Florida Citrus Economic & Market Indicators
August, 2010

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Summary Comments

- Brazil's OJ exports for July were down 14.2% from the previous year with exports to NAFTA countries, Europe and the Far East down 71.5%, down 10.2% and up 14.2%, respectively.

- Season-to-date through 07/31/10, Florida OJ availability, movement and ending inventories were down 11.2%, 7.9% and 14.9%, respectively, from last season.

- For October through June of the 2009-10 season, U.S. OJ imports and exports were up 12.0% and 11.5%, respectively. For 2009-10, season-to-date through 07/31/10, Florida OJ exports were up 38.1% (FDOC Processors report).

- For October through June of the 2009-10 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 5.6%.

- Season-to-date through 07/10/10, 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 1.8% from the previous season, with the NFC price down 2.1%, the Recon price down 5.5% and the overall OJ price down 3.3%.

- The July average FCOJ Futures price was $1.43/PS, up $.49/PS from last year. The Florida bulk FCOJ FOB price was $1.52/PS for the week ending 07/24/10, up $.47/PS from last year; while the Rotterdam price was at an estimated $2,450/MT, up $1,475/MT from last year.

- The season delivered-in price for early and midseason oranges was $1.32/PS, up $.31/PS from last season; the delivered-in price for Valencia oranges was $1.55/PS, up $.42/PS from last season; delivered-in prices for white and red grapefruit juice were $1.16/PS and $1.12/PS, up $.58/PS and $.47/PS from last season, respectively.

- Season-to-date through 06/27/10, fresh orange and specialty citrus shipments were down 12.2% from last season.

- Season-to-date through June, clementine/tangerine imports were down 10.4%. Season-to-date through 06/13/10, Texas fresh grapefruit shipments were up 2.3%.

- Season-to-date through 07/31/10, Florida GJ availability, movement and ending inventory were down 18.0%, 27.8% and 6.6% , respectively.

- For October through June of 2009-10, U.S. GJ exports were down 36.3%. Season-to-date through 07/31/10, Florida GJ exports were down 40.3% (FDOC Processors report).

- Season-to-date through 07/10/10, GJ volume sales in all Nielsen retail outlets were down 4.6% from last season, with the overall GJ price up .4%.

- Season-to-date through 06/27/10, Florida fresh grapefruit shipments were up .5% from last season, with Domestic/Canadian shipments up 1.9% and offshore shipments down .5% (CAC). Season-to-date through 07/18/10, certified shipments to Europe and Japan were down 11.9% and up 4.0%, respectively. Season-to-date through 06/13/10, Domestic FOB prices (CAC) for fresh white and colored grapefruit were up 40.9% and 25.3%, respectively.

- For the week ending 08/16/10 versus the same period last year, the Euro-per-Dollar exchange rate was up 9.8%, while the Yen-per-Dollar was down 10.7%.

- Total awareness of FDOC's communication has seen a general descending trend since a peak early in 2009.

- OJ replenishment and purchasing trends are not significantly different from those seen last year at this time.

- The slightly higher numbers of frequent orange juice drinkers seen in Q1 were maintained this quarter.

- Satisfaction with orange juice increased during Q2, reaching levels higher than that this time last year; conversely, Q2 satisfaction with soda plummeted. Consideration of the sugary beverage also decreased; however, diet soda has seen a contrarily positive trend.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July)		
	2009-10	2010-11	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	13.2	3.8	-71.5
Europe[c]	129.4	116.2	-10.2
Far East[d]	10.3	11.8	+14.2
Others	4.9	3.7	-24.3
TOTAL	157.9	135.5	-14.2

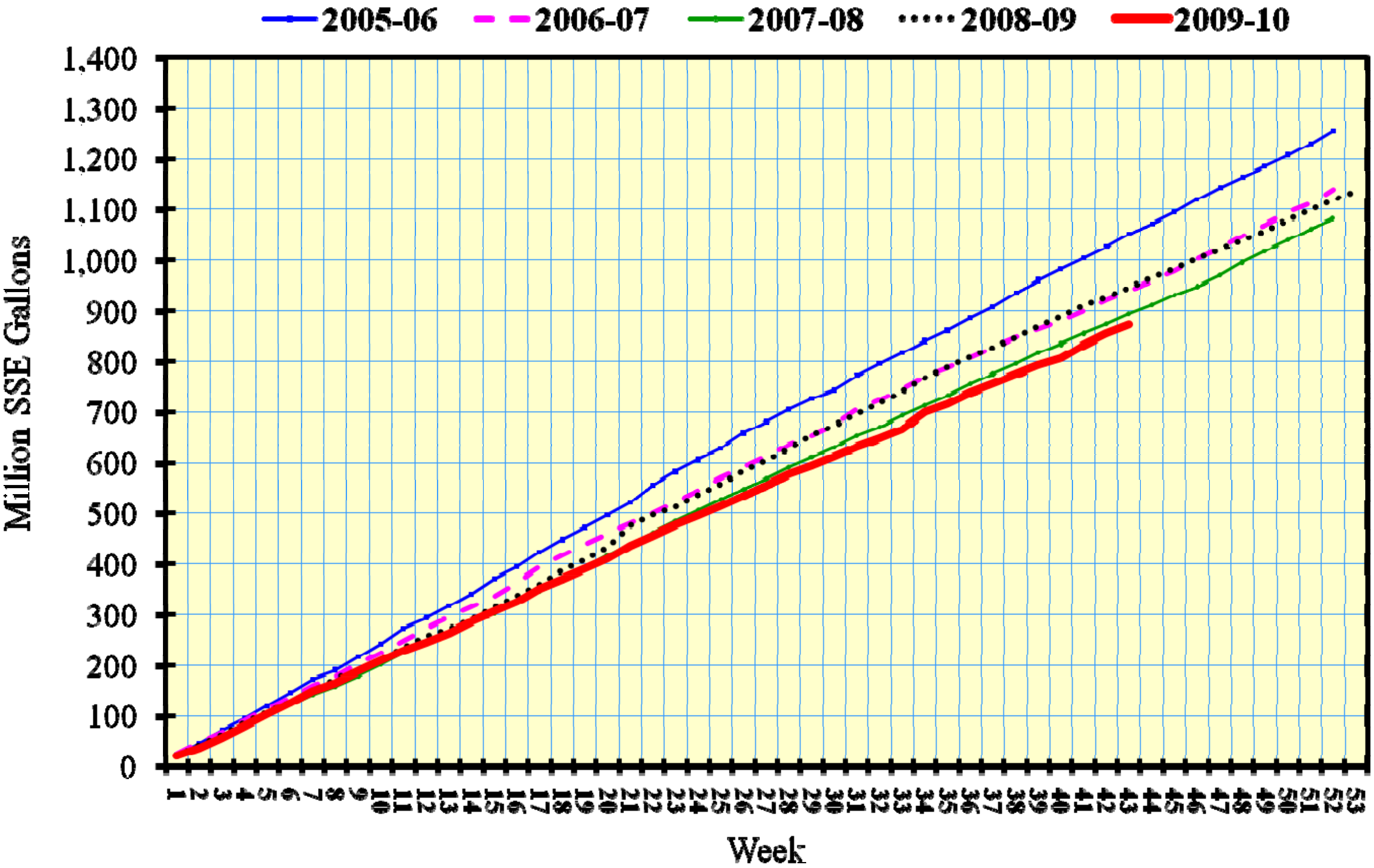
[a]Assumes exports with codes 2009.11.00 (FCOJ) and 2009.19.00 (Other) are 66° Brix, while exports with code 2009.12.00 (NFC) are 11.6° Brix.
[b]U.S., Canada, and Mexico.
[c]Russia, Ukraine, and Turkey are included in Europe.
[d]China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.
SOURCE: SECEX.

