



# Florida Citrus Economic & Market Indicators

## December, 2007

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## Summary Comments

- Over the July through October period of the 2007-08 Brazilian season, ABECitrus FCOJ exports were down 1.3% from the previous season with exports to Europe, NAFTA countries and Asia down 4.1%, up 16.7% and up 17.5%, respectively.
- Season-to-date through 12/01/07, Florida OJ movement was down 11.9% from last season; pack from fruit was down 36.5%; imports and miscellaneous supplies were up 113.7%; and inventories were down 9.9%.
- U.S. OJ imports for October were up 71.3%, while exports were up 40.3%. Season-to-date through 12/01/07, Florida OJ exports were down 1.6% (FDOC Processor report).
- Non-FDOC Processor FCOJ disappearance for October, based on FCOJ inventories and imports, was up 214.0%
- Season-to-date through 11/24/07, OJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 11.9% from the previous season, with the NFC price up 11.8%, the Recon price up 17.1%, the FCOJ price up 23.4, and the overall OJ price up 14.8%.
- The November average FCOJ Futures price was \$1.36/PS, down \$.62/PS from last year. The Florida bulk FCOJ FOB price was \$1.72/PS for the week ending 11/10/07, down \$.40/PS from last year; while the Rotterdam price was at an estimated \$2,150/MT, down \$325/MT from last year.
- Season-to-date through 12/01/07, the delivered-in price for early and midseason oranges was \$1.25/PS, down \$.53/PS from last season; season-to-date delivered-in prices for white and red grapefruit juice were \$.34/PS and \$.35/PS, down \$.38/PS and \$.29/PS from last season, respectively.
- Season-to-date through 12/09/07, fresh orange and specialty citrus shipments were down 17.9% from last season. Domestic FOB prices for early & midseason and Navel oranges were down 2.1% and .8%, respectively; the prices for Tangelos and early tangerines were down 13.3% and up .4%, respectively.
- Season-to-date through October, clementine/tangerine imports were up 1.7%. Season-to-date through 12/09/07, Texas fresh grapefruit shipments were up 19.9%.
- Season-to-date through 12/01/07, Florida GJ availability, movement and the ending inventory level were up 28.7%, 29.4% and 28.5%, respectively.
- U.S. GJ exports for October were down 30.5%. Season-to-date through 12/01/07, Florida GJ exports were up 9.5% (FDOC Processor report).
- Season-to-date through 11/24/07, GJ volume sales in all Nielsen retail outlets were up 12.8% from last season, with the NFC price down 4.8% from last season, the RECON price up 4.7% and the overall GJ price up 2.1%.
- Season-to-date through 12/09/07, Florida fresh grapefruit shipments were down 11.9% from last season, with domestic/Canadian shipments down 13.7% and offshore shipments down 10.5% (CAC). Season-to-date through 11/25/07, certified shipments to Europe and Japan were down 4.3% and 26.5%, respectively. Season-to-date through 12/09/07, domestic FOB prices (CAC) for fresh white and colored grapefruit were up .2% and 12.9%, respectively.
- The Euro continues to be relatively strong. For the week ending 12/17/07 versus the same period last year, the Euro-per-Dollar exchange rate was down 9.6%; the Yen-per-Dollar was down 4.2%.
- Specific OJ ad recall is down significantly vs. same time last year, and there were less TRPs this year. Recall of "Healthy. Pure & Simple." is down significantly vs. same time last year.
- Recent OJ purchases are down significantly vs. same time last year.
- The proportion of frequent OJ users is down directionally vs. same time last year; and the proportion of moderate OJ users is down significantly.
- Key campaign element "provides important nutrients, vitamins, and/or minerals" is down significantly vs. same time last year.

## Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-October)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Europe</b>	<b>1,266.1</b>	<b>1,317.0</b>	<b>+4.0</b>	<b>396.3</b>	<b>379.9</b>	<b>-4.1</b>
<b>NAFTA</b>	<b>349.7</b>	<b>315.0</b>	<b>-10.0</b>	<b>95.9</b>	<b>111.9</b>	<b>+16.7</b>
<b>Asia</b>	<b>191.8</b>	<b>222.0</b>	<b>+15.7</b>	<b>48.3</b>	<b>56.7</b>	<b>+17.5</b>
<b>Mercosul</b>	<b>3.6</b>	<b>7.0</b>	<b>+95.1</b>	<b>.4</b>	<b>3.3</b>	<b>+684.2</b>
<b>Others</b>	<b>159.8</b>	<b>165.0</b>	<b>+3.3</b>	<b>72.6</b>	<b>53.5</b>	<b>-26.3</b>
<b>TOTAL</b>	<b>1,970.9</b>	<b>2,025.0</b>	<b>+2.8</b>	<b>613.5</b>	<b>605.3</b>	<b>-1.3</b>

SOURCE: ABECitrus.

# Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 12/01/07 (FDOC Processor Week 9)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>446.3</b>	<b>363.1</b>	<b>-18.6</b>	<b>446.3</b>	<b>363.1</b>	<b>-18.6</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>816.1</b>	<b>1,043.2</b>	<b>+27.8</b>	<b>37.4</b>	<b>23.7</b>	<b>-36.5</b>
<b>Imports<sup>a,b</sup></b>	<b>217.3</b>	<b>198.8</b>	<b>-8.5</b>	<b>36.4</b>	<b>77.8</b>	<b>+113.7</b>
<b>Availability</b>	<b>1,479.8</b>	<b>1,605.1</b>	<b>+8.5</b>	<b>520.1</b>	<b>464.6</b>	<b>-10.7</b>
<b>Movement</b>	<b>1,116.7</b>	<b>1,145.5</b>	<b>+2.6</b>	<b>203.7</b>	<b>179.6</b>	<b>-11.9</b>
FCOJ <sup>c</sup>	573.5	599.6	+4.6	101.1	88.1	-12.8
NFC <sup>d</sup>	543.2	545.9	+5	102.6	91.4	-10.9
<b>Ending Inventory</b>	<b>363.1</b>	<b>459.6</b>	<b>+26.6</b>	<b>316.4</b>	<b>285.1</b>	<b>-9.9</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>e</sup></b>	<b>16.9</b>	<b>20.9</b>	<b>+23.4</b>	<b>14.0</b>	<b>14.3</b>	<b>+2.2</b>
<b>Carryover – 13 Weeks<sup>f</sup></b>				<b>14.3</b>	<b>13.6</b>	<b>-5.0</b>
<b>Carryover – 3 Years<sup>g</sup></b>				<b>13.7</b>	<b>12.4</b>	<b>-9.9</b>

<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, net loss or gain during reprocessing and adjustments.

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

<sup>d</sup>Excludes movement of reconstituted chilled orange 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. Orange-Juice Imports<sup>a</sup>

Country	Season-to-Date (October)					
	TOTAL OJ			NFC-OJ		
	2006-07	2007-08	Change	2006-07	2007-08	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
<b>Brazil</b>	<b>19.5</b>	<b>34.0</b>	<b>+74.4</b>	<b>1.1</b>	<b>10.2</b>	<b>+827.3</b>
<b>CBI</b>	<b>.3</b>	<b>3.4</b>	<b>+1,033.3</b>	<b>.0</b>	<b>.0</b>	<b>NC</b>
<b>Mexico</b>	<b>3.2</b>	<b>2.3</b>	<b>-28.1</b>	<b>--</b>	<b>.0</b>	<b>--</b>
<b>Other</b>	<b>.7</b>	<b>.9</b>	<b>+27.6</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>TOTAL</b>	<b>23.7</b>	<b>40.6</b>	<b>+71.3</b>	<b>1.2</b>	<b>10.2</b>	<b>+750.0</b>

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

SOURCE: U.S. Department of Commerce.

## Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October)		
	2006-07	2007-08	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>45.4</b>	<b>42.4</b>	<b>-6.7</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>11.8</u></b>	<b><u>5.8</u></b>	<b><u>-50.7</u></b>
<b>Availability<sup>c</sup></b>	<b>57.2</b>	<b>48.2</b>	<b>-15.8</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>54.8</u></b>	<b><u>40.7</u></b>	<b><u>-25.8</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>2.4</b>	<b>7.5</b>	<b>+214.0</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</sup>

Country	Season-to-Date (October)		
	2006-07	2007-08	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>5.07</b>	<b>8.43</b>	<b>+66.3</b>
<b>Europe</b>	<b>1.04</b>	<b>.23</b>	<b>-77.9</b>
<b>Japan</b>	<b>.22</b>	<b>.28</b>	<b>+27.3</b>
<b>Other</b>	<b>1.41</b>	<b>1.92</b>	<b>+36.2</b>
<b>TOTAL</b>	<b>7.74</b>	<b>10.86</b>	<b>+40.3</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2007-08 season were down 1.6%, season-to-date through 12/01/07.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Orange-Juice Sales

