

# Florida Citrus Economic & Market Indicators January 2016



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# Summary Comments

- Brazil's OJ exports for 2015-16 Brazilian season (July - December) were down 14.0% from the previous year with exports to the NAFTA region, Europe and the Far East down 24.2%, 9.3% and 34.3%, respectively.
- Season-to-date through 12/26/2015, Florida FCOJ availability, movement and ending inventories were down 5.1%, up 22.7%, and down 12.5%, respectively, from last season.
- Season-to-date through 12/26/2015, Florida SSOJ availability, movement and ending inventories were up 1.1%, down 5.0%, and up 4.6%, respectively, from last season.
- For October through November of the 2015-16 season, U.S. OJ imports and exports were down 37.4% and up 38.4% from last season, respectively. Season-to-date through 12/26/2015, Florida OJ exports were down 16.4% (FDOC Processors Report).
- For October through November of the 2015-16 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 12.5%.
- Season-to-date through 12/26/2015, 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 3.7% from the previous season, with the NFC price up 0.5%, the Recon price down 2.2% and the overall OJ price up 0.3%.
- The December average FCOJ Futures price was \$1.45/PS, even/PS from last year, while the Rotterdam price was at an estimated \$1,850/MT, down \$50/MT from last year.
- Season-to-date through 12/26/2015, season, the delivered-in price for early and midseason oranges was \$1.56/PS, up \$.30/PS from last season.
- From August through November of the 2015-16 season, clementine and tangerine imports were up 32.2% relative to last season. Season-to-date through 12/19/2015, Texas fresh grapefruit shipments were down 17.0% relative to last season.
- Season-to-date through 12/26/2015, Florida FCGJ availability, movement and ending inventory were up 38.7%, down 17.0%, and down 20.5%, respectively.
- Season-to-date through 12/26/2015, Florida SSGJ availability, movement and ending inventory were down 12.4%, up 8.8%, and 0.0%, respectively.
- For October through November of the 2015-16 season, U.S. GJ exports were down 1.3%. Season-to-date through 12/26/2015, Florida GJ exports were down 93.7% (FDOC Processors report).
- Season-to-date through 12/26/2015, 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 5.5% from the previous season, with the overall GJ price up 0.1%.
- Season-to-date through 12/06/2015, Florida fresh grapefruit shipments were down 15.2% from last season, with Domestic/Canadian shipments down 18.4% and offshore shipments down 13.7% (DFVI). Season-to-date through 12/06/2015, shipments to Europe and Japan were down 28.8% and 21.1%, respectively. Season-to-date through 12/06/2015, domestic FOB prices (CAC) for fresh white and colored grapefruit were up 39.4% and 23.5%, respectively.
- For the week ending 01/10/2016 versus the same period last year, the Euro-per-Dollar exchange rate was up 9.5%, while the Yen-per-Dollar was down 1.0%.

# Brazil Orange-Juice Exports

Destination	Season-to-Date (July - December)		
	2014-15	2015-16	Change
- million SSE gallons (a) -			- % -
NAFTA <sup>b, e</sup>	167.4	126.9	-24.2
Europe <sup>c</sup>	580.4	526.3	-9.3
Far East <sup>d</sup>	57.5	37.8	-34.3
Others	36.5	32.6	-10.7
<b>Total</b>	<b>841.8</b>	<b>723.6</b>	<b>-14.0</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.

<sup>e</sup> Brazil reported no exports to NAFTA for the month of August.

