

# Florida Citrus Economic & Market Indicators

## September 2014



Florida Department of Citrus  
Economic and Market Research



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# Summary Comments



- Brazil's OJ exports for 2013-14 Brazilian season (July - August) were down 17.5% from the previous year with exports to the NAFTA region, Europe and the Far East down 3.8%, 21.1% and 22.0%, respectively.
- Season-to-date through 08/30/2014, Florida OJ availability, movement and ending inventories were down 7.9%, 6.9%, and 9.5%, respectively, from last season.
- From October through July of the 2013-14 season, U.S. OJ imports and exports were down 1.1% and 3.6% from last season, respectively. Season-to-date through 08/30/2014, Florida OJ exports were down 18.6% (FDOC Processors Report).
- From October through July of the 2013-14 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 13.1%.
- Season-to-date through 08/30/2014, 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 6.2% from the previous season, with the NFC price even, the Recon price up 1.3% and the overall OJ price up 1.3%.
- The August average FCOJ Futures price was \$1.45/PS, up \$.09/PS from last year, while the Rotterdam price was at an estimated \$1,950/MT, down \$425/MT from last year.
- For the 2013-14 season, the delivered-in price for early and midseason oranges was \$1.72/PS, up \$.36/PS from last season. The delivered-in price for Valencias was \$2.38/PS (up \$.71/PS). White grapefruit was \$1.51/PS (up \$.11/PS) and red grapefruit was \$.98/PS (down \$.05/PS).
- For the 2013-14 season, fresh orange and specialty citrus shipments were down 10.3% from last season.
- Season-to-date through July, clementine and tangerine imports were up 30.7% relative to last season. For the 2013-14 season, Texas fresh grapefruit shipments were down 6.8% relative to last season.
- Season-to-date through 08/30/2014, Florida GJ availability, movement and ending inventory were down 13.4%, 20.4% and 3.4%, respectively.
- From October through July of the 2013-14 season, U.S. GJ exports were down 19.1%. Season-to-date through 08/30/2014, Florida GJ exports were down 22.5% (FDOC Processors report).
- Season-to-date through 08/30/2014, 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 9.3% from the previous season, with the overall GJ price up 2.3%.
- For the 2013-14 season, Florida fresh grapefruit shipments were down 15.2% from last season, with Domestic/Canadian shipments down 13.6% and offshore shipments down 16.7% (DFVI). For the 2013-14 season, shipments to Europe and Japan were down 10.6% and 25.6% respectively. For the 2013-14 season, domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were up 11.7% and down 5.4% respectively.
- For the week ending 09/07/2014 versus the same period last year, the Euro-per-Dollar exchange rate was up 0.9%, while the Yen-per-Dollar was up 5.7%.

# Brazil Orange-Juice Exports

Destination	Season-to-Date (July - August)		
	2012-13	2013-14	Change
----- million SSE gallons <sup>a</sup> -----			- % -
NAFTA <sup>b</sup>	55.5	53.4	-3.8
Europe <sup>c</sup>	190.4	150.1	-21.1
Far East <sup>d</sup>	8.2	6.4	-22.0
Others	9.9	8.0	-19.5
<b>TOTAL</b>	<b>264.0</b>	<b>217.9</b>	<b>-17.5</b>

<sup>a</sup>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.

<sup>b</sup>U.S., Canada, and Mexico.

<sup>c</sup>Russia, Ukraine, and Turkey are included in Europe.

<sup>d</sup>China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.

SOURCE: SECEX.



