Florida Citrus Economic & Market Indicators
August, 2012

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Summary Comments

- Brazil's OJ exports for the first month of the 2012-13 Brazilian season (July 2012 through June 2013) were up 12.0% from the previous year with exports to the NAFTA region, Europe and the Far East up 47.9%, up 8.3% and up 11.9%, respectively.
- Season-to-date through 08/04/12, Florida OJ availability, movement and ending inventories were down 5.0%, down 13.9%, and up 12.3%, respectively, from last season.
- From October through June of the 2011-12 season , U.S. OJ imports and exports were down 5.11% and down 35.09% from last season, respectively. Season-to-date through 08/04/12, Florida OJ exports were down 43.2% (FDOC Processors report).
- From October through June of the 2011-12 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 34.0%.
- Season-to-date through 08/04/12, 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 8.1% from the previous season, with the NFC price up 5.1%, the Recon price up 5.7% and the overall OJ price up 6.1%.
- The July average FCOJ Futures price was $1.18/PS, down $.15/PS from last year, while the July Rotterdam price was at an estimated $2,400/MT, down $100/MT from last year.
- Season-to-date through 06/30/12, the delivered-in price for Valencias was $2.04, up $0.20/PS; the delivered-in price for white grapefruit was $1.51, up $0.27/PS; the delivered-in price for red grapefruit juice was $1.54/PS, up $.24/PS, from last season.
- Season-to-date through 07/01/12, fresh orange and specialty citrus shipments were up 0.7% from last season.
- Season-to-date through June, clementine and tangerine imports were down 4.9% relative to last season. Season-to-date through 05/27/12, Texas fresh grapefruit shipments were down 13.8%.
- Season-to-date through 08/04/12, Florida GJ availability, movement and ending inventory were down 11.1%, down 18.1% and down 2.4%, respectively.
- From October through June of the 2011-12 season, U.S. GJ exports were up 8.65%. Season-to-date through 08/04/12, Florida GJ exports were down 21.4% (FDOC Processors report).
- Season-to-date through 08/04/12, 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 7.9% from the previous season, with the overall GJ price up 3.1%.
- Season-to-date through 05/27/12, Florida fresh grapefruit shipments were down 6.2% from last season, with Domestic/Canadian shipments up 0.4% and offshore shipments down 11.0% (CAC). Season-to-date through 07/31/12, shipments to Europe and Japan were down 10.3% and 11.1%, respectively.
- For the week ending 07/15/12 versus the same period last year, the Euro-per-Dollar exchange rate was up 16.5%, while the Yen-per-Dollar was up 1.2%.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July)		
	2011-12	2012-13	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	**13.0**	**19.3**	**+47.9**
Europe[c]	**105.3**	**114.0**	**+8.3**
Far East[d]	**5.4**	**6.0**	**+11.9**
Others	**3.7**	**3.3**	**-9.5**
TOTAL	**127.4**	**142.7**	**12.0**

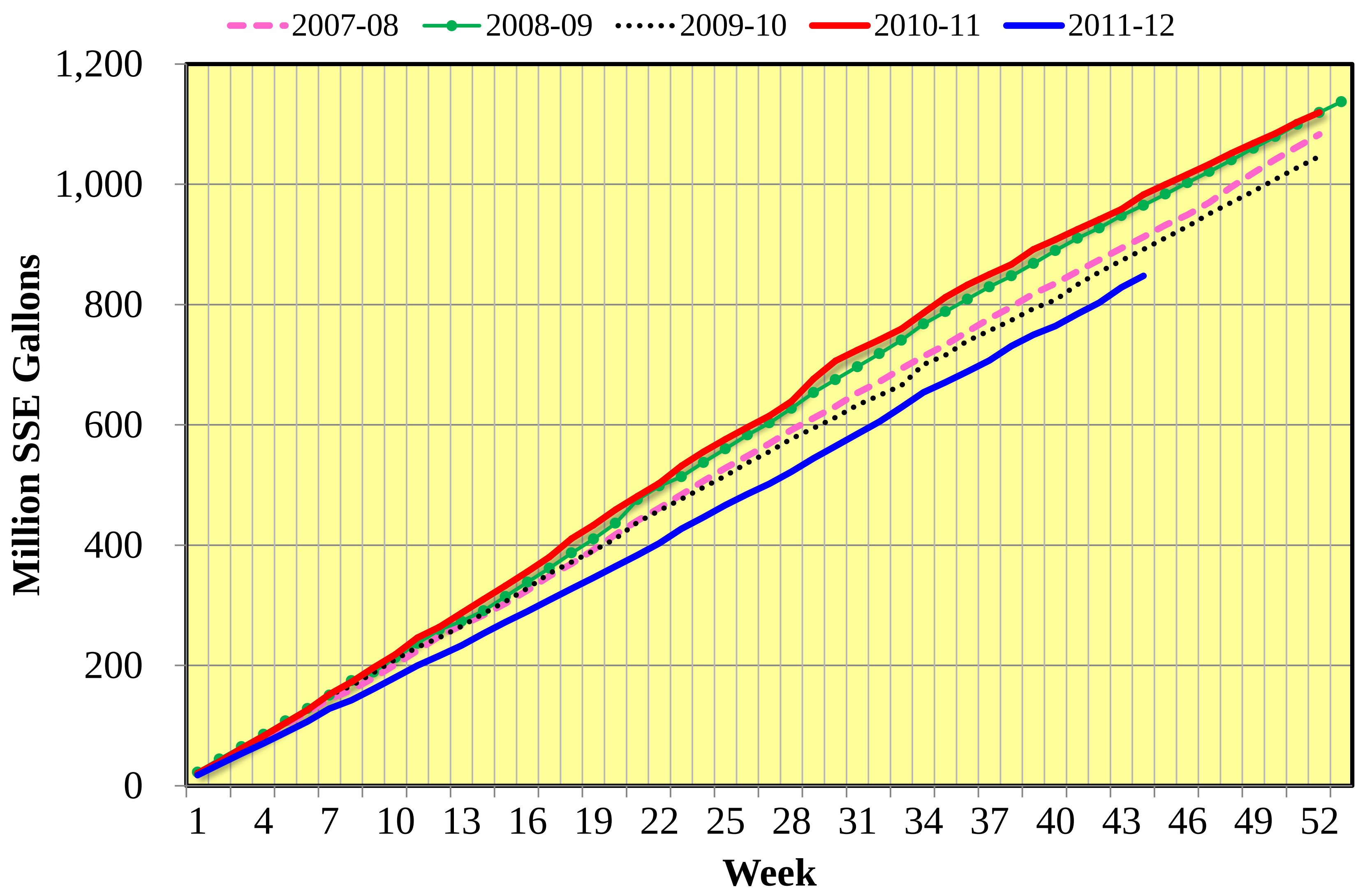
[a]Assumes exports with codes 2009.11.00 (FCOJ) and 2009.19.00 (Other) are 66° Brix, while exports with code 2009.12.00 (NFC) are 11.6° Brix.
[b]U.S., Canada, and Mexico.
[c]Russia, Ukraine, and Turkey are included in Europe.
[d]China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.
SOURCE: SECEX.