SOURCE: Secretary of External Commerce - Brazil

# Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 12/26/2015 (FDOC Processor Week 12)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>319.5</b>	<b>274.1</b>	<b>-14.2</b>	<b>274.1</b>	<b>289.3</b>	<b>+5.5</b>
<b>Pack from Fruit</b>	<b>148.2</b>	<b>120.0</b>	<b>-19.0</b>	<b>16.0</b>	<b>23.7</b>	<b>+48.1</b>
<b>Imports <sup>a</sup></b>	<b>210.8</b>	<b>259.7</b>	<b>+23.2</b>	<b>75.5</b>	<b>33.9</b>	<b>-55.1</b>
<b>Availability</b>	<b>678.4</b>	<b>653.8</b>	<b>-3.6</b>	<b>365.6</b>	<b>346.9</b>	<b>-5.1</b>
<b>Movement</b>	<b>404.3</b>	<b>364.6</b>	<b>-9.8</b>	<b>76.7</b>	<b>94.1</b>	<b>+22.7</b>
Bulk	317.2	278.2	-12.3	56.9	73.0	+28.3
Packaged	87.1	86.4	-0.8	19.8	21.1	+6.6
<b>Ending Inventory</b>	<b>274.1</b>	<b>289.3</b>	<b>+5.5</b>	<b>288.9</b>	<b>252.8</b>	<b>-12.5</b>
Bulk	265.9	281.4	+5.8	282.3	247.0	-12.5
Packaged	8.2	7.8	-4.9	6.6	5.8	-12.1
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>35.3</b>	<b>41.3</b>	<b>+17.0</b>	<b>45.2</b>	<b>32.2</b>	<b>-28.8</b>

<sup>a</sup>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.

<sup>b</sup>Season-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 12/26/2015 (FDOC Processor Week 12)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>219.3</b>	<b>213.6</b>	<b>-2.6</b>	<b>213.6</b>	<b>228.4</b>	<b>+6.9</b>
<b>Pack from Fruit</b>	<b>484.3</b>	<b>436.2</b>	<b>-9.9</b>	<b>40.5</b>	<b>28.5</b>	<b>-29.6</b>
<b>Imports<sup>a</sup></b>	<b>21.4</b>	<b>41.7</b>	<b>+94.9</b>	<b>20.6</b>	<b>20.7</b>	<b>+0.5</b>
<b>Availability</b>	<b>724.9</b>	<b>691.5</b>	<b>-4.6</b>	<b>274.7</b>	<b>277.7</b>	<b>+1.1</b>
<b>Movement<sup>b</sup></b>	<b>508.0</b>	<b>457.0</b>	<b>-10.0</b>	<b>111.9</b>	<b>106.3</b>	<b>-5.0</b>
Bulk	57.2	36.2	-36.7	7.8	8.4	+7.7
Packaged	450.9	420.8	-6.7	104.1	97.9	-6.0
<b>Ending Inventory</b>	<b>213.6</b>	<b>227.8</b>	<b>+6.6</b>	<b>162.7</b>	<b>170.2</b>	<b>+4.6</b>
Bulk	207.1	221.6	+7.0	155.2	164.0	+5.7
Packaged	6.5	6.2	-4.6	7.4	6.2	-16.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>c</sup></b>	<b>21.9</b>	<b>25.9</b>	<b>+18.3</b>	<b>17.4</b>	<b>19.2</b>	<b>+10.3</b>

<sup>a</sup>Also 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.

<sup>b</sup>Excludes evaporated COJ.

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

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

Season-to-Date

(October - November)

Country	Volume			Value/SSG <sup>c</sup>		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- - million SSE gallons - -		- - % - -	- - \$/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	78.25	43.94	+43.8	1.19	0.99	-16.8
CBI <sup>b</sup>	0.18	0.89	+394.4	1.90	1.57	-17.4
Mexico	9.78	10.01	+2.4	1.83	1.41	-23.0
Other	1.29	1.15	-10.9	2.96	2.42	-18.2
TOTAL	89.50	55.99	-37.4	1.29	1.10	-14.7
NFC OJ						
Brazil	14.07	11.24	-20.1	1.38	1.41	+2.2
CBI <sup>b</sup>	0.00	0.00	N/A	0.00	0.00	N/A
Mexico	0.00	0.13	N/A	0.00	3.19	N/A
Other	0.11	0.00	-100.0	3.78	6.27	+65.9
TOTAL	14.18	11.38	-19.7	1.40	1.43	+2.1

<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 - November)**

Country	Volume			Value/SSG <sup>c</sup>		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- - million SSE gallons - -		- % -	- - \$/SSE gallon - -		- % -
<b>Canada</b>	<b>12.38</b>	<b>8.14</b>	<b>-34.2</b>	<b>3.14</b>	<b>5.16</b>	<b>+64.3</b>
<b>Europe</b>	<b>0.88</b>	<b>8.38</b>	<b>+852.3</b>	<b>3.51</b>	<b>1.48</b>	<b>-57.8</b>
<b>Japan</b>	<b>0.17</b>	<b>0.15</b>	<b>-11.8</b>	<b>3.61</b>	<b>3.13</b>	<b>-13.3</b>
<b>Other</b>	<b>3.18</b>	<b>6.32</b>	<b>+98.7</b>	<b>3.52</b>	<b>3.24</b>	<b>-8.0</b>
<b>TOTAL</b>	<b>16.61</b>	<b>22.99</b>	<b>+38.4</b>	<b>3.24</b>	<b>3.28</b>	<b>+1.2</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2015-16 season were down 16.4%, season-to-date through 12/26/2015.

