38
NFC >110 oz	\$6.57	\$6.40	\$6.64	\$6.64	\$6.40	\$6.64
Promotional Price^a						
NFC <11 oz	\$3.11	\$3.45	\$3.34	\$9.88	\$9.80	\$10.23
NFC 11-20 oz	\$1.30	\$1.33	\$1.33	\$13.85	\$14.05	\$13.71
NFC 20-50 oz	\$3.00	\$2.81	\$2.87	\$11.29	\$11.11	\$11.60
NFC 50-70 oz	\$3.01	\$3.05	\$3.04	\$6.50	\$6.59	\$7.36
NFC 70-110 oz	\$5.32	\$5.40	\$5.49	\$7.64	\$7.77	\$7.89
NFC >110 oz	\$6.46	\$6.68	\$6.69	\$6.55	\$6.68	\$6.69

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

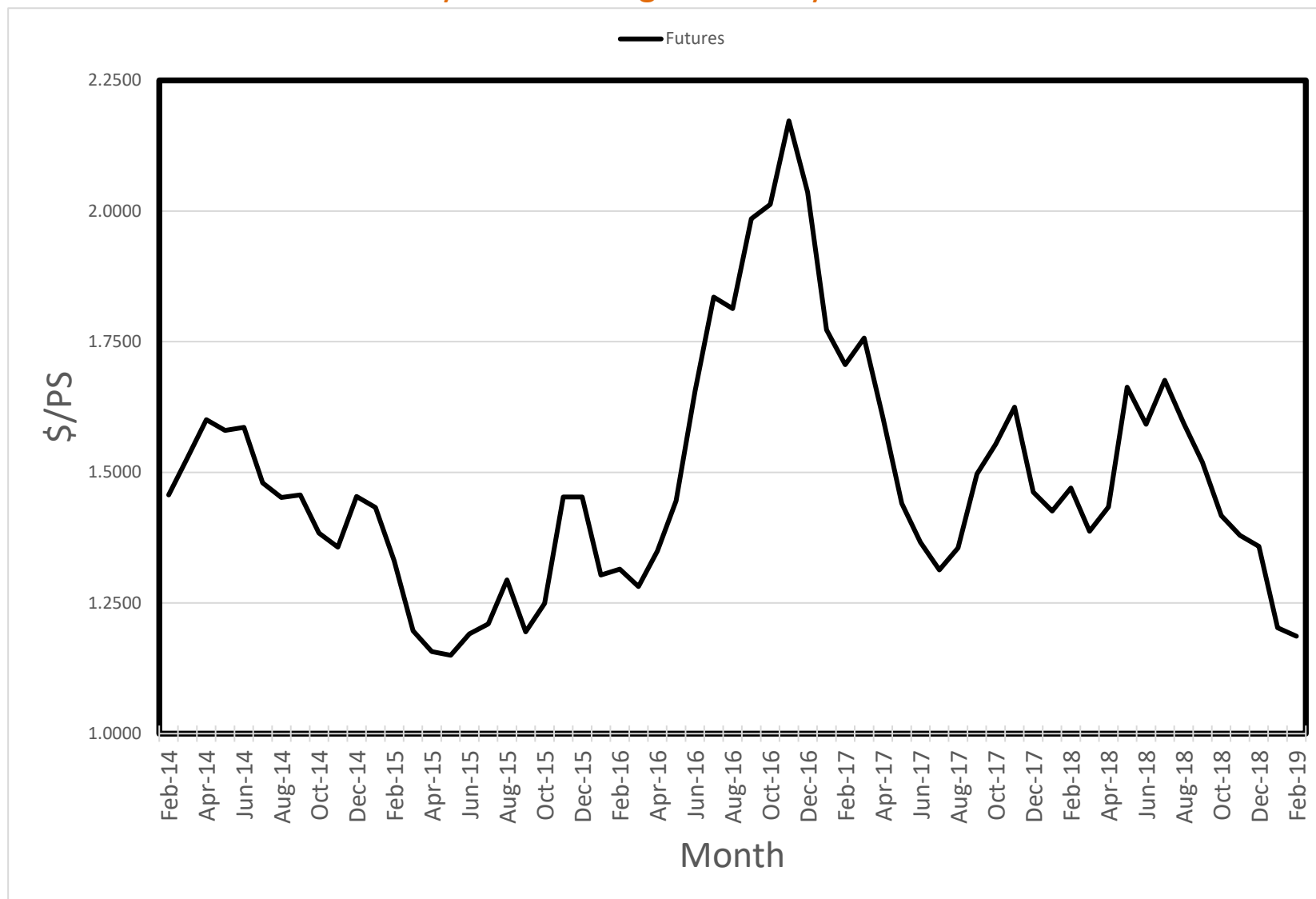
U.S. Retail NFC Orange Juice Sales by Unit Size (xAOC)

