

# Florida Citrus Economic & Market Indicators September 2015



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Summary Comments .....	3
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## 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
• 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 Outlets 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 \$US

# Summary Comments

- Brazil's OJ exports for 2014-15 Brazilian season (July - August) were up 1.3% from the previous year with exports to the NAFTA region, Europe and the Far East down 53.9%, up 17.1% and up 84.4%, respectively.
- Season-to-date through 08/29/2015, Florida FCOJ availability, movement and ending inventories were down 4.6%, down 12.8%, and up 5.8%, respectively, from last season.
- Season-to-date through 08/29/2015, Florida SSOJ availability, movement and ending inventories were down 4.7%, down 11.9%, and up 7.8%, respectively, from last season.
- From October through July of the 2014-15 season, U.S. OJ imports and exports were up 13.3% and down 26.3% from last season, respectively. Season-to-date through 08/29/2015, Florida OJ exports were down 43.2% (FDOC Processors Report).
- From October through July of the 2014-15 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 20.0%.
- Season-to-date through 8/1/2015, 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 7.3% from the previous season, with the NFC price up 5.3%, the Recon price up 2.5% and the overall OJ price up 4.6%.
- The August average FCOJ Futures price was \$1.29/PS, down \$.16/PS from last year, while the Rotterdam price was at an estimated \$1,800/MT, down \$150/MT from last year.
- For the 2014-15 season, the delivered-in price for early and midseason oranges was \$1.94/PS, up \$.23/PS from last season. The delivered-in price for Valencias was \$2.16/PS (down \$.22/PS). White grapefruit was \$1.34/PS (down \$.17/PS) and red grapefruit was \$.97/PS (down \$.01/PS).
- For the 2014-15 season, clementine and tangerine imports were up 6.0% relative to last season. For the 2014-15 season, Texas fresh grapefruit shipments were up 3.0% relative to last season.
- Season-to-date through 08/29/2015, Florida FCGJ availability, movement and ending inventory were up 0.8%, down 11.5%, and down 10.8%, respectively.
- Season-to-date through 08/29/2015, Florida SSGJ availability, movement and ending inventory were down 8.8%, even, and down 21.0%, respectively.
- From October through July of the 2014-15 season, U.S. GJ exports were down 6.7%. Season-to-date through 8/29/2015, Florida GJ exports were up 44.4% (FDOC Processors report).
- Season-to-date through 8/1/2015, 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 11.9% from the previous season, with the overall GJ price up 3.1%.
- For the 2014-15 season, Florida fresh grapefruit shipments were down 12.9% from last season, with Domestic/Canadian shipments down 14.5% and offshore shipments down 11.2% (DFVI). For the 2014-15 season, shipments to Europe and Japan were down 10.8% and 16.1% respectively. For the 2014-15 season, domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were down 11.6% and up 4.6% respectively.
- For the week ending 08/09/2015 versus the same period last year, the Euro-per-Dollar exchange rate was up 22.5%, while the Yen-per-Dollar was up 21.3%.