<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 - November)		
	2014-15	2015-16	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>24.2</b>	<b>27.9</b>	<b>15.3</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>39.0</u></b>	<b><u>23.6</u></b>	<b><u>-39.5</u></b>
<b>Availability<sup>c</sup></b>	<b>63.2</b>	<b>51.5</b>	<b>-18.5</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>22.5</u></b>	<b><u>15.9</u></b>	<b><u>-29.3</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>40.7</b>	<b>35.6</b>	<b>-12.5</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>Non-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.

NOTE: The difference between the 23.0 Million Gallon Ending Inventory reported in November 2015 Economic Indicators and the 27.9 Million Gallon Starting inventory reported in December 2015 Economic Indicators is due to the inclusion of the 53rd week of the 2014-15 season.

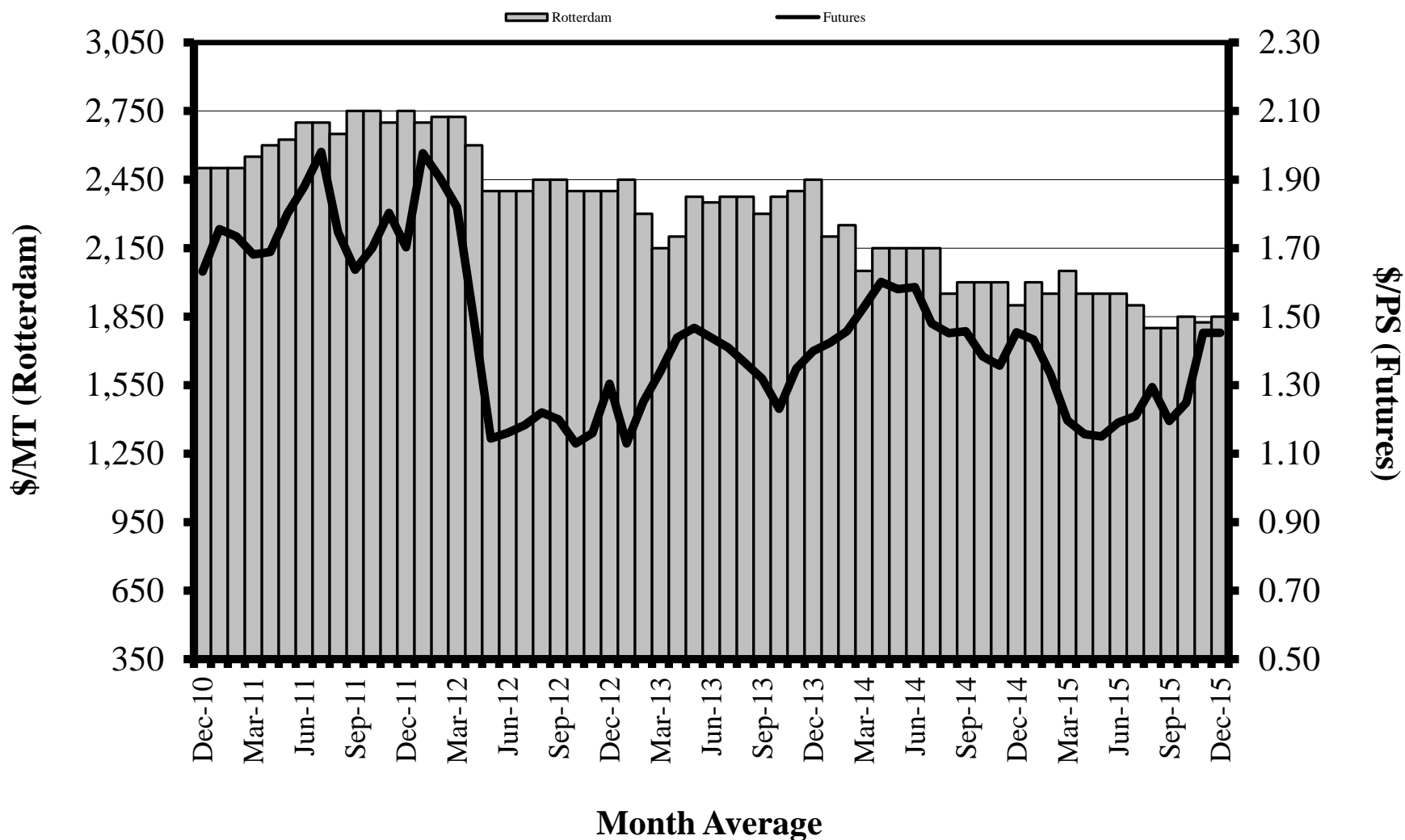
# U.S. Retail Orange Juice Sales

## Expanded All Outlets Combined (xAOC)<sup>a</sup>

ITEM	Volume			Price		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		%	- \$/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	502.10	468.92	-6.6	6.35	6.62	+4.3
NFC	310.64	292.21	-5.9	7.27	7.62	+4.8
RECON	191.46	176.71	-7.7	4.87	4.96	+1.8
FCOJ	23.41	21.35	-8.8	4.89	4.95	+1.2
Shelf Stable	0.67	0.56	-16.4	8.89	9.12	+2.6
TOTAL	526.05	490.83	-6.7	6.29	6.55	+4.1
SEASON-TO-DATE through 12/26/2015, TOP LINE REPORT #3						
	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	115.42	111.40	-3.5	6.54	6.56	+0.3
NFC	72.13	71.07	-1.5	7.47	7.51	+0.5
RECON	43.29	40.33	-6.8	4.98	4.87	-2.2
FCOJ	5.41	5.02	-7.2	4.95	4.96	+0.2
Shelf Stable	0.15	0.10	-33.3	9.16	8.93	-2.5
TOTAL	120.98	116.52	-3.7	6.47	6.49	+0.3

a 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.

