



# Florida Citrus Economic & Market Indicators

## September, 2006

---

<b>Summary Comments.....</b>	<b>1</b>
<b>Oranges &amp; Specialty Fruit</b>	
• Brazil Orange-Juice Exports .....	2
• Florida Orange-Juice Availability, Movement and Inventory.....	3
• U.S. Orange-Juice Imports.....	4
• Non-FCPA FCOJ Disappearance Index.....	5
• U.S. Orange-Juice Exports.....	6
• U.S. Retail Orange-Juice Sales.....	7
• FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices.....	8
• FCOJ and FCGJ Prices.....	9
• FCPA Delivered-In Prices.....	10
• Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, STD.....	11
• Selected Competitive Fresh Fruit Shipments.....	12
<b>Grapefruit</b>	
• Florida Grapefruit-Juice Availability, Movement and Inventory.....	13
• U.S. Grapefruit-Juice Exports.....	14
• U.S. Retail Grapefruit-Juice Sales.....	15
• Florida Fresh Grapefruit Shipments, by Season and Season-to-Date.....	16
• Florida Fresh Grapefruit Domestic and Export Shipments.....	17
• Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date.....	18
<b>Foreign Exchange Rates.....</b>	<b>19</b>
<b>FDOC Consumer Tracking Study</b>	
• Recall of FDOC OJ Advertising.....	20
• Purchased Orange Juice in Past 30 Days .....	21
• OJ Frequency of Usage Groups.....	22
• OJ Provides Important Nutrients, Vitamins, and/or Minerals.....	23

---

## Summary Comments

- Over the July through August period of the 2006-07 Brazilian season, ABECitrus FCOJ exports were down 8.6% from the previous season with exports to Europe, NAFTA countries and Asia down 9.1%, 3.5% and 19.2%, respectively.
- Season-to-date through 09/02/06, Florida OJ movement was down 3.4% from last season; pack from fruit was up 1.4%; imports and miscellaneous supplies were down 18.3%; and inventories were down 24.9%.
- Season-to-date through July, U.S. OJ imports and exports were down 17.2% and up 22.2%, respectively. Season-to-date through 09/02/06, Florida OJ exports were down 15.6% (FCPA).
- Season-to-date through July, non-FCPA FCOJ disappearance, based on FCOJ inventories and imports, was up 7.0%
- Season-to-date through 08/05/06, OJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 6.0 % from the previous season, with the NFC price up 3.1%, the Recon price up 7.0%, the FCOJ price up 4.3%, and the overall OJ price up 5.6%.
- The August average FCOJ Futures price was \$1.77/PS, up \$.85/PS from last year. The Florida bulk FCOJ FOB price was \$1.90/PS for the week ending 09/02/06, up \$.85/PS from last year; while the Rotterdam price was at an estimated \$2,125/MT, up \$850/MT from last year.
- Season-to-date through 07/08/06, the delivered-in price for Valencia oranges was \$1.47/PS, up \$.44/PS from last season; season delivered-in prices for white and red grapefruit juice were \$2.34/PS and \$1.88/PS, up \$.46/PS and \$.06/PS from last season, respectively.
- Season-to-date through 07/09/06, fresh orange and specialty citrus shipments were down 1.1% from last season. through 5/14/06, FOB prices (CAC) for early & midseason and navel oranges were up 10.2% and down 13.6%, respectively, and the prices for early and late (Honey) tangerines were down 2.3% and 17.2%, respectively.
- For August through July 2005-06 season, clementine/tangerine imports were up 12.9%. Season-to-date through 05/14/06, Texas fresh grapefruit shipments were up 10.5%.
- Season-to-date through 09/02/06, Florida GJ availability and movement were down 8.1% and 28.1%, respectively, while the ending inventory level was up 27.5%.
- Season-to-date through July, U.S. GJ exports were down 28.0%. Season-to-date through 09/02/06, Florida GJ exports were down 36.0% (FCPA).
- Season-to-date through 08/05/06, GJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 12.5% from last season, with the NFC, Recon and overall prices up 11.1%, 6.9% and 8.3%, respectively.
- Season-to-date through 07/09/06, Florida fresh grapefruit shipments were down 7.0% from last season, with domestic/Canadian shipments down 1.7% and offshore shipments down 10.8% (CAC). For the 2005-06 season, certified shipments to Europe and Japan were down 24.1% and 5.7%, respectively. Season-to-date through 05/14/06, domestic FOB prices for Gulf Coast fresh white and colored grapefruit were down 8.4% and 6.7%, respectively; Indian River and Sunridge colored grapefruit prices were down 12.0% and 12.3%, respectively.
- The Euro continues to be relatively strong, while the Yen has weakened somewhat. For the week ending 09/15/06 versus the same period last year, the Euro-per-Dollar was down 2.7%, while the Yen-per-Dollar exchange rates was up 6.5%.
- Specific ad recall is down vs. same time last year, though there were fewer TRPs this year.
- Replenishment is stable and high, and recent purchase is up.
- Key campaign element "provides important nutrients, vitamins, and/or minerals" is up directionally vs. same time last year. A few other attributes have declined: best start to your day, simple way to stay healthy, and economical.

## Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-August)		
	2004-05	2005-06	Change	2005-06	2006-07	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Europe</b>	<b>1,384.1</b>	<b>1,234.2</b>	<b>-10.8</b>	<b>186.2</b>	<b>169.3</b>	<b>-9.1</b>
<b>NAFTA</b>	<b>300.8</b>	<b>246.1</b>	<b>-18.2</b>	<b>40.1</b>	<b>38.7</b>	<b>-3.5</b>
<b>Asia</b>	<b>210.3</b>	<b>243.7</b>	<b>+15.8</b>	<b>35.8</b>	<b>28.9</b>	<b>-19.2</b>
<b>Mercosul</b>	<b>2.7</b>	<b>1.5</b>	<b>-44.4</b>	<b>.3</b>	<b>.2</b>	<b>-34.2</b>
<b>Others</b>	<b>97.4</b>	<b>171.7</b>	<b>+76.3</b>	<b>28.6</b>	<b>28.8</b>	<b>+.6</b>
<b>TOTAL</b>	<b>1,995.4</b>	<b>1,897.2</b>	<b>-4.9</b>	<b>291.0</b>	<b>265.9</b>	<b>-8.6</b>

SOURCE: ABECitrus.

# Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 09/02/06 (FCPA Week 48)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>794.8</b>	<b>602.8</b>	<b>-24.2</b>	<b>794.8</b>	<b>602.8</b>	<b>-24.2</b>
<b>Pack from Fruit<sup>b</sup></b>	<b>913.9</b>	<b>924.7</b>	<b>+1.2</b>	<b>904.3</b>	<b>916.7</b>	<b>+1.4</b>
<b>Imports<sup>b,c</sup></b>	<b>164.1</b>	<b>134.7</b>	<b>-17.9</b>	<b>188.5</b>	<b>153.9</b>	<b>-18.3</b>
<b>Availability</b>	<b>1,872.8</b>	<b>1,662.2</b>	<b>-11.2</b>	<b>1,887.5</b>	<b>1,673.5</b>	<b>-11.3</b>
<b>Movement</b>	<b>1,270.0</b>	<b>1,226.0</b>	<b>-3.5</b>	<b>1,189.6</b>	<b>1,149.4</b>	<b>-3.4</b>
FCOJ <sup>d</sup>	681.6	630.8	-7.4	646.9	599.9	-7.3
NFC <sup>e</sup>	588.4	595.2	+1.2	542.7	549.4	+1.2
<b>Ending Inventory</b>	<b>602.8</b>	<b>436.2</b>	<b>-27.6</b>	<b>697.9</b>	<b>524.1</b>	<b>-24.9</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>f</sup></b>	<b>24.7</b>	<b>18.5</b>	<b>-25.0</b>	<b>28.2</b>	<b>21.9</b>	<b>-22.3</b>
<b>Carryover – 13 Weeks<sup>g</sup></b>				<b>31.1</b>	<b>22.6</b>	<b>-27.2</b>
<b>Carryover – 3 Years<sup>h</sup></b>				<b>27.1</b>	<b>20.3</b>	<b>-24.9</b>

<sup>a</sup> 2004-05 beginning inventory adjusted (bulk chilled OJ put on an 11.8° Brix gallon basis).

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

<sup>c</sup>Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

<sup>d</sup>Excludes COJ used in FCOJ.

<sup>e</sup>Excludes movement of reconstituted chilled orange juice.

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

<sup>g</sup>Season-to-date weeks supply based on last 13-week movement.

<sup>h</sup>Season-to-date weeks supply based on last 3-year movement.

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

Country	October - July		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
<b>Brazil</b>	<b>191.01</b>	<b>162.75</b>	<b>-14.8</b>
<b>CBI</b>	<b>60.14</b>	<b>43.13</b>	<b>-28.3</b>
<b>Mexico</b>	<b>47.84</b>	<b>41.05</b>	<b>-14.2</b>
<b>Other</b>	<b>5.63</b>	<b>5.36</b>	<b>-4.8</b>
<b>TOTAL</b>	<b>304.62</b>	<b>252.29</b>	<b>-17.2</b>

<sup>a</sup>Includes OJ with added vitamins and minerals.  
 SOURCE: U.S. Department of Commerce.

