



# Florida Citrus Economic & Market Indicators

## November, 2011

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<b>Summary Comments</b>	1
<b>Oranges &amp; Specialty Fruit</b>	
• Brazil Orange-Juice Exports	2
• Florida Orange-Juice Availability, Movement and Inventory	3
• Florida Orange-Juice Movement	4
• Florida FCOJ Movement	5
• Florida NFC-OJ Movement	5
• U.S. Orange-Juice Imports	6
• Non-FDOC Processor FCOJ Disappearance Index	7
• U.S. Orange-Juice Exports	8
• U.S. Retail Orange-Juice Sales	9
• FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices	10
• FCOJ Prices	11
• FDOC Processor Delivered-In Prices	12
• Sao Paulo Processed Orange Delivered-In Prices	13
• Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date	14
• Selected Competitive Fresh Fruit Shipments	15
<b>Grapefruit</b>	
• Florida Grapefruit-Juice Availability, Movement and Inventory	16
• Florida Grapefruit-Juice Movement	17
• Florida FCGJ Movement	18
• Florida NFC-GJ Movement	18
• U.S. Grapefruit-Juice Exports	19
• Florida FCGJ Export Movement	20
• Florida NFC-GJ Export Movement	20
• U.S. Retail Grapefruit-Juice Sales	21
• Florida Fresh Grapefruit Shipments, Season-to-Date	22
• Florida Fresh Grapefruit Domestic and Export Certified Shipments	23
• Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date	24
<b>Foreign Exchange Rates Per \$US</b>	25
<b>FDOC Consumer Tracking Study</b>	
• Total Communication Awareness	26

## Summary Comments

- Brazil's OJ exports for July through October (2011-12 Brazilian season) were down 9.3% from the previous year with exports to the NAFTA region, Europe and the Far East up 64.3%, down 12.9% and down 41.9%, respectively.
- Season-to-date through 10/29/11, Florida OJ availability, movement and ending inventories were down 25.5%, down 14.6% and down 27.4%, respectively, from last season.
- From October through September of the 2010-2011 season, U.S. OJ imports and exports were down 13.5% and up 61.0% from last season, respectively. Season-to-date through 10/29/11, Florida OJ exports were down 0.6% (FDOC Processors report).
- From October through September of the 2010-2011 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 24.8%.
- Season-to-date through 10/29/11, 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 7.3% from the previous season, with the NFC price up 6.6%, the Recon price up 7.8% and the overall OJ price up 7.8%.
- The October average FCOJ Futures price was \$1.70/PS, up \$.19/PS from last year, while the Rotterdam price was at an estimated \$2,750/MT, up \$250/MT from last year.
- Season-to-date through 10/01/11, the delivered-in price for early and midseason oranges was \$1.57/PS, up \$.25/PS from last season; the delivered-in price for Valencia oranges was \$1.84/PS, up \$.29/PS from last season; delivered-in prices for white and red grapefruit juice were \$1.24/PS and \$1.30/PS, up \$.08/PS and \$.18/PS, respectively, from last season.
- Season-to-date through 11/06/11, fresh orange and specialty citrus shipments were up 20.1% from last season.
- Season-to-date through September, clementine and tangerine imports were up 18.2% relative to last season. Season-to-date through 11/06/11, Texas fresh grapefruit shipments were down 44.2%.
- Season-to-date through 10/29/11, Florida GJ availability, movement and ending inventory were down 18.5%, up 27.3% and down 23.1%, respectively.
- From October through September of the 2010-2011 season, U.S. GJ exports were up 21.0%. Season-to-date through 10/29/11, Florida GJ exports were up 191.5% (FDOC Processors report).
- Season-to-date through 10/29/11, GJ volume sales in all Nielsen retail outlets were down 0.8% from last season, with the overall GJ price up 2.6%.
- Season-to-date through 11/06/11, Florida fresh grapefruit shipments were up 37.0% from last season, with Domestic/Canadian shipments up 55.5% and offshore shipments up 23.9% (CAC). Season-to-date through 10/23/11, shipments to Europe were up 56.0% and up 147.1% to Japan. Season-to-date domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were down 3.2% and 23.1% respectively.
- For the week ending 11/13/11 versus the same period last year, the Euro-per-Dollar exchange rate was up 1.1%, while the Yen-per-Dollar was down 4.7%.
- Total Communication Awareness had been trending downward historically, but given recent, lower category spend, awareness has maintained a consistent level over that last year.

## Brazil Orange-Juice Exports

Destination	Season-to-Date (July - October)		
	2010-11	2011-12	Change
	- - - - - million SSE gallons <sup>a</sup> - - - - -		- % -
<b>NAFTA<sup>b</sup></b>	<b>59.7</b>	<b>98.1</b>	<b>+64.3</b>
<b>Europe<sup>c</sup></b>	<b>464.7</b>	<b>405.1</b>	<b>-12.9</b>
<b>Far East<sup>d</sup></b>	<b>77.4</b>	<b>45.0</b>	<b>-41.9</b>
<b>Others</b>	<b>28.6</b>	<b>23.5</b>	<b>-17.9</b>
<b>TOTAL</b>	<b>630.4</b>	<b>571.6</b>	<b>-9.3</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 10/29/11 (FDOC Processor Week 4)		
	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>914.5</b>	<b>+6.0</b>	<b>.5</b>	<b>.9</b>	<b>+79.4</b>
<b>Imports<sup>a,b</sup></b>	<b>101.2</b>	<b>123.9</b>	<b>+22.5</b>	<b>6.0</b>	<b>21.3</b>	<b>+256.8</b>
<b>Availability</b>	<b>1,512.4</b>	<b>1,429.7</b>	<b>-5.5</b>	<b>555.0</b>	<b>413.5</b>	<b>-25.5</b>
<b>Movement</b>	<b>1,121.2</b>	<b>1,036.1</b>	<b>-7.6</b>	<b>82.5</b>	<b>70.4</b>	<b>-14.6</b>
FCOJ	599.8	510.7	-14.9	45.6	34.0	-25.5
NFC <sup>c</sup>	521.4	525.4	+8	36.9	36.5	-1.2
<b>Ending Inventory</b>	<b>391.2</b>	<b>393.6</b>	<b>+6</b>	<b>472.4</b>	<b>343.0</b>	<b>-27.4</b>
FCOJ	<b>208.5</b>	<b>196.7</b>	<b>-5.6</b>	342.2	185.8	-45.7
COJ	<b>182.7</b>	<b>196.8</b>	<b>+7.7</b>	130.2	157.2	+20.7
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>d</sup></b>	<b>18.1</b>	<b>19.8</b>	<b>+8.9</b>	<b>22.9</b>	<b>19.5</b>	<b>-15.0</b>
FCOJ <sup>d</sup>	18.1	20.1	+11.2	30.0	21.9	-27.1
COJ <sup>d</sup>	17.4	18.6	+7.0	13.4	16.5	+23.6

