



Florida Citrus Economic & Market Indicators

April, 2009

Summary Comments.....	1
Oranges & Specialty Fruit	
• Brazil Orange-Juice Exports	2
• Florida Orange-Juice Availability, Movement and Inventory.....	3
• U.S. Orange-Juice Imports.....	4
• Non-FDOC Processor FCOJ Disappearance Index.....	5
• U.S. Orange-Juice Exports.....	6
• U.S. Retail Orange-Juice Sales.....	7
• FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices.....	8
• FCOJ Prices.....	9
• FDOC Processor Delivered-In Prices.....	10
• Sao Paulo Processed-Orange Delivered-In Prices.....	11
• Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date.....	12
• Selected Competitive Fresh Fruit Shipments.....	13
Grapefruit	
• Florida Grapefruit-Juice Availability, Movement and Inventory.....	14
• U.S. Grapefruit-Juice Exports.....	15
• U.S. Retail Grapefruit-Juice Sales.....	16
• Florida Fresh Grapefruit Shipments, Season-to-Date.....	17
• Florida Fresh Grapefruit Domestic and Export Certified Shipments.....	18
• Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date.....	19
Foreign Exchange Rates Per \$US.....	20
FDOC Consumer Tracking Study	
• Total Communication Awareness.....	21
• Purchase Trends.....	22
• Consumption.....	23
• Satisfaction.....	24

Summary Comments

- Over the July through March period of 2008-09, Brazil's OJ exports were down .5% from the previous season with exports to NAFTA countries, Europe and the Far East down 39.0%, up 14.4% and down 17.8%, respectively.
- Season-to-date through 03/28/09, Florida OJ availability, movement and ending inventories were up 14.0%, 8.4% and 19.2%, respectively, from last season.
- Season-to-date through February, U.S. OJ imports and exports were down 39.8% and 3.0%, respectively. Season-to-date through 03/28/09, Florida OJ exports were up 46.5% (FDOC Processor report).
- Season-to-date through February, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 24.9%.
- Season-to-date through 03/14/09, 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 1.1% from the previous season, with the NFC price down .9%, the Recon price down 6.0%, the FCOJ price unchanged, and the overall OJ price down 2.8%.
- The March average FCOJ Futures price was \$.74/PS, down \$.45/PS from last year. The Florida bulk FCOJ FOB price was \$.85/PS for the week ending 03/28/09, down \$.50/PS from last year; while the Rotterdam price was at an estimated \$1,200/MT, down \$675/MT from last year.
- The season final delivered-in price for early and midseason oranges was \$1.01/PS, down \$.38/PS from last season; season-to-date through 03/28/09, the delivered-in price for Valencia oranges was \$1.06/PS, down \$.35/PS from last season; season-to-date delivered-in prices for white and red grapefruit juice were \$.56/PS and \$.64/PS, up \$.03/PS and \$.16/PS from last season, respectively.
- Season-to-date through 04/05/09, fresh orange and specialty citrus shipments were up 11.8% from last season. Domestic FOB prices for 1) early, midseason & Temple oranges, 2) Navel oranges, 3) Valencia oranges, 4) Tangelos, 5) early tangerines and 6) Honey tangerines were down 14.4%, up 1.7%, down 18.1%, down 2.4%, down 8.8% and up 22.4%, respectively.
- Season-to-date through February, clementine/tangerine imports were up 34.9%. Season-to-date through 04/05/09, Texas fresh grapefruit shipments were down 7.3%.
- Season-to-date through 03/28/09, Florida GJ availability, movement and ending inventory were down 2.8%, 5.1% and 1.5%, respectively.
- Season-to-date through February, U.S. GJ exports were up 16.49%. Season-to-date through 03/28/09, Florida GJ exports were down 4.5% (FDOC Processor report).
- Season-to-date through 03/14/09, GJ volume sales in all Nielsen retail outlets were unchanged from last season, with the NFC price down 1.2%, the RECON price down 2.7% and the overall GJ price down 1.1%.
- Season-to-date through 4/05/09, Florida fresh grapefruit shipments were down 5.8% from last season, with domestic/Canadian shipments up 10.3% and offshore shipments down 14.0% (CAC). Season-to-date through 03/29/09, certified shipments to Europe and Japan were down 12.9% and 10.1%, respectively. Season-to-date through 04/05/09, domestic FOB prices (CAC) for fresh white and colored grapefruit were down 10.6% and 12.2%, respectively.
- For the week ending 04/14/09 versus the same period last year, the Euro-per-Dollar exchange rate was up 19.3%, while the Yen-per-Dollar was down 1.4%.
- Through the end of Q4, the level of communications awareness achieved is on target with the prediction.
- Purchase intent shifts occurred during the solo airing of "Miracle" during the April-September period.
- Regular drinkers have significantly increased since the beginning of the study, where as the frequent drinker has continued to slowly decline through the end of Q4.
- Satisfaction levels are stable as Orange Juice and Milk continue to be the beverage leaders.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July-March)		
	2007-08	2008-09	Change
	- - - - - million SSE gallons ^a - - - - -		- % -
NAFTA^b	270.9	165.2	-39.0
Europe^c	898.3	1,028.1	+14.4
Far East^d	128.0	105.1	-17.8
Others	73.4	65.1	-11.4
TOTAL	1,370.6	1,363.5	-.5