# FCOJ Futures & Rotterdam Monthly Average Prices December 2010 through December 2015



# FCOJ Prices

## December

Item	2014	2015	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Futures</b>	<b>1.454</b>	<b>1.453</b>	<b>+0.1</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>1,900</b>	<b>1,850</b>	<b>-2.6</b>

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

# FDOC Processor Delivered-In Prices

## Report #12– Week Ending 12/26/15

Variety	STD Prices Reported for Canner's A		
	2014-15	2015-16	Change
	-----\$/PS-----		
Early & Midseason <sup>a</sup>	\$1.86	\$1.56	-0.2
Valencias <sup>b</sup>	N/A	N/A	N/A
White Grapefruit	N/A	N/A	N/A
Red Grapefruit	N/A	N/A	N/A

<sup>a</sup>Final priced, combined for STD, Spot & Contract for Week.

<sup>b</sup>Spot & Contract.

# Sao Paulo Processed Orange Spot Prices

## Monthly Average and Season-to-Date

Season	December Average		Season-to-Date (Jul - Dec) <sup>a</sup>	
	Price	Change from Year Ago	Price	Change from Year Ago
	-- \$/box <sup>b</sup> --	-- % --	-- \$/box <sup>b</sup> --	-- % --
<b>2013-14</b>	<b>3.54</b>	<b>+25.5</b>	<b>3.25</b>	<b>-1.2</b>
<b>2014-15</b>	<b>3.86</b>	<b>+9.0</b>	<b>4.18</b>	<b>+28.6</b>
<b>2015-16</b>	<b>3.67</b>	<b>-4.9</b>	<b>3.35</b>	<b>-19.9</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 12/06/15			FOB Price thru 12/06/15		
	2014-15 STD	2015-16 STD	Change	2014-15 STD	2015-16 STD	Change
	-- 1,000 4/5-bu. cartons --		- % -	----- \$/carton -----		- % -
Early, Mids & Temples <sup>a</sup>	1,010	848	-16.0	13.41	14.86	+10.8
Navel	1,076	523	-51.4	18.14	19.85	+9.4
Valencia	0	17	N/A	N/A	N/A	N/A
Tangelo	227	55	-75.8	12.77	14.98	+17.3
Early Tangerines <sup>b</sup>	1,368	754	-44.9	19.81	23.95	+20.9
Honey	2	0	-100.0	N/A	N/A	N/A
<b>TOTAL</b>	<b>3,682</b>	<b>2,196</b>	<b>-40.4</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		
2014-15	2015-16	Change	2014-15	2015-16	Change
August - November			STD – 12/19/2015		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
146.76	194.03	+32.2	1,931	1,604	-17.0