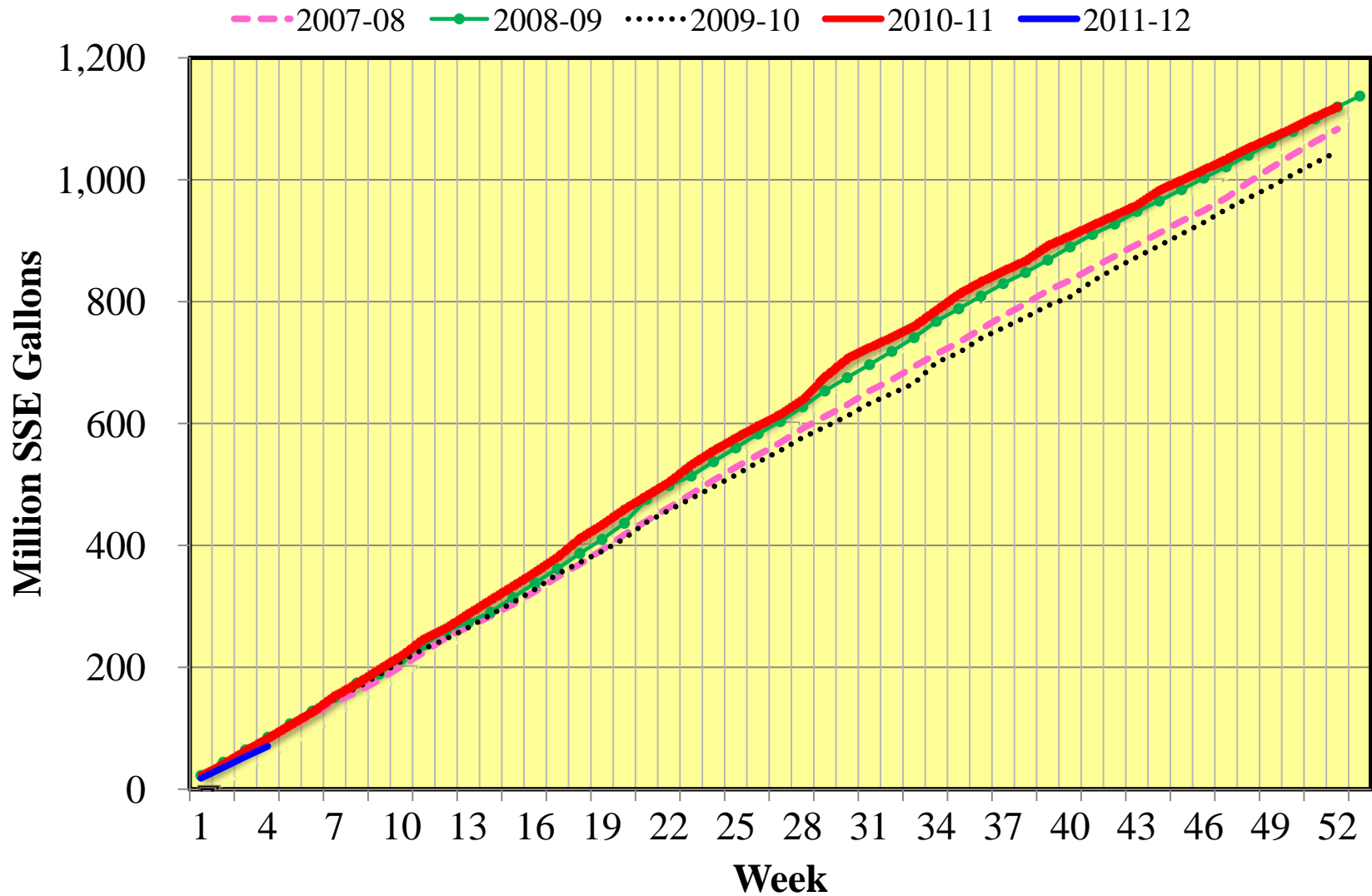
<sup>a</sup>FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

<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.

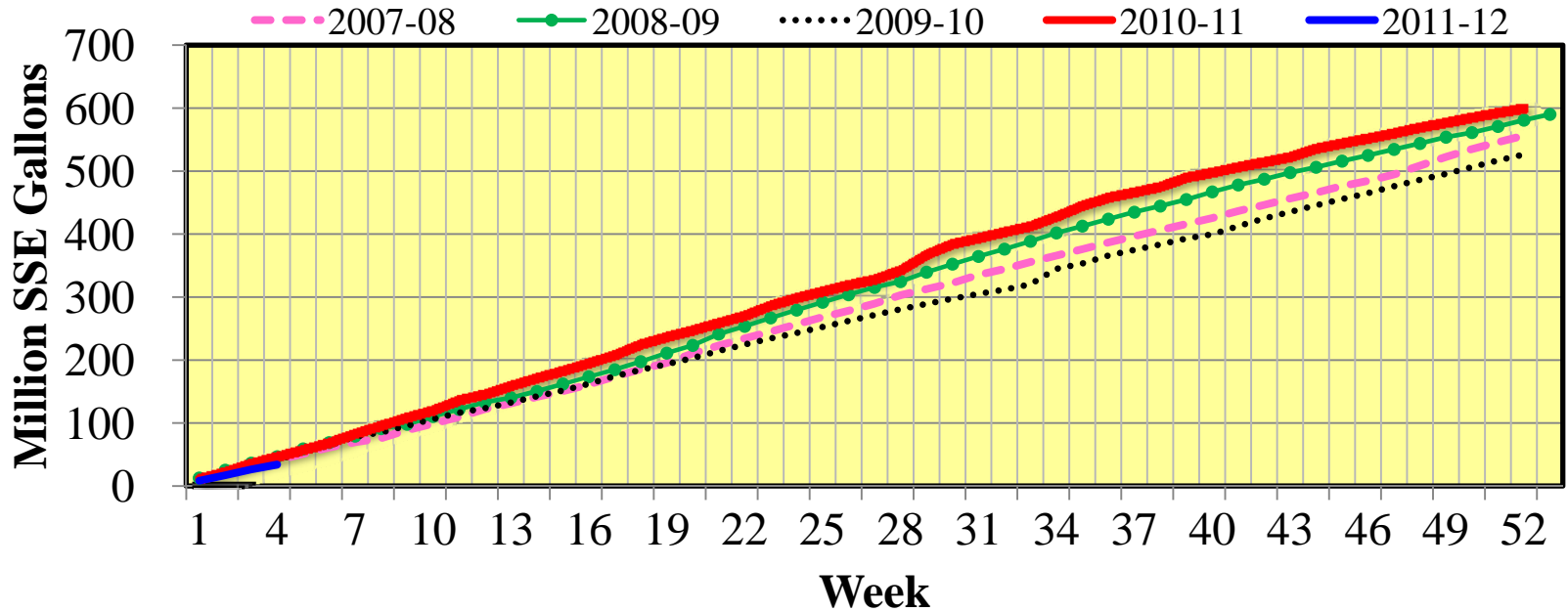
<sup>c</sup>Excludes movement of reconstituted chilled orange juice and evaporated COJ.