^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: SECEX.

Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 03/28/09 (FDOC Processor Week 26)		
	2007-08	2008-09e	Change	2007-08	2008-09	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	363.1	624.2	+71.9	363.1	624.2	+71.9
Pack from Fruit^a	1,109.0	986.8	-11.0	593.7	589.0	-.8
Imports^{a,b}	236.3	132.4	-44.0	179.6	82.2	-54.2
Availability	1,708.4	1,743.4	+2.0	1,136.4	1,295.4	+14.0
Movement	1,084.2	1,167.0	+7.6	548.5	594.7	+8.4
FCOJ ^c	537.4	606.6	+12.9	278.3	315.4	+13.3
NFC ^d	546.8	560.5	+2.5	270.3	279.4	+3.4
Ending Inventory	624.2	576.4	-7.7	587.8	700.6	+19.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^e	29.9	25.7	-14.0	27.9	30.6	+9.9
Carryover – 13 Weeks^f				27.1	28.4	+5.0
				26.8	32.0	+19.2

^aFDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

^bAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

^cExcludes COJ used in FCOJ.

^dExcludes movement of reconstituted chilled orange juice.

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

^fSeason-to-date weeks supply based on last 13-week movement.

^gSeason-to-date weeks supply based on last 3-year movement.

U.S. Orange-Juice Imports^a

Country	Season-to-Date (October-February)					
	TOTAL OJ			NFC-OJ		
	2007-08	2008-09	Change	2007-08	2008-09	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
Brazil	154.3	86.6	-43.9	38.3	40.0	+4.4
CBI	20.2	7.7	-61.9	--	.0	NC
Mexico	29.3	27.3	-6.8	.7	.2	-71.4
Other	4.1	3.5	-14.6	--	--	NC
TOTAL	207.9	125.1	-39.8	39.0	40.2	+3.1

^aIncludes OJ with added vitamins and minerals.

SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October-February)		
	2007-08	2008-09	Change
	- million SSE gallons -		- % -
Beginning Inventory^a	42.6	53.3	+24.9
Foreign Imports^b	<u>67.9</u>	<u>44.5</u>	<u>-34.5</u>
Availability^c	110.5	97.7	-11.6
Ending Inventory^a	<u>57.3</u>	<u>31.3</u>	<u>-45.4</u>
Non-FDOC Proc. FCOJ Disappearance^d	53.2	66.4	+24.9

^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.

^dPartial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

U.S. Orange-Juice Exports^a

Country	Season-to-Date (October-February)		
	2007-08	2008-09	Change
	- - - million SSE gallons - - -		- % -
Canada	43.23	29.03	-32.8
Europe	6.44	14.30	+122.0
Japan	.91	1.38	+51.6
Other	7.17	11.30	+57.6
TOTAL	57.75	56.01	-3.0

^aIncludes OJ with added vitamins and minerals.