# Florida Orange-Juice Availability, Movement and Inventory

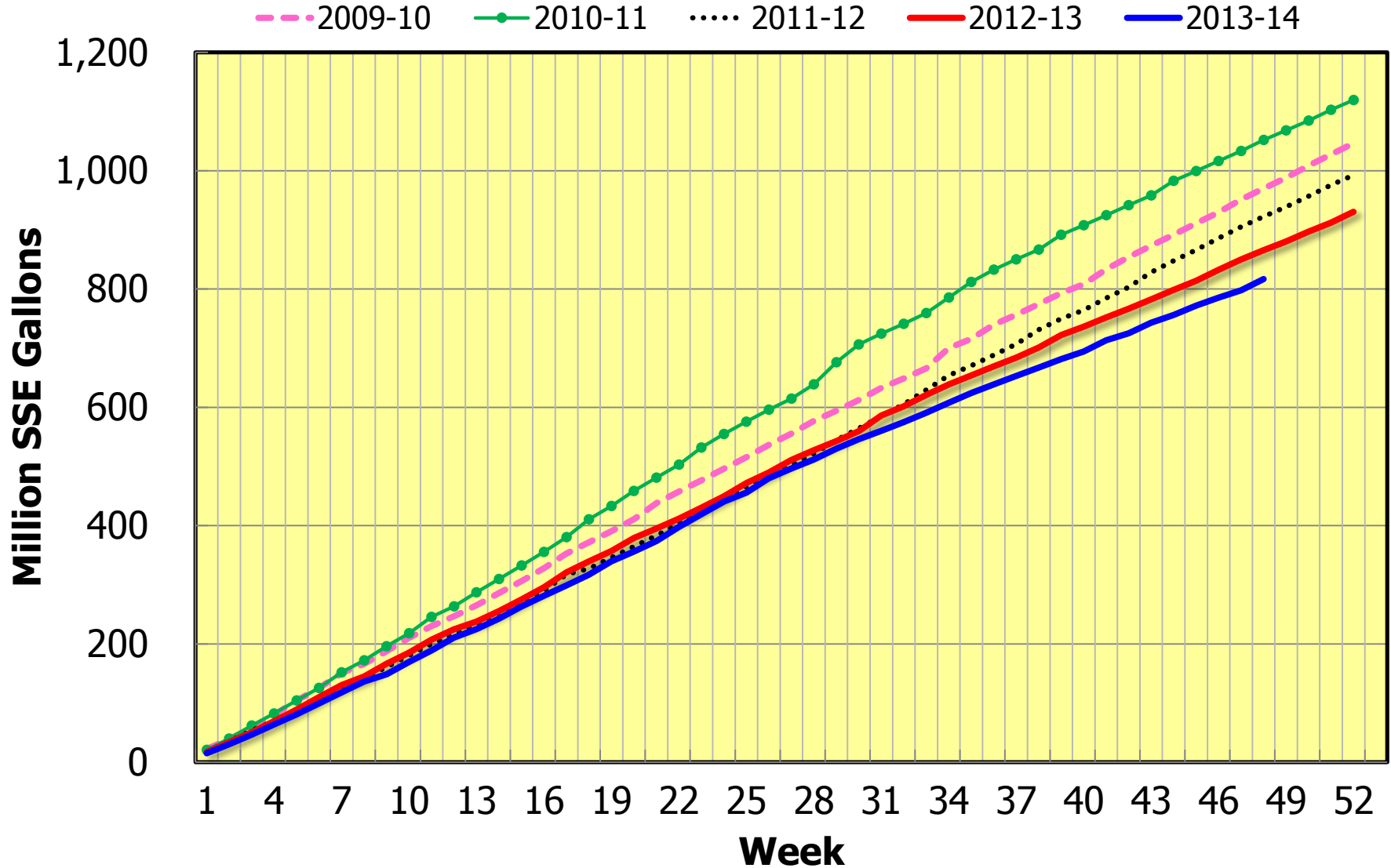
Item	Season (October-September)			Season-to-Date 08/30/14 (FDOC Processor Week 48)		
	2012-13	2013-14 <sup>f</sup>	Change	2012-13	2013-14	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>433.6</b>	<b>523.6</b>	<b>+20.8</b>	<b>433.6</b>	<b>523.6</b>	<b>+20.8</b>
<b>Pack from Fruit</b>	<b>812.3</b>	<b>614.6</b>	<b>-24.3</b>	<b>812.3</b>	<b>614.6</b>	<b>-24.3</b>
<b>Receipts &amp; Losses<sup>a</sup></b>	<b>232.7</b>	<b>215.1</b>	<b>-7.6</b>	<b>228.0</b>	<b>218.9</b>	<b>-4.0</b>
<b>Availability</b>	<b>1,478.6</b>	<b>1,357.7</b>	<b>-8.2</b>	<b>1,473.9</b>	<b>1,357.1</b>	<b>-7.9</b>
<b>Movement</b>	<b>955.0</b>	<b>897.4</b>	<b>-6.0</b>	<b>888.4</b>	<b>827.2</b>	<b>-6.9</b>
FCOJ	438.0	392.9	-10.3	409.6	367.4	-10.3
SSOJ	517.1	500.0	-3.3	478.8	459.8	-4.0
<b>Ending Inventory</b>	<b>523.6</b>	<b>464.9</b>	<b>-11.2</b>	<b>585.5</b>	<b>529.9</b>	<b>-9.5</b>
FCOJ	310.5	253.4	-18.4	335.0	291.7	-12.9
SSOJ	213.1	211.5	-0.8	250.4	238.2	-4.9
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>28.5</b>	<b>26.9</b>	<b>-5.5</b>	<b>31.6</b>	<b>30.7</b>	<b>-2.8</b>
FCOJ <sup>b</sup>	36.9	33.5	-9.0	39.3	38.1	-3.0
SSOJ <sup>b</sup>	21.4	22.0	+2.6	25.1	24.9	-1.0

f = forecast (season estimates for 2013-14 reflect the latest USDA-FASS crop forecast released on July 11th, 2014.

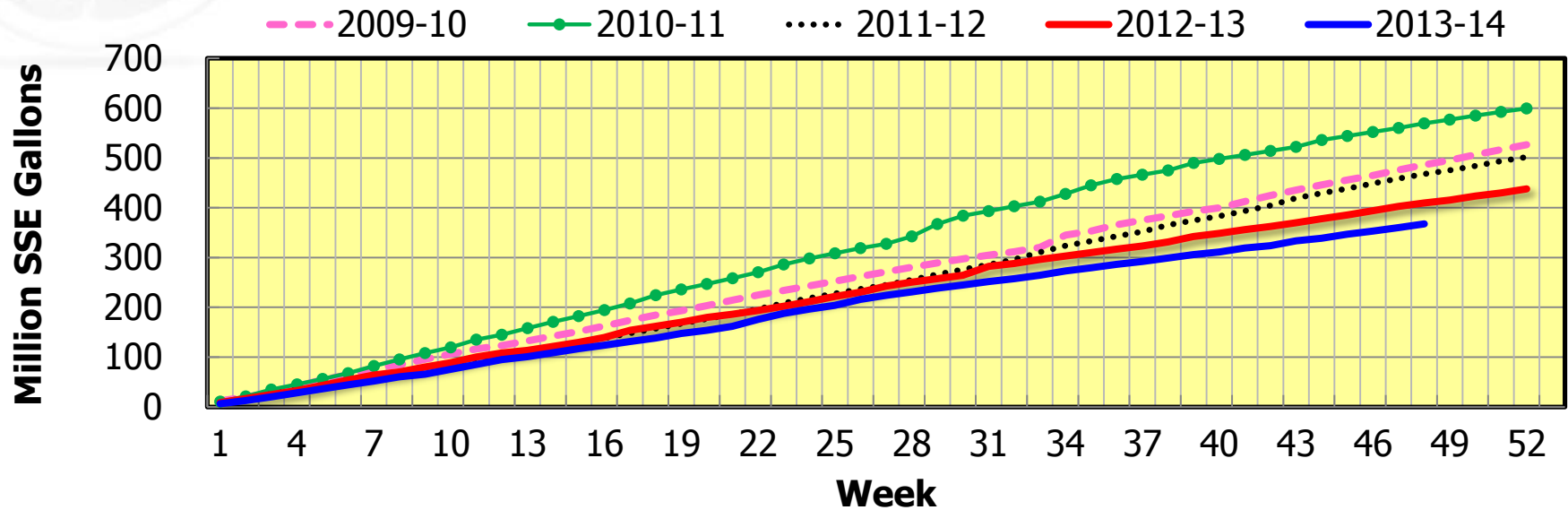
a Includes net gain/loss, foreign imports, domestic receipts, chilled OJ used in FCOJ, reprocessed FCTJ, and FCOJ used in SSOJ.

b Season-to-date weeks supply based on season-to-date movement.