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

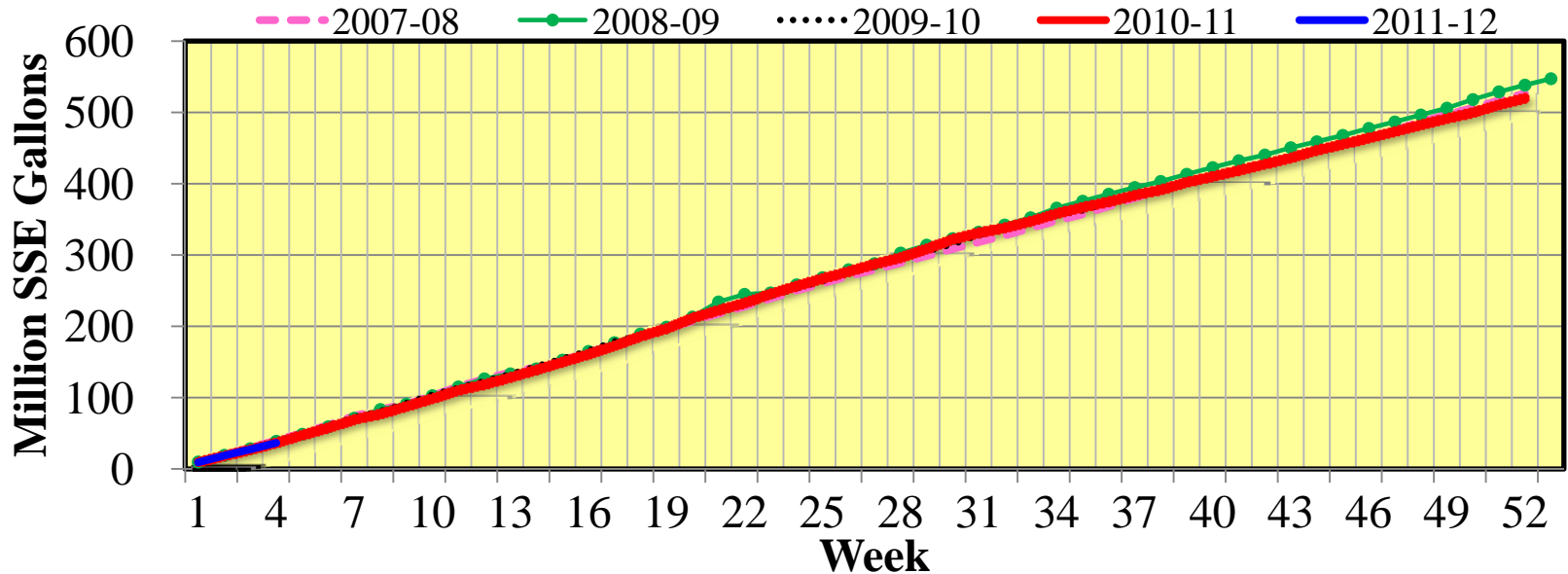
# Florida Orange Juice Movement



## Florida FCOJ Movement



## Florida NFC OJ Movement



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

Season Final  
(October - September)

Country	Volume			Value/SSG <sup>c</sup>		
	2009-10	2010-11	Change	2009-10	2010-11	Change
	- - million SSE gallons - -		- - % - -	- - \$/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	166.83	128.14	-23.2	1.08	1.45	+34.3
CBI <sup>b</sup>	46.15	32.47	-29.6	1.34	1.68	+25.4
Mexico	88.72	94.99	+7.1	1.28	1.50	+17.2
Other	5.03	9.63	+91.5	1.64	2.39	+45.7
TOTAL	306.73	265.22	-13.5	1.19	1.53	+28.6
NFC OJ						
Brazil	37.48	49.89	+33.1	1.54	1.54	NC
CBI <sup>b</sup>	.10	.10	NC	1.75	1.94	+10.9
Mexico	3.18	4.13	+29.9	2.75	2.09	-24.0
Other	.03	.01	-66.7	3.85	4.25	+10.4
TOTAL	40.79	54.13	+32.7	1.63	1.58	-3.1

<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.

## Non-FDOC Processor FCOJ Disappearance Index

Item	Season Final (October - September)		
	2009-10	2010-11	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>37.8</b>	<b>36.8</b>	<b>-2.6</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>189.1</u></b>	<b><u>137.1</u></b>	<b><u>-27.5</u></b>
<b>Availability<sup>c</sup></b>	<b>226.8</b>	<b>173.9</b>	<b>-23.3</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>36.8</u></b>	<b><u>31.0</u></b>	<b><u>-15.9</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>190.0</b>	<b>142.9</b>	<b>-24.8</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. Orange-Juice Exports<sup>a,b</sup>

Season Final  
(October - September)

Country	Volume			Value/SSG <sup>c</sup>		
	2009-10	2010-11	Change	2009-10	2010-11	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
<b>Canada</b>	<b>58.82</b>	<b>80.49</b>	<b>+36.8</b>	<b>3.86</b>	<b>3.48</b>	<b>-9.8</b>
<b>Europe</b>	<b>50.51</b>	<b>85.42</b>	<b>+69.1</b>	<b>1.68</b>	<b>1.79</b>	<b>+6.5</b>
<b>Japan</b>	<b>.97</b>	<b>1.29</b>	<b>+33.0</b>	<b>3.96</b>	<b>3.50</b>	<b>-11.6</b>
<b>Other</b>	<b>26.37</b>	<b>52.84</b>	<b>+100.4</b>	<b>2.70</b>	<b>2.26</b>	<b>-16.3</b>
<b>TOTAL</b>	<b>136.67</b>	<b>220.05</b>	<b>+61.0</b>	<b>2.83</b>	<b>2.53</b>	<b>-10.6</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 .6%, season-to-date through 10/29/11.