^bFDOC Processor exports of OJ for the 2008-09 season were up 46.5%, season-to-date through 03/28/09.

SOURCE: U.S. Department of Commerce.

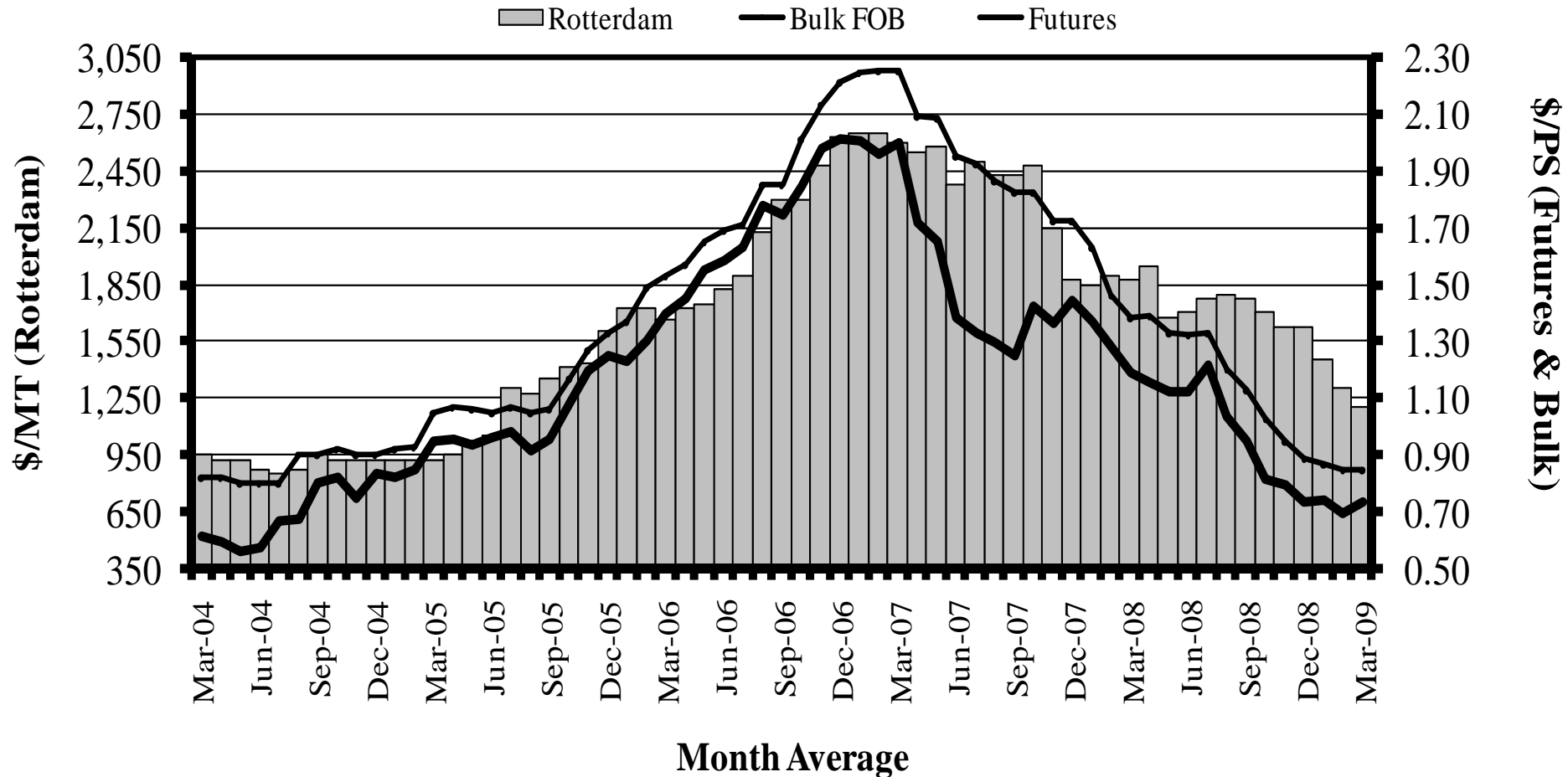
U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2007-08p	2008-09f	Change	2007-08p	2008-09f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	565.3	572.1	+1.2	6.01	5.83	-3.0
NFC	322.3	328.5	+1.9	6.73	6.55	-2.7
RECON	243.0	243.6	+2	5.04	4.86	-3.6
FCOJ	48.9	46.8	-4.3	4.68	4.50	-3.8
Shelf Stable	5.7	5.6	-1.8	6.61	6.43	-2.7
TOTAL	619.9	624.5	+7	5.91	5.73	-3.0
SEASON-TO-DATE: (through 03/14/09) ^a						
Refrigerated	275.5	273.9	-.6	6.02	5.84	-3.1
NFC	156.7	152.5	-2.6	6.72	6.66	-.9
RECON	118.8	121.4	+2.1	5.11	4.80	-6.0
FCOJ	24.4	22.9	-6.4	4.66	4.66	0.0
Shelf Stable	2.7	2.7	-1.3	6.52	6.75	+3.5
TOTAL	302.6	299.4	-1.1	5.92	5.75	-2.8

