Florida Citrus Economic & Market Indicators
January, 2011

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Summary Comments

- Brazil's OJ exports for July through December, 2010, were down 10.0% from the previous year with exports to NAFTA countries, Europe and the Far East down 36.7%, 4.6% and 4.2%, respectively.

- Season-to-date through 01/01/11, Florida OJ availability, movement and ending inventories were down 17.8%, up 6.3% and down 28.4%, respectively, from last season.

- For October 2010, U.S. OJ imports and exports were down 23.2% and up .8% from last season, respectively. Season-to-date through 01/01/11, Florida OJ exports were up 81.6% (FDOC Processors report).

- For October 2010, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 24.0%.

- Season-to-date through 12/25/10, 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 9.6% from the previous season, with the NFC price up 3.0%, the Recon price up 7.8% and the overall OJ price up 5.6%.

- The December average FCOJ Futures price was $1.63/PS, up $.34/PS from last year, while the Rotterdam price was at an estimated $2,500/MT, up $1,025/MT from last year.

- Season-to-date through 01/01/11, the delivered-in price for early and midseason oranges was $1.48/PS, up $.24/PS from last season; delivered-in prices for white and red grapefruit juice were $.93/PS and $1.01/PS, each down $.02/PS from last season.

- Season-to-date through 01/09/11, fresh orange and specialty citrus shipments were up 3.2% from last season.

- Season-to-date through October, clementine/tangerine imports were up 31.7%. Season-to-date through 01/09/11, Texas fresh grapefruit shipments were down 11.2%.

- Season-to-date through 01/01/11, Florida GJ availability, movement and ending inventory were down 6.8%, up 2.4% and down 10.1%, respectively.

- For October 2010, U.S. GJ exports were up 82.4%. Season-to-date through 01/01/11, Florida GJ exports were up 8.0% (FDOC Processors report).

- Season-to-date through 12/25/10, GJ volume sales in all Nielsen retail outlets were down 3.3% from last season, with the overall GJ price unchanged.

- Season-to-date through 01/09/11, Florida fresh grapefruit shipments were down 13.5% from last season, with Domestic/Canadian shipments down 9.9% and offshore shipments down 16.7% (CAC). Season-to-date through 12/26/10, shipments to Europe and Japan were down 14.8% and up 2.2%, respectively. Season-to-date domestic FOB prices (CAC) for fresh white and colored grapefruit were down 2.0% and 2.2%, respectively.

- For the week ending 01/12/11 versus the same period last year, the Euro-per-Dollar exchange rate was up 10.8%, while the Yen-per-Dollar was down 10.2%.

- Orange juice communication awareness continued the decline seen since its early 2009 level.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July-December)		
	2009-10	2010-11	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	151.4	95.9	-36.7
Europe[c]	665.8	635.4	-4.6
Far East[d]	114.9	110.1	-4.2
Others	52.9	45.6	-13.9
TOTAL	985.1	886.9	-10.0

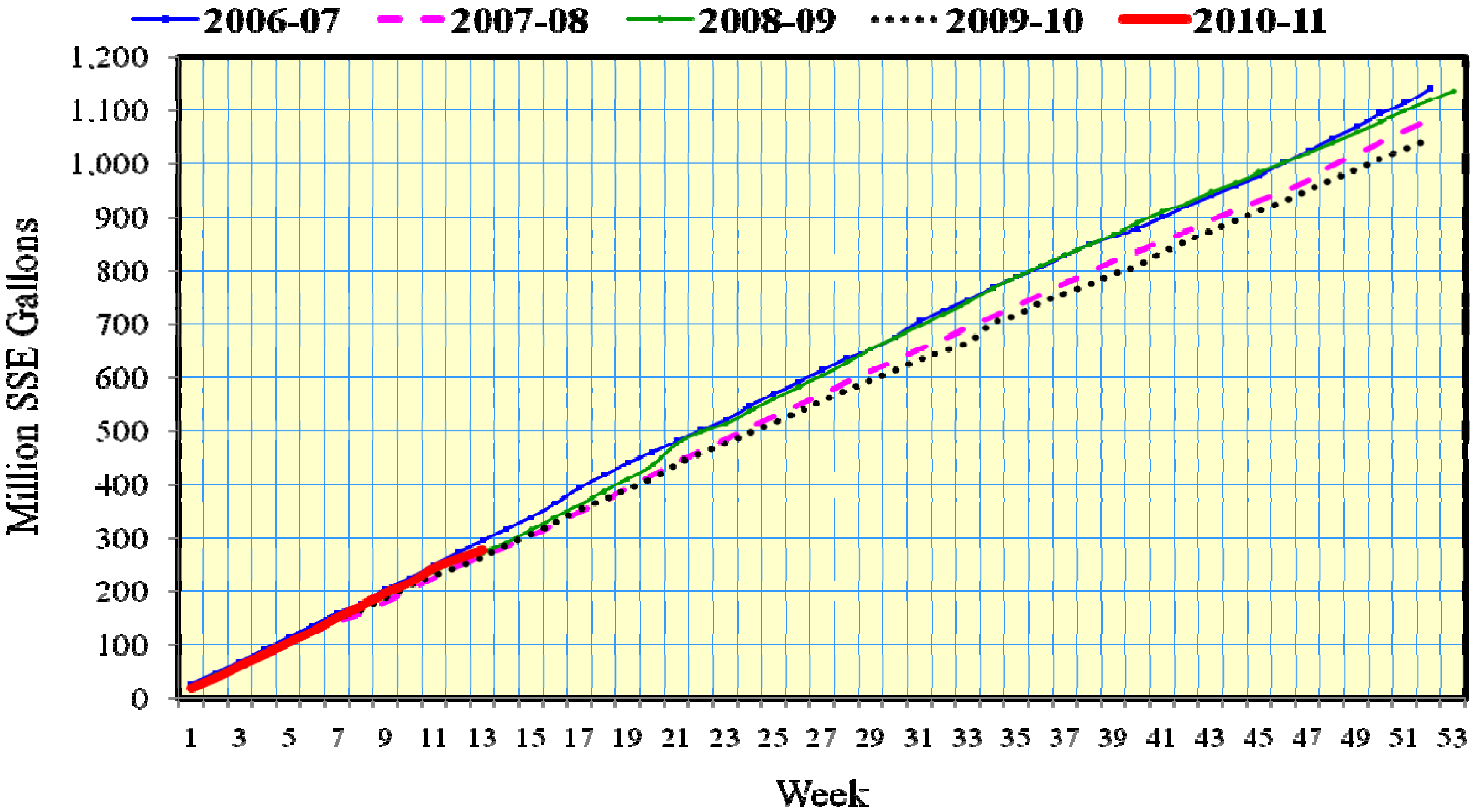
[a]Assumes exports with codes 2009.11.00 (FCOJ) and 2009.19.00 (Other) are 66° Brix, while exports with code 2009.12.00 (NFC) are 11.6° Brix.
[b]U.S., Canada, and Mexico.
[c]Russia, Ukraine, and Turkey are included in Europe.
[d]China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines,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