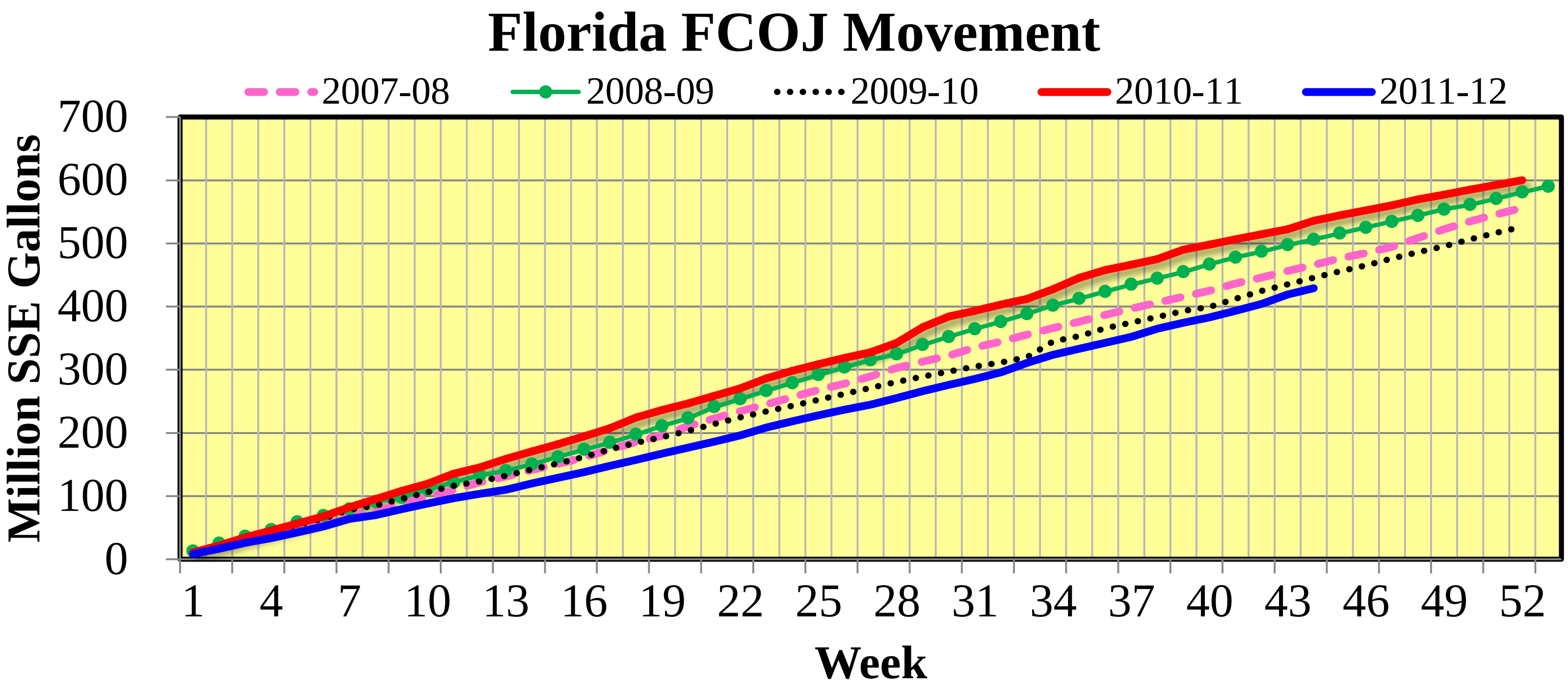
Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 08/04/12 (FDOC Processor Week 44)		
	2010-11	2011-12e	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**548.4**	**391.2**	**-28.7**	**548.5**	**391.2**	**-28.7**
Pack from Fruit[a]	**862.8**	**916.7**	**+6.2**	**853.8**	**919.5**	**+7.7**
Imports[a,b]	**101.2**	**99.7**	**-1.5**	**88.8**	**106.2**	**+19.6**
Availability	**1,512.4**	**1,407.6**	**-6.9**	**1491.0**	**1416.9**	**-5.0**
Movement	**1,121.2**	**999.8**	**-10.8**	**984.2**	**847.9**	**-13.9**
FCOJ	599.8	472.5	-21.2	535.9	429.0	-19.9
NFC[c]	521.4	527.3	+1.1	448.3	418.9	-6.6
Ending Inventory	**391.2**	**407.8**	**+4.2**	**506.8**	**569.0**	**+12.3**
FCOJ	208.5	210.0	+.7	256.6	310.1	+20.9
COJ	182.7	197.8	+8.3	250.2	258.9	+3.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[d]	**18.1**	**21.2**	**+17.1**	**22.7**	**29.5**	**+30.3**
FCOJ[d]	18.1	23.1	+27.6	21.1	31.8	+51.0
COJ[d]	17.4	18.9	+8.6	23.4	25.7	+9.8

[a]FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.
[b]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.
[c]Excludes movement of reconstituted chilled orange juice and evaporated COJ.
[d]Season-to-date weeks supply based on season-to-date movement.
[e]Updates to the 2011-12 season estimate incorporate the latest forecast from the USDA made on 05/10/12.

