

Florida Citrus Economic & Market Indicators September 2016

Florida Department of
Citrus
Economic and Market
Research



Florida Citrus Economic & Market Indicators

Summary Comments.....	3
------------------------------	----------

Oranges & Specialty Fruit

• Brazil Orange Juice Exports.....	4
• Florida FCOJ Availability, Movement and Inventory.....	5
• Florida SSOJ Availability, Movement and Inventory.....	6
• U.S. Orange Juice Imports.....	7
• U.S. Orange Juice Exports.....	8
• Non-FDOC Processor FCOJ Disappearance Index.....	9
• U.S. Retail Orange Juice Sales Expanded All Outlets Combined (xAOC).....	10
• U.S. Retail NFC Orange Juice Promotional Pricing (xAOC).....	10a
• U.S. Retail NFC Orange Juice Sales by Unit Size (xAOC).....	10b
• FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices.....	11
• FCOJ Prices.....	12
• FDOC Processor Delivered-In Prices.....	13
• Sao Paulo Processed Orange Delivered-In Prices.....	14
• Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date.....	15
• Selected Competitive Fresh Fruit Shipments.....	16

Grapefruit

• Florida FCGJ Availability, Movement and Inventory.....	17
• Florida SSGJ Availability, Movement and Inventory.....	18
• U.S. Grapefruit Juice Exports.....	19
• U.S. Retail Grapefruit Juice Sales Expanded All Outlets Combined (xAOC).....	20
• Florida Fresh Grapefruit Shipments, Season-to-Date.....	21
• Florida Fresh Grapefruit Domestic and Export Certified Shipments.....	22
• Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date.....	23

Foreign Exchange Rates Per USD.....	24
--------------------------------------------	-----------

Summary Comments

- Brazil's OJ exports for 2016-17 Brazilian season (July - August) were up 6.0 from the previous year with exports to the NAFTA region, Europe and the Far East up 68.6, down 7.1 and up 11.1, respectively.
- Season-to-date through 08/27/16, Florida FCOJ availability, movement and ending inventories were down 10.4%, up 5.2%, and down 25.9% respectively, from last season.
- Season-to-date through 08/27/16, Florida SSOJ availability, movement and ending inventories were down 8.9%, down 4.5%, and down 15.2% respectively, from last season.
- For October through July of the 2015-16 season, U.S. OJ imports and exports were down 22.2% and down 21.1% from last season, respectively. Season-to-date through 08/27/16, Florida OJ exports were up 11.5% (FDOC Processors Report).
- For October through August of the 2015-16 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 42.0%.
- 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 5.2% from the previous season, with the NFC price down 3.3%, the Recon price down 9.4% and the overall OJ price down 5.2%.
- The average FCOJ Futures price was \$1.81/PS up \$0.52/PS from last year, while the Rotterdam price was at an estimated \$2500/MT, up \$700/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 08/28/16, fresh orange and specialty citrus shipments were down 100.0%, from last season.
- From August through July of the 2015-16 season, clementine and tangerine imports were up 12.2% 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 08/27/16, Florida FCGJ availability, movement and ending inventories were down 20.8%, down 24.7%, and down 9.3% respectively, from last season.
- Season-to-date through 08/27/16, Florida SSGJ availability, movement and ending inventories were down 9.4%, down 5.8%, and down 0.8% respectively, from last season.
- For October through July of the 2015-16 season, U.S. GJ exports were down 21.1%. Season-to-date through 08/27/16, Florida GJ exports were down /A% (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 3.4% from the previous season, with the overall GJ price down 0.1%.
- Season-to-date through 08/28/16, there have been no shipments of Florida fresh grapefruit.
- For the month of August versus the same period last year, the Euro/USD, Real/USD, and Yen/USD exchange rates were down 0.7%, down 7.5%, and down 16.5% respectively.