Florida Orange-Juice Availability, Movement and Inventory

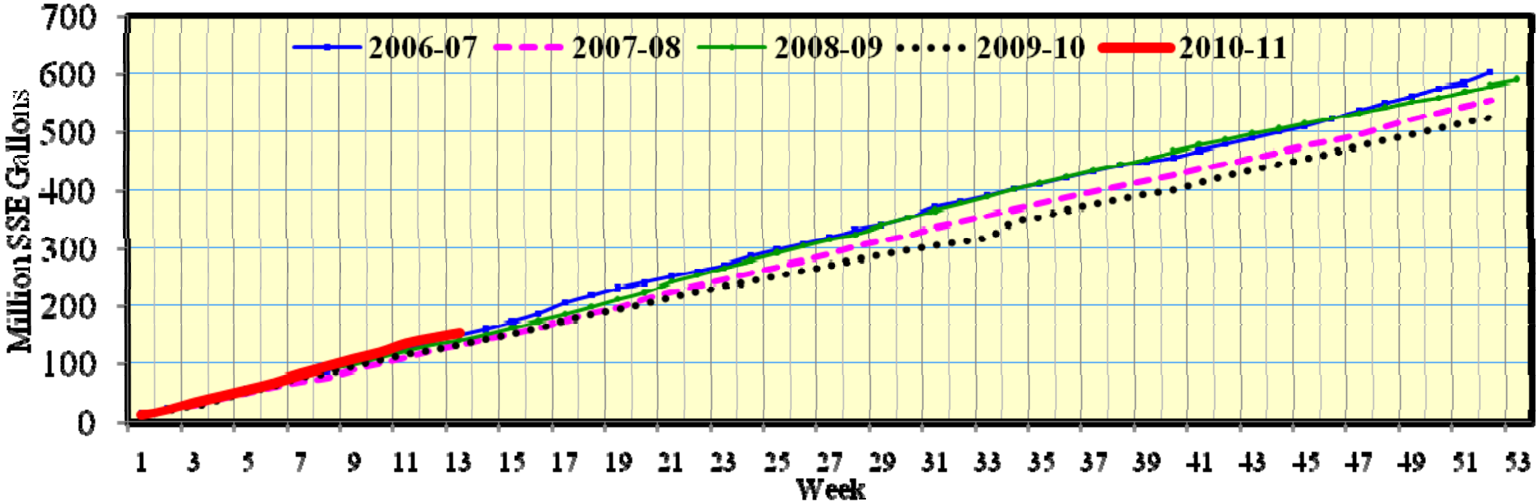
Item	Season (October-September)			Season-to-Date 01/01/11 (FDOC Processor Week 13)		
	2009-10	2010-11e	Change	2009-10	2010-11	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**672.9**	**548.4**	**-18.5**	**672.9**	**548.4**	**-18.5**
Pack from Fruit[a]	**805.5**	**874.4**	**+8.6**	**149.1**	**130.1**	**-12.7**
Imports[a,b]	**125.4**	**118.0**	**-5.9**	**48.0**	**36.2**	**-24.5**
Availability	**1,603.8**	**1,540.7**	**-3.9**	**870.0**	**714.7**	**-17.8**
Movement	**1,055.3**	**1,031.6**	**-2.3**	**265.4**	**282.0**	**+6.3**
FCOJ	535.4	536.3	+.2	132.6	158.5	+19.5
NFC[c]	519.9	495.3	-4.7	132.8	123.5	-7.0
Ending Inventory	**548.4**	**509.2**	**-7.2**	**604.6**	**432.8**	**-28.4**
FCOJ	**383.6**	**336.4**	**-12.3**	460.5	312.7	-32.1
COJ	**164.8**	**172.8**	**+4.9**	144.1	120.0	-16.7
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[d]	**27.0**	**25.7**	**-5.0**	**29.6**	**20.0**	**-32.6**
FCOJ[d]	38.0	33.5	-11.7	45.1	25.7	-43.2
COJ[d]	15.8	17.4	+10.6	13.4	12.0	-10.7

[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.