<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.

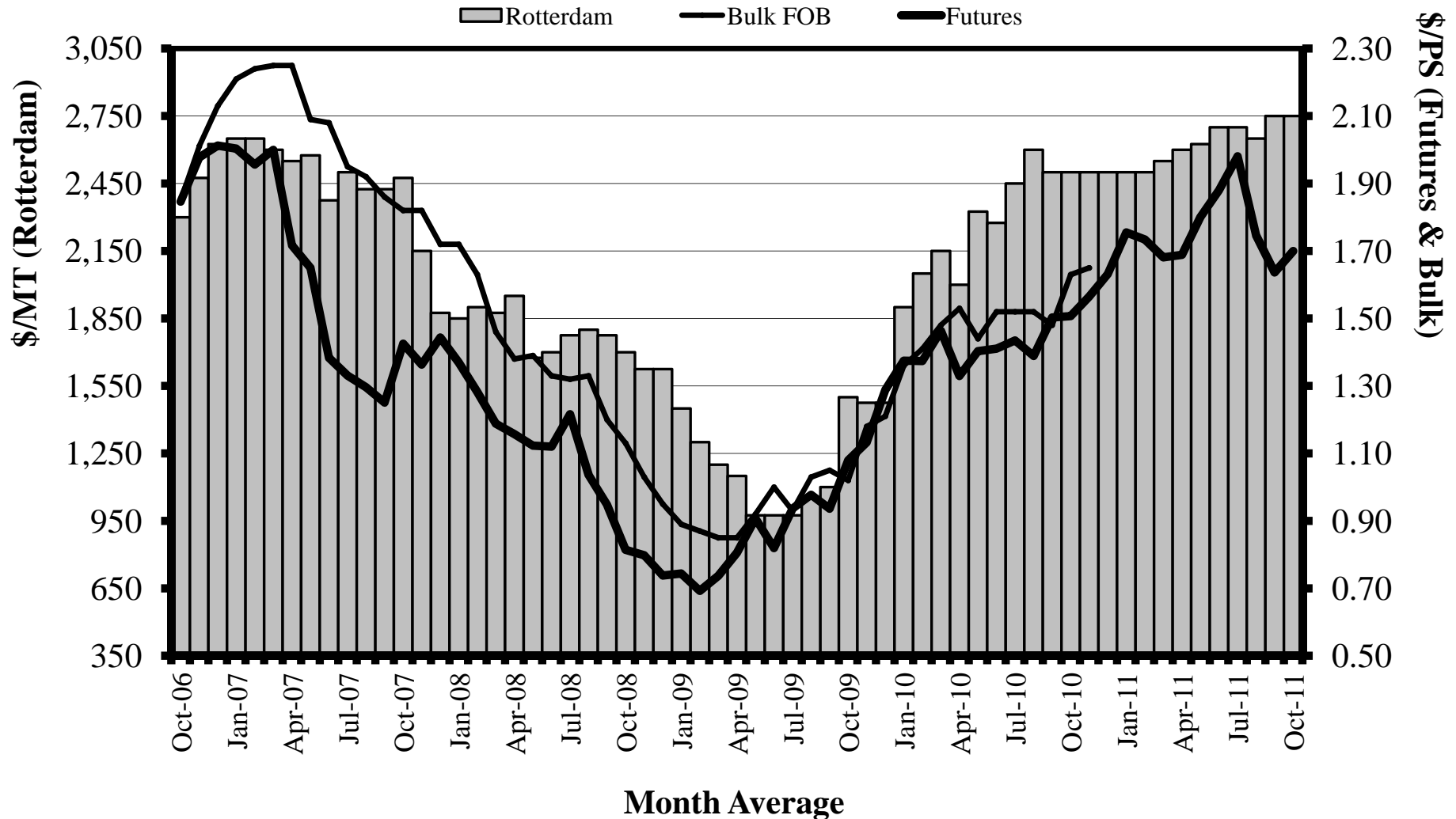
# U.S. Retail Orange-Juice Sales

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 10/29/11) <sup>a</sup>						
Refrigerated	41.07	38.36	-6.6	5.74	6.18	+7.7
NFC	22.55	21.65	-4.0	6.68	7.13	+6.6
RECON	18.52	16.71	-9.8	4.59	4.96	+7.8
FCOJ	2.63	2.18	-17.1	4.52	4.89	+8.2
Shelf Stable	.2	.16	-21.0	7.40	8.34	+12.8
TOTAL	43.89	40.69	-7.3	5.68	6.12	+7.8

<sup>a</sup>Actual for 2009-10 and preliminary for 2010-11.

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 October 2006 through October 2011



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

## FCOJ Prices – October

Item	2010	2011	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Futures</b>	<b>1.51</b>	<b>1.70</b>	<b>+12.6</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>2,500</b>	<b>2,750</b>	<b>+10.0</b>

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

# FDOC Processor Delivered-In Prices

## Report #52 – Week Ending 10/01/11

Variety	Season Final		
	2009-10	2010-11	Change
----- \$/PS -----			
Early & Midseason <sup>a,b</sup>	1.322	1.570	+.248
Valencias <sup>a</sup>	1.549	1.838	+.289
White Grapefruit	1.162	1.241	+.079
Red Grapefruit	1.118	1.299	+.181

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

<sup>b</sup>Season final.

# Sao Paulo Processed Orange Delivered-In 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>

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

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

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 11/06/11			FOB Price thru 11/06/11		
	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>376</b>	<b>580</b>	<b>+54.3</b>	<b>12.61</b>	<b>12.31</b>	<b>-2.4</b>
<b>Navel</b>	<b>630</b>	<b>750</b>	<b>+19.0</b>	<b>13.57</b>	<b>14.26</b>	<b>+5.1</b>
<b>Valencia</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Tangelo</b>	<b>3</b>	<b>7</b>	<b>+133.3</b>	<b>--</b>	<b>13.43</b>	<b>--</b>
<b>Early Tangerines<sup>b</sup></b>	<b>904</b>	<b>961</b>	<b>+6.3</b>	<b>16.82</b>	<b>16.02</b>	<b>-4.8</b>
<b>Honey</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>TOTAL</b>	<b>1,913</b>	<b>2,298</b>	<b>+20.1</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 – September			STD – 11/06/11		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
51.81	61.22	+18.2	772	431	-44.2

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.



