

# Florida Citrus Economic & Market Indicators August 2016

Florida Department of  
Citrus  
Economic and Market  
Research



# Florida Citrus Economic & Market Indicators

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## Summary Comments

- Brazil's OJ exports for 2015-16 Brazilian season (July - July) were down 17.7 from the previous year with exports to the NAFTA region, Europe and the Far East up 19.9, down 28.9 and up 26.2, respectively.
- Season-to-date through 07/30/16, Florida FCOJ availability, movement and ending inventories were down 11.9%, up 2.7%, and down 24.4% respectively, from last season.
- Season-to-date through 07/30/16, Florida SSOJ availability, movement and ending inventories were down 8.9%, down 4.4%, and down 14.2% respectively, from last season.
- For October through June of the 2015-16 season, U.S. OJ imports and exports were down 20.3% and down 12.7% from last season, respectively. Season-to-date through 07/30/16, Florida OJ exports were down 7.3% (FDOC Processors Report).
- For October through June of the 2015-16 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 17.7%.
- Season-to-date through 01/23/16, 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 5.1% from the previous season, with the NFC price down 3.2%, the Recon price down 9.3% and the overall OJ price down 5.1%.
- The average FCOJ Futures price was \$1.81/PS up \$0.60/PS from last year, while the Rotterdam price was at an estimated \$2300/MT, up \$-400/MT from last year.
- Season-to-date through 02.20.16, the delivered-in price for early and midseason oranges was \$1.89/PS, down \$0.05/PS from last season. Season-to-date through 05.28.16, the delivered-in price for late season oranges was \$2.29/PS, up \$0.13/PS from last season.
- Season to date through 07/24/16, fresh orange and specialty citrus shipments were down 24.0%, from last season.
- From August through June of the 2015-16 season, clementine and tangerine imports were up 9.6% relative to last season. Season-to-date through 06/04/16, Texas fresh grapefruit shipments were down 11.6% relative to last season.
- Season-to-date through 07/30/16, Florida FCGJ availability, movement and ending inventories were down 20.8%, down 23.5%, and down 14.6% respectively, from last season.
- Season-to-date through 07/30/16, Florida SSGJ availability, movement and ending inventories were down 9.3%, down 3.2%, and down 3.4% respectively, from last season.
- For October through June of the 2015-16 season, U.S. GJ exports were down 12.7%. Season-to-date through 07/30/16, Florida GJ exports were down 24.4% (FDOC Processors report).
- Season-to-date through 01/23/16, 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 3.6% from the previous season, with the overall GJ price up 0.0%.
- Season-to-date through 07/24/16, Florida fresh grapefruit shipments were down 14.0% from last season, with Domestic/Canadian shipments down 15.0% and offshore shipments down 13.1% (DFVI). Shipments to Europe and Japan were down 17.2% and down 12.5%, respectively. Domestic FOB prices (CAC) for fresh white and red/pink grapefruit were up 30.0% and up 21.5%, respectively.
- For the month of July versus the same period last year, the Euro/USD, Real/USD, and Yen/USD exchange rates were down 0.5%, up 1.5%, and down 15.8% respectively.

## Brazil Orange Juice Exports

Destination	Season-to-Date (July - July)		
	2014-15	2015-16	Change
-million SSE Gallons <sup>a</sup> -			- % -
NAFTA <sup>b</sup>	24.6	29.5	+19.9
Europe <sup>c</sup>	143.5	102.0	-28.9
Far East <sup>d</sup>	6.2	7.9	+26.2
Others	5.1	8.3	+61.2
<b>Total</b>	<b>179.5</b>	<b>147.7</b>	<b>-17.7</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: Secretary of External Commerce - Brazil

## Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 07/30/16 (FDOC Processor Week 30)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>319.5</b>	<b>274.1</b>	<b>-14.2</b>	<b>274.1</b>	<b>289.3</b>	<b>+5.5</b>
<b>Pack from Fruit</b>	<b>148.2</b>	<b>120.0</b>	<b>-19.0</b>	<b>120.0</b>	<b>92.6</b>	<b>-22.9</b>
<b>Imports<sup>a</sup></b>	<b>210.8</b>	<b>259.7</b>	<b>+23.2</b>	<b>248.5</b>	<b>184.5</b>	<b>-25.8</b>
<b>Availability</b>	<b>678.4</b>	<b>653.8</b>	<b>-3.6</b>	<b>642.7</b>	<b>566.3</b>	<b>-11.9</b>
<b>Movement</b>	<b>404.3</b>	<b>364.6</b>	<b>-9.8</b>	<b>296.9</b>	<b>304.8</b>	<b>+2.7</b>
Bulk	317.2	278.2	-12.3	226.0	236.2	+4.5
Packaged	87.1	86.4	-0.9	70.9	68.6	-3.2
<b>Ending Inventory</b>	<b>274.1</b>	<b>289.3</b>	<b>+5.5</b>	<b>345.8</b>	<b>261.5</b>	<b>-24.4</b>
Bulk	265.9	281.4	+5.8	339.3	255.4	-24.7
Packaged	8.2	7.8	-4.8	6.4	6.0	-6.1
	- weeks supply -		- % -	- weeks supply -		- % -
<b>Carry Over - STD<sup>b</sup></b>	<b>35.3</b>	<b>41.3</b>	<b>+17.0</b>	<b>50.1</b>	<b>36.9</b>	<b>-26.3</b>

<sup>a</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>b</sup>Season-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 07/30/16 (FDOC Processor Week 30)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>219.3</b>	<b>213.6</b>	<b>-2.6</b>	<b>213.6</b>	<b>228.4</b>	<b>+6.9</b>
<b>Pack from Fruit</b>	<b>484.3</b>	<b>436.2</b>	<b>-9.9</b>	<b>436.2</b>	<b>360.9</b>	<b>-17.3</b>
<b>Imports<sup>a</sup></b>	<b>21.4</b>	<b>41.7</b>	<b>+95.3</b>	<b>36.1</b>	<b>35.8</b>	<b>-1.0</b>
<b>Availability</b>	<b>724.9</b>	<b>691.5</b>	<b>-4.6</b>	<b>685.9</b>	<b>625.1</b>	<b>-8.9</b>
<b>Movement<sup>b</sup></b>	<b>508.0</b>	<b>457.0</b>	<b>-10.0</b>	<b>376.3</b>	<b>359.7</b>	<b>-4.4</b>
Bulk	57.2	36.2	-36.7	29.6	26.9	-9.0
Packaged	450.9	420.8	-6.7	346.7	332.7	-4.0
<b>Ending Inventory</b>	<b>213.6</b>	<b>227.8</b>	<b>+6.7</b>	<b>303.1</b>	<b>259.9</b>	<b>-14.2</b>
Bulk	207.1	221.6	+7.0	296.7	253.3	-14.6
Packaged	6.5	6.2	-4.5	6.3	6.6	+3.8
	- weeks supply -		- % -	- weeks supply -		- % -
<b>Carry Over - STD<sup>c</sup></b>	<b>21.9</b>	<b>25.9</b>	<b>+18.6</b>	<b>34.6</b>	<b>31.1</b>	<b>-10.3</b>

<sup>a</sup>Also 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.

<sup>b</sup>Excludes evaporated COJ.