## Brazil Orange-Juice Exports

Destination	Season-to-Date (July - August)		
	2014-15	2015-16	Change
- million SSE gallons (a) -			- % -
NAFTA <sup>b, e</sup>	53.4	24.6	-53.9
Europe <sup>c</sup>	150.1	175.8	+17.1
Far East <sup>d</sup>	6.4	11.8	+84.4
Others	8.0	8.5	+6.3
<b>Total</b>	<b>217.9</b>	<b>220.8</b>	<b>+1.3</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 8/29/2015 (FDOC Processor Week 48)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>254.1</b>	<b>319.5</b>	<b>+25.7</b>	<b>319.5</b>	<b>274.1</b>	<b>-14.2</b>
<b>Pack from Fruit</b>	<b>316.4</b>	<b>148.2</b>	<b>-53.2</b>	<b>148.2</b>	<b>120.0</b>	<b>-19.0</b>
<b>Imports <sup>a</sup></b>	<b>199.6</b>	<b>210.8</b>	<b>+5.6</b>	<b>210.6</b>	<b>253.2</b>	<b>+20.2</b>
<b>Availability</b>	<b>770.1</b>	<b>678.4</b>	<b>-11.9</b>	<b>678.2</b>	<b>647.3</b>	<b>-4.6</b>
<b>Movement</b>	<b>450.7</b>	<b>404.3</b>	<b>-10.3</b>	<b>378.1</b>	<b>329.7</b>	<b>-12.8</b>
Bulk	352.9	317.2	-10.1	297.0	250.6	-15.6
Packaged	97.7	87.1	-10.8	81.1	79.1	-2.5
<b>Ending Inventory</b>	<b>319.5</b>	<b>274.1</b>	<b>-14.2</b>	<b>300.1</b>	<b>317.6</b>	<b>+5.8</b>
Bulk	311.5	265.9	-14.6	292.8	310.2	+5.9
Packaged	8.0	8.2	+2.5	7.3	7.4	+1.4
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>36.9</b>	<b>35.3</b>	<b>-4.3</b>	<b>38.1</b>	<b>46.2</b>	<b>+21.3</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 8/29/2015 (FDOC Processor Week 48)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>192.0</b>	<b>219.3</b>	<b>+14.2</b>	<b>219.3</b>	<b>213.6</b>	<b>-2.6</b>
<b>Pack from Fruit</b>	<b>519.5</b>	<b>484.3</b>	<b>-6.8</b>	<b>484.3</b>	<b>436.2</b>	<b>-9.9</b>
<b>Imports<sup>a</sup></b>	<b>45.1</b>	<b>21.4</b>	<b>-52.5</b>	<b>17.9</b>	<b>37.7</b>	<b>+110.6</b>
<b>Availability</b>	<b>756.6</b>	<b>724.9</b>	<b>-4.2</b>	<b>721.5</b>	<b>687.5</b>	<b>-4.7</b>
<b>Movement<sup>b</sup></b>	<b>532.1</b>	<b>508.0</b>	<b>-4.5</b>	<b>473.1</b>	<b>416.7</b>	<b>-11.9</b>
Bulk	64.1	57.2	-10.8	53.7	32.6	-39.3
Packaged	467.9	450.9	-3.6	419.4	384.1	-8.4
<b>Ending Inventory</b>	<b>219.3</b>	<b>213.6</b>	<b>-2.6</b>	<b>245.1</b>	<b>264.2</b>	<b>+7.8</b>
Bulk	212.6	207.1	-2.6	238.8	257.1	+7.7
Packaged	6.7	6.5	-3.0	6.3	7.0	+11.1
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>c</sup></b>	<b>21.4</b>	<b>21.9</b>	<b>+2.3</b>	<b>24.9</b>	<b>30.4</b>	<b>+22.1</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 – July)						
Country	Volume			Value/SSG <sup>c</sup>		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	-- million SSE gallons --		-- % --	-- \$/SSE gallon --		-- % --
<b>TOTAL OJ</b>						
Brazil	202.68	272.93	+34.7	1.24	1.13	-8.9
CBI <sup>b</sup>	41.40	25.09	-39.4	1.57	1.45	-7.6
Mexico	115.03	112.36	-2.3	1.54	1.78	+15.6
Other	7.04	4.62	-34.4	2.94	2.88	-2.0
<b>TOTAL</b>	<b>366.14</b>	<b>415.00</b>	<b>+13.3</b>	<b>1.41</b>	<b>1.35</b>	<b>-4.3</b>
<b>NFC OJ</b>						
Brazil	22.94	44.05	+92.0	1.45	1.39	-4.1
CBI <sup>b</sup>	.00	.00	N/A	.00	.00	N/A
Mexico	7.36	5.66	-23.1	2.45	2.27	-7.3
Other	.05	.18	+260.0	3.29	4.02	+22.2
<b>TOTAL</b>	<b>30.35</b>	<b>49.89</b>	<b>+64.4</b>	<b>1.69</b>	<b>1.50</b>	<b>-11.2</b>