# Florida Grapefruit-Juice Availability, Movement and Inventory

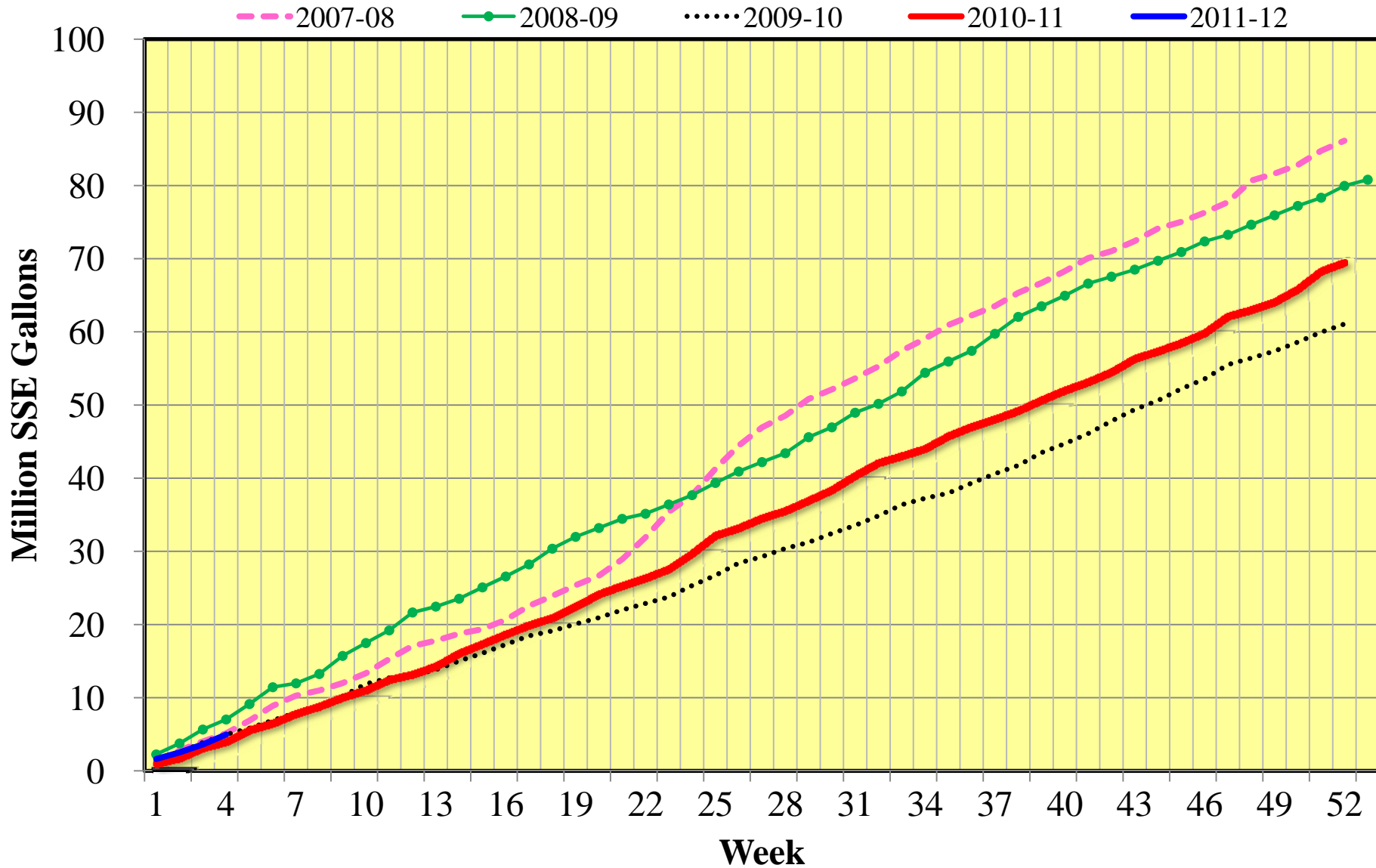
Item	Season (October-September)			Season-to-Date 10/29/11 (FDOC Processor Week 4)		
	2010-11	2011-12e	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>42.1</b>	<b>33.1</b>	<b>-21.4</b>	<b>42.1</b>	<b>33.1</b>	<b>-21.4</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>61.5</b>	<b>62.0</b>	<b>+.8</b>	<b>.1</b>	<b>1.3</b>	<b>+1,098.5</b>
<b>Availability</b>	<b>103.6</b>	<b>95.1</b>	<b>-8.2</b>	<b>42.2</b>	<b>34.4</b>	<b>-18.5</b>
<b>Movement</b>	<b>70.5</b>	<b>63.0</b>	<b>-10.6</b>	<b>3.9</b>	<b>5.0</b>	<b>+27.3</b>
FCGJ	46.1	39.1	-15.1	2.4	3.4	+45.8
NFC <sup>b</sup>	24.4	23.9	-2.1	1.5	1.5	-1.0
<b>Ending Inventory</b>	<b>33.1</b>	<b>32.0</b>	<b>-3.2</b>	<b>38.3</b>	<b>29.4</b>	<b>-23.1</b>
FCGJ	18.7	17.5	-6.7	25.7	16.7	-35.1
CGJ	14.3	14.5	+1.4	12.6	12.8	+1.1
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>c</sup></b>	<b>24.4</b>	<b>26.4</b>	<b>+8.3</b>	<b>39.4</b>	<b>23.8</b>	<b>-39.6</b>
FCGJ <sup>c</sup>	21.6	24.1	+11.3	43.6	19.4	-55.4
CGJ <sup>c</sup>	30.4	31.4	+3.4	33.0	32.9	-.2

<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.