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

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

Season-to-Date October - June						
Country	Volume			FOB Value/SSG <sup>c</sup>		
	2014-15	2015-16	Change	2014-15	2015-16	Change
<b>TOTAL OJ</b>						
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Brazil	267.52	159.84	-40.3	1.13	1.11	-1.8
CBI <sup>b</sup>	23.12	27.07	+17.1	1.43	1.72	+20.3
Mexico	110.34	131.21	+18.9	1.76	1.65	-6.3
Other	4.19	4.84	+15.5	2.89	2.54	-12.1
<b>TOTAL</b>	<b>405.17</b>	<b>322.97</b>	<b>-20.3</b>	<b>1.34</b>	<b>1.40</b>	<b>+4.5</b>
<b>NFC OJ</b>						
Brazil	42.61	41.55	-2.5	1.40	1.45	+3.6
CBI <sup>b</sup>	0.00	0.00	N/A	0.00	0.00	N/A
Mexico	5.66	11.72	+107.1	2.27	2.62	+15.4
Other	0.15	0.06	-60.0	4.26	4.30	+0.9
<b>TOTAL</b>	<b>48.43</b>	<b>53.33</b>	<b>+10.1</b>	<b>1.51</b>	<b>1.71</b>	<b>+13.2</b>

<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 - June						
Country	Volume			FOB Value/SSG <sup>c</sup>		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	1.20	1.35	+12.5	4.43	3.62	-18.3
Europe	3.68	3.51	-4.6	2.69	2.93	+8.9
Japan	2	1.16	-42.0	4.05	5.22	+28.9
Other	1.52	1.31	-13.8	4.49	5.16	+14.9
<b>TOTAL</b>	<b>8.4</b>	<b>7.33</b>	<b>-12.7</b>	<b>3.59</b>	<b>3.82</b>	<b>+6.4</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2015-16 season were up 116.7%, season-to-date through 02/27/2016.

<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 - June		
	2014-15	2015-16	Change
- million SSE gallons -			- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>24.2</b>	<b>27.9</b>	<b>+15.2</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>129.5</u></b>	<b><u>115.7</u></b>	<b><u>-10.7</u></b>
<b>Availability<sup>c</sup></b>	<b>153.7</b>	<b>143.5</b>	<b>-6.6</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>25.8</u></b>	<b><u>38.2</u></b>	<b><u>+48.3</u></b>
<b>Non-FDOC Processor FCOJ Disappearance<sup>d</sup></b>	<b>127.9</b>	<b>105.3</b>	<b>-17.7</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>Non-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