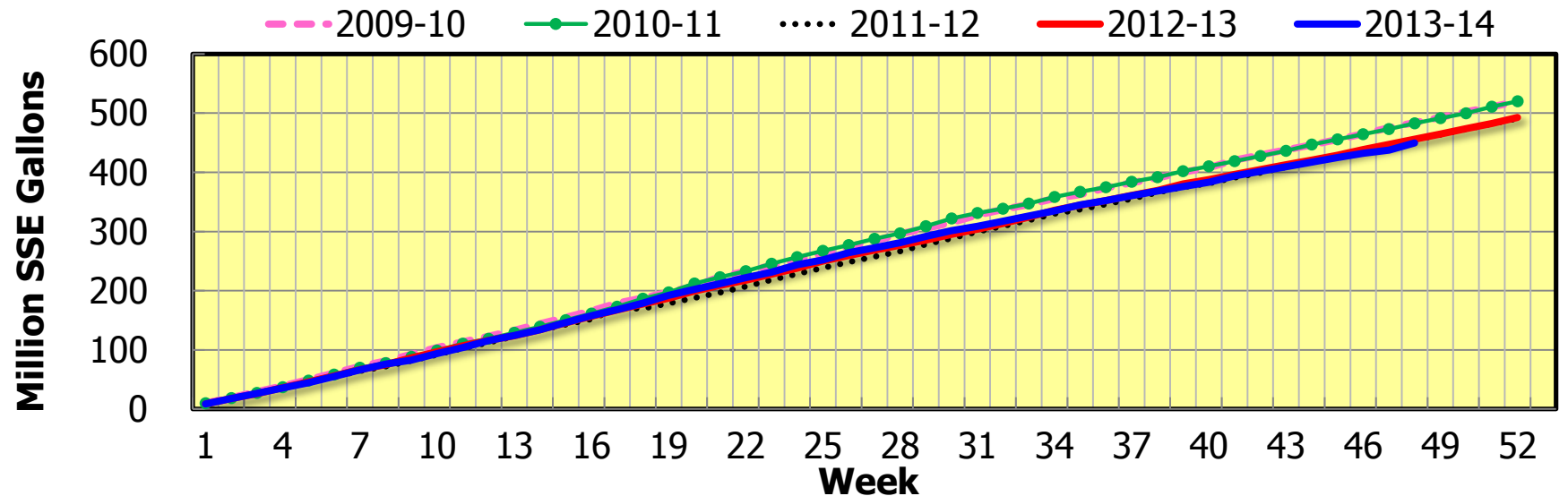
# Florida Orange Juice Movement



# Florida FCOJ Movement



# Florida NFC OJ Movement



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

Season-to-Date  
(October – July)

Country	Volume			Value/SSG <sup>c</sup>		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- - million SSE gallons - -		- - % - -	- - \$/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	198.91	202.68	+1.9	1.19	1.24	+4.2
CBI <sup>b</sup>	44.23	41.40	-6.4	1.55	1.57	+1.3
Mexico	118.43	115.03	-2.9	1.42	1.54	+8.5
Other	8.46	7.04	-16.8	3.14	2.94	-6.4
TOTAL	370.04	366.14	-1.1	1.35	1.41	+4.4
NFC OJ						
Brazil	42.31	22.94	-45.8	1.52	1.45	-4.6
CBI <sup>b</sup>	.01	.00	N/A	8.15	.00	N/A
Mexico	6.09	7.36	+20.9	2.35	2.45	+4.3
Other	.03	.05	+66.7	5.06	3.29	-35.0
TOTAL	48.44	30.53	-37.0	1.63	1.69	+3.7

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

<sup>b</sup>Includes Dominican Republic-Central America initiatives.

<sup>c</sup>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<sup>a,b</sup>

Season-to-Date  
(October - July)

Country	Volume			Value/SSG <sup>c</sup>		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- - million SSE gallons - -		- % -	- - \$/SSE gallon - -		- % -
Canada	77.86	80.07	+2.8	3.03	3.09	+2.0
Europe	35.11	21.18	-39.7	1.86	2.46	+32.3
Japan	.85	.95	+11.8	3.54	2.87	-18.9
Other	31.57	37.95	+20.2	2.78	2.76	-0.7
<b>TOTAL</b>	<b>145.40</b>	<b>140.15</b>	<b>-3.6</b>	<b>2.69</b>	<b>2.90</b>	<b>+7.8</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2013-14 season were down 18.6%, season-to-date through 08/30/2014.

<sup>c</sup>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 - July)		
	2012-13	2013-14	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>30.0</b>	<b>16.0</b>	<b>-46.6</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>152.3</u></b>	<b><u>156.4</u></b>	<b><u>+2.7</u></b>
<b>Availability<sup>c</sup></b>	<b>182.2</b>	<b>172.4</b>	<b>-5.4</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>16.0</u></b>	<b><u>28.0</u></b>	<b><u>+75.3</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>166.3</b>	<b>144.4</b>	<b>-13.1</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. Retail Orange Juice Sales Expanded All Outlets Combined (xAOC)<sup>a</sup>