## Non-FCPA FCOJ Disappearance Index

Item	Season-to-Date through July		
	2004-05	2005-06	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>57.8</b>	<b>72.1</b>	<b>+24.7</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>211.3</u></b>	<b><u>185.6</u></b>	<b><u>-12.2</u></b>
<b>Availability<sup>c</sup></b>	<b>269.1</b>	<b>257.7</b>	<b>-4.2</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>87.3</u></b>	<b><u>63.0</u></b>	<b><u>-27.8</u></b>
<b>Non-FCPA FCOJ Disappearance<sup>d</sup></b>	<b>181.8</b>	<b>194.6</b>	<b>+7.0</b>

<sup>a</sup>National Agricultural Statistics Service (NASS), U.S. FCOJ cold storage minus FCPA, FCOJ inventory, as reported in NASS-USDA, "Cold Storage" reports and FCPA weekly reports.

<sup>b</sup>U.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FCPA, 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</sup>

Country	October - July		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>52.43</b>	<b>52.89</b>	<b>+9.9</b>
<b>Europe</b>	<b>22.99</b>	<b>45.67</b>	<b>+98.7</b>
<b>Japan</b>	<b>3.78</b>	<b>3.13</b>	<b>-17.2</b>
<b>Other</b>	<b>16.84</b>	<b>15.63</b>	<b>-7.2</b>
<b>TOTAL</b>	<b>96.04</b>	<b>117.33</b>	<b>+22.2<sup>b</sup></b>

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

<sup>b</sup>FCPA exports of OJ for the 2005-06 season were down 15.6%, season-to-date through 09/02/06.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Orange-Juice Sales

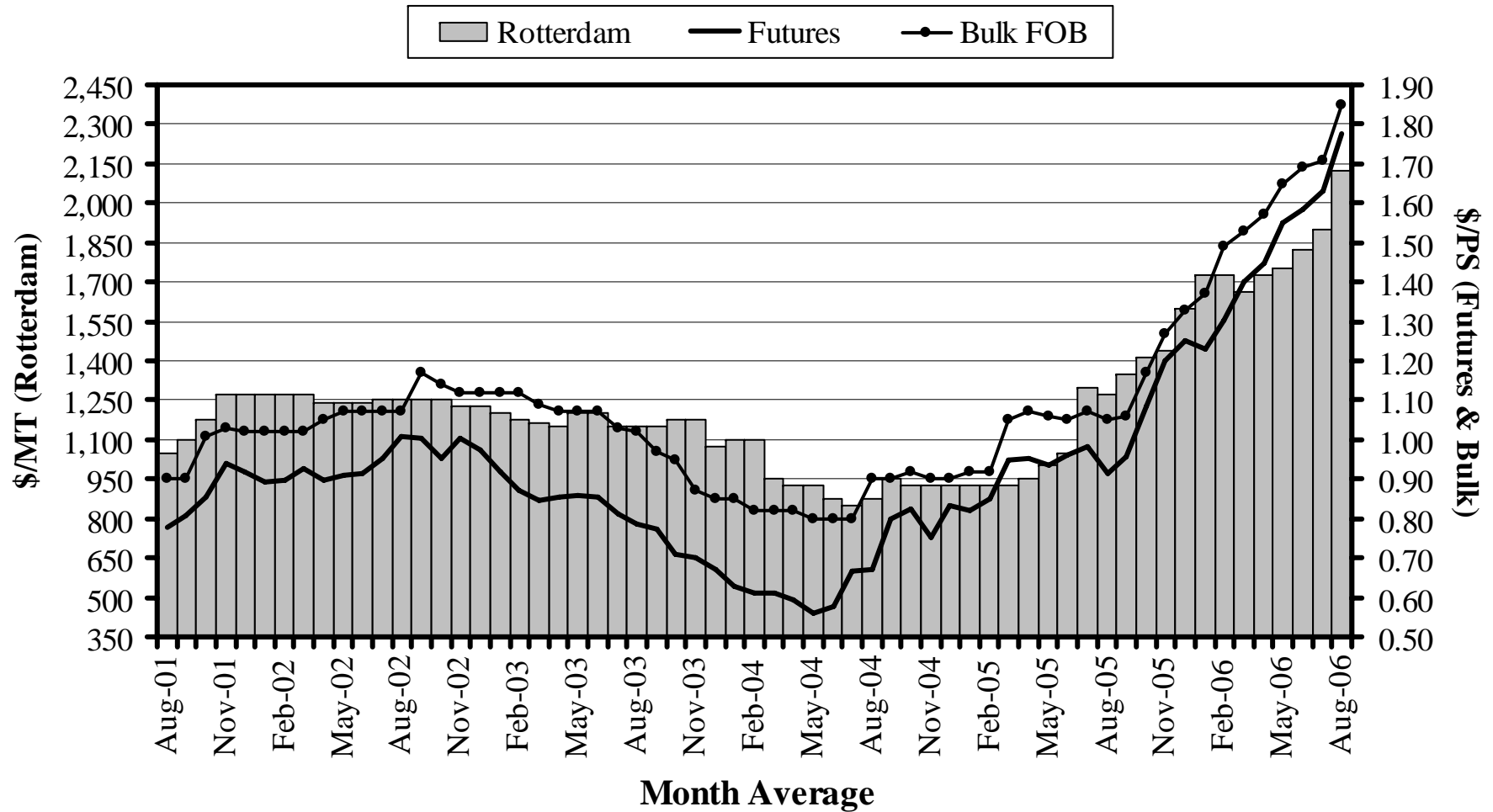
Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	718.5	678.0	-5.6	4.52	4.78	+5.9
NFC	374.7	373.6	-.3	5.25	5.44	+3.6
RECON	343.8	304.4	-11.5	3.72	3.98	+7.0
FCOJ	70.1	62.4	-11.0	3.29	3.44	+4.6
Shelf Stable	6.6	6.6	-2.0	5.47	5.60	+2.4
TOTAL	795.3	747.0	-6.1	4.42	4.68	+5.9
SEASON-TO-DATE: (through 08/05/06) <sup>a</sup>						
Refrigerated	612.6	578.6	-5.6	4.51	4.76	+5.6
NFC	318.8	317.9	-.3	5.25	5.41	+3.1
RECON	293.8	260.7	-11.3	3.71	3.97	+7.0
FCOJ	59.8	53.4	-10.8	3.29	3.43	+4.3
Shelf Stable	5.6	5.5	-1.7	5.45	5.58	+2.5
TOTAL	678.0	637.4	-6.0	4.41	4.65	+5.6