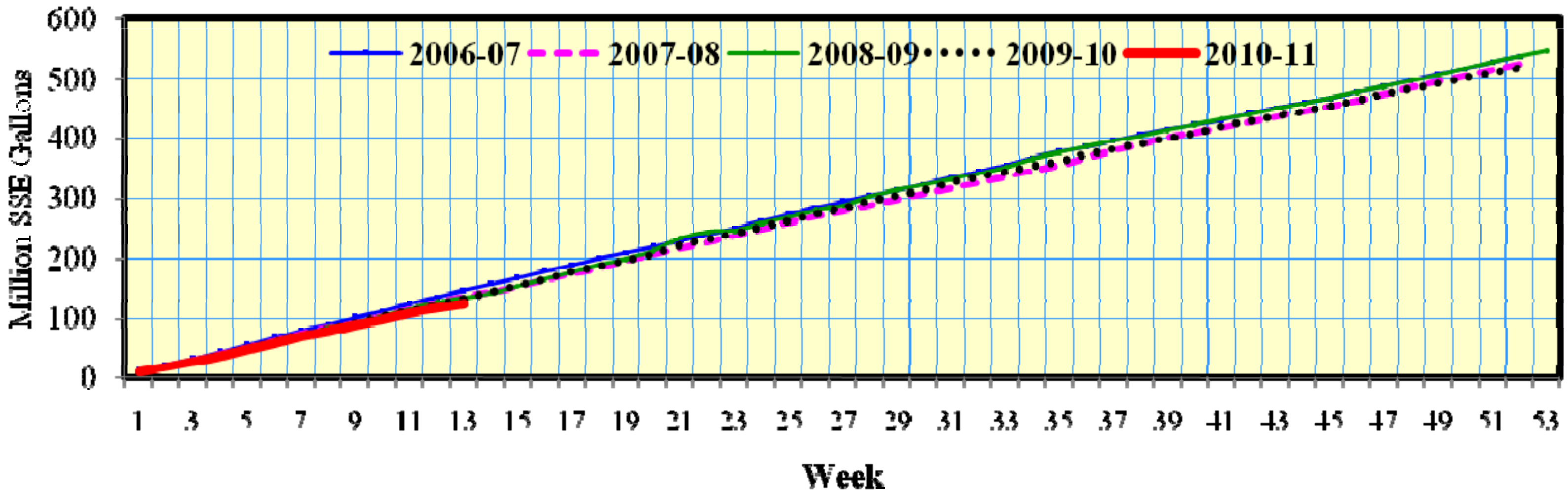
Florida Orange-Juice Movement



Florida FCOJ Movement



Florida NFC-OJ Movement



U.S. Orange-Juice Imports[a]

Country	Season-to-Date (October)					
	TOTAL OJ			NFC-OJ		
	2009-10	2010-11	Change	2009-10	2010-11	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
Brazil	17.37	14.84	-14.6	8.88	8.80	-.9
CBI[b]	2.11	2.28	+8.1	.00	.00	--
Mexico	6.59	3.05	-53.7	.11	.01	-91.8
Other	.47	.22	-53.2	.00	.00	--
TOTAL	26.54	20.39	-23.2	8.99	8.81	-2.0

[a]Includes OJ with added vitamins and minerals.

[b]Includes Dominican Republic-Central America initiatives.

SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October)		
	2009-10	2010-11	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	**37.8**	**38.2**	**+1.1**
Foreign Imports[b]	**8.2**	**10.0**	**+21.9**
Availability[c]	**46.0**	**48.2**	**+4.8**
Ending Inventory[a]	**29.7**	**28.0**	**-5.7**
Non-FDOC Proc. FCOJ Disappearance[d]	**16.3**	**20.2**	**+24.0**

[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. Orange-Juice Exports[a,b]

Country	Season-to-Date (October)		
	2009-10	2010-11	Change
	- - - million SSE gallons - - -		- % -
Canada	**6.03**	**5.30**	**-12.1**
Europe	**.71**	**.64**	**-9.9**
Japan	**.09**	**.04**	**-55.6**
Other	**1.95**	**2.87**	**+47.2**
TOTAL	**8.78**	**8.85**	**+.8**

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2010-11 season were up 81.6%, season-to-date through 01/01/11.
SOURCE: U.S. Department of Commerce.