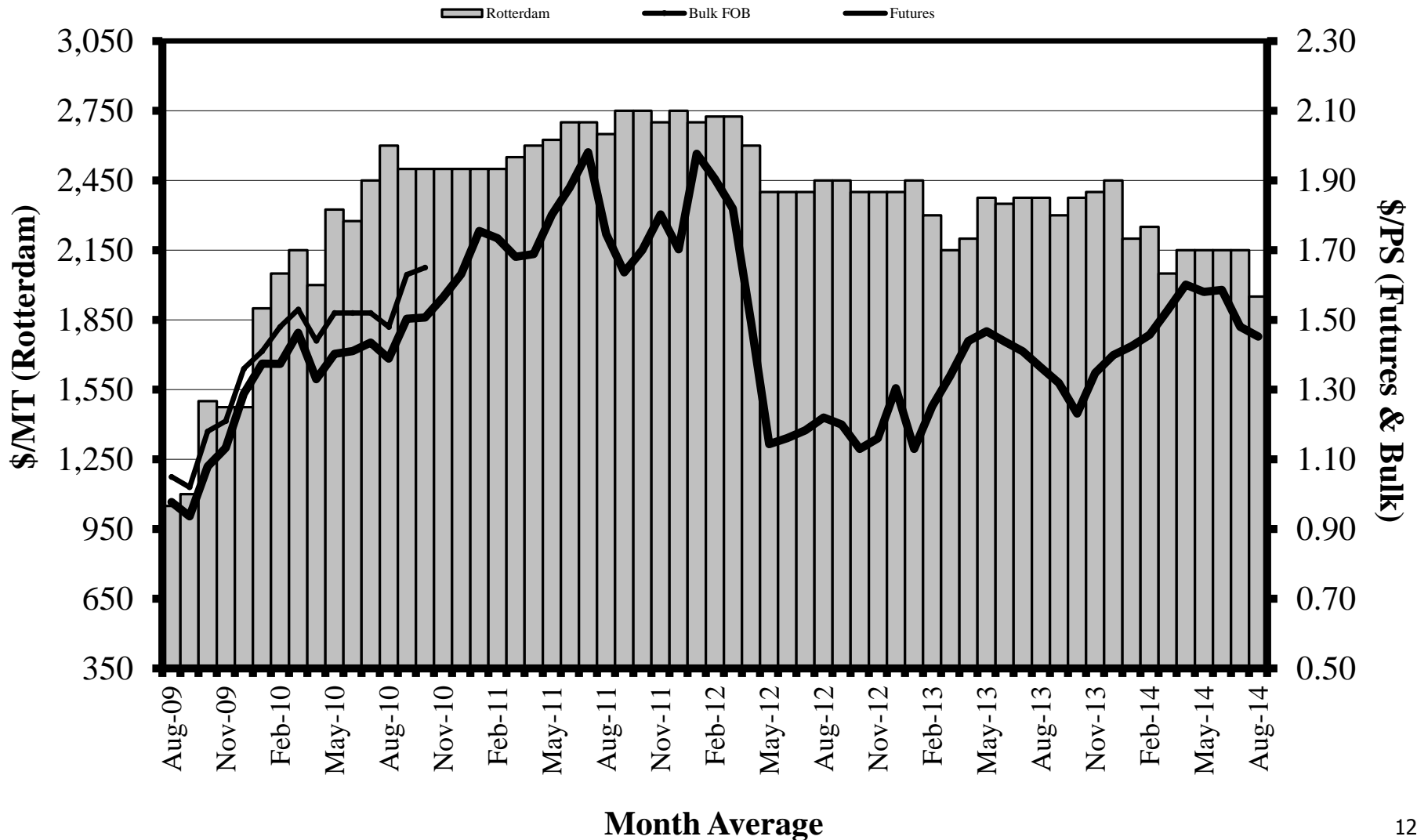
ITEM	Volume			Price		
	2012-13	2013-14f	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- \$/SSE gallon -		%
SEASON <sup>b</sup> :						
Refrigerated	532.52	501.00	-5.9	6.27	6.33	+1.0
NFC	320.03	309.00	-3.4	7.25	7.28	+0.5
RECON	212.49	192.00	-9.6	4.79	4.80	+0.1
FCOJ	27.49	22.92	-16.6	4.76	4.96	+4.1
Shelf Stable	0.75	0.68	-9.3	8.46	8.91	+5.3
TOTAL	560.76	524.60	-6.4	6.20	6.27	+1.2
SEASON-TO-DATE: (through 08/30/14)						
Refrigerated	494.15	466.05	-5.7	6.27	6.34	+1.1
NFC	296.68	288.28	-2.8	7.25	7.25	0.0
RECON	197.47	177.77	-10.0	4.80	4.86	+1.3
FCOJ	25.66	21.73	-15.3	4.76	4.90	+2.9
Shelf Stable	0.68	0.62	-10.1	8.49	8.88	+4.7
TOTAL	520.49	488.40	-6.2	6.20	6.28	+1.3

f = forecast (season estimates for 2013-14 reflect the latest USDA-FASS crop forecast released on July 11<sup>th</sup>, 2014.

<sup>a</sup> 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.

<sup>b</sup> Actual for 2012-13 and forecast for 2013-14.

# FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices August 2009 through August 2014



# FCOJ Prices

## August

Item	2013	2014	Change
	---- \$/pounds solids ----		-- % --
<b>FCOJ Futures</b>	<b>1.36</b>	<b>1.45</b>	<b>+6.6</b>
	---- \$/metric ton ----		
<b>FCOJ Rotterdam</b>	<b>2,375</b>	<b>1,950</b>	<b>-17.9</b>

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



# FDOC Processor Delivered-In Prices

## Report #38 – Week Ending 06/21/14

Variety	SEASON FINAL		
	2012-13	2013-14	Change
-----\$/PS-----			
Early & Midseason <sup>a</sup>	1.360	1.716	+.356
Valencias <sup>a</sup>	1.665	2.377	+.712
White Grapefruit	1.398	1.508	+.110
Red Grapefruit	1.033	0.982	-.051

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

# Sao Paulo Processed Orange Spot Prices

## Monthly Average and Season-to-Date

Season	August Average		Season-to-Date (July-August)	
	Price	Change from Year Ago	Price	Change from Year Ago
	-- \$/box <sup>b</sup> --	-- % --	-- \$/box <sup>b</sup> --	-- % --
<b>2012-13</b>	<b>3.45</b>	<b>N/A</b>	<b>3.44</b>	<b>N/A</b>
<b>2013-14</b>	<b>2.93</b>	<b>-15.07</b>	<b>2.97</b>	<b>-13.66</b>
<b>2014-15</b>	<b>4.28</b>	<b>+46.08</b>	<b>4.38</b>	<b>+47.31</b>

<sup>a</sup> Unweighted average of monthly prices.