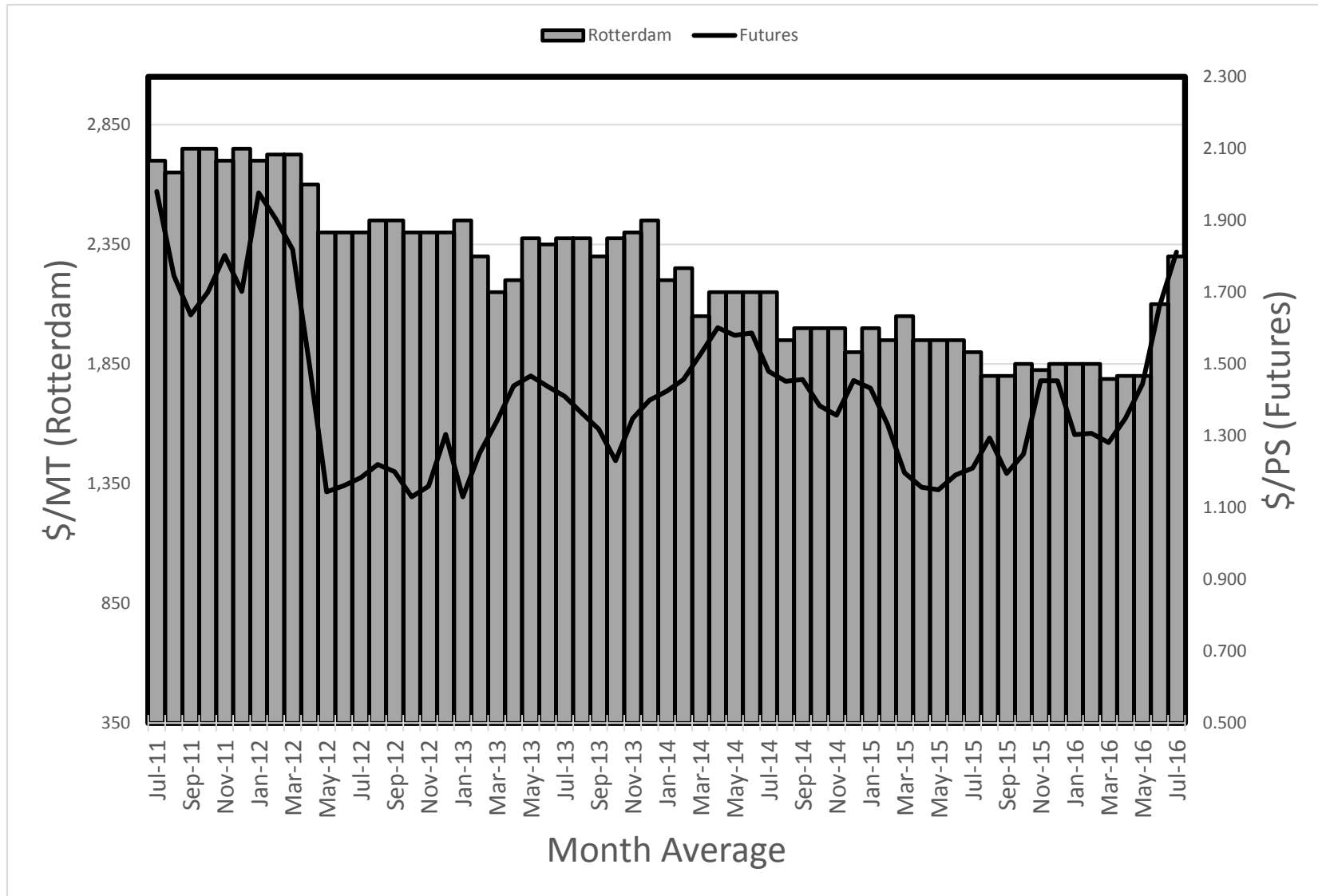
## Expanded All Outlets Combined (xAOC)<sup>a</sup>

Item	Volume Sales			Dollar Sales			Price/Eq Gallon		
	2013-14	2014-15	Change	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	502.10	468.92	-6.6	3,184.35	3,099.01	-2.7	6.35	6.62	+4.3
NFC	310.64	292.21	-5.9	2,257.01	2,227.84	-1.3	7.27	7.62	+4.8
RECON	191.46	176.71	-7.7	927.35	871.16	-6.1	4.87	4.96	+1.8
FCOJ	23.41	21.35	-8.8	114.27	105.32	-7.8	4.89	4.95	+1.2
Shelf Stable	0.67	0.56	-16.4	5.93	5.11	-13.8	8.89	9.12	+2.6
TOTAL	526.05	490.83	-6.7	3,304.56	3,209.44	-2.9	6.29	6.55	+4.1
Season-to-Date through 07/09/16, Topline Report #10									
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	368.46	350.46	-4.9	2,436.65	2,316.94	-4.9	6.61	6.61	0.0
NFC	230.34	224.11	-2.7	1,751.08	1,695.16	-3.2	7.60	7.56	-0.5
RECON	138.12	126.36	-8.5	685.57	621.78	-9.3	4.96	4.92	-0.9
FCOJ	16.78	15.40	-8.2	83.37	76.01	-8.8	4.97	4.93	-0.7
Shelf Stable	0.45	0.29	-34.8	4.07	2.59	-36.4	9.12	8.90	-2.4
TOTAL	385.69	366.16	-5.1	2,524.09	2,395.54	-5.1	6.54	6.54	0.0

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.