<sup>a</sup>SEASON-TO-DATE: Actual for 2004-05 and preliminary for 2005-06.

SOURCE: ACNielsen—Data are for U.S. grocery store chains 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 August 2001 through August 2006



SOURCES: NYBOT (Futures); FCM (Bulk); Foodnews (Rotterdam).

## FCOJ and FCGJ Prices – August<sup>a</sup>

Item	2004-05	2005-06	Change
<b>FCOJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Futures</b>	<b>.92</b>	<b>1.77</b>	<b>+92.4</b>
<b>Florida Bulk FOB</b>	<b>1.05</b>	<b>1.90</b>	<b>+81.0</b>
	- - - - \$/metric ton - - - -		
<b>Rotterdam</b>	<b>1,275</b>	<b>2,125</b>	<b>+66.7</b>
<b>FCGJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Florida Bulk FOB – Red</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
<b>Florida Bulk FOB – White</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>

<sup>a</sup>Prices are for the following time periods: Futures – August average.

Florida Bulk FCOJ and FCGJ FOB – Week ending 09/02/06.

Rotterdam – August *Foodnews*.

SOURCES: New York Board of Trade (Futures); Florida Citrus Mutual (Florida Bulk FCOJ and FCGJ FOB); *Foodnews* (Rotterdam).

**FCPA Delivered-In Prices**  
**(Report #40 – Week Ending 07/08/06)**

Variety	Week Ending			Season-to-Date		
	2004-05	2005-06	Change	2004-05	2005-06	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>a,b</sup></b>	<b>.932</b>	<b>1.286</b>	<b>+.354</b>	<b>.798</b>	<b>1.157</b>	<b>+.359</b>
<b>Valencias<sup>a</sup></b>	<b>.967</b>	<b>1.401</b>	<b>.434</b>	<b>1.028</b>	<b>1.467</b>	<b>+.438</b>
<b>White Grapefruit</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>1.884</b>	<b>2.343</b>	<b>+.459</b>
<b>Red Grapefruit</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>1.818</b>	<b>1.875</b>	<b>+.057</b>

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

<sup>b</sup>Season final.

## Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date

Variety	Shipments through 07/09/06			FOB Price through 05/14/06		
	2004-05 STD	2005-06 STD	Change	2004-05 STD	2005-06 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
<b>Early &amp; Midseason</b>	<b>2,786</b>	<b>2,066</b>	<b>-25.8</b>	<b>7.63</b>	<b>8.41</b>	<b>+10.2</b>
<b>Navel</b>	<b>2,958</b>	<b>4,106</b>	<b>+38.8</b>	<b>10.60</b>	<b>9.16</b>	<b>-13.6</b>
<b>Valencia</b>	<b>3,978</b>	<b>2,744</b>	<b>-31.0</b>	<b>8.03</b>	<b>9.24</b>	<b>+15.1</b>
<b>Tangelo</b>	<b>628</b>	<b>658</b>	<b>+4.8</b>	<b>9.09</b>	<b>8.45</b>	<b>-7.0</b>
<b>Temple</b>	<b>314</b>	<b>284</b>	<b>-9.6</b>	<b>8.80</b>	<b>8.79</b>	<b>-.1</b>
<b>Early Tangerines</b>	<b>3,262</b>	<b>3,396</b>	<b>+4.1</b>	<b>15.30</b>	<b>14.95</b>	<b>-2.3</b>
<b>Honey</b>	<b>2,772</b>	<b>3,252</b>	<b>+17.3</b>	<b>17.02</b>	<b>14.10</b>	<b>-17.2</b>
<b>TOTAL</b>	<b>16,698</b>	<b>16,506</b>	<b>-1.1</b>			

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

SOURCE: Citrus Administrative Committee.

## Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2004-05	2005-06	Change	2004-05	2005-06	Change
STD August - July			STD – 05/14/06		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
199.24	225.04	+12.9	4,932	5,450	+10.5

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 09/02/06 (FCPA Week 48)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>65.0</b>	<b>33.1</b>	<b>-49.1</b>	<b>65.0</b>	<b>33.1</b>	<b>-49.0</b>
<b>Pack from Fruit<sup>b</sup></b>	<b>38.1</b>	<b>62.6</b>	<b>+64.4</b>	<b>38.3</b>	<b>61.8</b>	<b>+61.3</b>
<b>Availability</b>	<b>103.1</b>	<b>95.7</b>	<b>-7.2</b>	<b>103.3</b>	<b>95.0</b>	<b>-8.1</b>
<b>Movement</b>	<b>69.9</b>	<b>51.3</b>	<b>-26.7</b>	<b>66.2</b>	<b>47.6</b>	<b>-28.1</b>
FCGJ <sup>c</sup>	50.5	31.1	-38.3	47.9	28.6	-40.1
NFC <sup>d</sup>	19.5	20.1	+3.4	18.3	18.9	+3.2
<b>Ending Inventory</b>	<b>33.1</b>	<b>44.4</b>	<b>+34.1</b>	<b>37.2</b>	<b>47.4</b>	<b>+27.5</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>e</sup></b>	<b>24.6</b>	<b>45.1</b>	<b>+83.0</b>	<b>27.0</b>	<b>47.8</b>	<b>+77.5</b>
<b>Carryover – 13 Weeks<sup>f</sup></b>				<b>30.7</b>	<b>52.8</b>	<b>+72.0</b>
<b>Carryover – 3 Years<sup>g</sup></b>				<b>18.0</b>	<b>22.9</b>	<b>+27.5</b>

<sup>a</sup> 2004-05 beginning inventory adjusted (bulk chilled GJ put on a 10.0° Brix gallon basis).

<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 CGJ used in FCGJ.

<sup>d</sup> Excludes movement of reconstituted chilled grapefruit juice.

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

<sup>f</sup> Season-to-date weeks supply based on last 13-week movement.

<sup>g</sup> Season-to-date weeks supply based on last 3-year movement.

## U.S. Grapefruit-Juice Exports

Country	October - July		
	STD 2004-05	STD 2005-06	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>2.54</b>	<b>2.63</b>	<b>+3.5</b>
<b>Europe</b>	<b>7.35</b>	<b>7.25</b>	<b>-1.4</b>
<b>Japan</b>	<b>8.50</b>	<b>3.39</b>	<b>-60.1</b>
<b>Other</b>	<b>2.01</b>	<b>1.42</b>	<b>-29.4</b>
<b>TOTAL</b>	<b>20.40</b>	<b>14.69</b>	<b>-28.0</b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FPCA exports of GJ for the 2005-06 season were down 36.0%, season-to-date through 09/02/06.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
NFC	11.0	9.0	-18.2	6.38	7.05	+10.5
RECON	12.3	11.6	-6.1	5.39	5.70	+5.8
FCGJ	1.8	1.5	-17.2	3.18	3.30	+3.8
TOTAL	25.0	22.0	-11.8	5.67	6.10	+7.6
SEASON-TO-DATE: (through 08/05/06) <sup>a</sup>						
NFC	9.5	7.7	-18.5	6.34	7.04	+11.1
RECON	10.5	9.8	-6.4	5.34	5.71	+6.9
FCGJ	1.5	1.3	-17.6	3.17	3.29	+3.9
TOTAL	21.5	18.8	-12.5	5.62	6.09	+8.3

<sup>a</sup>SEASON-TO-DATE: Actual for 2004-05 and preliminary for 2005-06.

SOURCE: ACNielsen—Data are for U.S. grocery store chains 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 07/09/06

Shipments/ Variety	2004-05	2005-06	Change
----- 1,000 4/5-bu. cartons -----			-- % --
<b>Domestic &amp; Canadian – All</b>	<b>5,656</b>	<b>5,559</b>	<b>-1.7</b>
<b>Offshore Exports – All</b>	<b>7,753</b>	<b>6,912</b>	<b>-10.8</b>
<b>TOTAL - All</b>	<b>13,409</b>	<b>12,471</b>	<b>-7.0</b>
<b>White</b>	<b>2,322</b>	<b>2,420</b>	<b>+4.2</b>
<b>Colored</b>	<b>11,086</b>	<b>10,051</b>	<b>-9.3</b>

SOURCE: Citrus Administrative Committee, preliminary.