Brazil Orange Juice Exports

Destination	Season-to-Date (July - August)		
	2015-16	2016-17	Change
	-million SSE Gallons ^a -		- % -
NAFTA^b	24.6	41.5	+68.6
Europe^c	175.8	163.2	-7.1
Far East^d	11.8	13.1	+11.1
Others	8.5	16.2	+89.3
Total	220.8	234.0	+6.0

^aAssumes 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.

^bU.S., Canada, and Mexico.

^cRussia, Ukraine, and Turkey are included in Europe.

^dChina, 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 08/27/16 (FDOC Processor Week 27)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	319.5	274.1	-14.2	274.1	289.3	+5.5
Pack from Fruit	148.2	120.0	-19.0	120.0	92.6	-22.9
Imports^a	210.8	259.7	+23.2	252.6	197.5	-21.8
Availability	678.4	653.8	-3.6	646.7	579.3	-10.4
Movement	404.3	364.6	-9.8	322.3	339.0	+5.2
Bulk	317.2	278.2	-12.3	244.9	264.7	+8.1
Packaged	87.1	86.4	-0.9	77.4	74.3	-3.9
Ending Inventory	274.1	289.3	+5.5	324.4	240.3	-25.9
Bulk	265.9	281.4	+5.8	317.1	234.1	-26.2
Packaged	8.2	7.8	-4.8	7.3	6.2	-15.6
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^b	35.3	41.3	+17.0	47.3	33.3	-29.6

^aAlso 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.

^bSeason-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 08/27/16 (FDOC Processor Week 27)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	219.3	213.6	-2.6	213.6	228.4	+6.9
Pack from Fruit	484.3	436.2	-9.9	436.2	360.9	-17.3
Imports^a	21.4	41.7	+95.3	37.4	37.0	-1.0
Availability	724.9	691.5	-4.6	687.2	626.4	-8.9
Movement^b	508.0	457.0	-10.0	407.9	389.6	-4.5
Bulk	57.2	36.2	-36.7	32.1	28.6	-10.8
Packaged	450.9	420.8	-6.7	375.8	361.0	-3.9
Ending Inventory	213.6	227.8	+6.7	272.6	231.2	-15.2
Bulk	207.1	221.6	+7.0	265.6	223.8	-15.7
Packaged	6.5	6.2	-4.5	7.1	7.4	+4.9
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^c	21.9	25.9	+18.6	31.4	27.9	-11.2

^aAlso 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.

^bExcludes evaporated COJ.

^cSeason-to-date weeks supply based on season-to-date movement.

U.S. Orange Juice Imports^a

Season-to-Date October - July						
Country	Volume			FOB Value/SSG ^c		
	2014-15	2015-16	Change	2014-15	2015-16	Change
TOTAL OJ						
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Brazil	272.93	159.84	-41.4	1.13	1.11	-1.8
CBI ^b	25.09	27.07	+7.9	1.45	1.72	+18.6
Mexico	112.36	131.21	+16.8	1.78	1.65	-7.3
Other	4.62	4.84	+4.8	2.88	2.54	-11.8
TOTAL	415.00	322.97	-22.2	1.35	1.40	+3.7
NFC OJ						
Brazil	44.05	41.55	-5.7	1.39	1.45	+4.3
CBI ^b	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	0.18	0.06	-66.7	4.02	4.30	+7.0
TOTAL	49.89	53.33	+6.9	1.50	1.71	+14.0

^aIncludes OJ with added vitamins and minerals.

^bIncludes Dominican Republic-Central America initiatives.

^cThe 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}

Season-to-Date October - July						
Country	Volume			FOB Value/SSG ^c		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	1.33	1.35	+1.5	4.41	3.62	-17.9
Europe	4.01	3.51	-12.5	2.75	2.93	+6.5
Japan	2.19	1.16	-47.0	4.15	5.22	+25.8
Other	1.76	1.31	-25.6	4.39	5.16	+17.5
TOTAL	9.29	7.33	-21.1	3.63	3.82	+5.2

^aIncludes OJ with added vitamins and minerals.

^bFDOC Processor exports of OJ for the 2015-16 season were up 116.7%, season-to-date through 02/27/2016.