<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>		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- - million SSE gallons - -		- % -	- - \$/SSE gallon - -		- % -
<b>Canada</b>	<b>80.07</b>	<b>56.59</b>	<b>-29.3</b>	<b>3.09</b>	<b>3.72</b>	<b>+20.4</b>
<b>Europe</b>	<b>21.18</b>	<b>16.83</b>	<b>-20.5</b>	<b>2.46</b>	<b>2.24</b>	<b>-8.9</b>
<b>Japan</b>	<b>.95</b>	<b>.83</b>	<b>-12.6</b>	<b>2.87</b>	<b>3.36</b>	<b>+17.1</b>
<b>Other</b>	<b>37.95</b>	<b>29.10</b>	<b>-23.3</b>	<b>2.76</b>	<b>3.03</b>	<b>+9.8</b>
<b>TOTAL</b>	<b>140.15</b>	<b>103.35</b>	<b>-26.3</b>	<b>2.90</b>	<b>3.28</b>	<b>+13.1</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2014-15 season were down 43.2%, season-to-date through 8/29/2015.

<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 – July)		
	2013-14	2014-15	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>14.3</b>	<b>24.2</b>	<b>+69.2</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>180.6</u></b>	<b><u>133.8</u></b>	<b><u>-25.9</u></b>
<b>Availability<sup>c</sup></b>	<b>194.9</b>	<b>158.0</b>	<b>-18.9</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>28.1</u></b>	<b><u>24.5</u></b>	<b><u>-12.8</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>166.8</b>	<b>133.4</b>	<b>-20.0</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.

NOTE: Beginning inventories for 13-14 and 14-15 were recalculated due to a previously existing conversion error.