Florida Orange-Juice Availability, Movement and Inventory

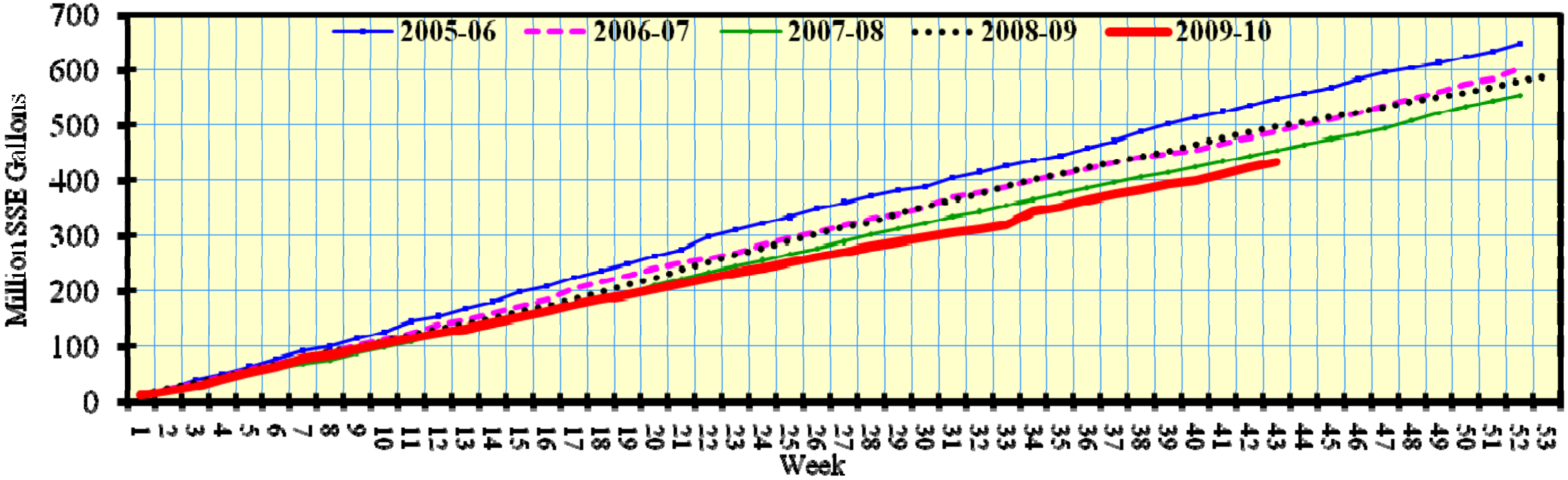
Item	Season (October-September)			Season-to-Date 07/31/10 (FDOC Processor Week 43)		
	2008-09	2009-10e	Change	2008-09	2009-10	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**624.2**	**672.9**	**+7.8**	**624.2**	**672.9**	**+7.8**
Pack from Fruit[a]	**1,034.7**	**808.7**	**-21.8**	**1,024.7**	**797.3**	**-22.2**
Imports[a,b]	**152.4**	**149.0**	**-2.2**	**127.1**	**107.4**	**-15.5**
Availability	**1,811.3**	**1,630.6**	**-10.0**	**1,776.0**	**1,577.6**	**-11.2**
Movement	**1,138.4**	**1,051.7**	**-7.6**	**948.4**	**873.3**	**-7.9**
FCOJ	591.1	520.8	-11.9	497.8	435.3	-12.6
NFC[c]	547.3	530.8	-3.0	450.6	437.9	-2.8
Ending Inventory	**672.9**	**578.9**	**-14.0**	**827.6**	**704.3**	**-14.9**
FCOJ	**470.8**	**421.7**	**-10.4**	540.7	466.6	-13.7
NFC	**202.2**	**157.3**	**-22.2**	286.9	237.7	-17.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[d]	**31.3**	**28.6**	**-8.6**	**37.5**	**34.7**	**-7.6**
FCOJ[d]	42.4	43.5	+2.6	46.7	46.1	-1.3
COJ[d]	18.3	14.5	-20.8	25.4	22.3	-12.2

[a]FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.
[b]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.
[c]Excludes movement of reconstituted chilled orange juice and evaporated COJ.
[d]Season-to-date weeks supply based on season-to-date movement.

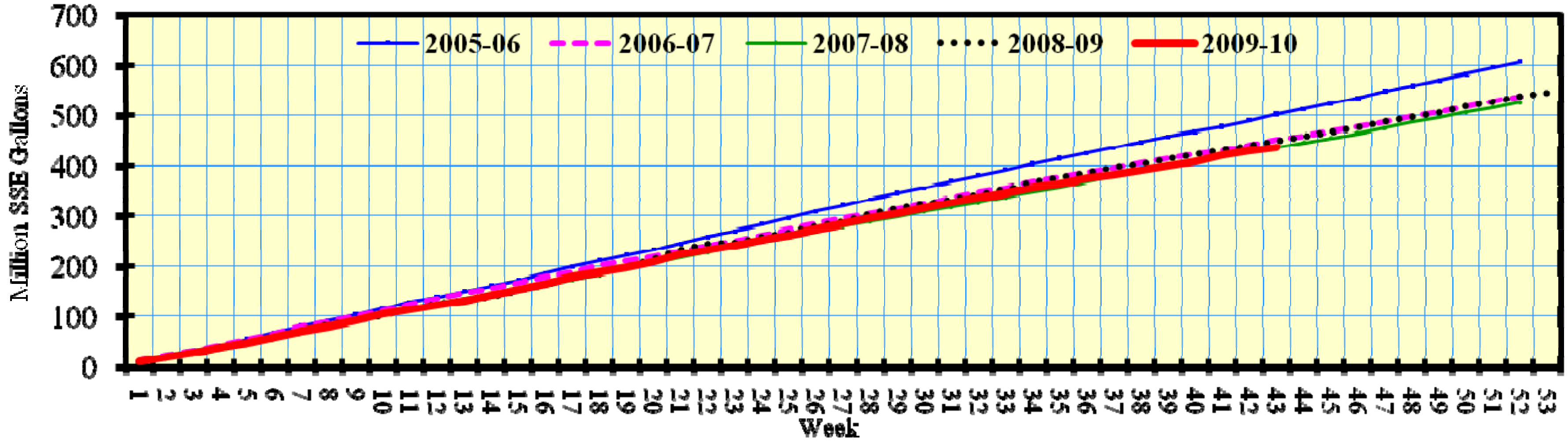
Florida Orange-Juice Movement



Florida FCOJ Movement



Florida NFC-OJ Movement



U.S. Orange-Juice Imports[a]

Country	Season-to-Date (October-June)					
	TOTAL OJ			NFC-OJ		
	2008-09	2009-10	Change	2008-09	2009-10	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
Brazil	**114.42**	**139.62**	**+22.0**	**43.59**	**29.86**	**-31.5**
CBI[b]	**37.14**	**36.47**	**-1.8**	**.20**	**.09**	**-55.0**
Mexico	**76.04**	**81.02**	**+6.5**	**.93**	**3.13**	**+236.6**
Other	**5.79**	**4.22**	**-27.1**	**.03**	**.03**	**--**
TOTAL	**233.39**	**261.34**	**+12.0**	**44.75**	**33.11**	**-26.0**

[a]Includes OJ with added vitamins and minerals.