<sup>b</sup> 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 thru 06/15/14			FOB Price thru 06/01/14		
	2012-13 Season Final	2013-14 Season Final	Change	2012-13 Season Final	2013-14 Season Final	Change
	-- 1,000 4/5-bu. cartons --		- % -	----- \$/carton -----		- % -
Early, Mids & Temples <sup>a</sup>	2,820	2,514	-10.9	11.42	12.88	+12.8
Navel	2,668	2,094	-21.5	15.13	16.18	+6.9
Valencia	3,218	3,464	+7.6	11.58	14.61	+26.2
Tangelo	788	582	-26.1	11.96	12.50	+4.5
Early Tangerines <sup>b</sup>	2,304	2,044	-11.3	17.56	18.71	+6.5
Honey	1,664	1,372	-17.5	18.88	20.34	+7.7
<b>TOTAL</b>	<b>13,462</b>	<b>12,070</b>	<b>-10.3</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

2012-13	2013-14	Change
August – July		
- - - - million pounds - - - -		- % -
306.91	401.02	+30.7

SOURCE: U.S. Department of Commerce.

## Texas Fresh Grapefruit Shipments

2012-13	2013-14	Change
Season Final		
- - thousand 7/10-bu. cartons - -		- % -
5,637	5,252	-6.8

SOURCE: Texas Valley Citrus Committee.



# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 08/30/14 (FDOC Processor Week 48)		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>39.6</b>	<b>36.8</b>	<b>-7.0</b>	<b>39.6</b>	<b>36.8</b>	<b>-6.9</b>
<b>Pack from Fruit</b>	<b>57.5</b>	<b>48.4</b>	<b>-15.8</b>	<b>57.5</b>	<b>48.4</b>	<b>-15.9</b>
<b>Receipts &amp; Losses<sup>a</sup></b>	<b>0.6</b>	<b>-</b>	<b>-100.0</b>	<b>1.1</b>	<b>(0.2)</b>	<b>-113.9</b>
<b>Availability</b>	<b>97.7</b>	<b>85.2</b>	<b>-12.8</b>	<b>98.2</b>	<b>85.0</b>	<b>-13.4</b>
<b>Movement</b>	<b>60.8</b>	<b>48.7</b>	<b>-20.0</b>	<b>57.5</b>	<b>45.7</b>	<b>-20.4</b>
FCGJ	38.6	29.2	-24.4	36.8	28.1	-23.6
SSGJ	22.2	19.5	-12.3	20.6	17.6	-14.7
<b>Ending Inventory</b>	<b>36.8</b>	<b>36.5</b>	<b>-0.9</b>	<b>40.7</b>	<b>39.3</b>	<b>-3.4</b>
FCGJ	23.9	22.2	-7.1	25.8	23.4	-9.5
SSGJ	12.9	14.3	+10.5	14.9	15.9	+7.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>31.5</b>	<b>39.0</b>	<b>+23.8</b>	<b>34.0</b>	<b>41.2</b>	<b>+21.4</b>
FCGJ <sup>b</sup>	32.2	39.5	+22.9	33.6	39.8	+18.5
SSGJ <sup>b</sup>	30.3	38.1	+26.0	34.6	43.5	+25.7

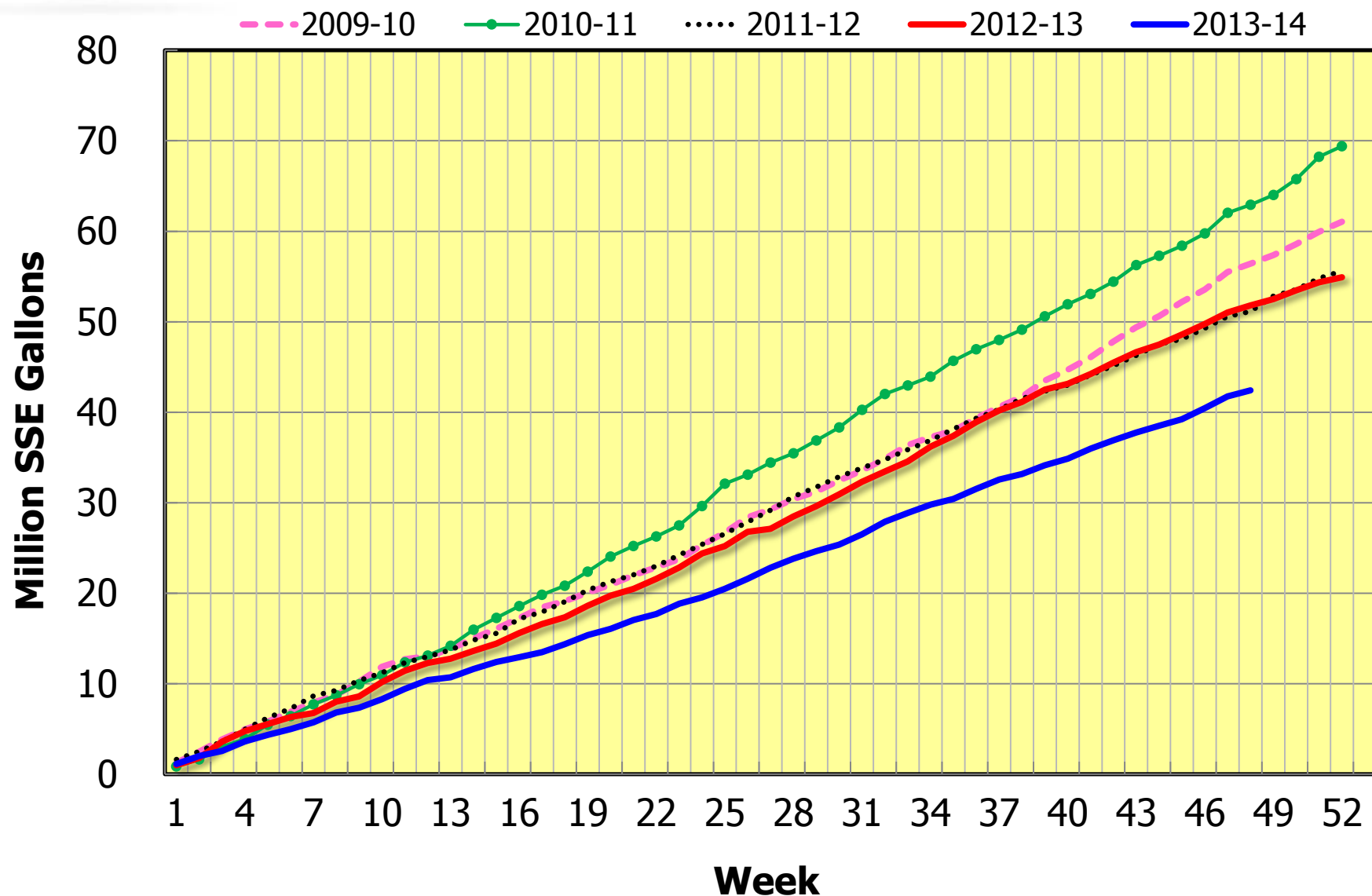
f = forecast (season estimates for 2013-14 reflect the latest USDA-FASS crop forecast released on July 11, 2014.