## Florida Fresh Grapefruit Domestic and Export Shipments

Country	2004-05	2005-06	Change
	- thousand cartons -		- % -
United States	4,888	4,787	-2.1
Canada	768	773	+.5
Europe	2,786	2,115	-24.1
Japan	4,833	4,559	-5.7
Other	134	239	+78.4
<b>TOTAL</b>	<b>13,409</b>	<b>12,473</b>	<b>-7.0</b>

SOURCE: Florida Department of Citrus.

## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 05/14/06

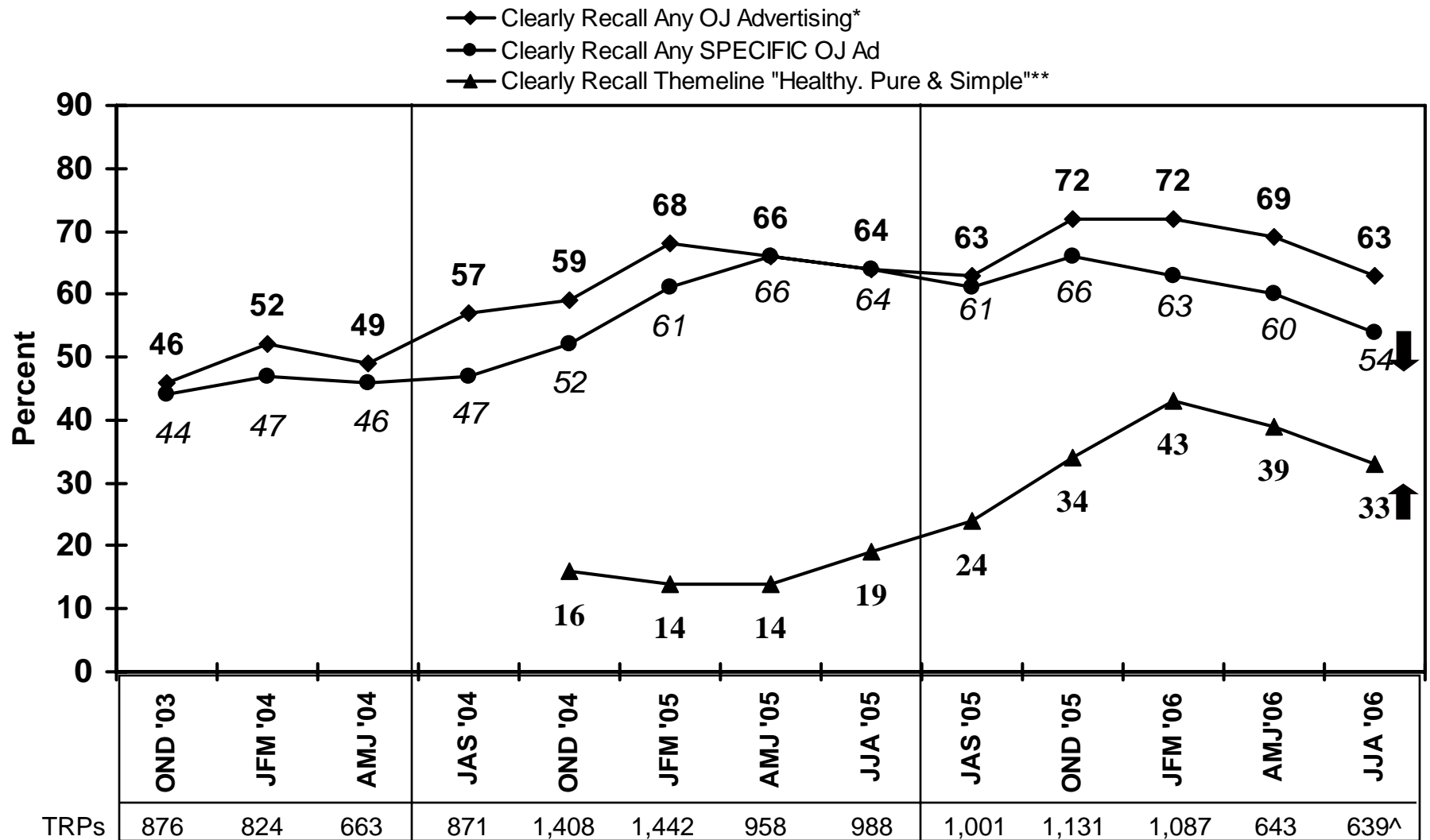
Variety	FOB Price		
	2004-05 STD	2005-06 STD	Change
	----- \$ -----		-- % --
<b>GULF COAST</b>			
White	13.76	12.60	-8.4
Colored	13.82	12.89	-6.7
<b>INDIAN RIVER</b>			
White	NA	15.06	NA
Colored	14.88	13.09	-12.0
<b>SUNRIDGE</b>			
White	NA	12.66	NA
Colored	13.76	12.07	-12.3