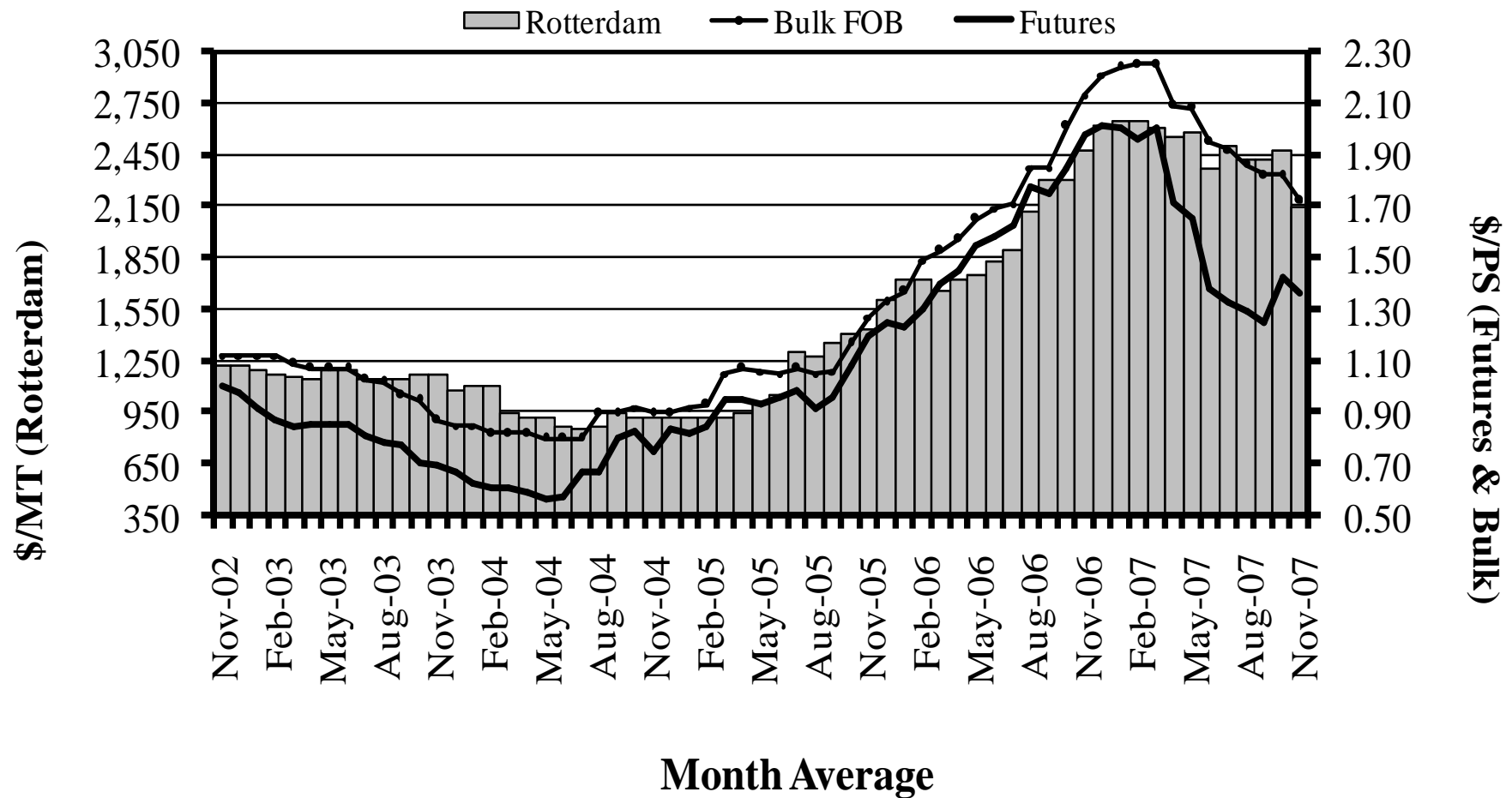
Item	Volume			Price		
	2006-07p	2007-08f	Change	2006-07p	2007-08f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	588.8	591.8	+5	5.83	6.04	+3.6
NFC	336.8	338.7	+6	6.45	6.66	+3.3
RECON	251.9	253.1	+5	4.99	5.21	+4.4
FCOJ	54.6	49.1	-10.1	4.35	4.69	+7.8
Shelf Stable	5.7	5.6	-1.8	6.16	6.34	+2.9
TOTAL	649.0	646.4	-.4	5.70	5.96	+4.6
SEASON-TO-DATE: (through 11/24/07) <sup>a</sup>						
Refrigerated	97.5	86.0	-11.8	5.27	6.03	+14.3
NFC	54.2	49.6	-8.6	5.95	6.65	+11.8
RECON	43.3	36.4	-15.9	4.42	5.17	+17.1
FCOJ	8.9	7.8	-12.6	3.80	4.69	+23.4
Shelf Stable	1.0	.8	-16.5	5.85	6.42	+9.6
TOTAL	107.4	94.6	-11.9	5.15	5.92	+14.8