[b]Includes Dominican Republic-Central America initiatives.

SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October-June)		
	2008-09	2009-10	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	57.3	23.7	-58.6
Foreign Imports[b]	111.1	149.6	+34.7
Availability[c]	168.4	173.3	+2.9
Ending Inventory[a]	48.4	46.5	-3.8
Non-FDOC Proc. FCOJ Disappearance[d]	120.0	126.8	+5.6

[a]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.
[b]U.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FDOC Processor, FCOJ foreign product imported by members (includes bonded product).
[c]Beginning inventory and imports.
[d]Partial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

U.S. Orange-Juice Exports[a,b]

Country	Season-to-Date (October-June)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
Canada	50.32	48.33	-4.0
Europe	29.77	42.47	+42.7
Japan	2.57	.64	-75.1
Other	18.28	21.08	+15.3
TOTAL	100.95	112.51	+11.5

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2009-10 season were up 38.1%, season-to-date through 07/31/10.
SOURCE: U.S. Department of Commerce.

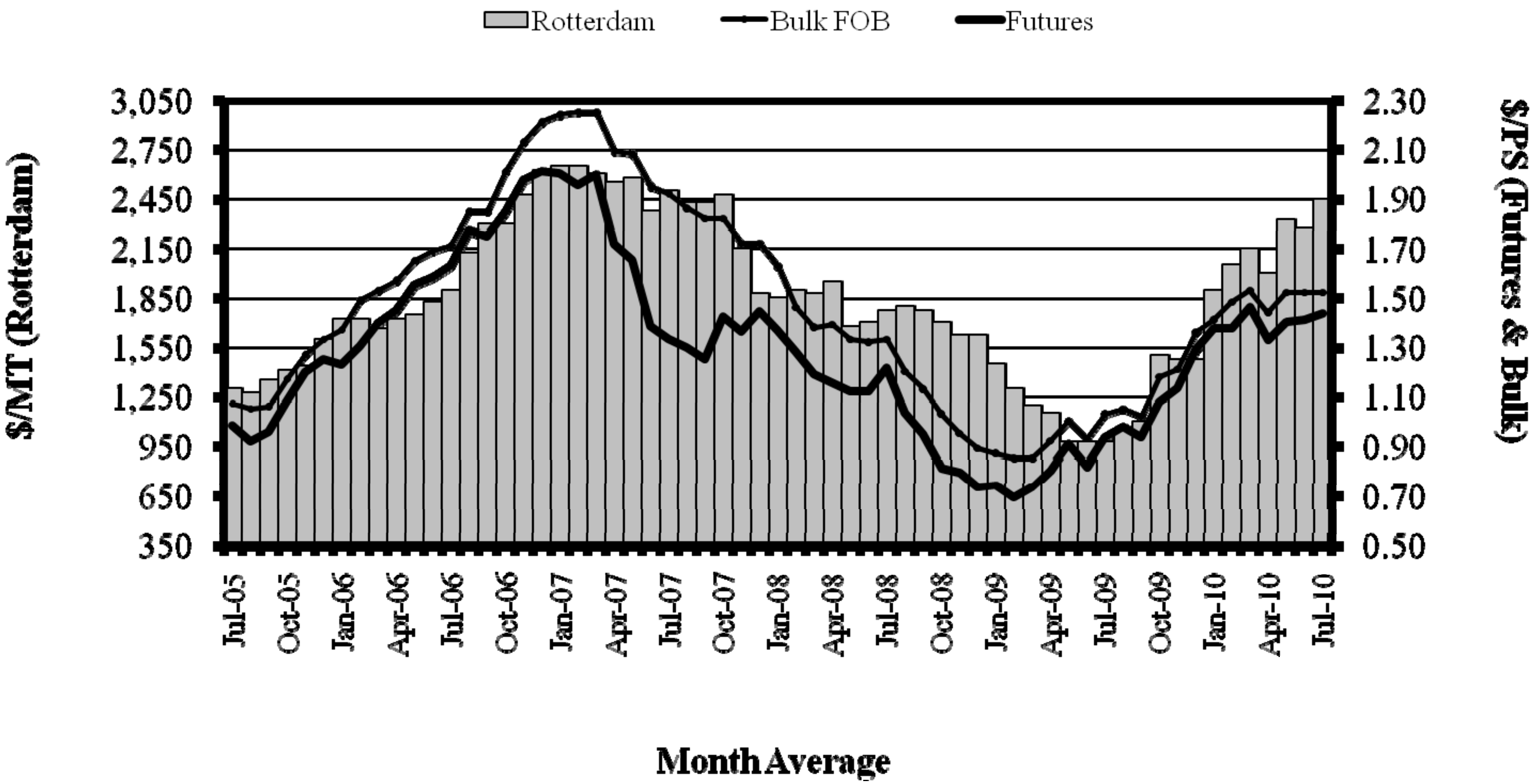
U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2008-09p	2009-10f	Change	2008-09p	2009-10f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**577.9**	**569.1**	**-1.5**	**5.68**	**5.58**	**-1.8**
NFC	317.1	310.7	-2.0	6.59	6.53	-.9
RECON	260.8	258.4	-.9	4.57	4.43	-3.0
FCOJ	**45.2**	**37.5**	**-17.0**	**4.66**	**4.58**	**-1.7**
Shelf Stable	**5.4**	**3.2**	**-39.9**	**6.74**	**6.90**	**+2.4**
TOTAL	**628.5**	**609.9**	**-3.0**	**5.61**	**5.52**	**-1.7**
SEASON-TO-DATE: (through 07/10/10)[a]						
Refrigerated	**448.03**	**447.19**	**-.2**	**5.73**	**5.52**	**-3.6**
NFC	247.74	244.13	-1.5	6.61	6.47	-2.1
RECON	200.29	203.06	+1.4	4.64	4.38	-5.5
FCOJ	**35.73**	**29.46**	**-17.5**	**4.67**	**4.56**	**-2.2**
Shelf Stable	**4.17**	**2.55**	**-38.7**	**6.77**	**6.92**	**+2.2**
TOTAL	**487.93**	**479.21**	**-1.8**	**5.66**	**5.47**	**-3.3**

[a]Actual for 2008-09 and preliminary for 2009-10.

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
July 2005 through July 2010



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

FCOJ Prices – July[a]

Item	2008-09	2009-10	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Florida Bulk FOB	**1.05**	**1.52**	**+44.8**
FCOJ Futures	**.94**	**1.43**	**+52.1**
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	**975**	**2,450**	**+151.3**

[a]Prices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 07/24/10.
Futures – July average.
Rotterdam – July *Foodnews.*

SOURCES: IntercontinentalExchange, Inc. (Futures); Florida Citrus Mutual (Florida Bulk FCOJ FOB); *Foodnews* (Rotterdam).

FDOC Processor Delivered-In Prices
Preliminary Season Final Prices

Variety	Week Ending			Season-to-Date		
	2008-09	2009-10	Change	2008-09	2009-10	Change
	- - - - - - - - - - - - - - - - - - -	- - - - - -	$/PS	- - - - - -	- - - - - - -	- - - - - - - - - - - - - - - - - - -
Early & Midseason[a,b]	--	--	--	1.010	1.318	+.308
Valencias[a]	--	--	--	1.134	1.549	+.415
White Grapefruit	.750	1.150	+.400	.585	1.162	+.577
Red Grapefruit	.800	.937	+.137	.649	1.118	+.469

[a]Final priced, combined.
[b]Season final.