Unit Sizes	Dollar Sales			Gallon Sales		
	16 Week Period Ending			16 Week Period Ending		
	02/18/17	02/17/18	02/16/19	02/18/17	02/17/18	02/16/19
NFC <11 oz	\$11,061,696	\$10,978,310	\$9,694,005	962,911	942,273	814,000
NFC 11-20 oz	\$31,700,061	\$33,397,699	\$33,806,608	2,081,952	2,170,506	2,170,189
NFC 20-50 oz	\$7,913,093	\$6,826,354	\$8,311,389	587,467	518,570	591,148
NFC 50-70 oz	\$463,643,356	\$449,726,758	\$408,035,503	64,556,173	62,360,897	51,377,769
NFC 70-110 oz	\$152,380,863	\$155,316,440	\$165,559,669	18,800,247	18,910,242	20,022,272
NFC >110 oz	\$28,521,609	\$27,726,729	\$23,132,798	4,299,425	4,316,779	3,483,329
% Sold on Promotion^a						
NFC <11 oz	7.2%	11.5%	9.5%	8.4%	13.6%	11.1%
NFC 11-20 oz	22.9%	22.5%	21.6%	25.1%	24.7%	24.6%
NFC 20-50 oz	15.2%	18.4%	10.9%	18.1%	21.8%	13.3%
NFC 50-70 oz	45.5%	43.9%	44.3%	50.3%	48.1%	47.7%
NFC 70-110 oz	29.7%	26.3%	21.7%	31.5%	27.8%	22.8%
NFC >110 oz	6.5%	8.0%	8.1%	6.6%	7.7%	8.1%

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

FCOJ Futures Monthly Average Prices February 2014 through February 2019



FCOJ Prices February

Item	2018	2019	Change
- \$ / PS -			- % -
FCOJ Futures	1.4699	1.1865	-19.3

SOURCES: Intercontinental Exchange, Inc. (Futures)

FDOC Processor Delivered-In Prices

Variety	STD Prices Reported for Canner's A		
	2017-18	2018-19	Change
	- \$ / PS -		- % -
Early & Midseason Oranges ^a	\$2.59	\$2.20	-15.2
Late Season Oranges ^b	\$2.71	N/A	N/A
White Grapefruit ^c	N/A	N/A	N/A
Red/Pink Grapefruit ^c	\$3.17	\$3.45	+8.7

^a 2018-19 Season final price from 02/23/19. 2017-18 Season final price from 02/17/18.

^b Late season fruit has not begun for this season

^c 2018-19 STD price through 02/23/19. 2017-18 STD price through 02/24/18.