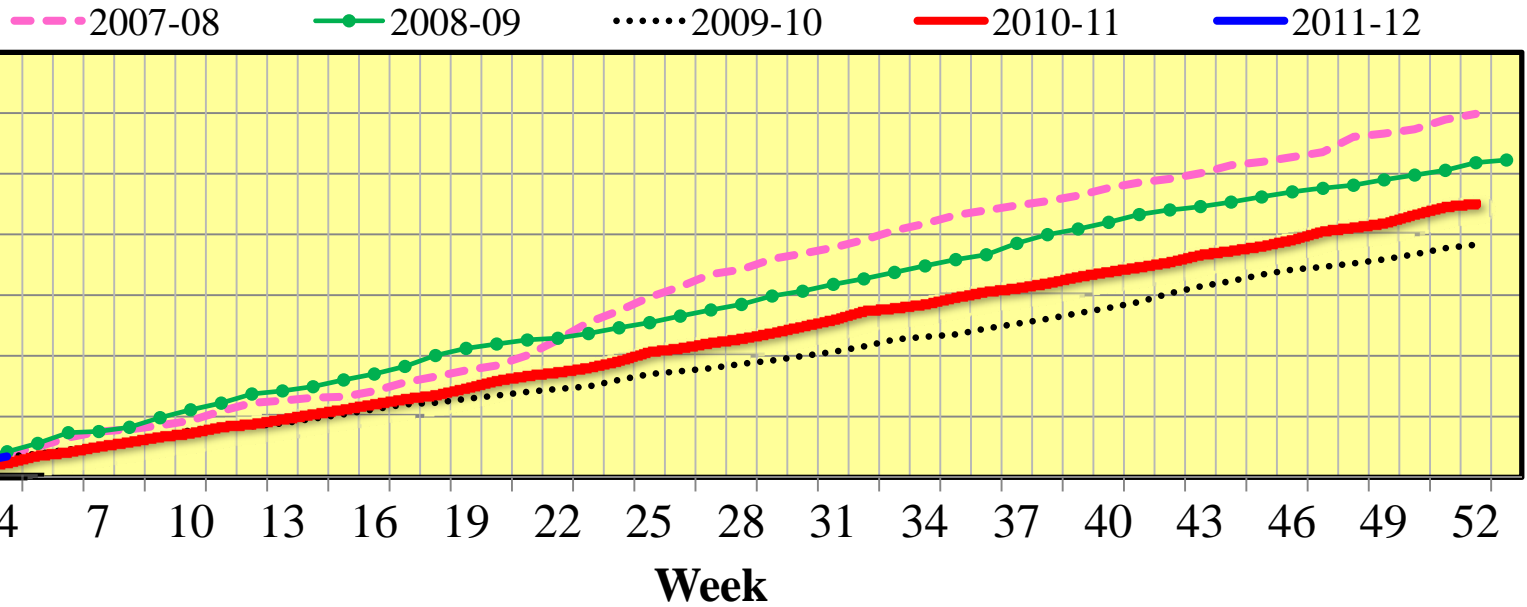
<sup>c</sup>Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.

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

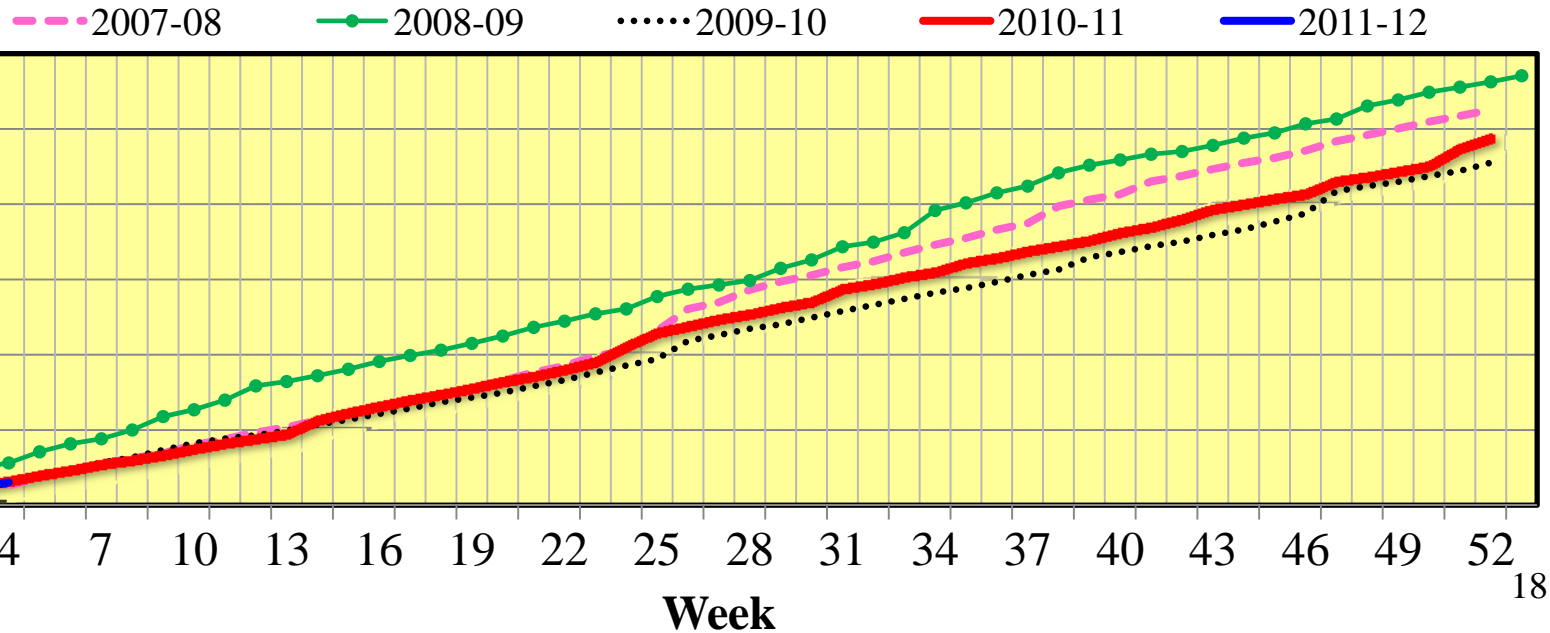
# Florida Grapefruit Juice Movement



## Florida FCGJ Movement



## Florida NFC GJ Movement



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

**Season Final**  
**(October - September)**

Country	Volume			Value/SSG <sup>c</sup>		
	2009-10	2010-11	Change	2009-10	2010-11	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
<b>Canada</b>	<b>2.04</b>	<b>1.81</b>	<b>-11.3</b>	<b>3.77</b>	<b>4.28</b>	<b>+13.5</b>
<b>Europe</b>	<b>4.92</b>	<b>5.39</b>	<b>+9.6</b>	<b>2.67</b>	<b>3.46</b>	<b>+29.6</b>
<b>Japan</b>	<b>3.92</b>	<b>5.64</b>	<b>+43.9</b>	<b>3.46</b>	<b>3.83</b>	<b>+10.7</b>
<b>Other</b>	<b>.94</b>	<b>1.48</b>	<b>+57.4</b>	<b>5.50</b>	<b>4.80</b>	<b>-12.7</b>
<b>TOTAL</b>	<b>11.83</b>	<b>14.31</b>	<b>+21.0</b>	<b>3.35</b>	<b>3.85</b>	<b>+14.9</b>