Sao Paulo Processed Orange Delivered-In Prices

Monthly Average and Season-to-Date

Season	July Average		Season-to-Date (July)[a]	
	Price	Change From Year Ago	Price	Change From Year Ago
	- $/box[b] -	- - % - -	- $/box[b] -	- - % - -
2007-08	6.88	+18.4	6.88	+18.4
2008-09	1.89	-72.5	1.89	-72.5
2009-10	8.40	+344.4	8.40	+344.4

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.
SOURCE: CEPEA website – http://www.cepea.esalq.usp.br

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

Variety	Shipments thru 06/27/10			FOB Price thru 06/13/10		
	2008-09 STD	2009-10 STD	Change	2008-09 STD	2009-10 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - $/carton - - - -		- % -
Early, Mids & Temples[a]	2,848	2,850	+.1	8.45	10.66	+26.2
Navel	3,880	2,870	-26.0	10.46	13.62	+30.2
Valencia	4,188	3,010	-28.1	8.33	11.12	+33.5
Tangelo	827	637	-23.0	9.37	11.24	+20.0
Early Tangerines[b]	3,431	2,695	-21.5	12.43	16.33	+31.4
Honey	1,687	2,749	+63.0	15.36	15.23	-.8
TOTAL	16,861	14,811	-12.2			

[a]Prices for Early & Mids.
[b]Prices for Sunburst.
SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2008-09	2009-10	Change	2008-09	2009-10	Change
August-June			STD – 06/13/10		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
247.91	**222.15**	**-10.4**	**6,061**	**6,203**	**+2.3**

SOURCE: U.S. Department of Commerce.

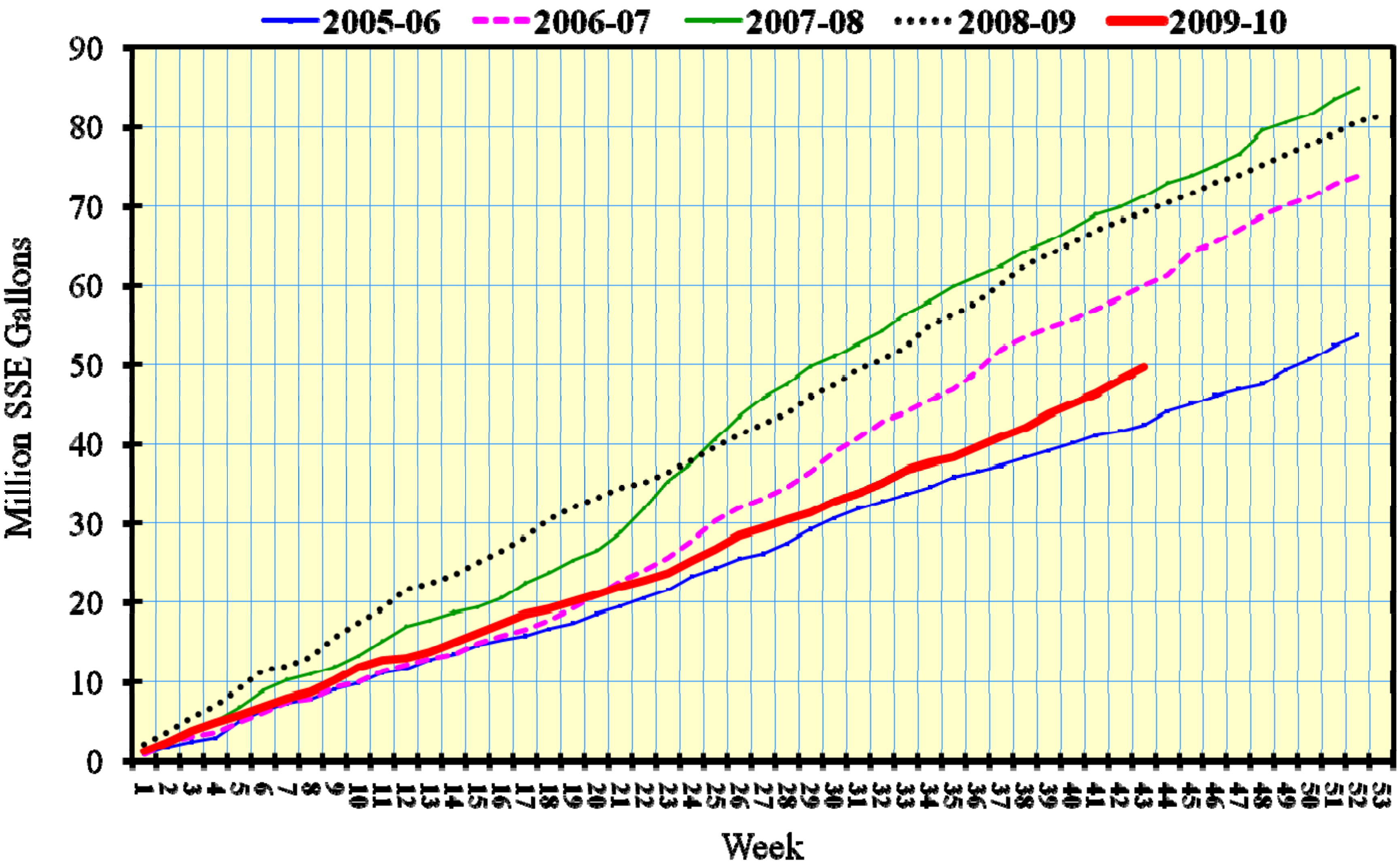
SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