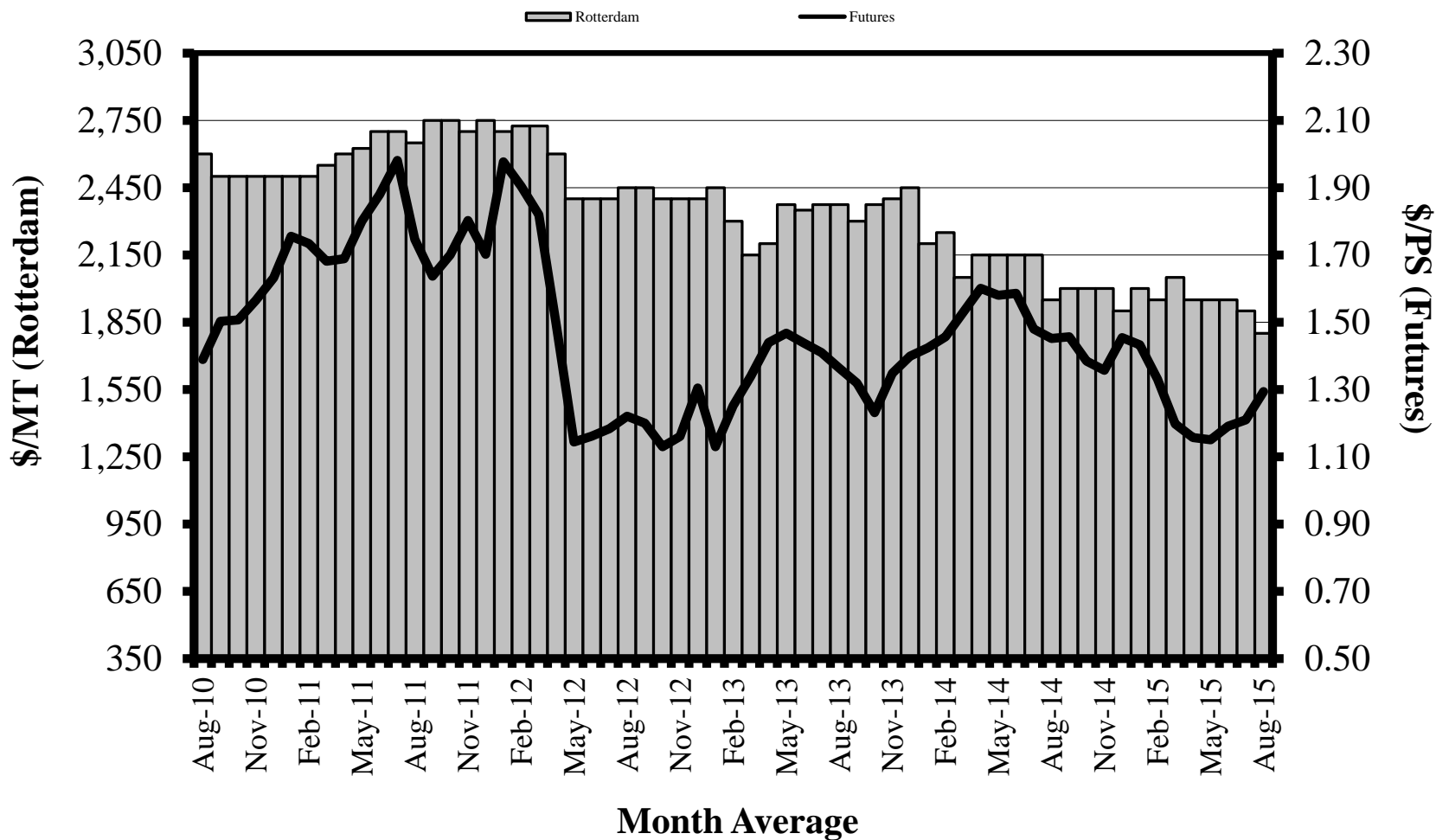
# U.S. Retail Orange Juice Sales

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

ITEM	Volume			Price		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- \$/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	533.85	502.10	-5.9	6.27	6.35	+1.3
NFC	320.85	310.64	-3.2	7.25	7.27	+0.3
RECON	212.99	191.46	-10.1	4.79	4.87	+1.7
FCOJ	27.54	23.41	-15.0	4.77	4.89	+2.5
Shelf Stable	0.75	0.67	-10.7	8.46	8.89	+5.1
TOTAL	562.14	526.05	-6.4	6.20	6.29	+1.5
SEASON-TO-DATE through 8/1/2015, TOP LINE REPORT #11						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	426.75	395.80	-7.3	6.32	6.61	+4.6
NFC	263.92	246.77	-6.5	7.23	7.61	+5.3
RECON	162.83	149.03	-8.5	4.85	4.97	+2.5
FCOJ	19.87	18.15	-8.7	4.90	4.95	+1.0
Shelf Stable	0.56	0.48	-14.3	8.86	9.14	+3.2
TOTAL	447.05	414.43	-7.3	6.26	6.55	+4.6

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 August 2010 through August 2015



# FCOJ Prices

## August

Item	2014	2015	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Futures</b>	<b>1.45</b>	<b>1.29</b>	<b>-11.0</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>1,950</b>	<b>1,800</b>	<b>-7.7</b>

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

# FDOC Processor Delivered-In Prices

## Report #39– Week Ending 06/27/15

Variety	SEASON FINAL		
	2013-14	2014-15	Change
-----\$/PS-----			
Early & Midseason <sup>a</sup>	\$1.71	\$1.94	+13.5%
Valencias <sup>b</sup>	\$2.38	\$2.16	-9.2%
White Grapefruit	\$1.51	\$1.34	-11.3%
Red Grapefruit	\$0.98	\$0.97	-1.0%

<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	July Average		Season-to-Date (July) <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>3.01</b>	<b>-12.2</b>	<b>3.01</b>	<b>-12.2</b>
<b>2014-15</b>	<b>4.47</b>	<b>+48.5</b>	<b>4.47</b>	<b>+48.5</b>
<b>2015-16</b>	<b>3.05</b>	<b>-31.8</b>	<b>3.05</b>	<b>-31.8</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 08/23/15			FOB Price thru 08/23/15		
	2014-15 <sup>c</sup>	2015-16	Change	2014-15	2015-16	Change
	STD	STD		STD	STD	
	-- 1,000 4/5-bu. cartons --		- % -	----- \$/carton -----		- % -
<b>Early, Mids &amp; Temples<sup>a</sup></b>	N/A	0	N/A	N/A	N/A	N/A
<b>Navel</b>	N/A	0	N/A	N/A	N/A	N/A
<b>Valencia</b>	N/A	17	N/A	N/A	N/A	N/A
<b>Tangelo</b>	N/A	0	N/A	N/A	N/A	N/A
<b>Early Tangerines<sup>b</sup></b>	N/A	0	N/A	N/A	N/A	N/A
<b>Honey</b>	N/A	0	N/A	N/A	N/A	N/A
<b>TOTAL</b>	N/A	17	N/A			

<sup>a</sup>Prices for Early & Mids.