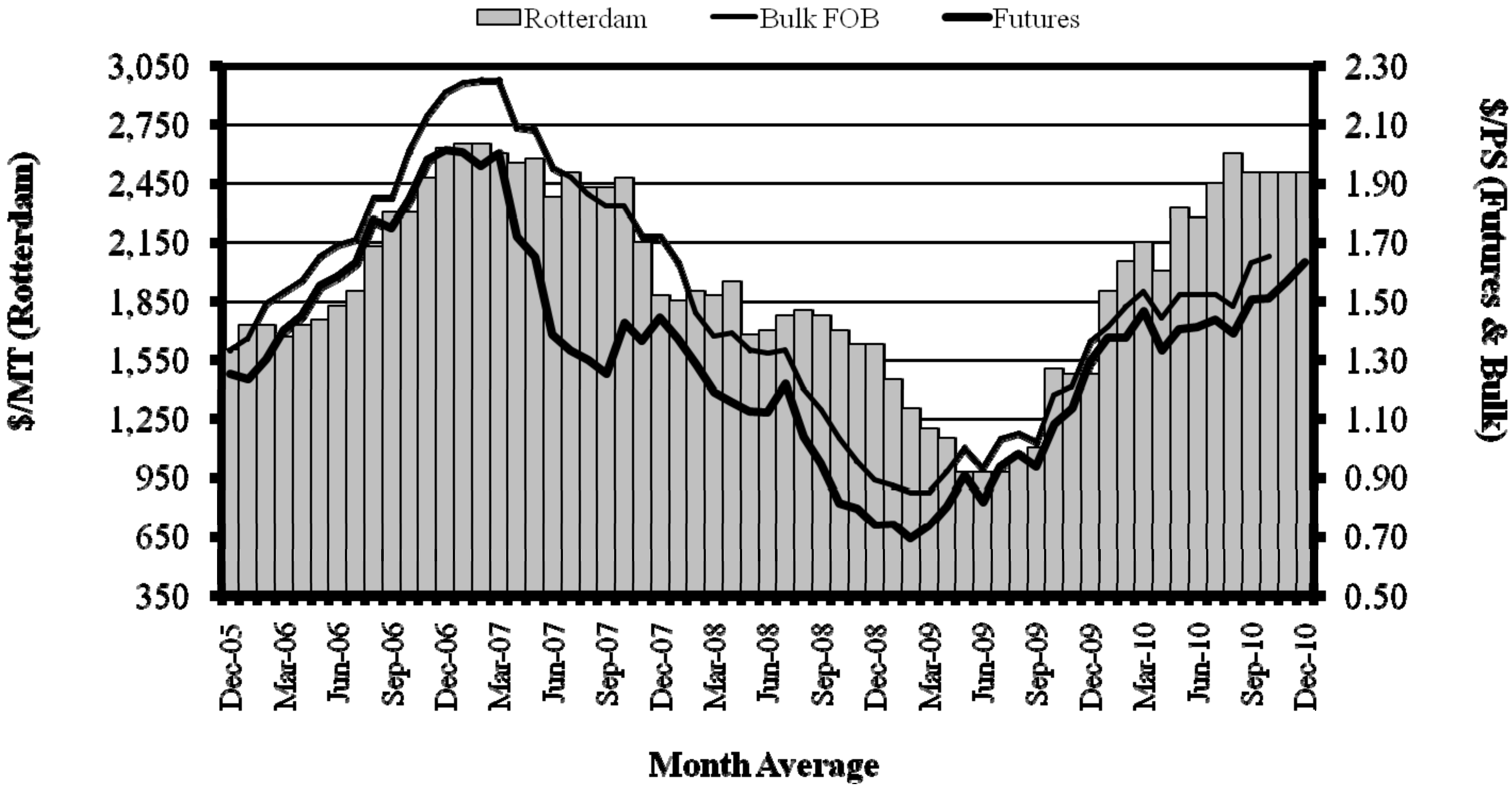
U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2009-10p	2010-11f	Change	2009-10p	2010-11f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**565.3**	**523.1**	**-7.5**	**5.56**	**5.79**	**+4.1**
NFC	309.8	287.7	-7.1	6.51	6.74	+3.6
RECON	255.5	235.7	-7.9	4.41	4.62	+4.7
FCOJ	**37.1**	**31.9**	**-14.0**	**4.57**	**4.58**	**+.2**
Shelf Stable	**3.2**	**2.2**	**-32.1**	**6.95**	**7.00**	**+.7**
TOTAL	**605.7**	**557.2**	**-8.0**	**5.51**	**5.74**	**+4.2**
SEASON-TO-DATE: (through 12/25/10)[a]						
Refrigerated	**141.95**	**129.16**	**-9.0**	**5.42**	**5.74**	**+5.8**
NFC	76.16	73.06	-4.1	6.43	6.62	+3.0
RECON	65.79	56.11	-14.7	4.26	4.60	+7.8
FCOJ	**9.50**	**8.04**	**-15.3**	**4.59**	**4.63**	**+.9**
Shelf Stable	**.90**	**.53**	**-41.1**	**6.83**	**7.54**	**+10.5**
TOTAL	**152.35**	**137.74**	**-9.6**	**5.38**	**5.68**	**+5.6**

[a]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
December 2005 through December 2010



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

FCOJ Prices – December

Item	2009-10	2010-11	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Futures	1.29	1.63	+26.4
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	1,475	2,500	+69.5

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

FDOC Processor Delivered-In Prices

Report #13 – Week Ending 01/01/11

Variety	Week Ending			Season-to-Date		
	2009-10	2010-11	Change	2009-10	2010-11	Change
	- - - - - - - - - - - - - - - - - - - $/PS			- - - - - - - - - - - - - - - - - - -		
Early & Midseason[a,b]	1.297	1.530	+.233	1.242	1.480	+.238
Valencias[a]	NA	NA	NA	NA	NA	NA
White Grapefruit	1.131	1.030	-.101	.946	.931	-.015
Red Grapefruit	1.178	1.053	-.125	1.028	1.005	-.023

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

Sao Paulo Processed Orange Delivered-In Prices

Monthly Average and Season-to-Date

Season	January Average		Season-to-Date (July-January)[a]	
	Price	Change From Year Ago	Price	Change From Year Ago
	- $/box[b] -	- - % - -	- $/box[b] -	- - % - -
2008-09	2.94	-61.2	4.61	-24.8
2009-10	4.31	+46.6	3.30	-28.5
2010-11	9.81	+127.6	8.96	+172.0

[a] Unweighted average of monthly prices.
[b] 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 01/09/11			FOB Price thru 01/09/11		
	2009-10 STD	2010-11 STD	Change	2009-10 STD	2010-11 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - $/carton - - - -		- % -
Early, Mids & Temples[a]	**1,762**	**1,338**	**-24.1**	**10.71**	**10.74**	**+.2**
Navel	**2,684**	**3,216**	**+19.8**	**13.62**	**12.64**	**-7.2**
Valencia	**0**	**0**	**--**	**NA**	**NA**	**--**
Tangelo	**499**	**487**	**-2.4**	**11.24**	**10.87**	**-3.3**
Early Tangerines[b]	**2,685**	**3,005**	**+11.9**	**16.33**	**15.00**	**-8.1**
Honey	**234**	**68**	**-70.9**	**18.51**	**19.68**	**+6.3**
TOTAL	**7,864**	**8,114**	**+3.2**			

[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		
2009-10	2010-11	Change	2009-10	2010-11	Change
August-October			STD – 01/09/11		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
48.98	65.84	+31.7	2,779	2,469	-11.2

SOURCE: U.S. Department of Commerce.