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 12/26/2015 (FDOC Processor Week 12)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>20.6</b>	<b>18.8</b>	<b>-8.7</b>	<b>9.7</b>	<b>16.1</b>	<b>+66.0</b>
<b>Pack from Fruit</b>	<b>22.5</b>	<b>17.7</b>	<b>-21.3</b>	<b>4.0</b>	<b>3.0</b>	<b>-25.0</b>
<b>Imports<sup>a</sup></b>	<b>--</b>	<b>--</b>	<b>N/A</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Availability</b>	<b>43.1</b>	<b>36.5</b>	<b>-15.3</b>	<b>13.7</b>	<b>19.0</b>	<b>+38.7</b>
<b>Movement</b>	<b>25.6</b>	<b>23.6</b>	<b>-7.8</b>	<b>4.7</b>	<b>3.9</b>	<b>-17.0</b>
Bulk	25.3	23.4	-7.5	4.6	3.9	-15.2
Packaged	0.4	0.2	-50.0	0.0	0.0	0.0
<b>Ending Inventory</b>	<b>18.9</b>	<b>16.1</b>	<b>-14.8</b>	<b>20.0</b>	<b>15.9</b>	<b>-20.5</b>
Bulk	18.8	16.1	-14.4	20.0	15.9	-20.5
Packaged	0.0	0.0	N/A	0.0	0.0	0.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>38.3</b>	<b>35.5</b>	<b>-7.3</b>	<b>51.4</b>	<b>48.4</b>	<b>-5.8</b>

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

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

# Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 12/26/15 (FDOC Processor Week 12)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>11.2</b>	<b>12.2</b>	<b>+8.9</b>	<b>12.2</b>	<b>9.6</b>	<b>-21.3</b>
<b>Pack from Fruit</b>	<b>19.3</b>	<b>14.9</b>	<b>-22.8</b>	<b>0.1</b>	<b>1.0</b>	<b>+900</b>
<b>Imports <sup>a</sup></b>	<b>0.0</b>	<b>1.1</b>	<b>+100</b>	<b>-0.2</b>	<b>0.1</b>	<b>+150</b>
<b>Availability</b>	<b>30.5</b>	<b>28.1</b>	<b>-7.9</b>	<b>12.1</b>	<b>10.6</b>	<b>-12.4</b>
<b>Movement</b>	<b>16.8</b>	<b>16.9</b>	<b>+0.6</b>	<b>3.4</b>	<b>3.7</b>	<b>+8.8</b>
Bulk	4.4	4.5	+2.3	0.1	1.1	+1000
Packaged	12.4	12.4	0.0	3.4	2.6	-23.5
<b>Ending Inventory</b>	<b>12.2</b>	<b>9.5</b>	<b>-22.1</b>	<b>6.9</b>	<b>6.9</b>	<b>0.0</b>
Bulk	11.9	9.3	-21.8	6.8	6.7	-1.5
Packaged	0.2	0.2	0.0	0.2	0.2	+0.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>37.7</b>	<b>29.4</b>	<b>-22.0</b>	<b>24.2</b>	<b>22.5</b>	<b>-7.0</b>

<sup>a</sup>Also 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.