<sup>b</sup>Prices for Sunburst

<sup>c</sup>Previous season comparison will not populate until week 8, the first week for which we have data for the 2014-15 season.

SOURCE: Citrus Administrative Committee

## Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2013-14	2014-15	Change	2013-14	2014-15	Change
Season Final			Season Final		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
401.02	424.99	+6.0	5,252	5,408	+3.0

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 8/29/2015 (FDOC Processor Week 48)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>22.0</b>	<b>20.6</b>	<b>-6.4</b>	<b>13.6</b>	<b>18.8</b>	<b>+38.2</b>
<b>Pack from Fruit</b>	<b>29.2</b>	<b>22.5</b>	<b>-22.9</b>	<b>22.5</b>	<b>17.7</b>	<b>-21.3</b>
<b>Imports<sup>a</sup></b>	<b>0.0</b>	<b>--</b>	<b>.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Availability</b>	<b>51.2</b>	<b>43.1</b>	<b>-15.8</b>	<b>36.2</b>	<b>36.5</b>	<b>+0.8</b>
<b>Movement</b>	<b>33.4</b>	<b>25.6</b>	<b>-23.4</b>	<b>24.3</b>	<b>21.5</b>	<b>-11.5</b>
Bulk	33.0	25.3	-23.3	24.0	21.4	-10.8
Packaged	0.4	0.4	.0	0.3	0.2	-33.3
<b>Ending Inventory</b>	<b>20.7</b>	<b>18.9</b>	<b>-8.7</b>	<b>20.2</b>	<b>17.1</b>	<b>-15.3</b>
Bulk	20.6	18.8	-8.7	20.2	17.1	-15.3
Packaged	0.1	0.0	-100.0	0.0	0.0	0.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>32.2</b>	<b>38.3</b>	<b>+18.9</b>	<b>39.9</b>	<b>38.2</b>	<b>-4.3</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 8/29/2015 (FDOC Processor Week 48)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>12.1</b>	<b>11.2</b>	<b>-7.4</b>	<b>11.2</b>	<b>12.2</b>	<b>+8.9</b>
<b>Pack from Fruit</b>	<b>20.5</b>	<b>19.3</b>	<b>-5.9</b>	<b>19.3</b>	<b>14.9</b>	<b>-22.8</b>
<b>Imports <sup>a</sup></b>	<b>1.0</b>	<b>0.0</b>	<b>-100</b>	<b>0.1</b>	<b>0.9</b>	<b>+800</b>
<b>Availability</b>	<b>33.6</b>	<b>30.5</b>	<b>-9.2</b>	<b>30.6</b>	<b>27.9</b>	<b>-8.8</b>
<b>Movement</b>	<b>19.2</b>	<b>16.8</b>	<b>-12.5</b>	<b>15.2</b>	<b>15.2</b>	<b>0.0</b>
Bulk	4.6	4.4	-4.3	3.8	3.9	+2.6
Packaged	14.7	12.4	-15.6	11.5	11.3	-1.7
<b>Ending Inventory</b>	<b>11.2</b>	<b>12.2</b>	<b>+8.9</b>	<b>13.8</b>	<b>10.9</b>	<b>-21.0</b>
Bulk	11.0	11.9	+8.2	13.5	10.7	-20.7
Packaged	0.2	0.2	0.0	0.3	0.2	-33.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>30.3</b>	<b>37.7</b>	<b>+24.4</b>	<b>43.5</b>	<b>34.5</b>	<b>-20.7</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 - July)**

Country	Volume			Value/SSG <sup>c</sup>		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	-- million SSE gallons --		-- % --	-- \$/SSE gallon --		-- % --
<b>Canada</b>	<b>1.50</b>	<b>1.33</b>	<b>-11.3</b>	<b>4.72</b>	<b>4.41</b>	<b>-6.6</b>
<b>Europe</b>	<b>4.39</b>	<b>4.01</b>	<b>-8.7</b>	<b>3.71</b>	<b>2.75</b>	<b>-25.9</b>
<b>Japan</b>	<b>2.81</b>	<b>2.19</b>	<b>-22.1</b>	<b>3.39</b>	<b>4.15</b>	<b>+22.4</b>
<b>Other</b>	<b>1.54</b>	<b>1.76</b>	<b>+14.3</b>	<b>4.47</b>	<b>4.39</b>	<b>-1.8</b>
<b>TOTAL</b>	<b>10.22</b>	<b>9.29</b>	<b>-9.1</b>	<b>3.89</b>	<b>3.63</b>	<b>-6.7</b>

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

<sup>b</sup>FDOC Processor exports of GJ for the 2014-15 season were up 44.4%, season-to-date through 8/29/2015.