# FCOJ Futures & Rotterdam Monthly Average Prices

July 2011 through July 2016



## FCOJ Prices July

Item	2015	2016	Change
- \$ / PS -			- % -
FCOJ Futures	1.21	1.81	+49.8
- \$ / MT -			
FCOJ Rotterdam	1900	2300	+21.1

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

## FDOC Processor Delivered-In Prices

Variety	STD Prices Reported for Canner's A		
	2014-15	2015-16	Change
	- \$ / PS -		- % -
Early & Midseason Oranges <sup>a</sup>	\$1.94	\$1.89	-2.4
Late Season Oranges <sup>b</sup>	\$2.16	\$2.29	+5.9
White Grapefruit <sup>c</sup>	\$1.34	\$1.83	+36.4
Red/Pink Grapefruit <sup>c</sup>	\$0.97	\$1.89	+93.9

<sup>a</sup> 2015-16 Season final price from 02.20.16. 2014-15 Season final price from 03.07.15.

<sup>b</sup> 2015-16 Season final price from 05.28.16. 2014-15 Season final price from 06.20.15.

<sup>c</sup> 2015-16 Season final price from 04.23.16. 2014-15 Season final price from 05.16.15.

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

Season	July Average		Season-to-Date <sup>a</sup> (July - July)	
	Price	Change from Year Ago	Price	Change from Year Ago
	- \$ / box <sup>b</sup> -	- % -	- \$ / box <sup>b</sup> -	- % -
<b>2014-15</b>	<b>4.47</b>	<b>+48.5</b>	<b>4.47</b>	<b>+39.4</b>
<b>2015-16</b>	<b>3.05</b>	<b>-31.8</b>	<b>3.05</b>	<b>-31.8</b>
<b>2016-17</b>	<b>5.99</b>	<b>+96.4</b>	<b>5.99</b>	<b>+96.4</b>

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

<sup>b</sup> 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 07/24/16			FOB Price through 07/24/16		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	STD	STD		STD	STD	
	- 1,000 of 4/5 bu. cartons -		- % -	- \$ / carton -		- % -
Early & Mid Oranges	2,527	2,101	-16.9	13.44	14.27	+6.2
Navel	1,648	1,052	-36.2	18.95	19.59	+3.4
Valencia	3,210	2,829	-11.9	13.66	13.71	+0.4
Tangelo	597	414	-30.7	13.28	15.36	+15.7
Early Tangerines <sup>a</sup>	1,810	1,071	-40.8	19.50	24.24	+24.3
Honey / Murcotts	1,061	765	-27.8	22.75	24.03	+5.6
Royal Tangerines / Temples	141	122	-13.5	12.87	21.60	+67.8
<b>TOTAL</b>	<b>10,994</b>	<b>8,354</b>	<b>-24.0</b>			

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

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

## Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2014-15	2015-16	Change	2014-15	2015-16	Change
August - June			STD - 06/04/16		
- million pounds -		- % -	- thousand 7/10 bu. Cartons -		- % -
369.0	404.5	+9.6	5,651	4,996	-11.6
Source: U.S. Department of Commerce.			Source: Texas Valley Citrus Committee.		