<sup>a</sup>Actual for 2006-07 and preliminary for 2007-08.

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 November 2002 through November 2007



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

## FCOJ, NFC-OJ and FCGJ Prices – November<sup>a</sup>

Item	2006-07	2007-08	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Florida Bulk FOB</b>	<b>2.12</b>	<b>1.72</b>	<b>-18.9</b>
<b>FCOJ Futures</b>	<b>1.98</b>	<b>1.36</b>	<b>-31.3</b>
<b>NFC-OJ Futures</b>	<b>2.38</b>	<b>1.63</b>	<b>-31.5</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>2,475</b>	<b>2,150</b>	<b>-13.1</b>
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCGJ Florida Bulk FOB:</b>			
<b>Red</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
<b>White</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>

<sup>a</sup>Prices are for the following time periods: Florida Bulk FCOJ and FCGJ FOB – Week ending 11/10/07.

Futures – November average.

Rotterdam – November *Foodnews*.

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

# FDOC Processor Delivered-In Prices

## (Report #9 – Week Ending 12/01/07)

Variety	Week Ending			Season-to-Date		
	2006-07	2007-08	Change	2006-07	2007-08	Change
----- \$/PS -----						
Early & Midseason <sup>a,b</sup>	1.856	1.270	-.586	1.779	1.246	-.533
Valencias <sup>a</sup>	NA	NA	NA	NA	NA	NA
White Grapefruit	.673	.313	-.360	.723	.341	-.382
Red Grapefruit	.794	.308	-.486	.641	.347	-.294

<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 thru 12/09/07			FOB Price thru 12/09/07		
	2006-07 STD	2007-08 STD	Change	2006-07 STD	2007-08 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - \$/carton - - - -		- % -
<b>Early, Mids &amp; Temples<sup>a</sup></b>	<b>950</b>	<b>688</b>	<b>-27.6</b>	<b>11.36</b>	<b>11.12</b>	<b>-2.1</b>
<b>Navel</b>	<b>2,604</b>	<b>2,130</b>	<b>-18.2</b>	<b>11.09</b>	<b>11.00</b>	<b>-.8</b>
<b>Valencia</b>	<b>0</b>	<b>0</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Tangelo</b>	<b>311</b>	<b>258</b>	<b>-17.0</b>	<b>11.59</b>	<b>10.05</b>	<b>-13.3</b>
<b>Early Tangerines<sup>b</sup></b>	<b>2,187</b>	<b>1,892</b>	<b>-13.5</b>	<b>15.65</b>	<b>15.71</b>	<b>+.4</b>
<b>Honey</b>	<b>0</b>	<b>0</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>TOTAL</b>	<b>6,052</b>	<b>4,968</b>	<b>-17.9</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		
2006-07	2007-08	Change	2006-07	2007-08	Change
STD thru October			STD – 12/09/07		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
32.49	33.03	+1.7	1,526	1,829	+19.9