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2002</b>	<b>1.06106</b>	<b>2.96705</b>	<b>125.21937</b>
<b>2003</b>	<b>0.88540</b>	<b>3.11678</b>	<b>115.97995</b>
<b>2004</b>	<b>0.80510</b>	<b>2.92629</b>	<b>108.17451</b>
<b>2005</b>	<b>0.80453</b>	<b>2.43480</b>	<b>110.12445</b>
<b>2005</b> (thru 09/15/05)	<b>0.79036</b>	<b>2.51039</b>	<b>107.48891</b>
<b>2006</b> (thru 09/15/06)	<b>0.80514</b>	<b>2.18861</b>	<b>115.76350</b>
<b>% Change</b>	<b>+1.9</b>	<b>-12.8</b>	<b>+7.7</b>
<b>WEEK ENDING 09/15/06</b>			
<b>2005</b>	<b>0.80966</b>	<b>2.31939</b>	<b>110.05000</b>
<b>2006</b>	<b>0.78804</b>	<b>2.16580</b>	<b>117.23471</b>
<b>% Change</b>	<b>-2.7</b>	<b>-6.6</b>	<b>+6.5</b>

## Recall of FDOC OJ Advertising\*

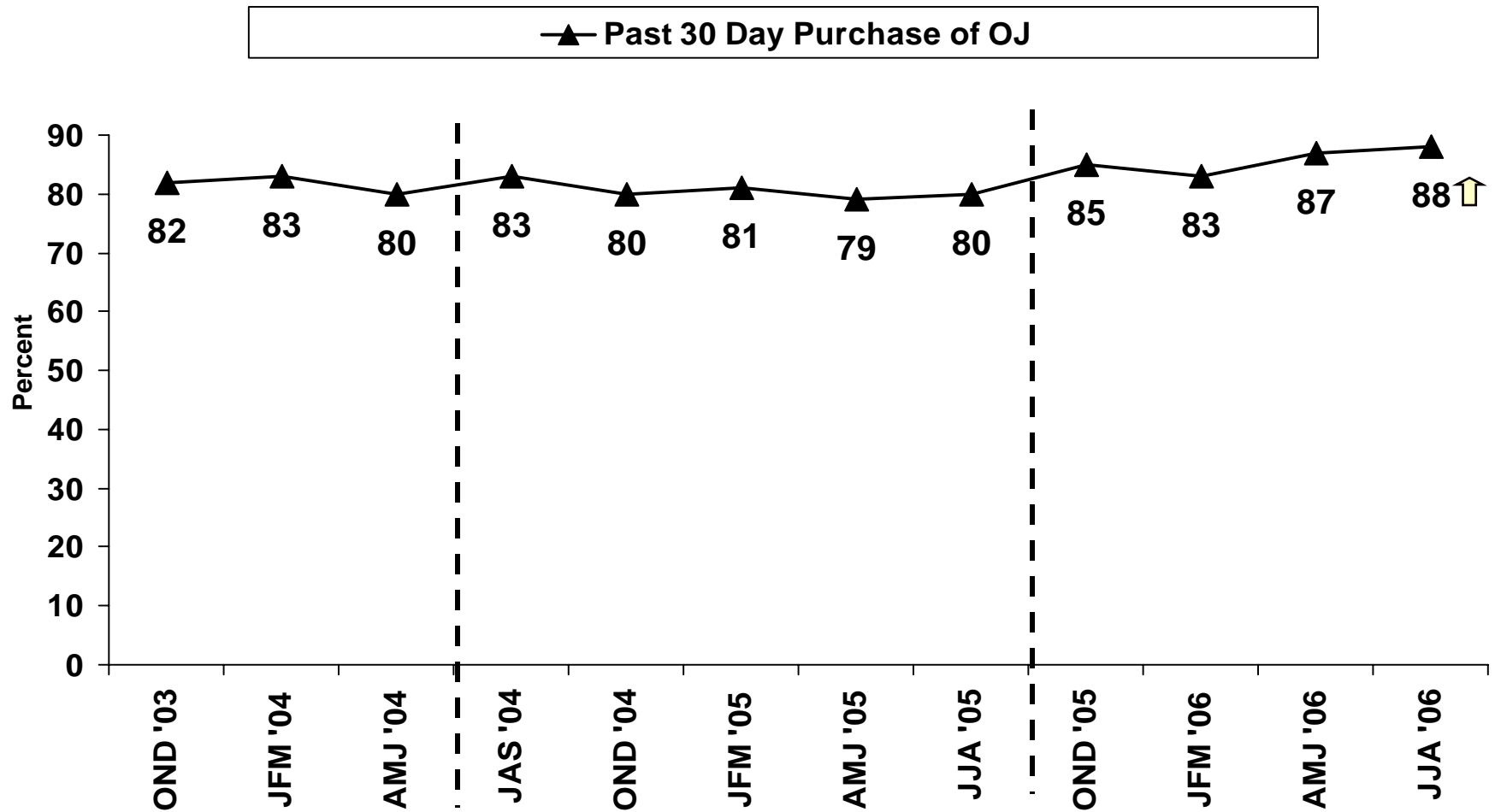


\*Recall of FDOC Themelines for OJ is included. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked. \*\*New themeline "Healthy. Pure & Simple" added November 2004; shown but not spoken in 15 second ads for "Natural Remedies," and "Island". Spoken in both 15 and 30 seconds ads for "Laboratory" and "Hat". TRPs are for target of Adults 35+ as of May 2004.