Florida Orange Juice Movement




Florida FCOJ Movement
2007-08
2008-09
2009-10
2010-11
2011-12
Million SSE Gallons
0
100
200
300
400
500
600
700
1
4
7
10
13
16
19
22
25
28
31
34
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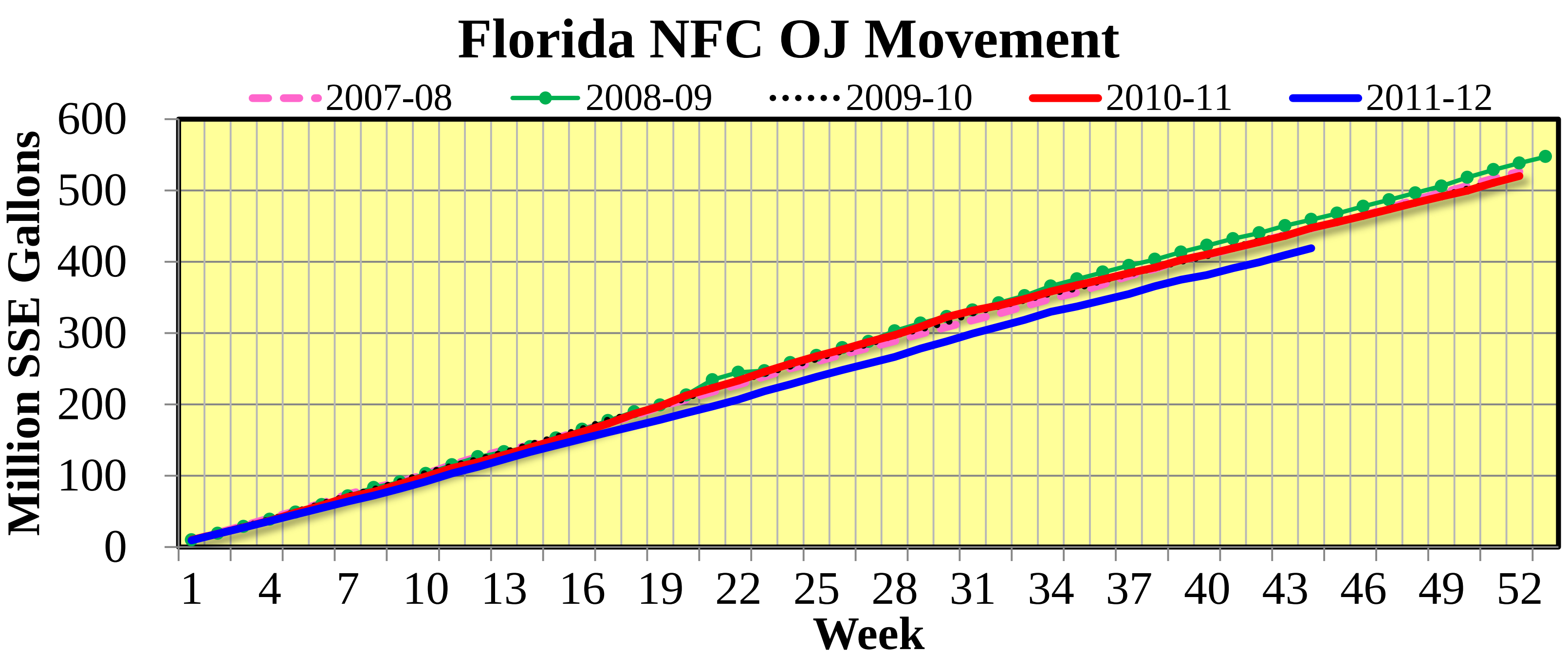
43
46
49
52
Week


Florida NFC OJ Movement
2007-08
2008-09
2009-10
2010-11
2011-12
Million SSE Gallons
0
100
200
300
400
500
600
1
4
7
10
13
16
19
22
25
28
31
34
37
40
43
46
49
52
Week

U.S. Orange-Juice Imports[a]

Country	Volume			Value/SSG[c]		
Season-to-Date (October – June)	2010-11	2011-12	Change	2010-11	2011-12	Change
	- - million SSE gallons - -		- - % - -	- - $/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	83.20	84.59	+1.67	1.41	1.61	+14.18
CBI[b]	29.16	32.00	+9.74	1.67	1.80	+7.78
Mexico	82.14	64.28	-21.74	1.49	1.75	+17.45
Other	5.94	9.32	+56.90	2.40	2.99	+24.58
TOTAL	**200.44**	**190.20**	**-5.11**	**1.51**	**1.76**	**+16.56**
NFC OJ						
Brazil	38.70	32.85	-15.12	1.50	1.66	+10.67
CBI[b]	.10	.04	-60.00	1.93	2.17	+12.44
Mexico	4.05	4.07	+.49	2.07	2.70	+30.43
Other	.01	.02	+100.00	4.07	5.52	+35.63
TOTAL	**42.85**	**36.98**	**-13.70**	**1.56**	**1.78**	**+14.10**

[a]Includes OJ with added vitamins and minerals.
[b]Includes Dominican Republic-Central America initiatives.
[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.
SOURCE: U.S. Department of Commerce.

U.S. Orange-Juice Exports[a,b]

Country	Volume			Value/SSG[c]		
	Season-to-Date (October – June)					
	2010-11	2011-12	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
Canada	64.64	65.32	+1.05	3.53	3.20	-9.35
Europe	84.24	30.10	-64.27	1.77	2.40	+35.59
Japan	.96	.95	-1.04	3.47	3.63	+4.61
Other	27.99	19.06	-31.90	2.76	3.34	+21.01
TOTAL	177.83	115.43	-35.09	2.58	3.02	+17.05

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2011-12 season were down 43.2%, season-to-date through 08/04/2012.
[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.
SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October - June)		
	2010-11	2011-12	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	36.8	31.0	-15.9
Foreign Imports[b]	104.5	75.6	-27.7
Availability[c]	141.3	106.5	-24.6
Ending Inventory[a]	27.9	31.7	+13.7
Non-FDOC Proc. FCOJ Disappearance[d]	113.4	74.8	-34.0

[a]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.
[b]U.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FDOC Processor, FCOJ foreign product imported by members (includes bonded product).
[c]Beginning inventory and imports.
[d]Partial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

U.S. Retail Orange Juice Sales
Expanded All Outlets Combined (xAOC)[a]