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 12/01/07 (FDOC Processor Week 9)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>41.0</b>	<b>56.9</b>	<b>+38.8</b>	<b>41.0</b>	<b>56.9</b>	<b>+38.8</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>89.8</b>	<b>75.4</b>	<b>-16.0</b>	<b>5.5</b>	<b>2.9</b>	<b>-46.9</b>
<b>Availability</b>	<b>130.8</b>	<b>132.3</b>	<b>+1.1</b>	<b>46.4</b>	<b>59.8</b>	<b>+28.7</b>
<b>Movement</b>	<b>73.9</b>	<b>79.0</b>	<b>+6.9</b>	<b>9.3</b>	<b>12.0</b>	<b>+29.4</b>
FCGJ <sup>b</sup>	50.3	54.5	+8.3	6.0	8.5	+43.0
NFC <sup>c</sup>	23.6	24.5	+3.8	3.3	3.5	+4.9
<b>Ending Inventory</b>	<b>56.9</b>	<b>53.3</b>	<b>-6.3</b>	<b>37.2</b>	<b>47.8</b>	<b>+28.5</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>d</sup></b>	<b>40.0</b>	<b>35.1</b>	<b>-12.4</b>	<b>36.1</b>	<b>35.8</b>	<b>-.7</b>
<b>Carryover – 13 Weeks<sup>e</sup></b>				<b>31.3</b>	<b>36.3</b>	<b>+15.9</b>
<b>Carryover – 3 Years<sup>f</sup></b>				<b>29.3</b>	<b>37.6</b>	<b>+28.5</b>

<sup>a</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>b</sup>Excludes CGJ used in FCGJ.

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

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

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

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

## U.S. Grapefruit-Juice Exports

Country	Season-to-Date (October)		
	2006-07	2007-08	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>.21</b>	<b>.23</b>	<b>+9.5</b>
<b>Europe</b>	<b>.94</b>	<b>.54</b>	<b>-42.6</b>
<b>Japan</b>	<b>.32</b>	<b>.25</b>	<b>-21.9</b>
<b>Other</b>	<b>.07</b>	<b>.05</b>	<b>-28.6</b>
<b>TOTAL</b>	<b>1.54</b>	<b>1.07</b>	<b>-30.5</b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2007-08 season were up 9.5%, season-to-date through 12/01/07.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2006-07p	2007-08f	Change	2006-07p	2007-08f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
NFC	9.4	10.1	+7.4	6.98	6.73	-3.6
RECON	11.2	10.7	-4.5	5.81	6.03	+3.8
FCGJ	1.0	.8	-20.0	3.89	3.99	+2.6
TOTAL	21.6	21.5	-.5	6.22	6.26	+.6
SEASON-TO-DATE: (through 11/24/07) <sup>a</sup>						
NFC	1.3	1.6	+26.9	7.16	6.82	-4.8
RECON	1.7	1.8	+7.7	5.60	5.86	+4.7
FCGJ	.2	.1	-40.6	3.62	4.16	+15.0
TOTAL	3.2	3.6	+12.8	6.12	6.25	+2.1

<sup>a</sup>SEASON-TO-DATE: Actual for 2006-07 and preliminary for 2007-08.

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 12/09/07

Shipments/ Variety	2006-07 STD	2007-08 STD	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>2,242</b>	<b>1,935</b>	<b>-13.7</b>
<b>White</b>	<b>70</b>	<b>63</b>	<b>-10.0</b>
<b>Colored</b>	<b>2,172</b>	<b>1,872</b>	<b>-13.8</b>
<b>Offshore Exports – All</b>	<b>2,765</b>	<b>2,476</b>	<b>-10.5</b>
<b>White</b>	<b>695</b>	<b>626</b>	<b>-9.9</b>
<b>Colored</b>	<b>2,070</b>	<b>1,850</b>	<b>-10.6</b>
<b>TOTAL - All</b>	<b>5,007</b>	<b>4,411</b>	<b>-11.9</b>
<b>White</b>	<b>765</b>	<b>689</b>	<b>-9.9</b>
<b>Colored</b>	<b>4,242</b>	<b>3,722</b>	<b>-12.3</b>

SOURCE: Citrus Administrative Committee, preliminary.

## Florida Fresh Grapefruit Domestic and Export Shipments Season-to-Date through 11/25/07

Country	2006-07 STD	2007-08 STD	Change
- thousand cartons -			- % -
United States	1,007	994	-1.3
Canada	263	225	-14.6
Europe	863	825	-4.3
Japan	1,207	887	-26.5
Other	18	69	+283.3
<b>TOTAL</b>	<b>3,358</b>	<b>3,000</b>	<b>-10.7</b>

SOURCE: Florida Department of Citrus.

## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 12/09/07

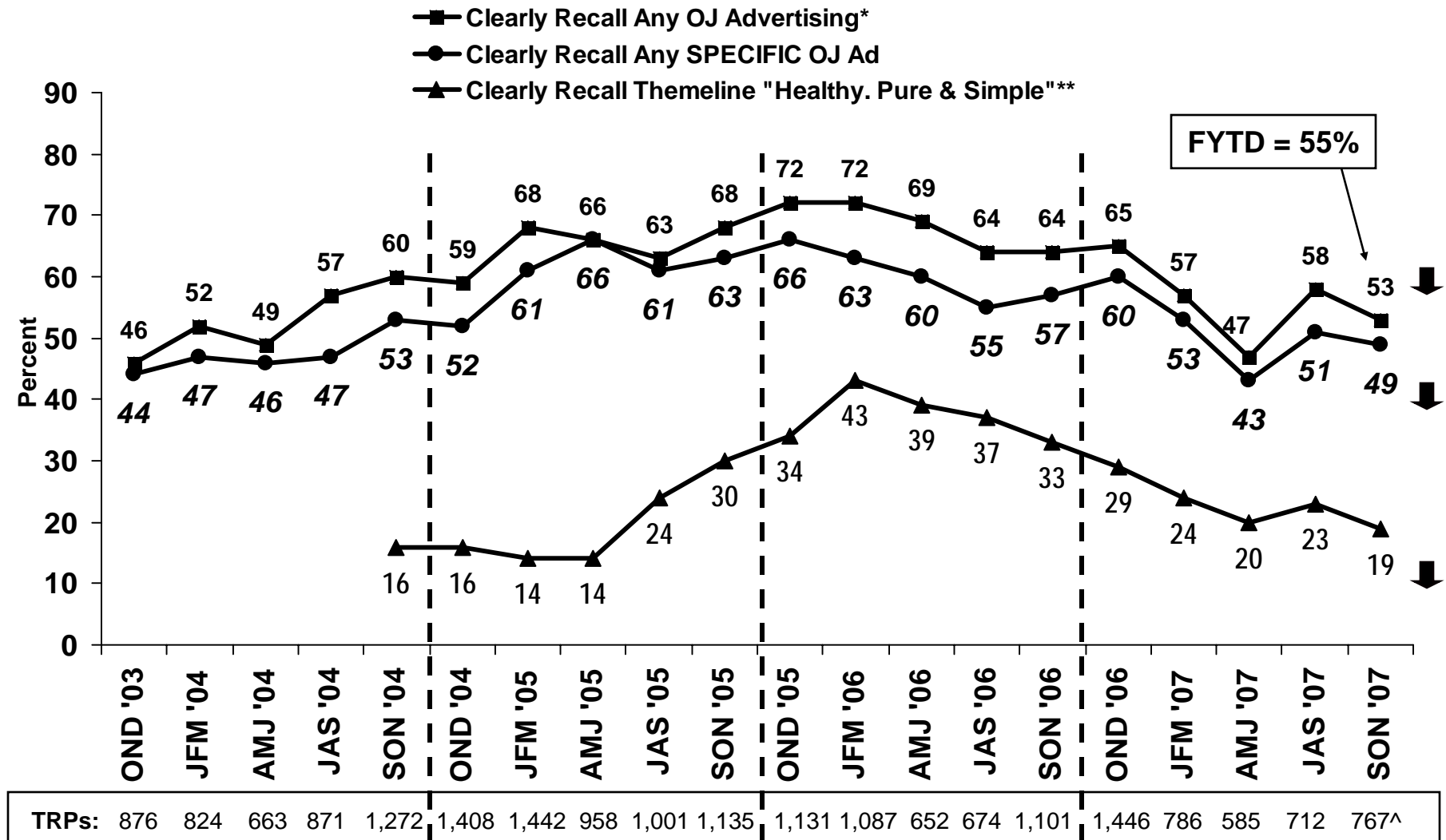
Variety	FOB Price		
	2006-07 STD	2007-08 STD	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>12.72</b>	<b>12.74</b>	<b>+.2</b>
<b>Colored</b>	<b>11.77</b>	<b>13.29</b>	<b>+12.9</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