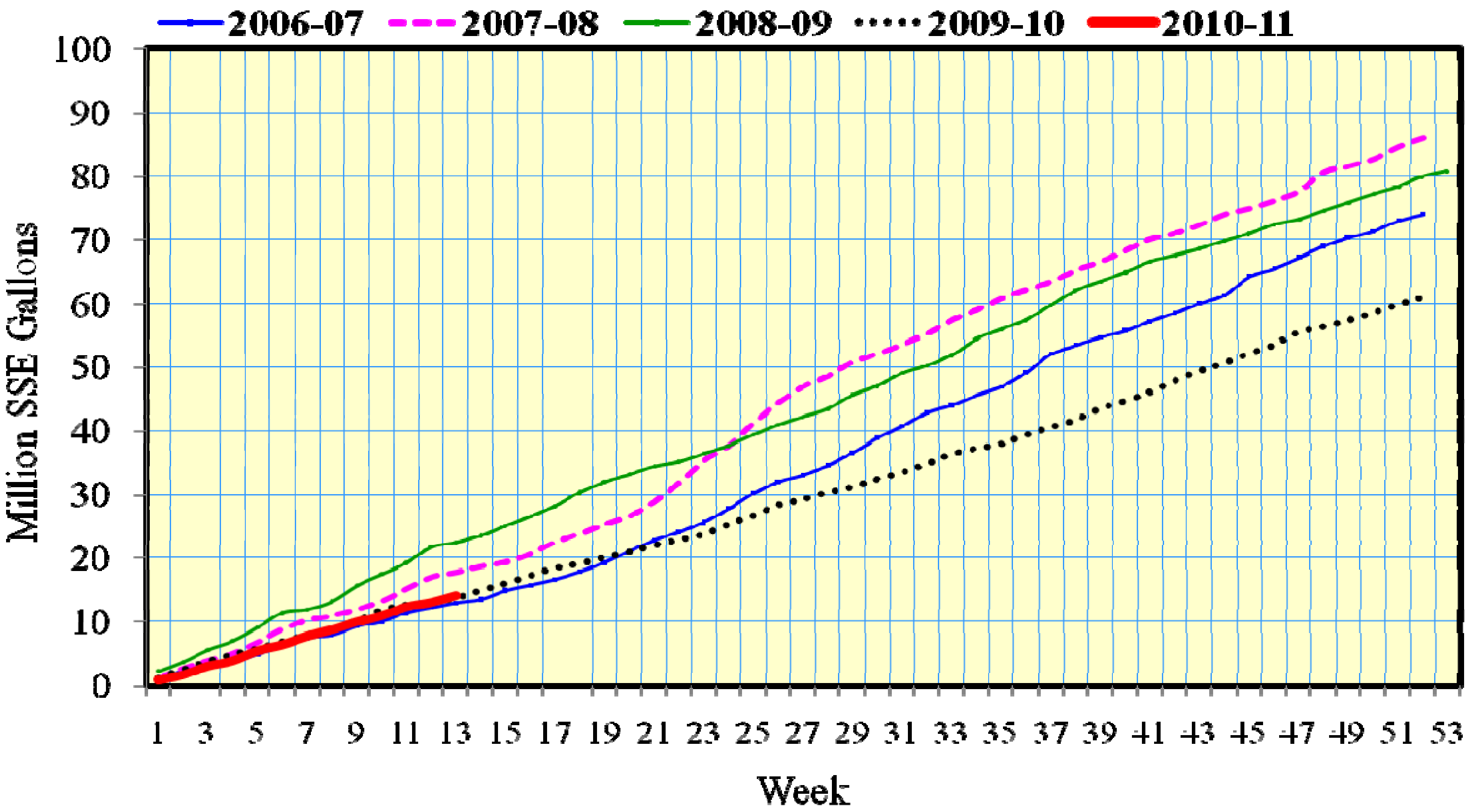
SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