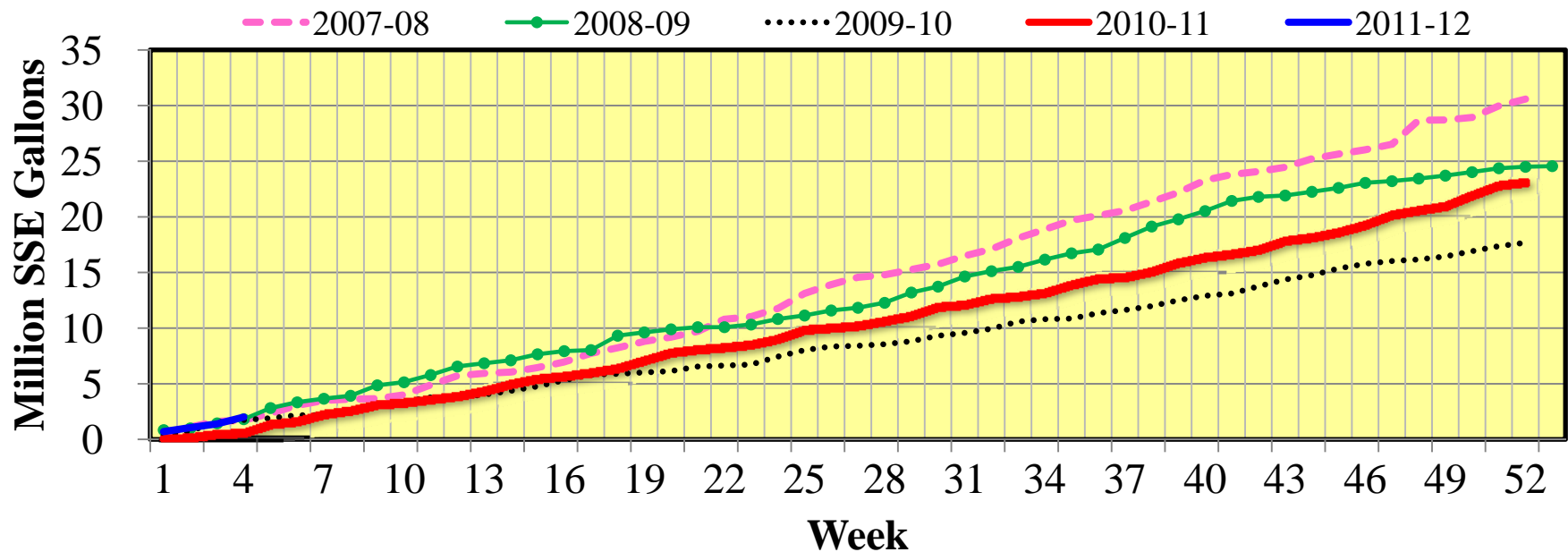
<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2011-12 season were up 191.5%, season-to-date through 10/29/11.

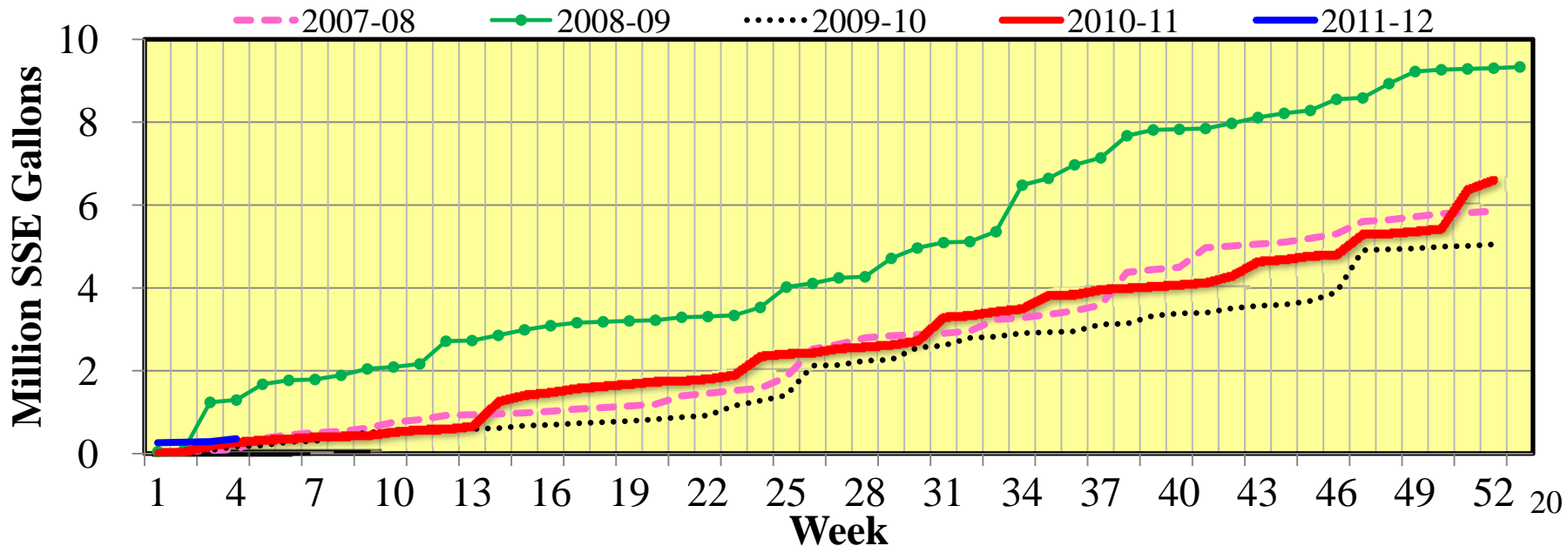
<sup>c</sup>The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.

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 10/29/11) <sup>a</sup>						
Refrigerated	.93	.89	-4.3	6.67	7.10	+6.5
NFC	.88	.85	-3.9	6.71	7.16	+6.6
RECON	.04	.04	-12.2	5.73	5.83	+1.8
FCGJ	.03	.04	+30.4	4.52	4.40	-2.7
Shelf Stable	.48	.50	+4.0	5.76	5.56	-3.6
TOTAL	1.44	1.43	-.8	6.32	6.48	+2.6

<sup>a</sup>SEASON-TO-DATE: Actual for 2009-10 and preliminary for 2010-11.