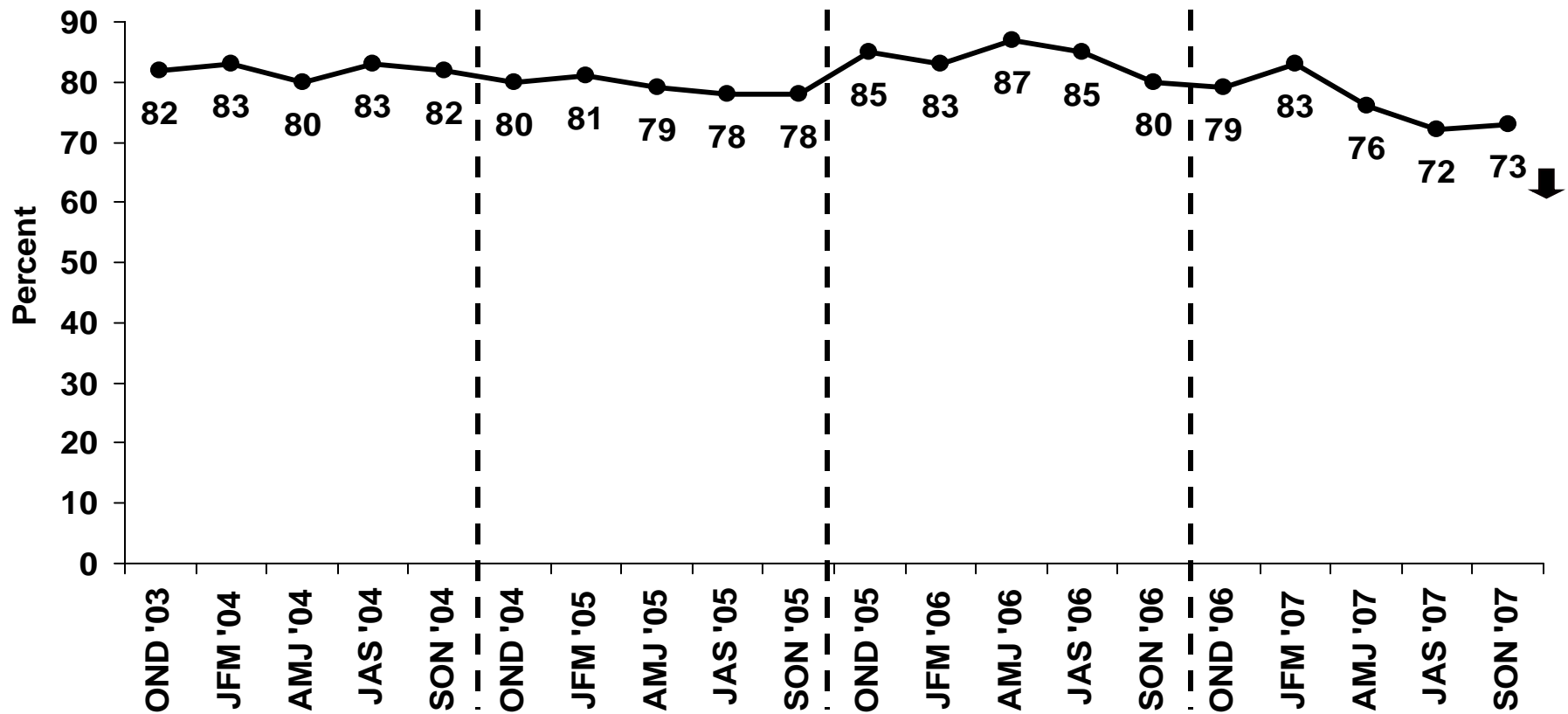
Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2003</b>	<b>0.88540</b>	<b>3.11678</b>	<b>115.97995</b>
<b>2004</b>	<b>0.80510</b>	<b>2.92629</b>	<b>108.17451</b>
<b>2005</b>	<b>0.80453</b>	<b>2.43480</b>	<b>110.12445</b>
<b>2006</b>	<b>0.79703</b>	<b>2.17995</b>	<b>116.33664</b>
<b>2006</b> (thru 12/17/06)	<b>0.79848</b>	<b>2.18106</b>	<b>116.24564</b>
<b>2007</b> (thru 12/17/07)	<b>0.73239</b>	<b>1.95798</b>	<b>117.98597</b>
<b>% Change</b>	<b>-8.3</b>	<b>-10.2</b>	<b>+1.5</b>
<b>WEEK ENDING 12/17/07</b>			
<b>2006</b>	<b>0.75844</b>	<b>2.14741</b>	<b>117.26700</b>
<b>2007</b>	<b>0.68530</b>	<b>1.78026</b>	<b>112.29586</b>
<b>% Change</b>	<b>-9.6</b>	<b>-17.1</b>	<b>-4.2</b>