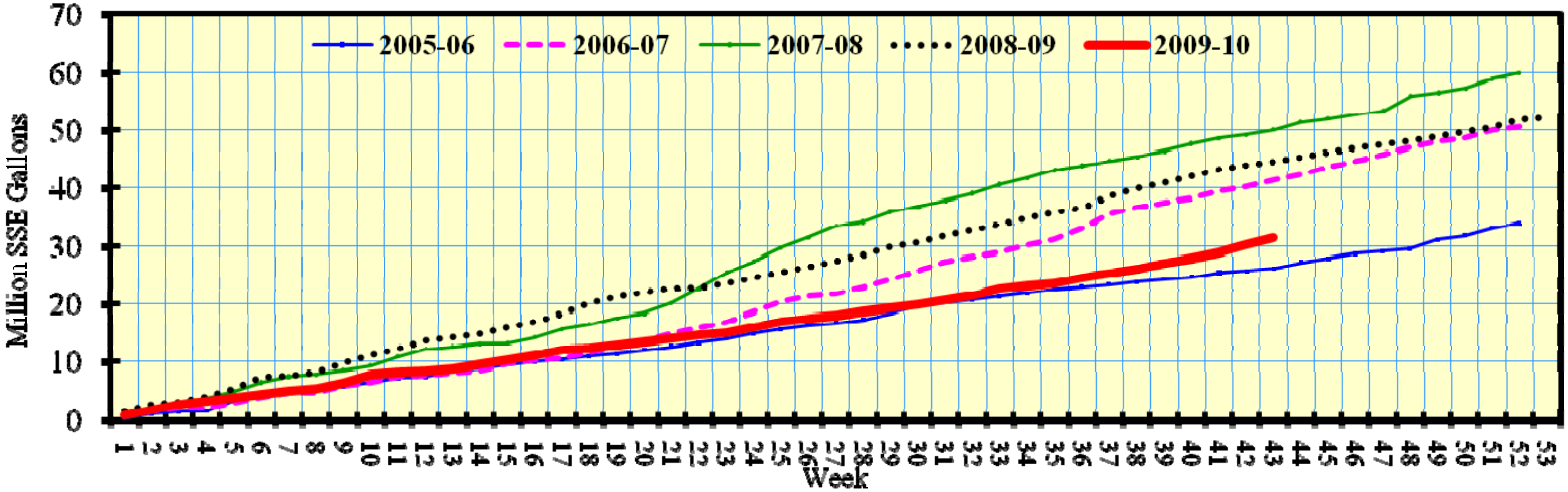
Item	Season (October-September)			Season-to-Date 07/31/10 (FDOC Processor Week 43)		
	2008-09	2009-10e	Change	2008-09	2009-10	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**59.3**	**45.7**	**-23.0**	**59.3**	**45.7**	**-23.0**
Pack from Fruit[a]	**68.0**	**61.0**	**-10.3**	**67.5**	**58.3**	**-13.7**
Availability	**127.3**	**106.7**	**-16.2**	**126.8**	**103.9**	**-18.0**
Movement	**81.6**	**60.2**	**-26.2**	**68.5**	**49.4**	**-27.8**
FCGJ	52.3	38.1	-27.2	43.8	31.1	-29.0
NFC[b]	29.3	22.1	-24.4	24.7	18.3	-25.8
Ending Inventory	**45.7**	**46.4**	**+1.6**	**58.3**	**54.5**	**-6.6**
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**29.7**	**40.1**	**+35.1**	**36.6**	**47.4**	**+29.5**
Carryover – 13 Weeks[d]				**35.1**	**41.8**	**+19.1**
Carryover – 3 Years[e]				**38.1**	**35.6**	**-6.6**

[a]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.
[b]Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.
[c]Season-to-date weeks supply based on season-to-date movement.
[d]Season-to-date weeks supply based on last 13-week movement.
[e]Season-to-date weeks supply based on last 3-year movement.

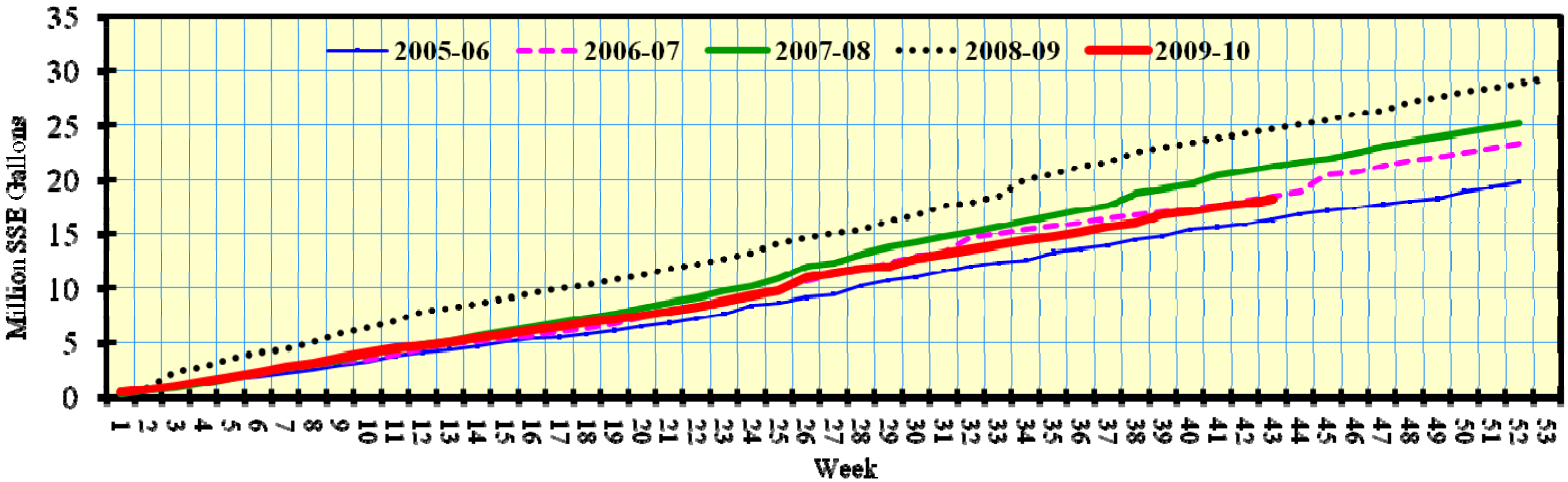
Florida Grapefruit-Juice Movement



Florida FCGJ Movement



Florida NFC-GJ Movement

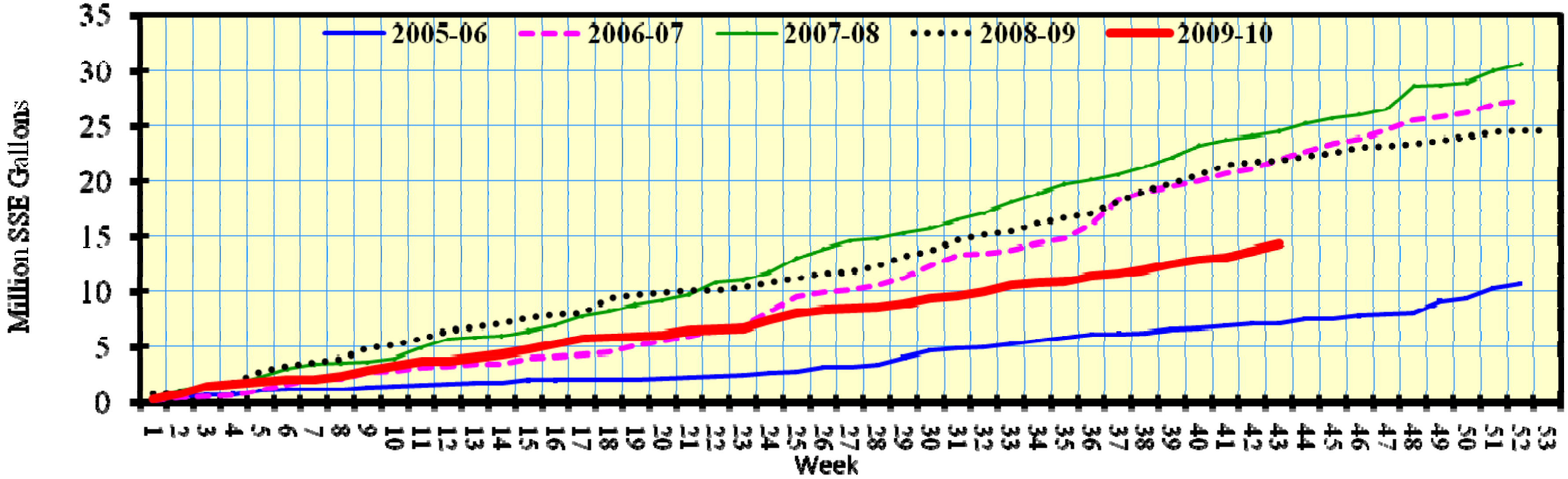


U.S. Grapefruit-Juice Exports[a,b]