All volumes in the table reflect Single Strength Gallons using a standard conversion factor of 10 brix (SSG=.865PS).

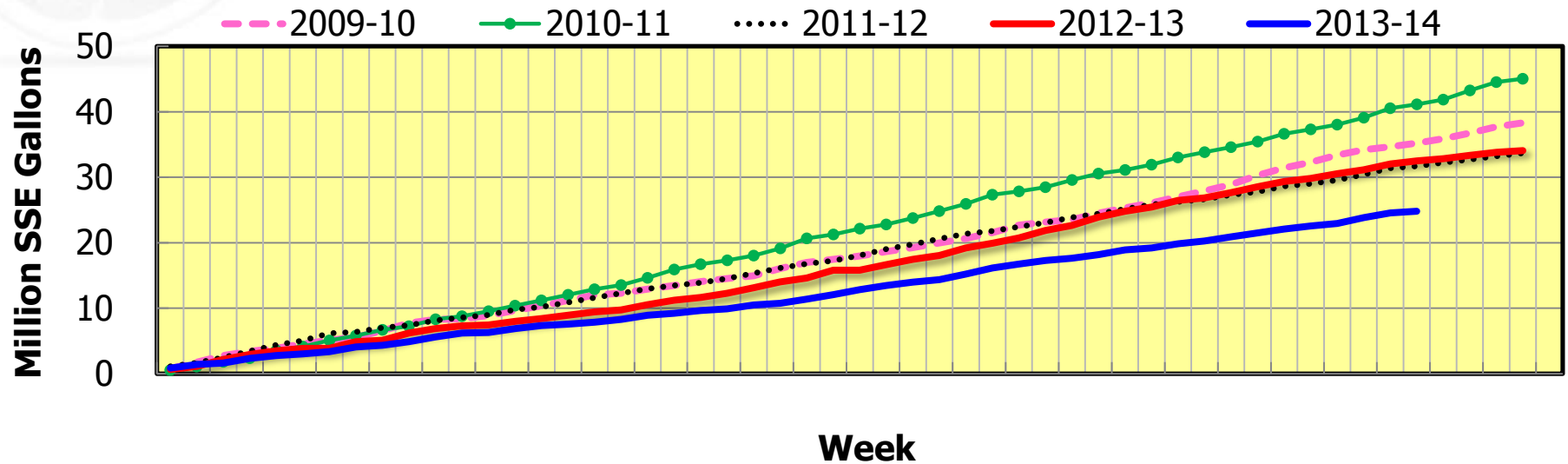
a Includes net gain/loss, foreign imports, domestic receipts, chilled GJ used in FCGJ, and FCGJ used in SSGJ.

b Season-to-date weeks supply based on season-to-date movement.