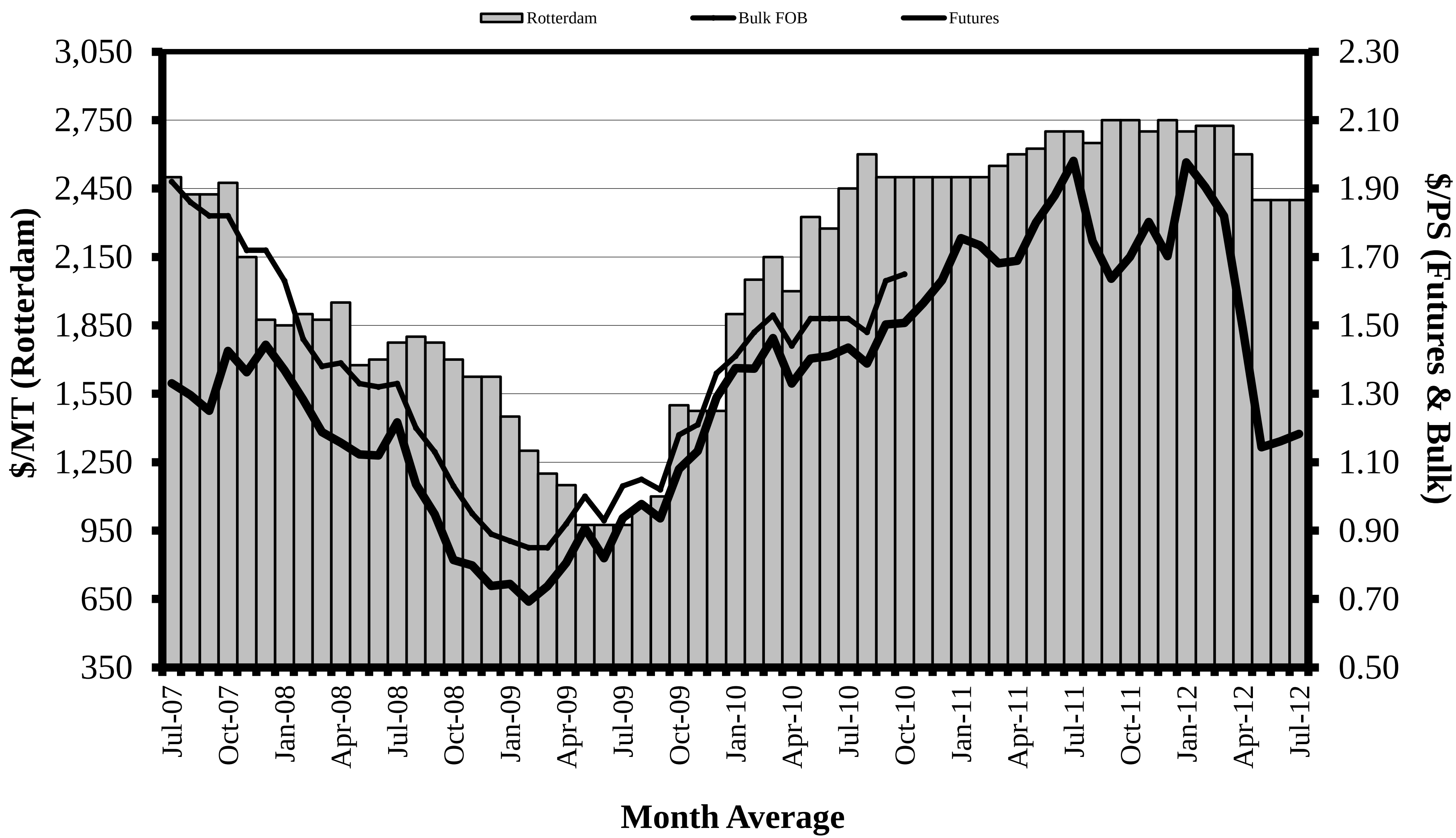
Item	Volume			Price		
	2010-11	2011-12	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:[c]						
Refrigerated	**576.33**	**533.81**	**-7.4**	**5.97**	**6.31**	**+5.7**
NFC	326.04	311.67	-4.4	6.84	7.19	+5.1
RECON	250.29	222.14	-11.2	4.82	5.08	+5.4
FCOJ	**37.05**	**32.28**	**-12.9**	**4.59**	**4.76**	**+3.7**
Shelf Stable	**2.72**	**1.93**	**-29.1**	**7.42**	**8.54**	**+15.1**
TOTAL	**616.14**	**568.03**	**-7.8**	**5.89**	**6.24**	**+6.0**
SEASON-TO-DATE: (through 08/04/12)[b]						
Refrigerated	**494.37**	**456.79**	**-7.6**	**5.93**	**6.29**	**+6.1**
NFC	279.47	268.57	-3.9	6.80	7.15	+5.1
RECON	214.90	188.22	-12.4	4.79	5.07	+5.7
FCOJ	**32.01**	**27.55**	**-13.9**	**4.57**	**4.76**	**+4.2**
Shelf Stable	**2.38**	**1.66**	**-30.1**	**7.32**	**8.40**	**+14.8**
TOTAL	**528.76**	**486.01**	**-8.1**	**5.85**	**6.21**	**+6.1**

[a] Expanded All Outlets Combined (xAOC) is a new Nielsen retail universe. xAOC data are for 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. Walmart data is now point-of sale (POS) data; previously, it was panel data. All periods in this report have been restated with the new POS data. Previous reports will not be compatible with this report.

[b] Actual for 2010-11 and preliminary for 2011-12.

[c] Actual for 2010-11 and forecast for 2011-12 current as of 7/7/12.

FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices July 2007 through July 2012



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

FCOJ Prices
July

Item	2011	2012	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Futures	1.33	1.18	-11.3
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	2,500	2,400	-4.0

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

FDOC Processor Delivered-In Prices

Report #39 – Week Ending 06/30/12

Variety	Season-to-Date		
	2010-11	2011-12	Change
	- - - - - - $/PS - - - - - - - - -		
Early & Midseason[b]	**1.528**	**1.770**	**+.242**
Valencias[a]	**1.838**	**2.039**	**+.201**
White Grapefruit	**1.241**	**1.507**	**+.266**
Red Grapefruit	**1.299**	**1.538**	**+.239**

[a]Final priced, combined.
[b]Season final.

Sao Paulo Processed Orange Spot Prices

Monthly Average and Season-to-Date

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

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.
[c]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 07/01/12			FOB Price thru 05/27/12		
	2010-11 STD	2011-12 STD	Change	2010-11 STD	2011-12 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - $/carton - - - -		- % -
Early, Mids & Temples[a]	**2,744**	**2,652**	**-3.3**	**10.53**	**11.43**	**+8.5**
Navel	**3,496**	**3,336**	**-4.6**	**12.57**	**12.84**	**+2.1**
Valencia	**2,460**	**3,136**	**+32.1**	**11.45**	**12.49**	**+9.1**
Tangelo	**684**	**672**	**-1.6**	**10.57**	**10.74**	**+1.6**
Early Tangerines[b]	**3,078**	**2,940**	**-4.5**	**14.68**	**12.41**	**-15.5**
Honey	**2,310**	**2,146**	**-7.1**	**15.90**	**15.88**	**-.1**
TOTAL	**14,772**	**14,882**	**+.7**			

[a]Prices for Early & Mids.
[b]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 – June			STD – 05/27/12		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
285.18	271.29	-4.87	5,852	5,044	-13.8

SOURCE: U.S. Department of Commerce.