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 11/06/11

Shipments/ Variety	2010-11 STD	2011-12 STD	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>687</b>	<b>1,068</b>	<b>+55.5</b>
White	13	35	+169.2
Colored	674	1,033	+53.3
<b>Offshore Exports – All</b>	<b>971</b>	<b>1,203</b>	<b>+23.9</b>
White	239	330	+38.1
Colored	732	873	+19.3
<b>TOTAL - All</b>	<b>1,658</b>	<b>2,271</b>	<b>+37.0</b>
White	252	365	+44.8
Colored	1,406	1,906	+35.6

SOURCE: Citrus Administrative Committee, preliminary; last two weeks of the 2009-10 season contain estimates.

## Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 10/23/11

Country	2010-11 STD	2011-12 STD	Change
- thousand cartons -			- % -
<b>United States</b>	<b>237</b>	<b>574</b>	<b>+142.2</b>
<b>Canada</b>	<b>85</b>	<b>91</b>	<b>+7.1</b>
<b>Europe</b>	<b>150</b>	<b>234</b>	<b>+56.0</b>
<b>Japan</b>	<b>140</b>	<b>346</b>	<b>+147.1</b>
<b>Other</b>	<b>17</b>	<b>51</b>	<b>+200.0</b>
<b>TOTAL</b>	<b>629</b>	<b>1,296</b>	<b>+106.0</b>

SOURCE: Florida Department of Citrus.



## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 11/06/11

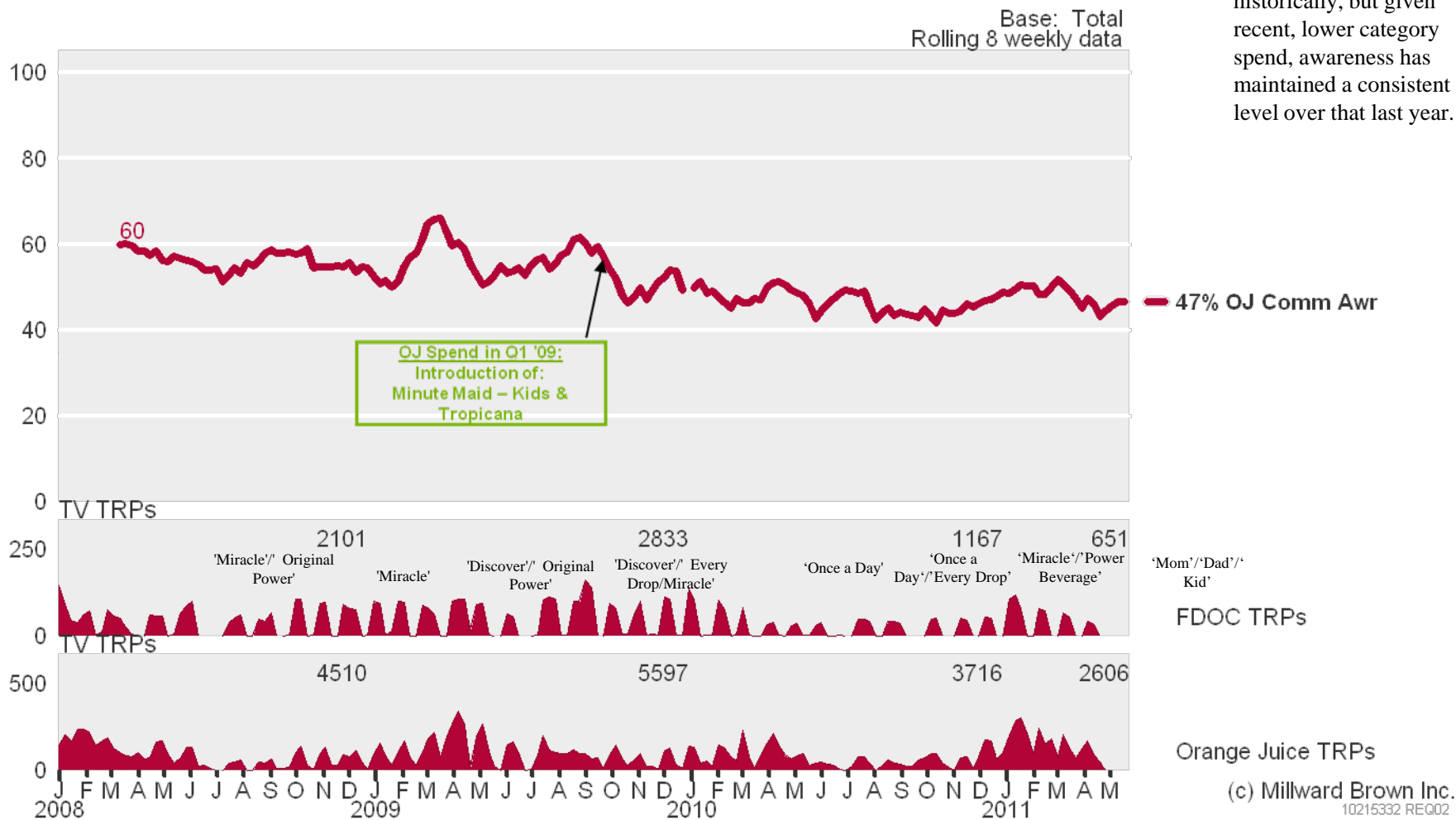
Variety	FOB Price		
	2010-11 STD	2011-12 STD	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>14.12</b>	<b>13.67</b>	<b>-3.2</b>
<b>Colored</b>	<b>14.83</b>	<b>11.40</b>	<b>-23.1</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2007</b>	<b>0.7304</b>	<b>1.9438</b>	<b>117.75</b>
<b>2008</b>	<b>0.6833</b>	<b>1.8306</b>	<b>103.36</b>
<b>2009</b>	<b>0.7189</b>	<b>1.9908</b>	<b>93.58</b>
<b>2010</b>	<b>0.7548</b>	<b>1.7532</b>	<b>87.75</b>
<b>2010</b> (thru 11/13/10)	<b>0.7450</b>	<b>1.7583</b>	<b>88.57</b>
<b>2011</b> (thru 11/13/11)	<b>0.7185</b>	<b>1.6536</b>	<b>80.46</b>
<b>% Change</b>	<b>-3.6</b>	<b>-6.0</b>	<b>-9.2</b>
<b>WEEK ENDING 11/13/11</b>			
<b>2010</b>	<b>0.7211</b>	<b>1.6956</b>	<b>81.60</b>
<b>2011</b>	<b>0.7289</b>	<b>1.7491</b>	<b>77.73</b>
<b>% Change</b>	<b>+1.1</b>	<b>+3.2</b>	<b>-4.7</b>

# Total Communication Awareness



Q10. Have you seen, heard or read anything lately about Orange juice anywhere recently?  
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.