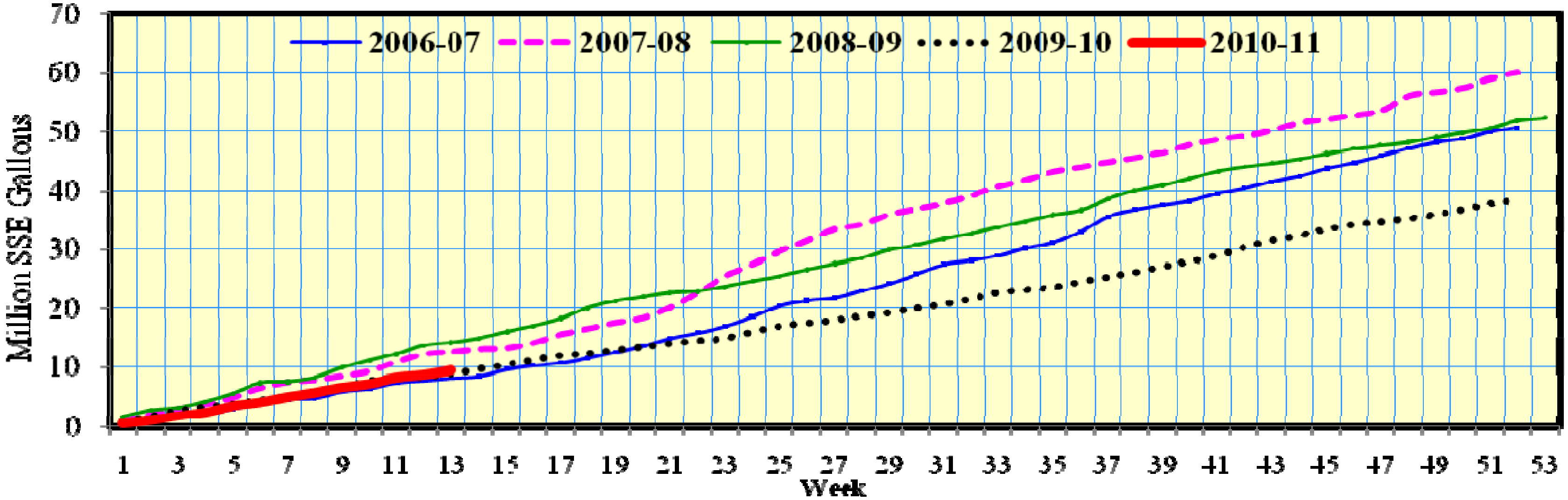
Item	Season (October-September)			Season-to-Date 01/01/11 (FDOC Processor Week 13)		
	2009-10	2010-11e	Change	2009-10	2010-11	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**45.7**	**42.1**	**-7.9**	**45.7**	**42.1**	**-7.9**
Pack from Fruit[a]	**58.1**	**59.4**	**+2.3**	**6.4**	**6.4**	**+1.1**
Availability	**103.8**	**101.5**	**-2.2**	**52.1**	**48.5**	**-6.8**
Movement	**61.7**	**61.2**	**-.7**	**13.9**	**14.2**	**+2.4**
FCGJ	38.5	39.5	+2.5	8.9	9.5	+7.5
NFC[b]	23.1	21.7	-6.2	5.0	4.7	-6.8
Ending Inventory	**42.1**	**40.3**	**-4.3**	**38.2**	**34.3**	**-10.1**
FCGJ	**27.8**	**26.3**	**-5.4**	30.6	23.1	-24.6
CGJ	**14.3**	**14.0**	**-2.2**	7.5	11.2	+49.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**35.5**	**34.2**	**-3.6**	**35.8**	**31.4**	**-12.2**
FCGJ[c]	37.7	35.6	-5.4	44.9	31.5	-29.9
CGJ[c]	31.4	31.4	NC	19.3	31.2	+61.7

[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.