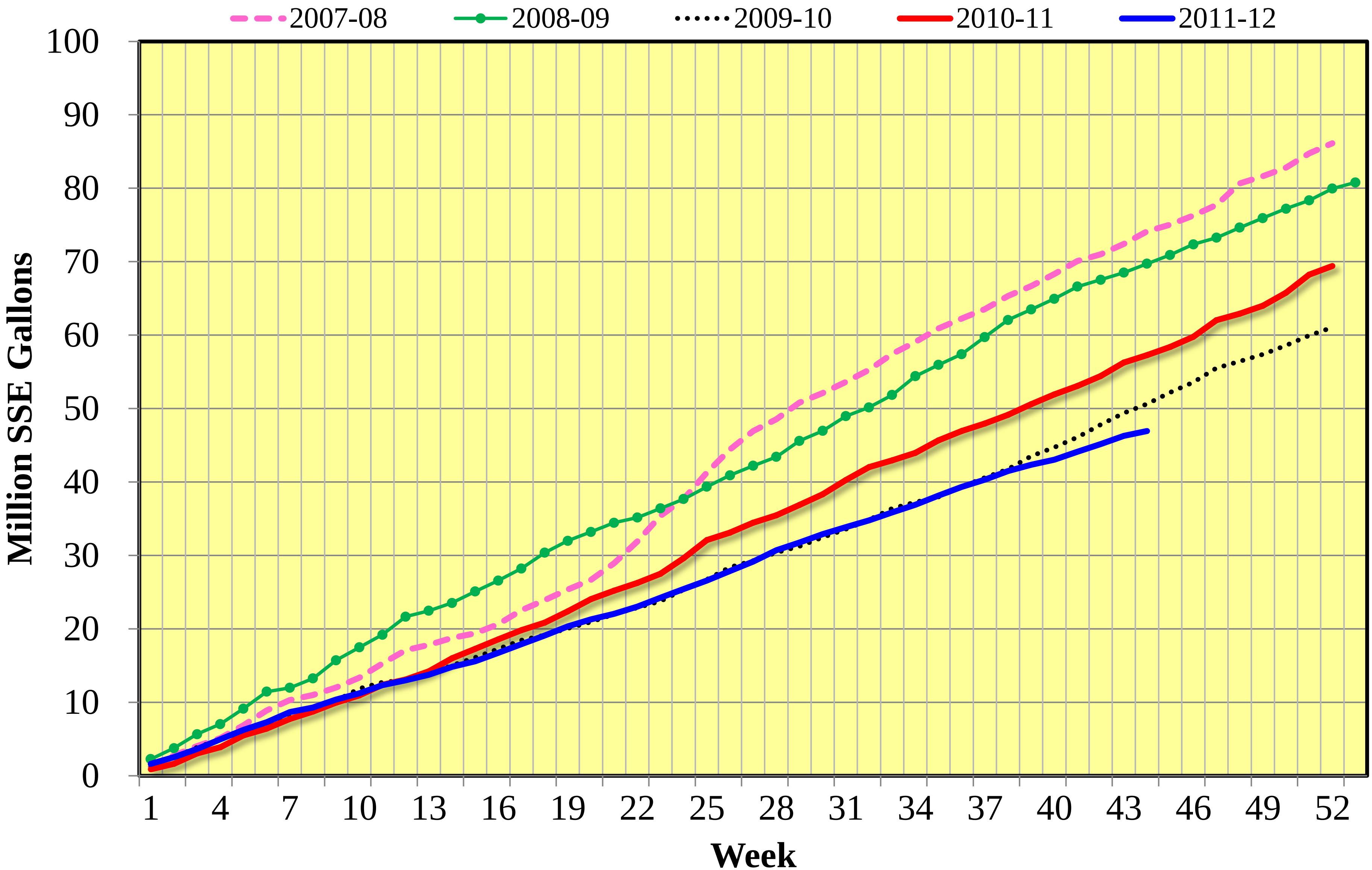
SOURCE: Citrus Administrative Committee.

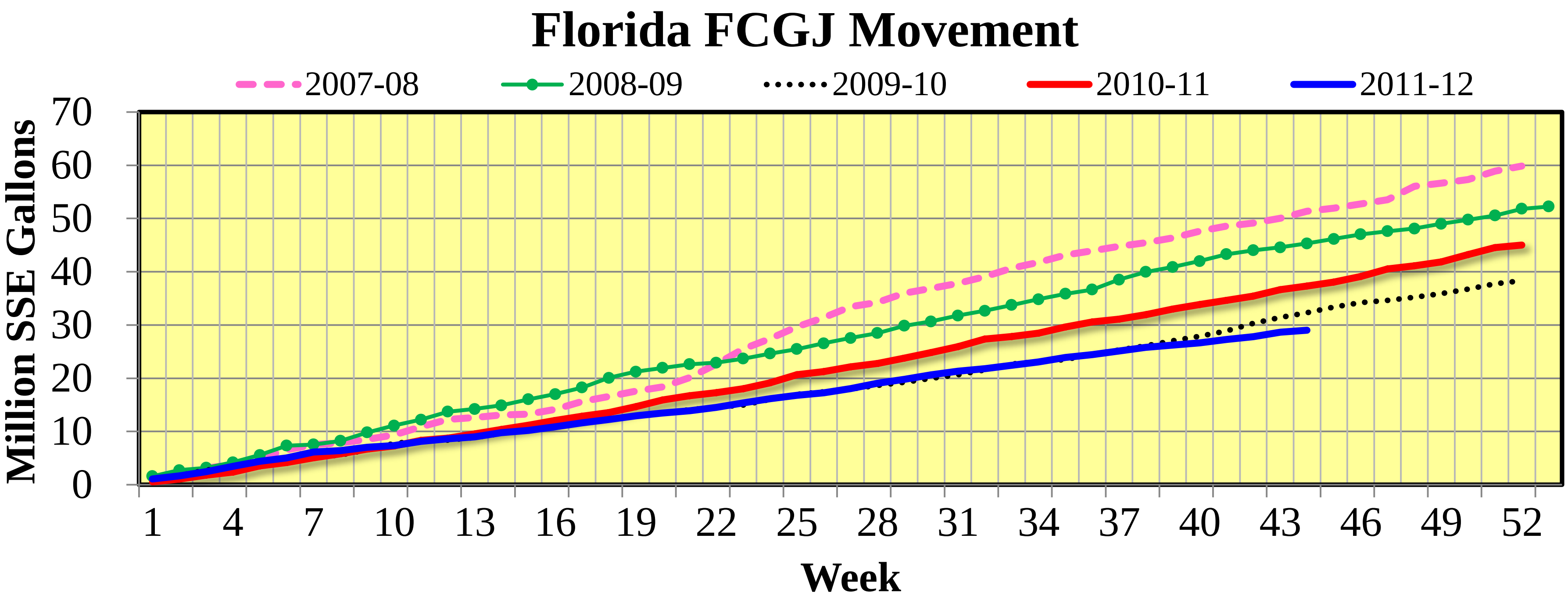
Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 08/04/12 (FDOC Processor Week 44)		
	2010-11	2011-12e	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**42.1**	**33.1**	**-21.4**	**42.1**	**33.1**	**-21.4**
Pack from Fruit[a]	**61.5**	**60.3**	**-2.0**	**61.6**	**59.2**	**-4.0**
Availability	**103.6**	**93.4**	**-9.8**	**103.7**	**92.3**	**-11.1**
Movement	**70.5**	**58.3**	**-17.3**	**57.3**	**46.9**	**-18.1**
FCGJ	46.1	36.7	-20.4	37.3	29.0	-22.2
NFC[b]	24.4	21.6	-11.5	20.0	17.9	-10.4
Ending Inventory	**33.1**	**35.1**	**+6.0**	**46.4**	**45.3**	**-2.4**
FCGJ	18.7	19.0	+1.6	27.6	27.0	-2.0
CGJ	14.3	16.1	+12.6	18.8	18.3	-3.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**24.4**	**31.3**	**+28.3**	**35.6**	**42.5**	**19.2**
FCGJ[c]	21.6	27.3	+26.4	32.5	41.0	26.0
CGJ[c]	30.4	38.4	+26.3	41.1	40.9	-0.5