^cThe 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 - August		
	2014-15	2015-16	Change
- million SSE gallons -			- % -
Beginning Inventory^a	24.2	27.9	+15.2
Foreign Imports^b	<u>143.5</u>	<u>100.3</u>	<u>-30.1</u>
Availability^c	167.7	128.1	-23.6
Ending Inventory^a	<u>34.2</u>	<u>50.8</u>	<u>+48.3</u>
Non-FDOC Processor FCOJ Disappearance^d	133.5	77.4	-42.0

^aNational 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.

^bU.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FDOC Processor, FCOJ foreign product imported by members (includes bonded product).

^cBeginning inventory and imports.

^dNon-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)^a

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 08/06/16, Topline Report #11									
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	400.92	380.89	-5.0	2,653.12	2,519.16	-5.0	6.62	6.61	-0.1
NFC	250.44	243.20	-2.9	1,906.57	1,842.73	-3.3	7.61	7.58	-0.5
RECON	150.48	137.69	-8.5	746.56	676.43	-9.4	4.96	4.91	-1.0
FCOJ	18.32	16.80	-8.3	90.80	82.66	-9.0	4.96	4.92	-0.7
Shelf Stable	0.48	0.31	-34.7	4.38	2.79	-36.3	9.14	8.92	-2.4
TOTAL	419.72	398.00	-5.2	2,748.30	2,604.61	-5.2	6.55	6.54	-0.1

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.

U.S. Retail NFC Orange Juice Promotional Pricing (xAOC)

Unit Sizes	Average Price Per Unit			Average Price Per Eq. Gallon		
	16 Week Period Ending			16 Week Period Ending		
	08/09/14	08/08/15	08/06/16	08/09/14	08/08/15	08/06/16
Non-Promotional Price						
NFC <11 oz	\$3.99	\$4.04	\$3.89	\$11.96	\$12.45	\$12.13
NFC 11-20 oz	\$1.56	\$1.62	\$1.76	\$16.21	\$16.46	\$15.61
NFC 20-50 oz	\$3.57	\$3.68	\$3.75	\$13.55	\$13.82	\$13.96
NFC 50-70 oz	\$3.73	\$3.85	\$3.78	\$7.73	\$7.95	\$7.89
NFC 70-110 oz	\$5.70	\$6.04	\$5.69	\$8.20	\$8.68	\$8.19
NFC >110 oz	\$6.49	\$6.66	\$6.35	\$6.65	\$6.78	\$6.44
Promotional Price^a						
NFC <11 oz	\$3.61	\$3.43	\$2.51	\$10.30	\$9.60	\$9.34
NFC 11-20 oz	\$1.28	\$1.19	\$1.27	\$13.57	\$12.86	\$13.69
NFC 20-50 oz	\$3.02	\$3.07	\$2.95	\$10.97	\$11.35	\$10.94
NFC 50-70 oz	\$3.00	\$3.11	\$3.05	\$6.49	\$6.73	\$6.61
NFC 70-110 oz	\$5.23	\$5.44	\$5.32	\$7.52	\$7.82	\$7.65
NFC >110 oz	\$6.03	\$6.58	\$6.06	\$6.08	\$6.83	\$6.11

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.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

U.S. Retail NFC Orange Juice Sales by Unit Size (xAOC)