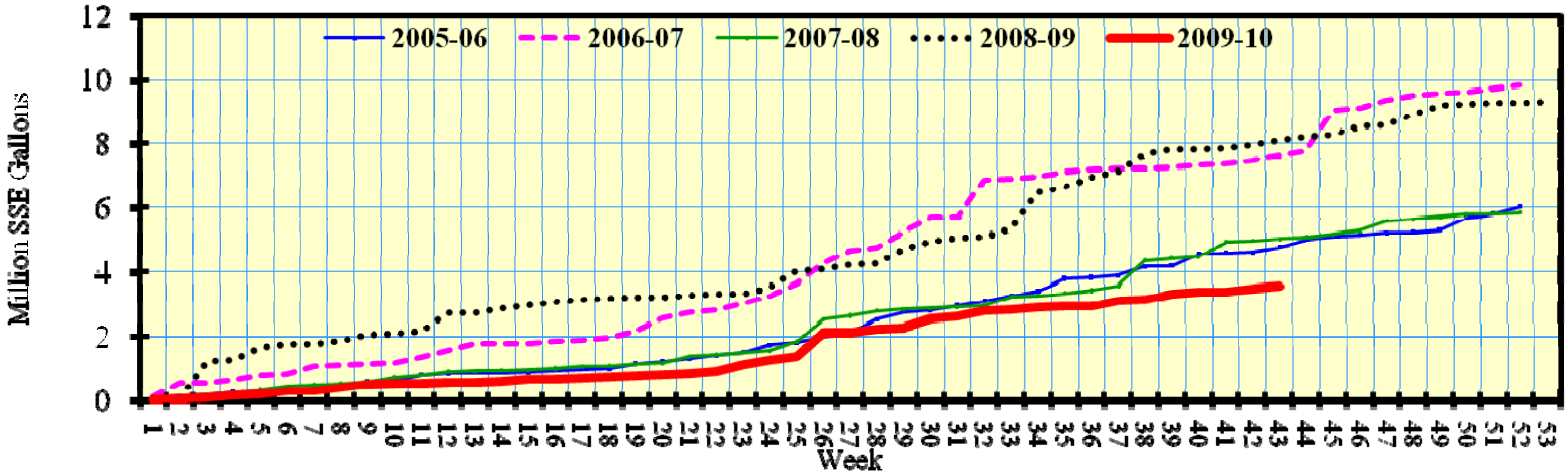
Country	Season-to-Date (October-June)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
Canada	**2.00**	**1.65**	**-17.5**
Europe	**6.95**	**3.30**	**-52.5**
Japan	**2.05**	**2.46**	**+20.0**
Other	**1.73**	**.70**	**-59.5**
TOTAL	**12.72**	**8.10**	**-36.3**

[a]FDOC estimates.
[b]FDOC Processor exports of GJ for the 2009-10 season were down 40.3%, season-to-date through 07/31/10.
SOURCE: U.S. Department of Commerce.

Florida FCGJ Export Movement



Florida NFC-GJ Export Movement



U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2008-09p	2009-10f	Change	2008-09p	2009-10f	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**13.00**	**12.93**	**-.6**	**6.60**	**6.56**	**-.7**
NFC	12.27	12.27	NC	6.74	6.65	-1.4
RECON	.73	.65	-10.6	4.27	4.84	+13.4
FCGJ	**.77**	**.42**	**-44.9**	**4.26**	**4.52**	**+6.2**
Shelf Stable	**7.16**	**6.62**	**-7.6**	**6.04**	**6.06**	**+.3**
TOTAL	**20.94**	**19.97**	**-4.7**	**6.32**	**6.35**	**+.4**
SEASON-TO-DATE: (through 07/10/10)[a]						
Refrigerated	**10.12**	**10.10**	**-.2**	**6.60**	**6.53**	**-1.1**
NFC	9.55	9.59	+.4	6.74	6.63	-1.7
RECON	.57	.51	-10.7	4.26	4.72	+10.8
FCGJ	**.63**	**.35**	**-44.6**	**4.25**	**4.47**	**+5.2**
Shelf Stable	**5.65**	**5.20**	**-8.0**	**6.01**	**6.07**	**+1.0**
TOTAL	**16.40**	**15.65**	**-4.6**	**6.31**	**6.33**	**+.4**

[a]SEASON-TO-DATE: Actual for 2008-09 and preliminary for 2009-10.

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 06/27/10

Shipments/ Variety	2008-09 STD	2009-10 STD	Change
	- - - - - 1,000 4/5-bu. cartons - - - - -		- - % - -
Domestic & Canadian – All	**7,133**	**7,265**	**+1.9**
Offshore Exports – All	**10,220**	**10,168**	**-.5**
TOTAL - All	**17,353**	**17,433**	**+.5**

SOURCE: Citrus Administrative Committee, preliminary; last two weeks of the 2009-10 season contain estimates.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 07/18/10

Country	2008-09 STD	2009-10 STD	Change
	- thousand cartons -		- % -
United States	6,045	6,108	+1.0
Canada	1,088	1,150	+5.8
Europe	3,924	3,455	-11.9
Japan	6,036	6,277	+4.0
Other	260	430	+65.4
TOTAL	17,353	17,420	+.4

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 06/13/10

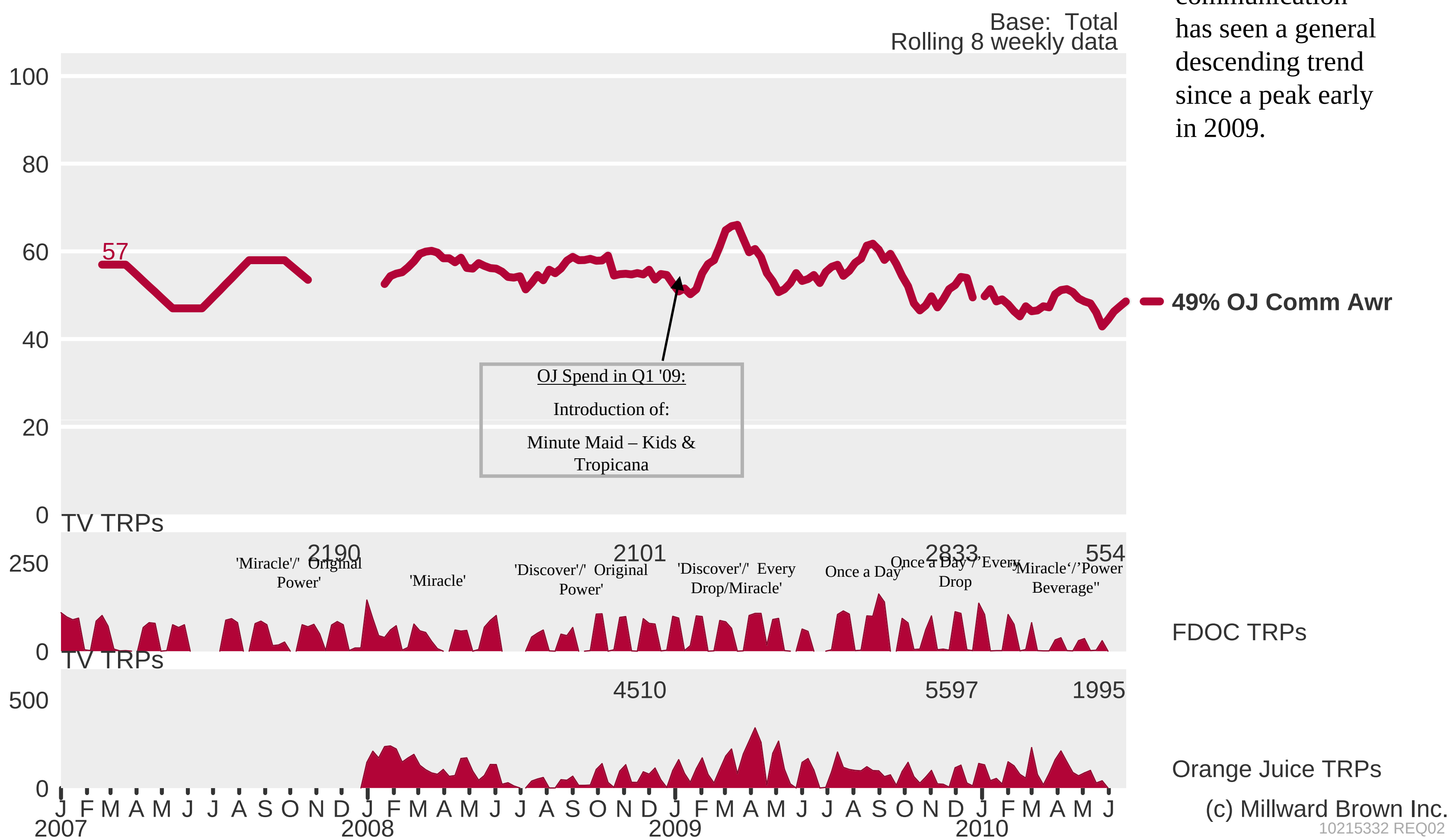
Variety	FOB Price		
	2008-09 STD	2009-10 STD	Change
	- - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	9.26	13.05	+40.9
Colored	9.40	11.78	+25.3