[a]FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.
[b]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.
[c]Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.
[d]Season-to-date weeks supply based on season-to-date movement.
[e]Updates to the 2011-12 season estimate incorporate the latest forecast from the USDA made on 06/12/12.

Florida Grapefruit Juice Movement





Florida FCGJ Movement
2007-08
2008-09
2009-10
2010-11
2011-12
Million SSE Gallons
0
10
20
30
40
50
60
70
1
4
7
10
13
16
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22
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28
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34
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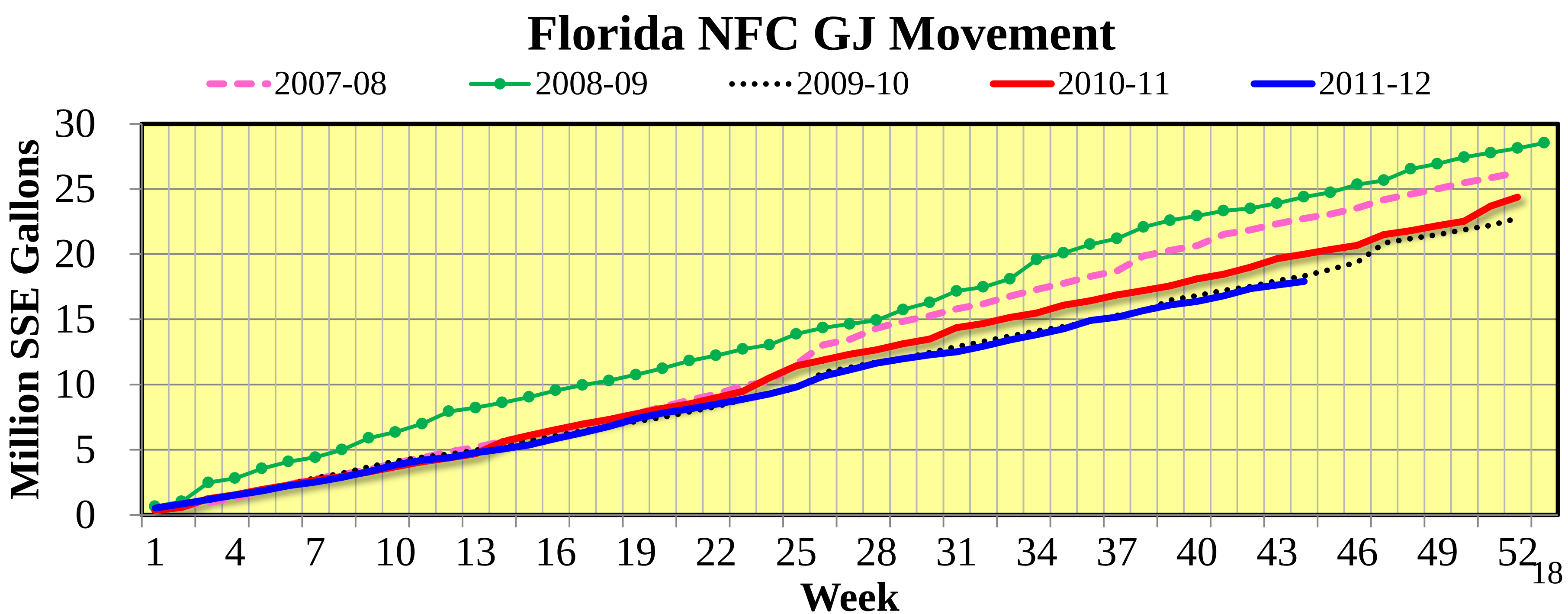
43
46
49
52
Week