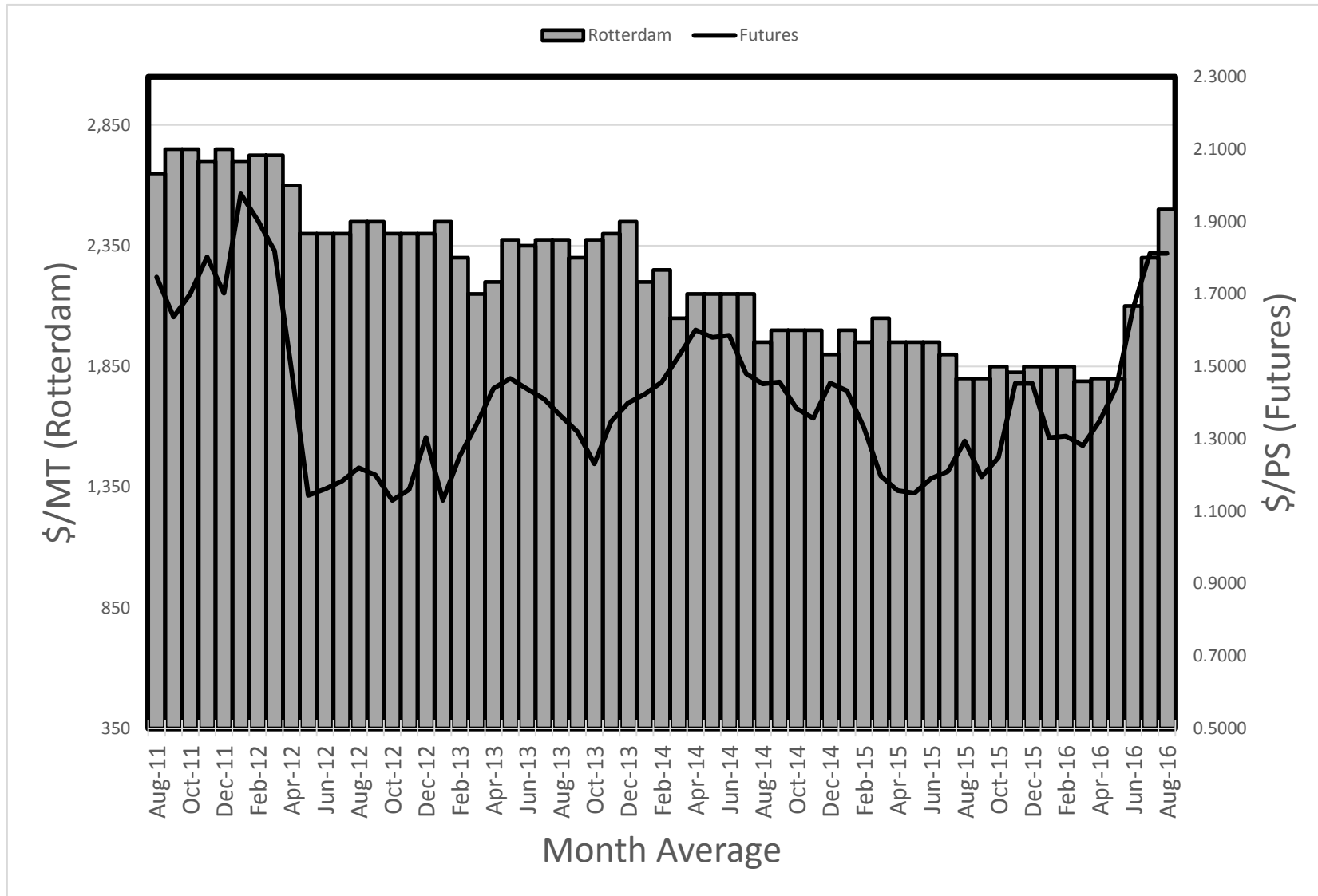
Unit Sizes	Dollar Sales			Gallon Sales		
	16 Week Period Ending			16 Week Period Ending		
	08/09/14	08/08/15	08/06/16	08/09/14	08/08/15	08/06/16
NFC <11 oz	\$9,091,061	\$9,553,168	\$10,129,627	773,126	806,081	855,361
NFC 11-20 oz	\$23,627,818	\$26,977,936	\$29,683,624	1,548,489	1,789,348	1,966,413
NFC 20-50 oz	\$6,910,096	\$7,591,570	\$8,611,075	521,107	562,549	635,276
NFC 50-70 oz	\$421,483,761	\$421,488,992	\$396,004,502	59,189,474	57,580,097	54,288,060
NFC 70-110 oz	\$122,978,749	\$122,992,187	\$128,222,047	15,353,285	14,552,245	15,988,219
NFC >110 oz	\$53,275,921	\$44,241,737	\$35,200,201	8,127,295	6,518,559	5,508,234
% Sold on Promotion^a						
NFC <11 oz	10.6%	16.9%	8.2%	12.1%	20.9%	10.4%
NFC 11-20 oz	32.1%	32.9%	24.3%	36.1%	38.5%	26.9%
NFC 20-50 oz	9.3%	11.0%	10.8%	11.2%	13.0%	13.4%
NFC 50-70 oz	45.2%	47.7%	42.0%	49.5%	51.8%	46.3%
NFC 70-110 oz	26.5%	24.6%	30.0%	28.2%	26.6%	31.4%
NFC >110 oz	15.7%	15.3%	15.2%	17.0%	15.2%	15.9%