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2006	0.79703	2.17995	116.33664
2007	0.73082	1.95159	117.81453
2008	0.68341	1.84021	103.46616
2009	0.71916	2.00847	93.61672
2009 (thru 08/16/09)	0.74137	2.14669	95.38784
2010 (thru 08/16/10)	0.75892	1.79869	90.55710
% Change	+2.4	-16.2	-5.1
WEEK ENDING 08/16/10			
2009	0.70440	1.83909	96.17091
2010	0.77331	1.76827	85.83490
% Change	+9.8	-3.9	-10.7

Total Communication Awareness

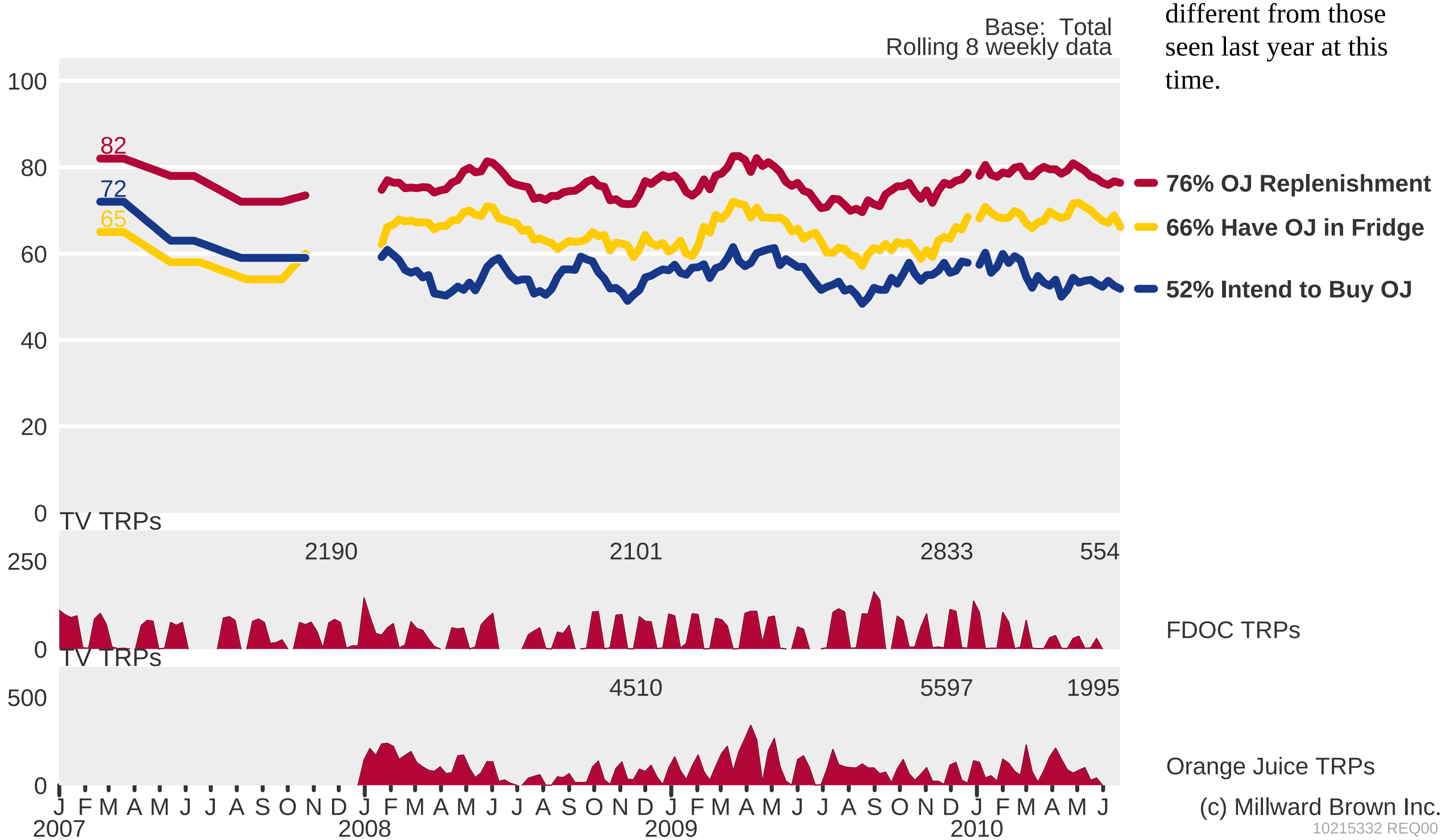


Total awareness of FDOC's communication has seen a general descending trend since a peak early in 2009.

Q10. Have you seen, heard or read anything lately about Orange juice anywhere recently?
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Purchase Trends