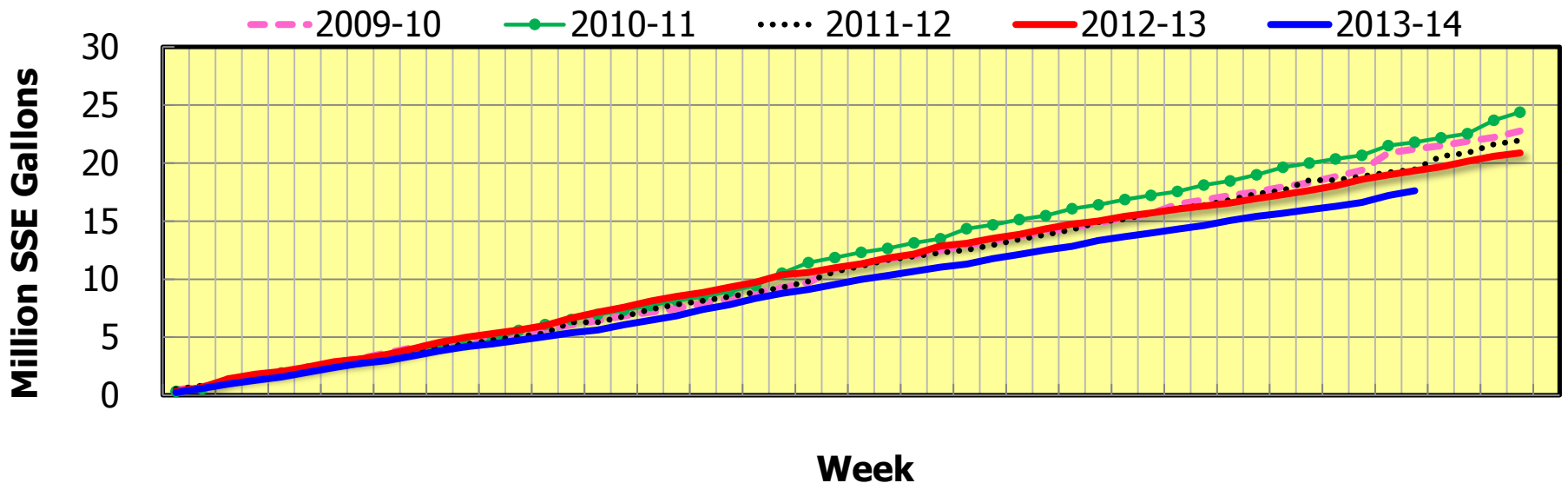
# Florida Grapefruit Juice Movement



# Florida FCGJ Movement



# Florida NFC GJ Movement



# U.S. Grapefruit-Juice Exports<sup>a,b</sup>

**Season-to-Date  
(October – July)**

Country	Volume			Value/SSG <sup>c</sup>		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- - million SSE gallons - -		- % -	- - \$/SSE gallon - -		- % -
<b>Canada</b>	<b>1.69</b>	<b>1.50</b>	<b>-11.2</b>	<b>4.95</b>	<b>4.72</b>	<b>-4.6</b>
<b>Europe</b>	<b>5.09</b>	<b>4.40</b>	<b>-13.6</b>	<b>3.68</b>	<b>3.74</b>	<b>+1.6</b>
<b>Japan</b>	<b>3.77</b>	<b>2.81</b>	<b>-25.5</b>	<b>3.34</b>	<b>3.39</b>	<b>+1.5</b>
<b>Other</b>	<b>2.10</b>	<b>1.52</b>	<b>-27.6</b>	<b>4.22</b>	<b>4.41</b>	<b>+4.5</b>
<b>TOTAL</b>	<b>12.64</b>	<b>10.22</b>	<b>-19.1</b>	<b>3.84</b>	<b>3.89</b>	<b>+1.3</b>

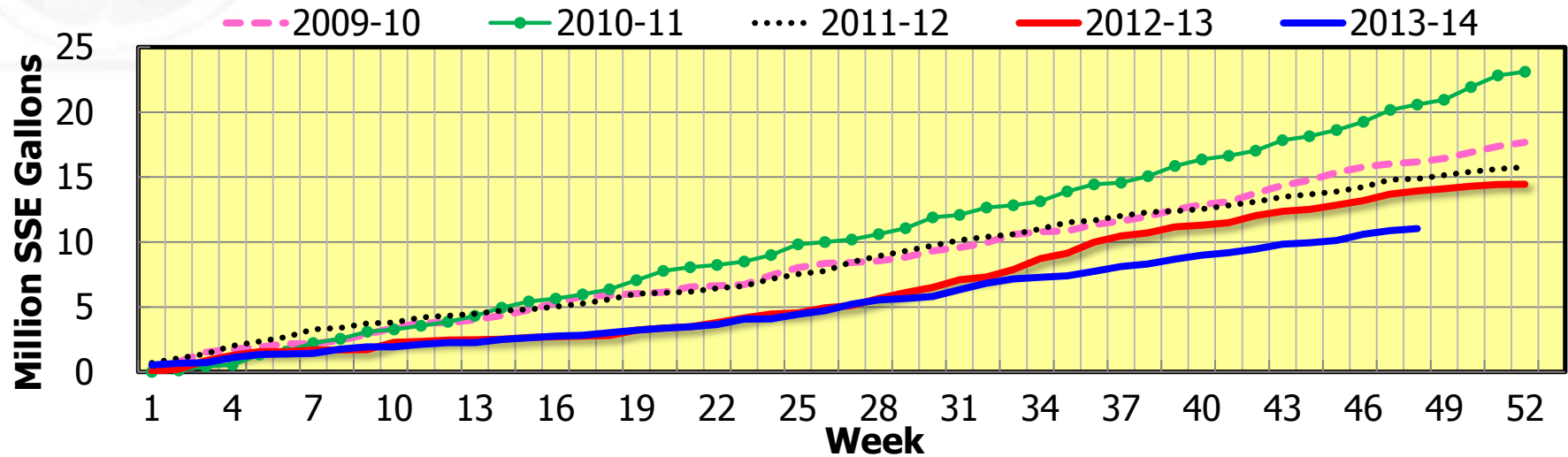
<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2013-14 season were down 22.5%, season-to-date through 08/30/2014.

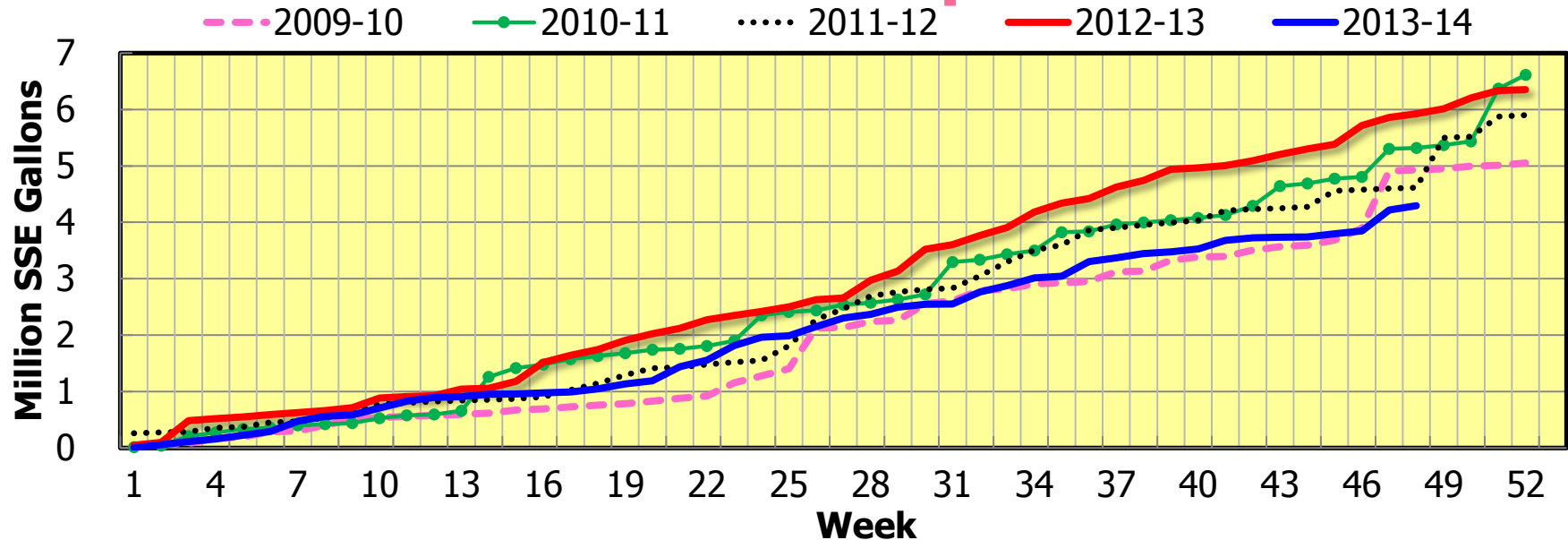
<sup>c</sup>The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.