# Recall of FDOC OJ Advertising\*

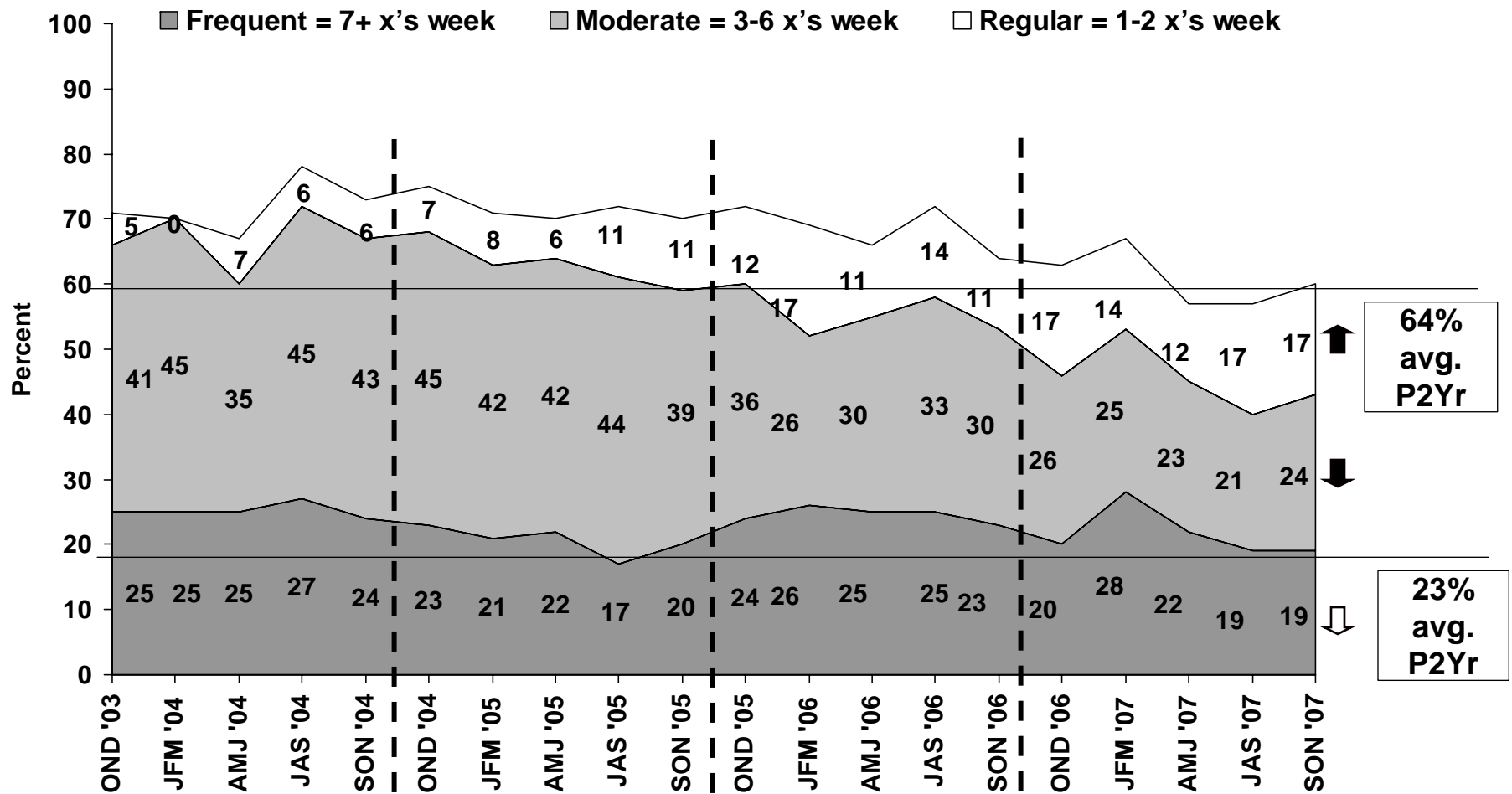


\*Recall of FDOC Themelines for OJ is included. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked. \*\*New themeline "Healthy. Pure & Simple" added November 2004; shown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

## 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)