Sao Paulo Processed Orange Spot Prices
Monthly Average and Season-to-Date

Season	February Average		Season-to-Date ^a (July - February)	
	Price	Change from Year Ago	Price	Change from Year Ago
	- \$ / box ^b -	- % -	- \$ / box ^b -	- % -
2016-17	7.09		6.92	
2017-18	5.15	-27.4	5.77	-16.7
2018-19	5.70	+10.7	5.69	-1.3

^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

Variety	Shipments through 02/24/19			FOB Price through 02/10/19		
	2017-18 STD	2018-19 STD	Change	2017-18 Final	2018-19 STD	Change
	- 1,000 of 4/5 bu. cartons -		- % -	- \$ / carton -		- % -
Early & Mid Oranges	1,598	1,703	+6.6	17.43	15.07	-13.5
Navel	500	664	+32.6	21.75	17.61	-19.0
Valencia	408	133	-67.5	17.43	15.33	-12.0
Tangelo	134	131	-2.0	21.86	16.15	-26.1
Early Tangerines ^a	510	563	+10.2	26.14	21.37	-18.2
Honey / Murcotts	134	104	-23.0	26.91	30.43	+13.1
Royal Tangerines / Temples	31	29	-3.8	21.60	N/A	N/A
TOTAL	3,316	3,326	+0.3			

Source: Fresh fruit shipments as reported by FDACS. FOB prices as released by the Citrus Administrative Committee.

^aPrices for Sunburst.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine, Tangerine and Wilkings Imports			Texas Fresh Grapefruit Shipments		
2017-18	2018-19	Change	2017-18	2018-19	Change
August - January			STD - 03/02/19		
- million pounds -		- % -	- thousand 7/10 bu. Cartons -		- % -
404.5	342.2	-15.4	Total 3,916	3,125	-20.2
			Export 354	272	-23.3
Source: U.S. Department of Commerce.			Source: Texas Valley Citrus Committee.		

Source: U.S. Department of Commerce.

Source: Texas Valley Citrus Committee.

Due to lingering effects of the US Government shutdown, Import and Export data from January 2019 are unavailable. Reported totals for 2018-19 season are through December.

Florida FCGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 02/23/19 (FDOC Processor Week 21)		
	2016-17	2017-18	Change	2017-18	2018-19	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	14.2	9.5	-33.0	9.5	5.2	-45.8
Pack from Fruit	8.6	2.3	-73.4	2.0	1.2	-43.2
Imports^a	1.5	4.5	+193.0	3.3	2.4	-25.3
Availability	24.4	16.4	-32.9	14.9	8.8	-40.9
Movement	15.9	11.7	-26.7	5.3	2.5	-53.9
Bulk	15.8	11.6	-26.9	5.3	2.4	-54.6
Packaged	0.1	0.1	-9.2	0.0	0.1	+35.4
Ending Inventory	9.6	5.2	-45.7	9.7	6.8	-29.4
Bulk	9.5	5.2	-45.8	9.6	6.8	-29.4
Packaged	0.0	0.0	-25.3	0.0	0.0	-42.1
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	31.3	23.2	-25.9	38.2	58.4	+53.2

^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.

Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date: 02/23/19 (FDOC Processor Week 21)		
	2016-17	2017-18	Change	2017-18	2018-19	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	9.6	8.6	-11.2	8.6	6.9	-19.7
Pack from Fruit	11.2	6.4	-42.9	6.0	6.3	+5.7
Imports^a	2.0	4.4	+124.1	3.0	2.3	-22.7
Availability	22.8	19.4	-15.0	17.5	15.5	-11.5
Movement	14.2	12.4	-12.9	5.4	4.4	-18.4
Bulk	2.4	1.2	-50.4	0.6	0.2	-71.7
Packaged	11.8	11.2	-5.3	4.8	4.2	-11.4
Ending Inventory	8.6	6.9	-19.7	12.1	11.1	-8.1
Bulk	8.4	6.7	-19.5	11.8	10.8	-8.6
Packaged	0.2	0.1	-28.5	0.2	0.3	+18.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	31.3	28.9	-7.8	47.0	52.9	+12.6

^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 - January						
Country	Volume			FOB Value/SSG ^c		
	2017-18	2018-19	Change	2017-18	2018-19	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	0.26	0.37	+42.3	4.60	5.36	+16.5
Europe	0.61	0.88	+44.3	4.08	4.87	+19.4
Japan	0.10	0.27	+170.0	4.19	4.93	+17.7
Other	0.30	0.35	+16.7	3.75	4.60	+22.7
TOTAL	1.28	1.87	+46.1	4.12	4.92	+19.4

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

^b FDOC Processor exports of GJ for the 2018-19 season were down 52.9% season-to-date through 02/23/19.