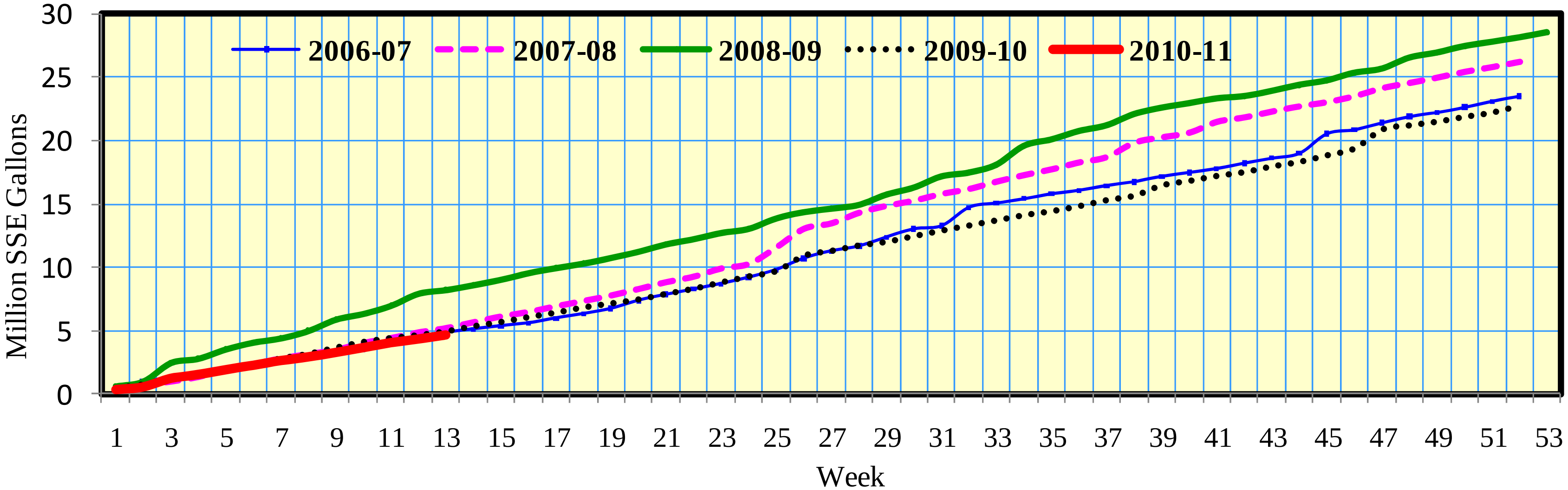
Florida Grapefruit-Juice Movement



Florida FCGJ Movement



Florida NFC-GJ Movement

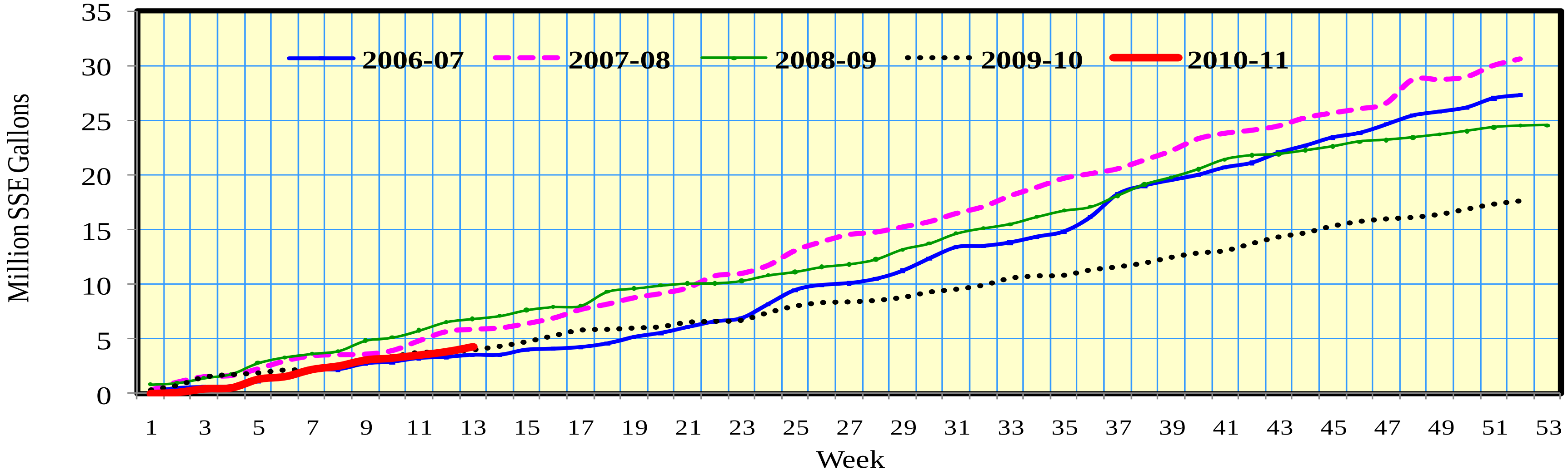


U.S. Grapefruit-Juice Exports[a,b]

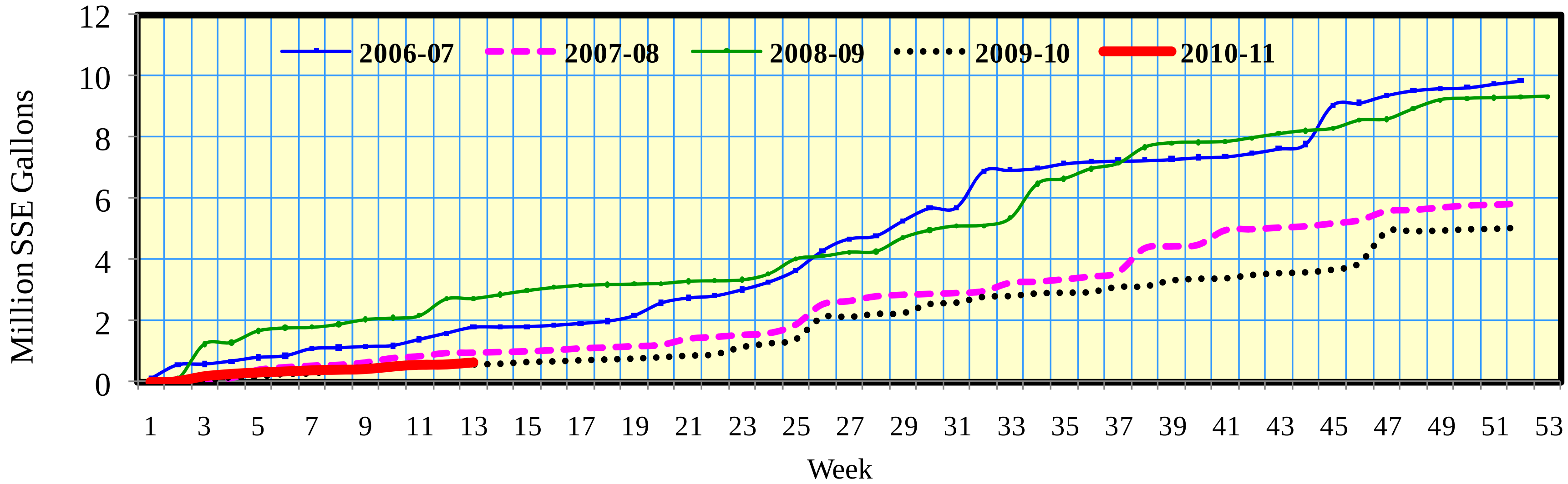
Country	Season-to-Date (October)		
	2009-10	2010-11	Change
	- - - million SSE gallons - - -		- % -
Canada	**.18**	**.14**	**-22.2**
Europe	**.09**	**.07**	**-22.2**
Japan	**.16**	**.67**	**+318.8**
Other	**.09**	**.05**	**-44.4**
TOTAL	**.51**	**.93**	**+82.4**

[a]FDOC estimates.
[b]FDOC Processor exports of GJ for the 2010-11 season were up 8.0%, season-to-date through 01/01/11.
SOURCE: U.S. Department of Commerce.

Florida FCGJ Export Movement



Florida NFC-GJ Export Movement



U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2009-10p	2010-11f	Change	2009-10p	2010-11f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**13.00**	**12.74**	**-2.0**	**6.55**	**6.78**	**+3.4**
NFC	12.36	12.11	-2.0	6.64	6.85	+3.1
RECON	.64	.63	-1.9	4.85	5.36	+10.5
FCGJ	**.45**	**.43**	**-3.7**	**4.48**	**4.50**	**+.4**
Shelf Stable	**6.67**	**6.52**	**-2.2**	**6.05**	**6.05**	**NC**
TOTAL	**20.13**	**19.69**	**-2.2**	**6.34**	**6.48**	**+2.2**
SEASON-TO-DATE: (through 12/25/10)[a]						
Refrigerated	**2.94**	**2.90**	**-1.4**	**6.52**	**6.62**	**+1.5**
NFC	2.79	2.77	-.7	6.64	6.67	+.5
RECON	.15	.13	-15.6	4.42	5.61	+26.8
FCGJ	**.10**	**.09**	**-12.5**	**4.29**	**4.45**	**+3.8**
Shelf Stable	**1.50**	**1.41**	**-6.4**	**6.03**	**5.78**	**-4.2**
TOTAL	**4.54**	**4.39**	**-3.3**	**6.31**	**6.31**	**0.0**