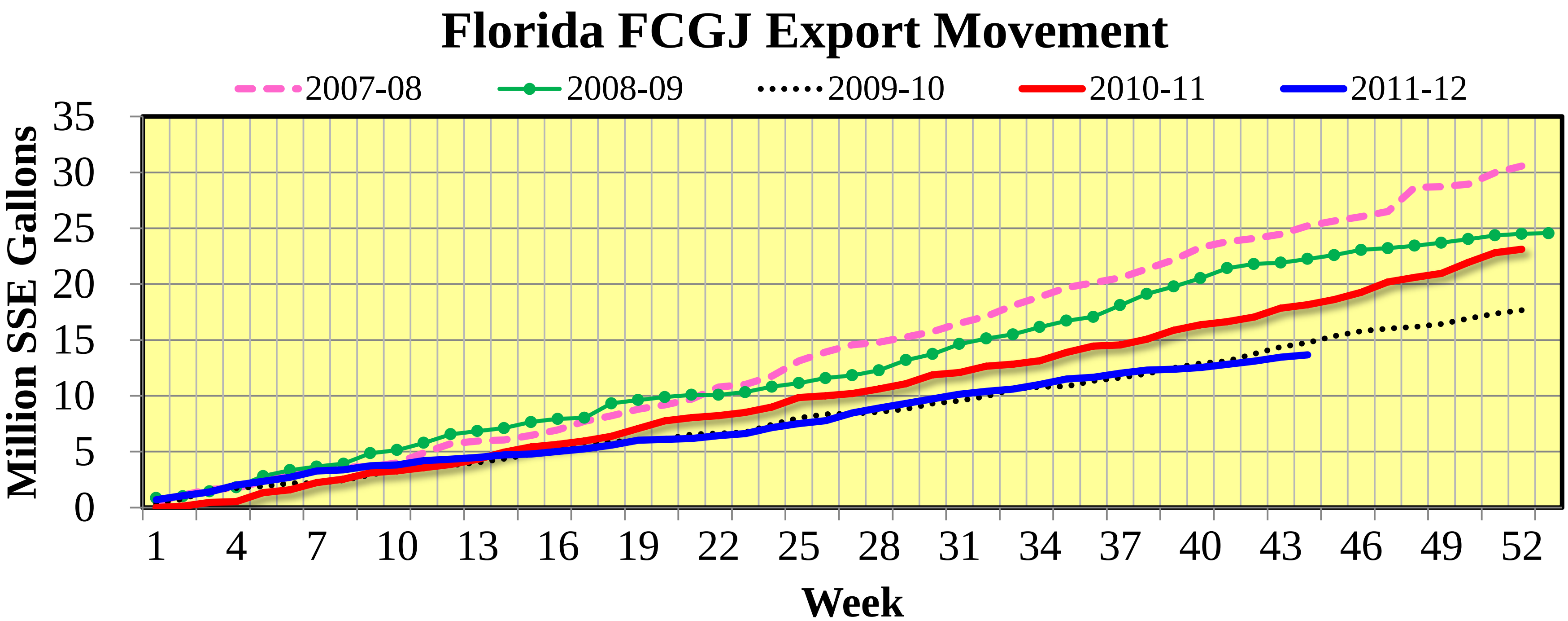
Florida NFC GJ Movement
2007-08
2008-09
2009-10
2010-11
2011-12
Million SSE Gallons
0
5
10
15
20
25
30
1
4
7
10
13
16
19
22
25
28
31
34
37
40
43
46
49
52
Week

U.S. Grapefruit-Juice Exports[a,b]

Season-to-Date (October – June)

Country	Volume			Value/SSG[c]		
	2010-11	2011-12	Change	2010-11	2011-12	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
Canada	1.49	1.51	+1.34	4.20	4.52	+7.62
Europe	3.20	3.68	+15.00	3.58	3.35	-6.42
Japan	4.50	3.90	-13.33	3.92	4.09	+4.34
Other	1.21	2.21	+82.64	4.62	3.85	-16.67
TOTAL	10.40	11.30	+8.65	3.94	3.86	-2.03

[a]FDOC estimates.
[b]FDOC Processor exports of GJ for the 2011-12 season were down 21.4%, season-to-date through 08/04/2012.
[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.
SOURCE: U.S. Department of Commerce.



Florida FCGJ Export Movement
2007-08
2008-09
2009-10
2010-11
2011-12
Million SSE Gallons
0
5
10
15
20
25
30
35
1
4
7
10
13
16
19
22
25
28
31
34
37
40
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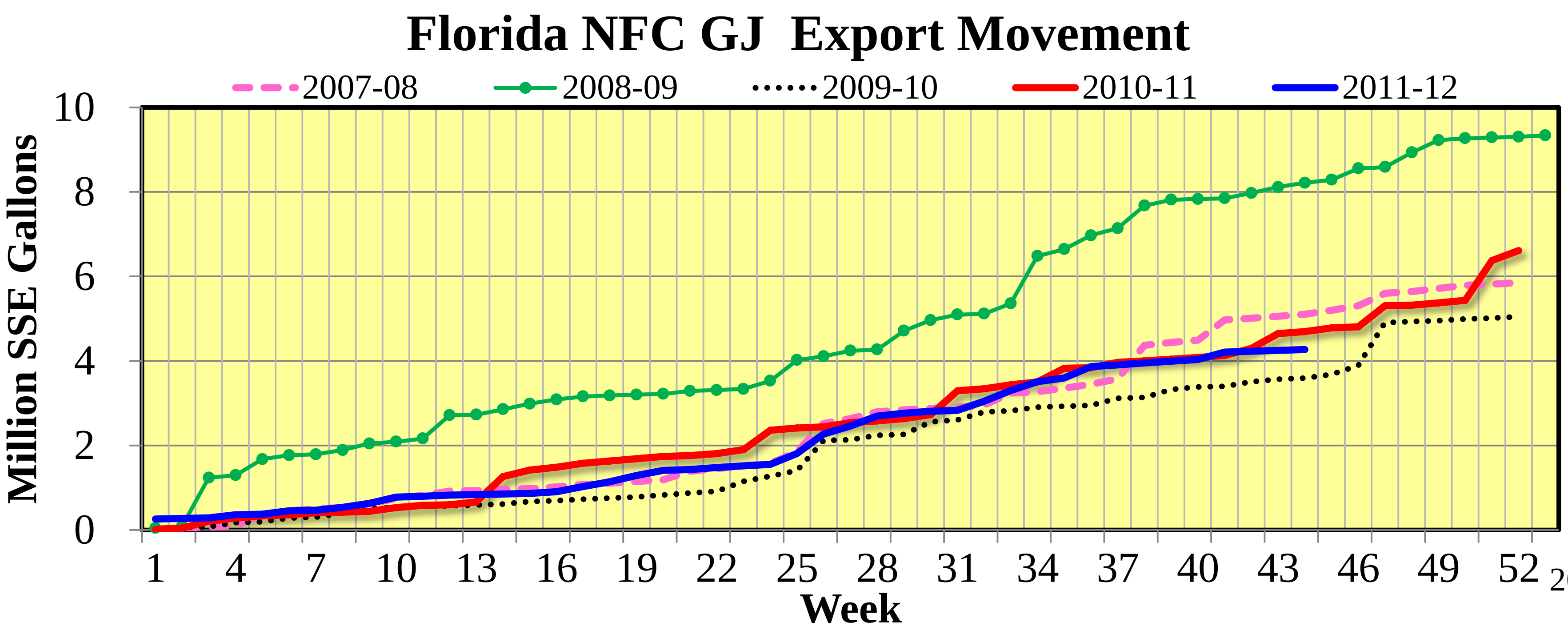
46
49
52
Week