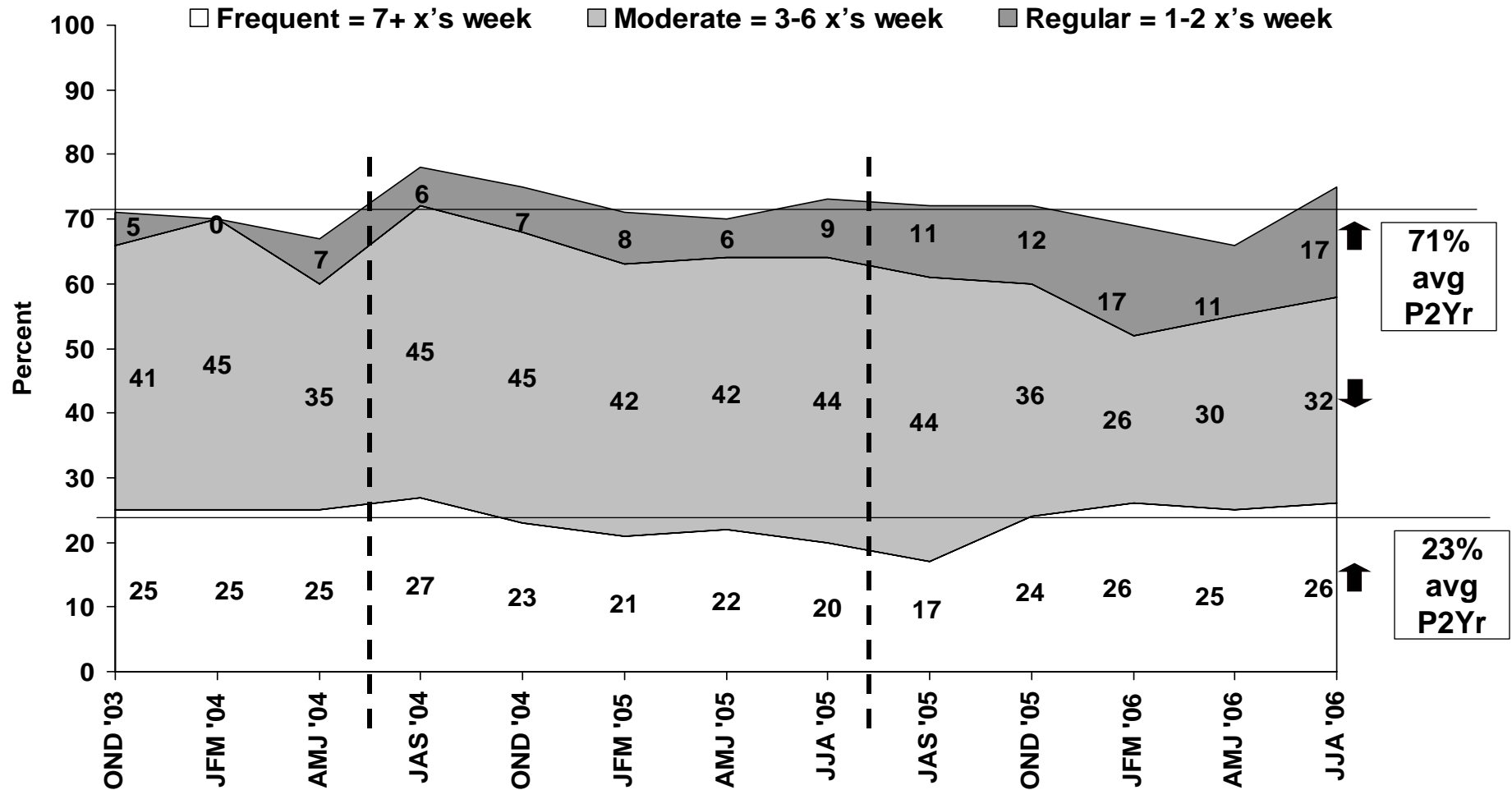
^=Estimated TRPs.

↑ = Significantly higher at a 90%+ confidence level.

# Purchased Orange Juice in Past 30 Days



# OJ Frequency of Usage Groups



↑ = Directionally higher than year ago at 80% confidence level.

↓ = Significantly lower than year ago at 90%+ confidence level.

# OJ Provides Important Nutrients, Vitamins, and/or Minerals

(Top 2 Box Ratings – 10,9 on a 10-pt. Scale)

■ Provides important nutrients, vitamins and/or minerals