[a]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 01/09/11

Shipments/ Variety	2009-10 STD	2010-11 STD	Change
	- - - - - 1,000 4/5-bu. cartons - - - - -		- - % - -
Domestic & Canadian – All	**3,420**	**3,081**	**-9.9**
White	**83**	**77**	**-7.2**
Colored	**3,337**	**3,004**	**-10.0**
Offshore Exports – All	**3,687**	**3,070**	**-16.7**
White	**874**	**698**	**-20.1**
Colored	**2,813**	**2,372**	**-15.7**
TOTAL - All	**7,107**	**6,151**	**-13.5**
White	**957**	**775**	**-19.0**
Colored	**6,150**	**5,376**	**-12.6**

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 12/26/10

Country	2009-10 STD	2010-11 STD	Change
	- thousand cartons -		- % -
United States	2,407	2,179	-9.5
Canada	445	419	-5.7
Europe	1,401	1,194	-14.8
Japan	1,337	1,367	+2.2
Other	91	132	+45.1
TOTAL	5,681	5,291	-6.9

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 01/09/11

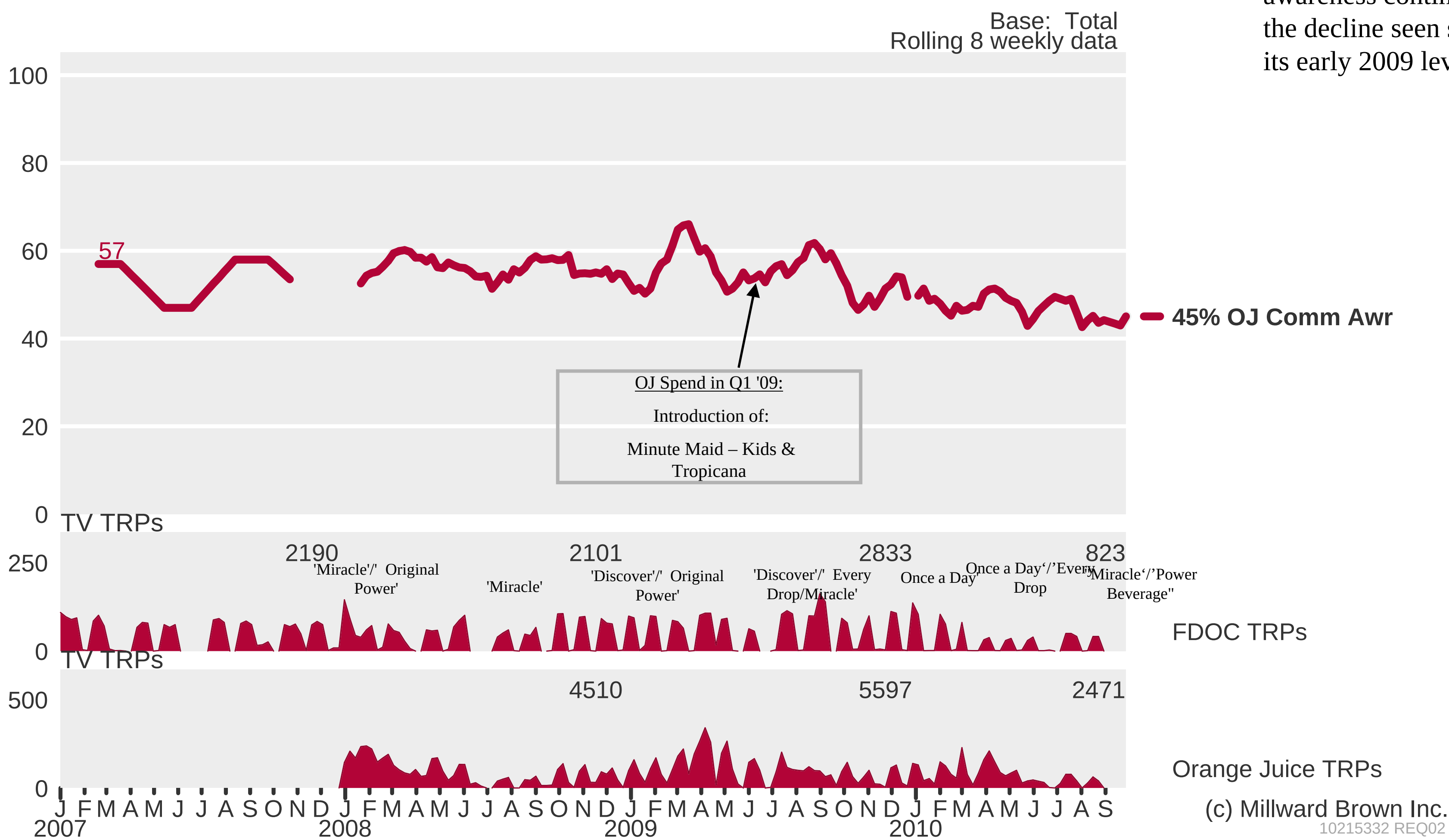
Variety	FOB Price		
	2009-10 STD	2010-11 STD	Change
	- - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	**14.27**	**13.98**	**-2.0**
Colored	**12.55**	**12.27**	**-2.2**

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2007	0.73082	1.95159	117.81453
2008	0.68341	1.84021	103.46616
2009	0.71916	2.00847	93.61672
2010	0.75488	1.76746	87.82885
2010 (thru 01/12/10)	0.69559	1.73837	92.69068
2011 (thru 01/12/11)	0.76087	1.67833	82.39811
% Change	+9.4	-3.5	-11.1
WEEK ENDING 01/12/11			
2010	0.69450	1.73373	92.52559
2011	0.76940	1.68597	83.07104
% Change	+10.8	-2.8	-10.2

Total Communication Awareness



Orange juice communication awareness continued the decline seen since its early 2009 level.

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.