Florida NFC GJ Export Movement
2007-08
2008-09
2009-10
2010-11
2011-12
Million SSE Gallons
0
2
4
6
8
10
1
4
7
10
13
16
19
22
25
28
31
34
37
40
43
46
49
52
Week

U.S. Retail Grapefruit Juice Sales (Expanded Outlets XAOC)[a]

Item	Volume 2010-11	Volume 2011-12	Volume Change	Price 2010-11	Price 2011-12	Price Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:[c]						
Refrigerated	**13.19**	**12.14**	**-7.9**	**6.92**	**7.23**	**+4.5**
NFC	12.60	11.58	-8.1	6.98	7.28	+4.3
RECON	0.59	0.56	-4.9	5.55	6.22	+12.0
FCGJ	**0.47**	**0.43**	**-8.3**	**4.53**	**4.48**	**-1.0**
Shelf Stable	**6.54**	**6.08**	**-7.0**	**5.80**	**5.78**	**-0.4**
TOTAL	**20.19**	**18.66**	**-7.6**	**6.50**	**6.69**	**+3.0**
SEASON-TO-DATE: (through 08/04/12)[b]						
Refrigerated	**11.26**	**10.33**	**-8.3**	**6.89**	**7.21**	**+4.6**
NFC	10.77	9.85	-8.5	6.95	7.27	+4.5
RECON	.50	.48	-3.3	5.53	6.03	+9.0
FCGJ	**.40**	**.37**	**-8.1**	**4.54**	**4.51**	**-.7**
Shelf Stable	**5.63**	**5.22**	**-7.3**	**5.78**	**5.76**	**-.3**
TOTAL	**17.29**	**15.92**	**-7.9**	**6.47**	**6.67**	**+3.1**

[a] Expanded All Outlets Combined (xAOC) is a new Nielsen retail universe. xAOC data are for 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. Walmart data is now point-of sale (POS) data; previously, it was panel data. All periods in this report have been restated with the new POS data. Previous reports will not be compatible with this report.

[b] Actual for 2010-11 and preliminary for 2011-12.

[c] Actual for 2010-11 and forecast for 2011-12 current as of 7/7/12.

Florida Fresh Grapefruit Shipments, Season-to-Date through 05/27/12

Shipments/ Variety	2010-11 STD	2011-12 STD	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
Domestic & Canadian – All	**6,495**	**6,523**	**+0.4**
White	**181**	**149**	**-17.7**
Colored	**6,314**	**6,374**	**+1.0**
Offshore Exports – All	**8,960**	**7,971**	**-11.0**
White	**2,157**	**1,797**	**-16.7**
Colored	**6,803**	**6,174**	**-9.2**
TOTAL - All	**15,455**	**14,494**	**-6.2**
White	**2,338**	**1,946**	**-16.8**
Colored	**13,117**	**12,548**	**-4.3**

SOURCE: Citrus Administrative Committee, preliminary.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 07/31/12

Country	2010-11 STD	2011-12 STD	Change
	- thousand cartons -		- % -
United States	5,396	5,530	+2.5
Canada	1,098	992	-9.7
Europe	3,121	2,799	-10.3
Japan	5,409	4,807	-11.1
Other	431	363	-15.8
TOTAL	15,455	14,491	-6.2

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 05/27/12

Variety	FOB Price		
	2010-11 STD	2011-12 STD	Change
	- - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	**12.66**	**10.73**	**-15.2**
Colored	**11.27**	**9.91**	**-12.1**

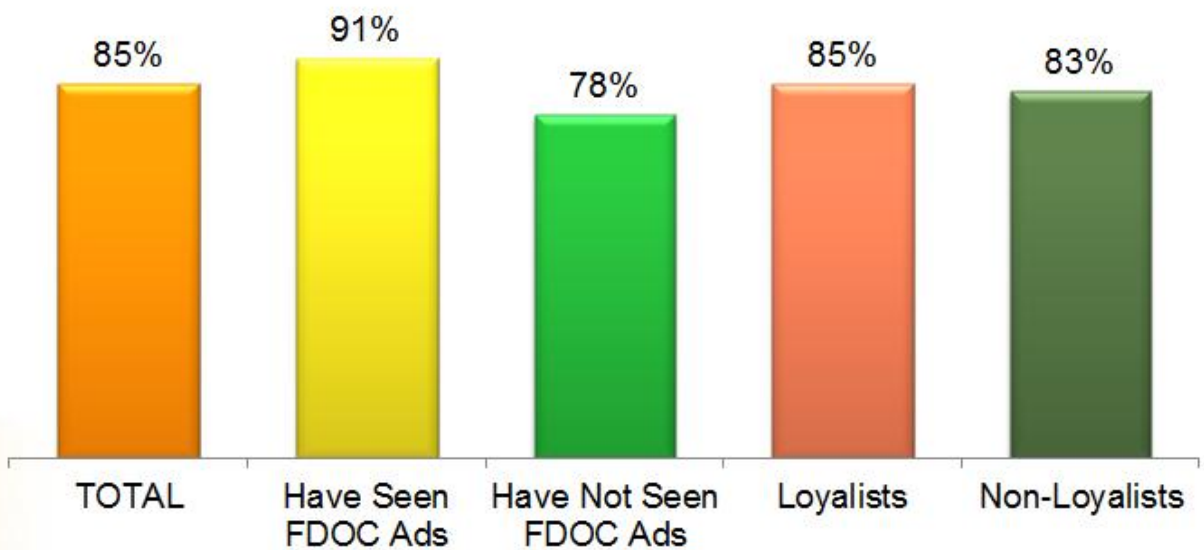
SOURCE: Citrus Administrative Committee.

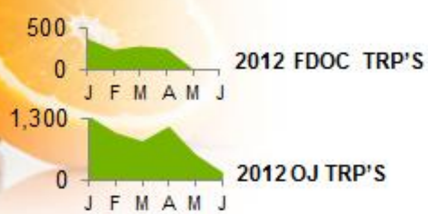
Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2007	0.7306	1.9448	117.77
2008	0.6832	1.8291	103.42
2009	0.7190	1.9924	93.58
2010	0.7546	1.7535	87.78
2011	0.7188	1.6698	79.70
2011 (thru 08/05/2011)	0.7110	1.6174	81.44
2012 (thru 08/05/2012)	0.7777	1.8880	79.56
% Change	+9.4	+16.7	-2.3
WEEK ENDING 08/05/2012			
2011	0.6986	1.5563	77.35
2012	0.8135	2.0352	78.31
% Change	+16.5	+30.8	+1.2

Total Communication Awareness

Most (85%) say they've recently heard, seen or read something about 100% Orange Juice.





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

ISSUES ANSWERS