## Florida FCGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 07/30/16 (FDOC Processor Week 30)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>20.6</b>	<b>18.8</b>	<b>-8.6</b>	<b>18.8</b>	<b>16.1</b>	<b>-14.7</b>
<b>Pack from Fruit</b>	<b>22.5</b>	<b>17.7</b>	<b>-21.6</b>	<b>17.7</b>	<b>12.9</b>	<b>-27.3</b>
<b>Imports<sup>a</sup></b>	<b>0.0</b>	<b>0.0</b>	<b>N/A</b>	<b>0.0</b>	<b>0.0</b>	<b>N/A</b>
<b>Availability</b>	<b>43.1</b>	<b>36.5</b>	<b>-15.4</b>	<b>36.5</b>	<b>28.9</b>	<b>-20.8</b>
<b>Movement</b>	<b>25.6</b>	<b>23.6</b>	<b>-8.0</b>	<b>19.1</b>	<b>14.6</b>	<b>-23.5</b>
Bulk	25.3	23.4	-7.4	18.9	14.5	-23.5
Packaged	0.4	0.2	-52.9	0.1	0.1	-16.0
<b>Ending Inventory</b>	<b>18.9</b>	<b>16.1</b>	<b>-14.6</b>	<b>20.1</b>	<b>17.2</b>	<b>-14.6</b>
Bulk	18.8	16.1	-14.7	20.1	17.1	-14.5
Packaged	0.0	0.0	+13.3	0.0	0.0	-43.6
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carry Over<sup>b</sup></b>	<b>38.3</b>	<b>35.5</b>	<b>-7.2</b>	<b>45.3</b>	<b>50.6</b>	<b>+11.7</b>

<sup>a</sup>Also 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.

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

## Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison			Season-to-Date: 07/30/16		
	Oct- Sep			FDOC Processor Week 43		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>11.2</b>	<b>12.2</b>	<b>+8.9</b>	<b>12.2</b>	<b>9.6</b>	<b>-21.4</b>
<b>Pack from Fruit</b>	<b>19.3</b>	<b>14.9</b>	<b>-23.0</b>	<b>14.9</b>	<b>14.0</b>	<b>-5.7</b>
<b>Imports<sup>a</sup></b>	<b>0.0</b>	<b>1.1</b>	<b>+2775.0</b>	<b>0.9</b>	<b>1.7</b>	<b>+102.5</b>
<b>Availability</b>	<b>30.5</b>	<b>28.1</b>	<b>-7.9</b>	<b>27.9</b>	<b>25.3</b>	<b>-9.3</b>
<b>Movement</b>	<b>16.8</b>	<b>16.9</b>	<b>+0.4</b>	<b>13.4</b>	<b>13.0</b>	<b>-3.2</b>
Bulk	4.4	4.5	+2.5	3.2	3.0	-5.9
Packaged	12.4	12.4	-0.3	10.2	10.0	-2.3
<b>Ending Inventory</b>	<b>12.2</b>	<b>9.5</b>	<b>-21.8</b>	<b>12.7</b>	<b>12.3</b>	<b>-3.4</b>
Bulk	11.9	9.3	-22.1	12.5	12.0	-3.5
Packaged	0.2	0.2	-10.8	0.2	0.3	+4.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carry Over<sup>b</sup></b>	<b>37.7</b>	<b>29.4</b>	<b>-22.2</b>	<b>40.8</b>	<b>40.7</b>	<b>N/A</b>

<sup>a</sup>Also 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.

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

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

Season-to-Date October - June						
Country	Volume			FOB Value/SSG <sup>c</sup>		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	1.20	1.35	+12.5	4.43	3.62	-18.3
Europe	3.68	3.51	-4.6	2.69	2.93	+8.9
Japan	2	1.16	-42.0	4.05	5.22	+28.9
Other	1.52	1.31	-13.8	4.49	5.16	+14.9
<b>TOTAL</b>	<b>8.4</b>	<b>7.33</b>	<b>-12.7</b>	<b>3.59</b>	<b>3.82</b>	<b>+6.4</b>

<sup>a</sup> SOURCE: U.S. Department of Commerce.

<sup>b</sup> FDOC Processor exports of GJ for the 2015-16 season were down 27.2%, season-to-date through 02/27/2016.

<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.