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.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

FCOJ Futures & Rotterdam Monthly Average Prices

August 2011 through August 2016



FCOJ Prices August

Item	2015	2016	Change
- \$ / PS -			- % -
FCOJ Futures	1.2940	1.8119	+40.0
- \$ / MT -			
FCOJ Rotterdam	1800	2500	+38.9

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 ^a	\$1.94	\$1.89	-2.6
Late Season Oranges ^b	\$2.16	\$2.29	+6.0
White Grapefruit ^c	\$1.34	\$1.83	+36.6
Red/Pink Grapefruit ^c	\$0.97	\$1.89	+94.8

^a 2015-16 Season final price from 02.20.16. 2014-15 Season final price from 03.07.15.

^b 2015-16 Season final price from 05.28.16. 2014-15 Season final price from 06.20.15.

^c 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	August Average		Season-to-Date ^a (July - August)	
	Price	Change from Year Ago	Price	Change from Year Ago
	- \$ / box ^b -	- % -	- \$ / box ^b -	- % -
2014-15	4.28		4.38	
2015-16	3.22	-24.8	3.14	-28.3
2016-17	6.23	+93.5	6.11	+94.9

^a Unweighted average of monthly prices.

^b 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 08/28/16			FOB Price through 08/28/16		
	2015-16	2016-17	Change	2015-16	2016-17	Change
	STD	STD		STD	STD	
	- 1,000 of 4/5 bu. cartons -		- % -	- \$ / carton -		- % -
Early & Mid Oranges	0	0	N/A	0.00	0.00	N/A
Navel	0	0	N/A	0.00	0.00	N/A
Valencia	17	0	-100.0	0.00	0.00	N/A
Tangelo	0	0	N/A	0.00	0.00	N/A
Early Tangerines ^a	0	0	N/A	0.00	0.00	N/A
Honey / Murcotts	0	0	N/A	0.00	0.00	N/A
Royal Tangerines / Temples	0	0	N/A	0.00	0.00	N/A
TOTAL	17	0	-100.0			

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

^aPrices 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 - July			STD - 06/04/16		
- million pounds -		- % -	- thousand 7/10 bu. Cartons -		- % -
425.0	476.7	+12.2	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 08/27/16 (FDOC Processor Week 27)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	20.6	18.8	-8.6	18.8	16.1	-14.7
Pack from Fruit	22.5	17.7	-21.6	17.7	12.9	-27.3
Imports^a	0.0	0.0	N/A	0.0	0.0	N/A
Availability	43.1	36.5	-15.4	36.5	28.9	-20.8
Movement	25.6	23.6	-8.0	21.2	15.9	-24.7
Bulk	25.3	23.4	-7.4	21.0	15.8	-24.7
Packaged	0.4	0.2	-52.9	0.1	0.1	-20.3
Ending Inventory	18.9	16.1	-14.6	17.5	15.9	-9.3
Bulk	18.8	16.1	-14.7	17.5	15.9	-9.2
Packaged	0.0	0.0	+13.3	0.0	0.0	-53.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	38.3	35.5	-7.2	39.0	46.9	+20.4

^aAlso 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.

^bSeason-to-date weeks supply based on season-to-date movement.

Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison			Season-to-Date: 08/27/16		
	Oct- Sep			FDOC Processor Week 47		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	11.2	12.2	+8.9	12.2	9.6	-21.4
Pack from Fruit	19.3	14.9	-23.0	14.9	14.0	-5.7
Imports^a	0.0	1.1	+2775.0	0.9	1.7	+98.5
Availability	30.5	28.1	-7.9	27.9	25.3	-9.4
Movement	16.8	16.9	+0.4	14.9	14.0	-5.8
Bulk	4.4	4.5	+2.5	3.8	3.2	-17.2
Packaged	12.4	12.4	-0.3	11.0	10.8	-1.8
Ending Inventory	12.2	9.5	-21.8	11.3	11.2	-0.8
Bulk	11.9	9.3	-22.1	11.1	11.0	-0.4
Packaged	0.2	0.2	-10.8	0.2	0.2	-18.9
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	37.7	29.4	-22.2	35.6	37.5	N/A

^aAlso 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.

^bSeason-to-date weeks supply based on season-to-date movement.

U.S. Grapefruit Juice Exports^{a,b}

Season-to-Date October - July						
Country	Volume			FOB Value/SSG ^c		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	1.33	1.35	+1.5	4.41	3.62	-17.9
Europe	4.01	3.51	-12.5	2.75	2.93	+6.5
Japan	2.19	1.16	-47.0	4.15	5.22	+25.8
Other	1.76	1.31	-25.6	4.39	5.16	+17.5
TOTAL	9.29	7.33	-21.1	3.63	3.82	+5.2

^a SOURCE: U.S. Department of Commerce.

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

^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.

U.S. Retail Grapefruit Juice Sales

Expanded All Outlets Combined (xAOC)^a

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 08/06/16, Topline Report #11									
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	9.09	8.77	-3.5	69.90	67.57	-3.3	7.69	7.71	+0.2
NFC	8.26	7.93	-3.9	64.79	62.20	-4.0	7.85	7.84	-0.1
RECON	0.83	0.83	+0.4	5.10	5.36	+5.0	6.16	6.45	+4.6
FCOJ	0.15	0.15	-0.2	0.80	0.67	-16.0	5.28	4.45	-15.8
Shelf Stable	3.44	3.32	-3.5	22.06	21.22	-3.8	6.41	6.39	-0.3
TOTAL	12.68	12.25	-3.4	92.78	89.55	-3.5	7.32	7.31	-0.1

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 08/28/16

Destination/Variety	2015-16 STD	2016-17 STD	Change
- 1,000 4/5-bu. cartons -			- % -
Domestic & Canadian - All	0	0	N/A
White	0	0	N/A
Red/Pink	0	0	N/A
Offshore Exports - All	0	0	N/A
White	0	0	N/A
Red/Pink	0	0	N/A
TOTAL - All	0	0	N/A
White	0	0	N/A
Red/Pink	0	0	N/A

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Shipments Season-to-Date through 08/28/16

Country	2014-15 STD	2015-16 STD	Change
- 1,000 4/5-bu. cartons -			- % -
United States	0	0	N/A
Canada	0	0	N/A
Europe	0	0	N/A
Japan	0	0	N/A
Other	0	0	N/A
TOTAL - All	0	0	N/A

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 08/28/16

Variety	FOB Price		
	2015-16	2016-17	Change
	STD	STD	
	- \$ / carton -		- % -
TOTAL^a	N/A	N/A	N/A
White	N/A	N/A	N/A
Red/Pink	N/A	N/A	N/A

^aWeighted average based on FDACS reporting of fresh fruit shipments.
Source: Citrus Administrative Committee

Foreign Exchange Rates Per USD

Date	Euro	Real	Yen
Annual			
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 August)	0.8982	3.065	120.97
2016 (through August)	0.8962	3.594	109.56
% Change	-0.2	+17.3	-9.4
Average for Month of August			
2015	0.8988	3.514	123.21
2016	0.8927	3.249	102.93
% Change	-0.7	-7.5	-16.5