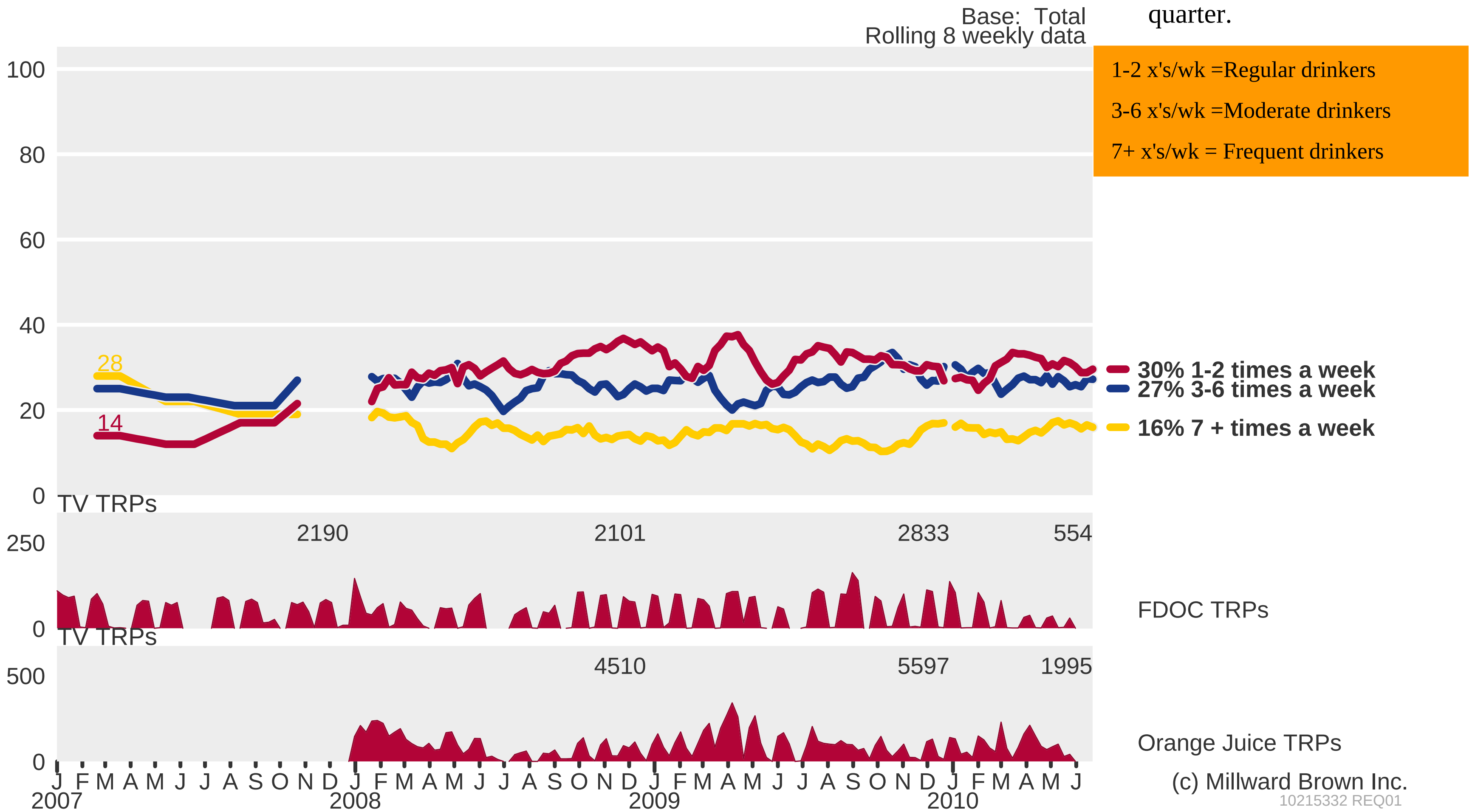
OJ replenishment and purchasing trends are not significantly different from those seen last year at this time.



* Intend to purchase or/and have OJ in the fridge
Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Consumption

The slightly higher numbers of frequent orange juice drinkers seen in Q1 were maintained this quarter.

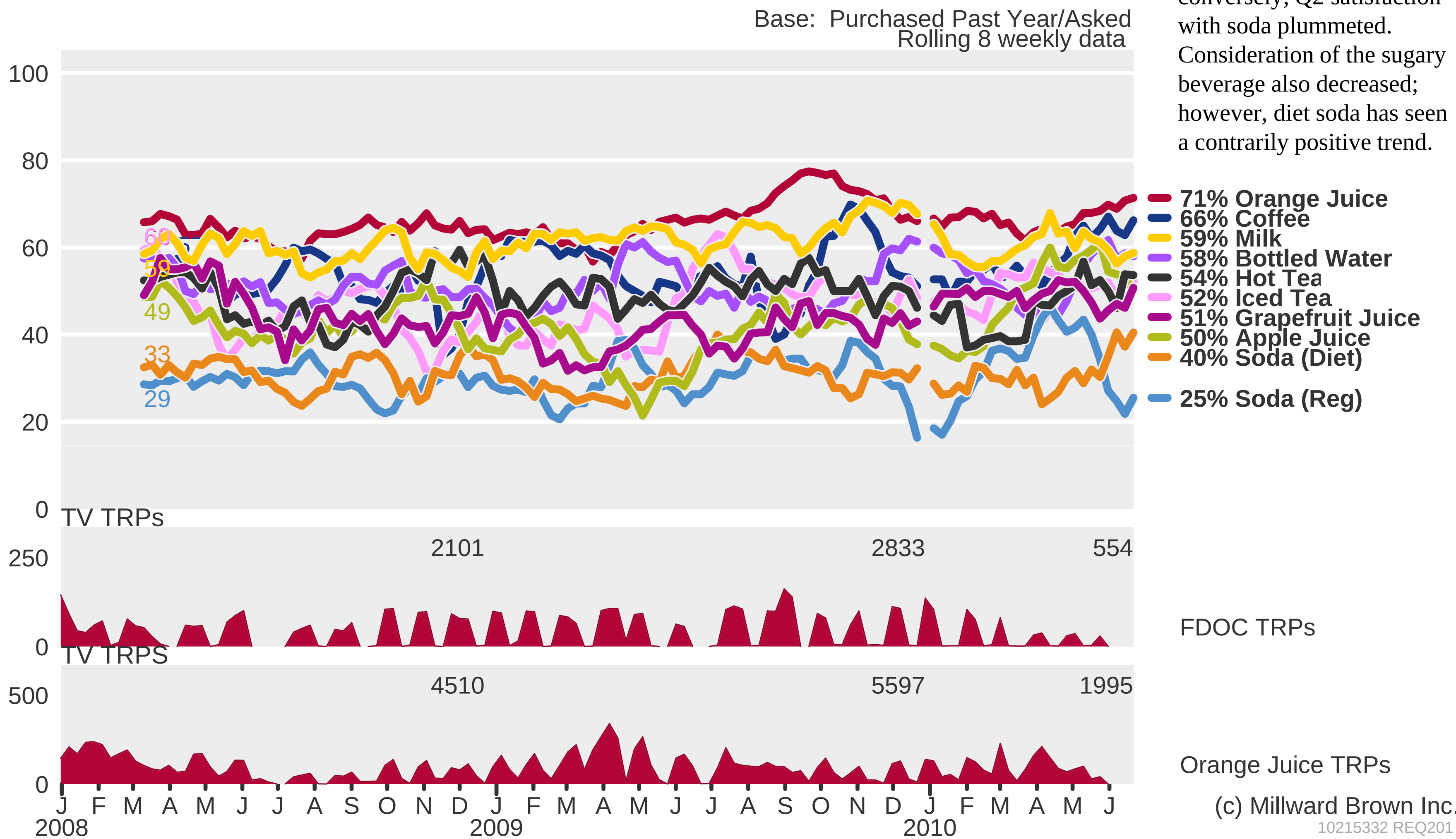


Q1: How often would you say you consume the following beverages?

Orange Juice TRPs include FDOC, Tropicana, Minute Maid, Simply Orange, Florida Natural.

Satisfaction

Satisfaction with orange juice increased during Q2, reaching levels higher than that this time last year; conversely, Q2 satisfaction with soda plummeted. Consideration of the sugary beverage also decreased; however, diet soda has seen a contrarily positive trend.



Q22: Overall, how satisfied are you with each of the following beverages?

Orange Juice TRPs include FDOC, Tropicana, Minute maid, Simply Orange, Florida Natural.