Due to lingering effects of the US Government shutdown, Import and Export data from January 2019 are unavailable. Reported totals for 2018-19 season are through December.

^c 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

Item	Volume Sales			Dollar Sales			Price/Eq Gallon		
	2015-16	2016-17	Change	2015-16	2016-17	Change	2015-16	2016-17	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	10.04	9.25	-7.9	78.85	75.95	-3.7	7.85	8.21	+4.6
NFC	9.20	8.44	-8.3	71.83	68.57	-4.5	7.81	8.13	+4.1
RECON	0.84	0.81	-4.2	7.02	7.38	+5.1	8.31	9.12	+9.7
FCOJ	0.12	0.09	-22.9	0.52	0.44	-15.6	4.42	4.84	+9.4
Shelf Stable	3.77	3.77	-0.1	23.66	23.33	-1.4	6.28	6.19	-1.3
TOTAL	13.94	13.11	-6.0	103.07	99.72	-3.3	7.39	7.61	+2.9
Season-to-Date through 02/16/19, Topline Report #05									
	2017-18	2018-19	Change	2017-18	2018-19	Change	2017-18	2018-19	Change
Refrigerated	3.78	3.20	-15.3	29.83	27.88	-6.5	7.89	8.71	+10.4
NFC	3.58	3.17	-11.6	28.56	27.49	-3.7	7.97	8.68	+8.8
RECON	0.20	0.03	-83.2	1.27	0.39	-69.4	6.40	11.71	+82.8
FCOJ	0.03	0.11	+218.4	0.17	0.53	+210.9	4.87	4.75	-2.3
Shelf Stable	1.39	1.22	-11.7	8.52	7.73	-9.3	6.15	6.31	+2.7
TOTAL	5.20	4.53	-12.8	38.52	36.13	-6.2	7.41	7.97	+7.6

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Fresh Grapefruit Shipments Season-to-Date through 02/24/19

Destination/Variety	2017-18 STD	2018-19 STD	Change
- 1,000 4/5-bu. cartons -			- % -
Domestic & Canadian - All	1,566	1,706	+9.0
White	49	35	-27.3
Red/Pink	1,517	1,671	+10.1
Offshore Exports - All	1,472	1,257	-14.6
White	298	347	+16.4
Red/Pink	1,173	910	-22.5
TOTAL - All	3,038	2,963	-2.4
White	347	383	+10.3
Red/Pink	2,691	2,580	-4.1

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Shipments Season-to-Date through 02/24/19

Country	2017-18 STD	2018-19 STD	Change
- 1,000 4/5-bu. cartons -			- % -
United States	1,355	1,455	+7.3
Canada	211	252	+19.3
Europe	594	438	-26.3
Japan	665	620	-6.7
Other	213	199	-6.6
TOTAL - All	3,038	2,963	-2.4

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 02/10/19

Variety	FOB Price		
	2017-18 Final	2018-19 STD	Change
	- \$ / carton -		- % -
TOTAL^a	19.30	17.80	-7.8
White	20.58	16.58	-19.4
Red/Pink	19.14	17.98	-6.1

^aWeighted average based on FDACS reporting of fresh fruit shipments.
Source: Citrus Administrative Committee

Foreign Exchange Rates Per USD

Date	Euro	Real	Yen
Annual			
2014	0.7536	2.353	105.84
2015	0.9013	3.329	121.02
2016	0.9042	3.492	108.91
2017	0.8871	3.188	112.14
2018	0.8472	3.640	110.24
2018 (through February)	0.8150	3.229	109.53
2019 (through February)	0.8783	3.732	109.62
% Change	+7.8	+15.6	+0.1
Average for Month of February			
2018	0.8094	3.245	107.98
2019	0.8809	3.716	110.27
% Change	+8.8	+14.5	+2.1