<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		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- \$/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	11.63	10.99	-5.5	7.41	7.45	+0.5
NFC	10.73	10.10	-5.9	7.55	7.57	+0.3
RECON	5.95	5.11	-14.1	6.00	6.34	+5.7
FCGJ	0.39	0.32	-17.9	4.46	4.61	+3.4
Shelf Stable	11.63	10.99	-5.5	7.41	7.45	+0.5
TOTAL	17.07	15.53	-9.0	6.94	7.11	+2.4
SEASON-TO-DATE through 8/1/2015, TOP LINE REPORT #11						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	9.21	8.24	-10.5	7.42	7.68	+3.5
NFC	8.42	7.49	-11.0	7.53	7.83	+4.0
RECON	0.78	0.75	-3.8	6.27	6.17	-1.6
FCGJ	0.28	0.14	-50.0	4.57	5.27	+15.3
Shelf Stable	3.55	3.10	-12.7	6.39	6.39	0.0
TOTAL	13.03	11.48	-11.9	7.08	7.30	+3.1

<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.

# Florida Fresh Grapefruit Shipments, Season-to-Date through 07/26/15

Shipments/Variety	2013-14 Season Final	2014-15 Season Final	Change
---- 1,000 4/5-bu. Cartons ----			- % -
<b>Domestic &amp; Canadian – All</b>	<b>6,113</b>	<b>5,227</b>	<b>-14.5</b>
White	103	110	6.8
Colored	6,010	5,117	-14.9
<b>Offshore Exports – All</b>	<b>5,995</b>	<b>5,322</b>	<b>-11.2</b>
White	1,167	947	-18.9
Colored	4,828	4,374	-9.4
<b>TOTAL - All</b>	<b>12,108</b>	<b>10,549</b>	<b>-12.9</b>
White	1,270	1,058	-16.7
Colored	10,838	9,491	-12.4

SOURCE: DFVI, Florida Dept of Agriculture

# Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 07/26/15

Country	2013-14 Season Final	2014-15 Season Final	Change
- - - - thousand cartons - - - -			- - % - -
United States	5,131	4,410	-14.1
Canada	987	805	-18.4
Europe	2,609	2,328	-10.8
Japan	2,898	2,430	-16.1
Other	482	561	+16.4
<b>TOTAL</b>	<b>12,108</b>	<b>10,533</b>	<b>-13.0</b>

Source: Florida Department of Citrus

# Florida Fresh Grapefruit Domestic FOB Prices

## Season-to-Date through 07/26/2015

Variety	FOB Price		
	2013-14 Season Final	2014-15 Season Final	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>13.82</b>	<b>12.21</b>	<b>-11.6</b>
<b>Colored</b>	<b>10.98</b>	<b>11.49</b>	<b>+4.6</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</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>2014</b>	<b>0.7535</b>	<b>2.3475</b>	<b>105.84</b>
<b>2014</b> (thru 09/06/2014)	<b>0.7723</b>	<b>2.4283</b>	<b>105.25</b>
<b>2015</b> (thru 09/06/2015)	<b>0.9524</b>	<b>3.8397</b>	<b>125.53</b>
<b>% Change</b>	<b>+23.3</b>	<b>+58.1</b>	<b>+19.3</b>
<b>WEEK ENDING 09/06/2015</b>			
<b>2014</b>	<b>0.7634</b>	<b>2.2353</b>	<b>104.62</b>
<b>2015</b>	<b>0.8982</b>	<b>3.8397</b>	<b>121.66</b>
<b>% Change</b>	<b>+17.7</b>	<b>+71.8</b>	<b>+16.3</b>