# U.S. Retail Grapefruit Juice Sales

## Expanded All Outlets Combined (xAOC)<sup>a</sup>

Item	Volume Sales			Dollar Sales			Price/Eq Gallon		
	2013-14	2014-15	Change	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	10.99	10.66	-3.0	81.94	82.05	+0.1	7.46	7.70	+3.2
NFC	10.05	9.67	-3.8	76.05	75.96	-0.1	7.57	7.86	+3.8
RECON	0.94	0.98	+4.3	5.89	6.09	+3.4	6.27	6.21	-0.8
FCOJ	0.31	0.18	-41.9	1.45	0.92	-36.6	4.68	5.11	+9.3
Shelf Stable	4.18	4.02	-3.8	26.68	25.84	-3.1	6.38	6.43	+0.7
TOTAL	15.48	14.85	-4.1	110.07	108.86	-1.1	7.11	7.33	+3.1
Season-to-Date through 07/09/16, Topline Report #10									
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	8.32	8.02	-3.6	63.88	61.68	-3.4	7.68	7.69	+0.2
NFC	7.56	7.26	-4.0	59.22	56.79	-4.1	7.83	7.82	-0.1
RECON	0.76	0.76	+0.6	4.66	4.90	+5.2	6.15	6.43	+4.5
FCOJ	0.14	0.14	-1.7	0.74	0.62	-15.9	5.28	4.52	-14.4
Shelf Stable	3.14	3.01	-4.1	20.07	19.28	-4.0	6.39	6.40	+0.2
TOTAL	11.60	11.19	-3.6	84.70	81.67	-3.6	7.30	7.30	+0.0

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 07/24/16

Destination/Variety	2014-15 STD	2015-16 STD	Change
- 1,000 4/5-bu. cartons -			- % -
<b>Domestic &amp; Canadian - All</b>	<b>5,227</b>	<b>4,445</b>	<b>-15.0</b>
White	110	75	-31.7
Red/Pink	5,117	4,370	-14.6
<b>Offshore Exports - All</b>	<b>5,322</b>	<b>4,626</b>	<b>-13.1</b>
White	947	905	-4.5
Red/Pink	4,374	3,721	-14.9
<b>TOTAL - All</b>	<b>10,549</b>	<b>9,071</b>	<b>-14.0</b>
White	1,058	980	-7.4
Red/Pink	9,491	8,091	-14.7

Source: DFVI, Florida Dept. of Agriculture

## Florida Fresh Grapefruit Shipments Season-to-Date through 07/24/16

Country	2014-15 STD	2015-16 STD	Change
- 1,000 4/5-bu. cartons -			- % -
United States	4,423	3,791	-14.3
Canada	805	655	-18.7
Europe	2,328	1,926	-17.2
Japan	2,430	2,125	-12.5
Other	563	574	+1.9
<b>TOTAL - All</b>	<b>10,549</b>	<b>9,071</b>	<b>-14.0</b>

Source: DFVI, Florida Dept. of Agriculture

**Florida Fresh Grapefruit Domestic FOB Prices**  
**Season-to-Date through 07/24/16**

Variety	FOB Price		
	2014-15	2015-16	Change
	STD	STD	
	- \$ / carton -		- % -
<b>TOTAL<sup>a</sup></b>	<b>11.56</b>	<b>14.17</b>	<b>+22.5</b>
<b>White</b>	<b>12.21</b>	<b>15.87</b>	<b>+30.0</b>
<b>Red/Pink</b>	<b>11.49</b>	<b>13.96</b>	<b>+21.5</b>

<sup>a</sup>Weighted average based on FDACS reporting of fresh fruit shipments.  
Source: Citrus Administrative Committee

## Foreign Exchange Rates Per USD

Date	Euro	Real	Yen
<b>Annual</b>			
2011	0.7189	1.673	79.72
2012	0.7780	1.953	79.80
2013	0.7532	2.156	97.56
2014	0.7536	2.353	105.84
2015	0.9013	3.329	121.02
2015 (through July)	0.8981	3.000	120.65
2016 (through July)	0.8967	3.644	110.51
% Change	-0.1	+21.4	-8.4
<b>Average for Month of July</b>			
2015	0.9085	3.223	123.27
2016	0.9039	3.272	103.84
% Change	-0.5	+1.5	-15.8