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

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

## Season-to-Date (October - November)

Country	Volume			Value/SSG <sup>c</sup>		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	-- million SSE gallons --		-- % --	-- \$/SSE gallon --		-- % --
Canada	0.27	0.28	+3.7	4.77	3.29	-31.0
Europe	0.53	0.97	+83.0	3.68	2.72	+26.1
Japan	0.38	0.42	+10.5	3.08	5.26	+70.8
Other	0.20	0.21	+5.0	4.14	6.15	+48.6
<b>TOTAL</b>	<b>1.38</b>	<b>1.88</b>	<b>+36.2</b>	<b>3.80</b>	<b>3.75</b>	<b>-1.3</b>

<sup>a</sup> SOURCE: U.S. Department of Commerce.

<sup>b</sup>FDOC Processor exports of GJ for the 2015-16 season were down 93.7%, season-to-date through 12/26/2015.

<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.

# U.S. Retail Grapefruit Juice Sales

## Expanded All Outlets Combined (xAOC)<sup>a</sup>

ITEM	Volume			Price		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		%	- \$/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	10.99	10.69	-2.7	7.45	7.70	+3.4
NFC	10.10	9.75	-3.5	7.57	7.86	+3.8
RECON	5.11	4.97	-2.7	6.34	6.36	+0.3
FCGJ	0.32	0.18	-43.8	4.61	5.25	+13.9
Shelf Stable	10.99	10.69	-2.7	7.45	7.70	+3.4
TOTAL	15.53	14.90	-4.1	7.11	7.33	+3.1
SEASON-TO-DATE through 12/26/2015, TOP LINE REPORT #3						
	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	2.49	2.38	-4.4	7.67	7.64	-0.4
NFC	2.26	2.16	-4.4	7.81	7.77	-0.5
RECON	0.23	0.22	-4.3	6.16	6.40	+3.9
FCGJ	0.05	0.04	-20.0	5.20	4.72	-9.2
Shelf Stable	0.93	0.85	-8.6	6.34	6.42	+1.3
TOTAL	3.47	3.28	-5.5	7.28	7.29	+0.1

a 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.

# Florida Fresh Grapefruit Shipments, Season-to-Date through 12/06/15

Shipments/Variety	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
- - - - 1,000 4/5-bu. Cartons - - - -			- % -
<b>Domestic &amp; Canadian – All</b>	<b>1,844</b>	<b>1,505</b>	<b>-18.4</b>
White	29	19	-18.1
Colored	1,815	1,486	-24.0
<b>Offshore Exports – All</b>	<b>1,791</b>	<b>1,546</b>	<b>-13.7</b>
White	340	262	-22.9
Colored	1,451	1,284	-11.5
<b>TOTAL - All</b>	<b>3,635</b>	<b>3,050</b>	<b>-16.1</b>
White	369	281	-23.8
Colored	3,266	2,769	-15.2

SOURCE: DFVI, Florida Dept of Agriculture

# Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 12/06/15

Country	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
- - - - thousand cartons - - - -			- - % - -
United States	1,561	1,017	-34.8
Canada	284	230	-19.0
Europe	859	612	-28.8
Japan	733	578	-21.1
Other	198	228	+15.2
<b>TOTAL</b>	<b>3,635</b>	<b>2,665</b>	<b>-26.7</b>

Source: Florida Department of Citrus

# Florida Fresh Grapefruit Domestic FOB Prices

## Season-to-Date through 12/06/2015

Variety	FOB Price		
	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>12.32</b>	<b>17.18</b>	<b>+39.4</b>
<b>Colored</b>	<b>11.70</b>	<b>14.45</b>	<b>+23.5</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</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>2014</b>	<b>0.7535</b>	<b>2.3475</b>	<b>105.84</b>
<b>2015</b>	<b>0.9012</b>	<b>3.3310</b>	<b>121.03</b>
<b>2015 (thru 01/10/2015)</b>	<b>0.8380</b>	<b>2.6763</b>	<b>119.66</b>
<b>2016 (thru 01/10/2016)</b>	<b>0.9208</b>	<b>4.0031</b>	<b>118.83</b>
<b>% Change</b>	<b>+9.9</b>	<b>+50.0</b>	<b>-0.7</b>
<b>WEEK ENDING 01/10/2016</b>			
<b>2015</b>	<b>0.8414</b>	<b>2.6780</b>	<b>119.43</b>
<b>2016</b>	<b>0.9212</b>	<b>4.0227</b>	<b>118.25</b>
<b>% Change</b>	<b>+9.5</b>	<b>+50.2</b>	<b>-1.0</b>