SOURCE: U.S. Department of Commerce.

# Florida FCGJ Export Movement



# Florida NFC GJ Export Movement





# U.S. Retail Grapefruit Juice Sales Expanded All Outlets Combined (xAOC)<sup>a</sup>

ITEM	Volume			Price		
	2012-13	2013-14 <sup>f</sup>	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- \$/SSE gallon -		%
<b>SEASON<sup>b</sup>:</b>						
<b>Refrigerated</b>	<b>11.60</b>	<b>10.99</b>	<b>-5.3</b>	<b>7.41</b>	<b>7.30</b>	<b>-1.5</b>
NFC	10.64	9.94	-6.5	7.53	7.53	0.0
RECON	0.97	0.92	-5.0	6.09	6.24	+2.4
<b>FCGJ</b>	<b>0.39</b>	<b>0.35</b>	<b>-10.5</b>	<b>4.46</b>	<b>4.62</b>	<b>+3.7</b>
<b>Shelf Stable</b>	<b>5.04</b>	<b>4.10</b>	<b>-18.7</b>	<b>6.03</b>	<b>6.58</b>	<b>+9.0</b>
<b>TOTAL</b>	<b>17.04</b>	<b>15.44</b>	<b>-9.4</b>	<b>6.94</b>	<b>7.04</b>	<b>+1.5</b>
<b>SEASON-TO-DATE: (through 08/30/14)</b>						
<b>Refrigerated</b>	<b>10.76</b>	<b>10.15</b>	<b>-5.7</b>	<b>7.42</b>	<b>7.44</b>	<b>+0.3</b>
NFC	9.86	9.28	-5.9	7.54	7.55	+0.1
RECON	0.90	0.86	-3.8	6.09	6.26	+2.9
<b>FCGJ</b>	<b>0.36</b>	<b>0.30</b>	<b>-17.1</b>	<b>4.45</b>	<b>4.59</b>	<b>+3.1</b>
<b>Shelf Stable</b>	<b>4.70</b>	<b>3.90</b>	<b>-17.0</b>	<b>6.01</b>	<b>6.39</b>	<b>+6.3</b>
<b>TOTAL</b>	<b>15.83</b>	<b>14.35</b>	<b>-9.3</b>	<b>6.93</b>	<b>7.09</b>	<b>+2.3</b>

<sup>f</sup> = forecast (season estimates for 2013-14 reflect the latest USDA-FASS crop forecast released on July 11<sup>th</sup>, 2014.

<sup>a</sup> 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.

<sup>b</sup> Actual for 2012-13 and forecast for 2013-14.



# **Florida Fresh Grapefruit Shipments Season-to-Date through 07/31/14**

Shipments/Variety	2012-13 SEASON FINAL	2013-14 SEASON FINAL	Change
----- 1,000 4/5-bu. Cartons -----			- % -
<b>Domestic &amp; Canadian – All</b>	<b>7,074</b>	<b>6,113</b>	<b>-13.6</b>
White	147	103	-29.9
Colored	6,927	6,010	-13.2
<b>Offshore Exports – All</b>	<b>7,198</b>	<b>5,995</b>	<b>-16.7</b>
White	1,541	1,167	-24.3
Colored	5,657	4,828	-14.7
<b>TOTAL - All</b>	<b>14,272</b>	<b>12,108</b>	<b>-15.2</b>
White	1,688	1,270	-24.8
Colored	12,584	10,838	-13.9

SOURCE: DFVI, Florida Dept of Agriculture





## Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 07/31/14

Country	2012-13 SEASON FINAL	2013-14 SEASON FINAL	Change
- - - - thousand cartons - - - -			- - % - -
United States	5,988	5,126	-14.4
Canada	1,087	987	-9.2
Europe	2,917	2,609	-10.6
Japan	3,894	2,898	-25.6
Other	386	488	+26.4
<b>TOTAL</b>	<b>14,272</b>	<b>12,108</b>	<b>-15.2</b>

# Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 06/01/14

Variety	FOB Price		
	2012-13 Season Final	2013-14 Season Final	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>12.37</b>	<b>13.82</b>	<b>+11.7</b>
<b>Colored</b>	<b>11.61</b>	<b>10.98</b>	<b>-5.4</b>

SOURCE: Citrus Administrative Committee.

# Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2009</b>	<b>0.7190</b>	<b>1.9924</b>	<b>93.58</b>
<b>2010</b>	<b>0.7546</b>	<b>1.7535</b>	<b>87.78</b>
<b>2011</b>	<b>0.7188</b>	<b>1.6698</b>	<b>79.70</b>
<b>2012</b>	<b>0.7781</b>	<b>1.9508</b>	<b>79.79</b>
<b>2013</b>	<b>0.7532</b>	<b>2.1546</b>	<b>97.58</b>
<b>2013 (thru 09/07/2013)</b>	<b>0.7605</b>	<b>2.1029</b>	<b>96.41</b>
<b>2014 (thru 09/07/2014)</b>	<b>0.7340</b>	<b>2.2774</b>	<b>102.48</b>
<b>% Change</b>	<b>-3.5</b>	<b>+8.3</b>	<b>+6.3</b>
<b>WEEK ENDING 09/07/2014</b>			
<b>2013</b>	<b>0.7582</b>	<b>2.3659</b>	<b>99.10</b>
<b>2014</b>	<b>0.7650</b>	<b>2.2344</b>	<b>104.76</b>
<b>% Change</b>	<b>+0.9</b>	<b>-5.6</b>	<b>+5.7</b>