^aActual for 2007-08 and preliminary for 2008-09.

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 March 2004 through March 2009



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

FCOJ Prices – March^a

Item	2007-08	2008-09	Change
	- - - - \$/pounds solids - - - -		- - % - -
FCOJ Florida Bulk FOB	1.35	.85	-37.0
FCOJ Futures	1.19	.74	-37.8
	- - - - \$/metric ton - - - -		
FCOJ Rotterdam	1,875	1,200	-36.0

^aPrices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 03/28/09.

Futures – March average.

Rotterdam – March *Foodnews*.

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

FDOC Processor Delivered-In Prices

Report #26 – Week Ending 03/28/09

Variety	Week Ending			Season-to-Date		
	2007-08	2008-09	Change	2007-08	2008-09	Change
----- \$/PS -----						
Early & Midseason^{a,b}	1.407	1.128	-.279	1.390	1.010	-.380
Valencias^a	1.413	1.077	-.336	1.403	1.058	-.345
White Grapefruit	.630	.647	+.017	.530	.564	+.034
Red Grapefruit	.624	.702	+.078	.487	.642	+.155

^aFinal priced, combined.

^bSeason final.

Sao Paulo Processed Orange Delivered-In Prices

Monthly Average and Season-to-Date

Season	March Average		Season-to-Date (July-March) ^a	
	Price	Change From Year Ago	Price	Change From Year Ago
	- \$/box ^b -	- - % - -	- \$/box ^b -	- - % - -
2006-07	6.54	+62.7	5.95	+42.8
2007-08	5.65	-13.6	6.19	+4.0
2008-09	2.14	-62.1	4.11	-33.7

^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 04/05/09			FOB Price thru 04/05/09		
	2007-08 STD	2008-09 STD	Change	2007-08 STD	2008-09 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - \$/carton - - - -		- % -
Early, Mids & Temples^a	2,318	2,830	+22.1	9.85	8.43	-14.4
Navel	3,522	3,858	+9.5	10.29	10.46	+1.7
Valencia	894	1,444	+61.5	9.76	7.99	-18.1
Tangelo	717	826	+15.2	9.60	9.37	-2.4
Early Tangerines^b	3,168	3,428	+8.2	13.63	12.43	-8.8
Honey	1,936	1,646	-15.0	12.50	15.30	+22.4
TOTAL	12,555	14,032	+11.8			

^aPrices for Early & Mids.

^bPrices for Sunburst.

SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2007-08	2008-09	Change	2007-08	2008-09	Change
STD thru February			STD – 04/05/09		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
163.24	220.14	+34.9	5,965	5,530	-7.3

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 03/28/09 (FDOC Processor Week 26)		
	2007-08	2008-09e	Change	2007-08	2008-09	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	56.9	59.3	+4.3	56.9	59.3	+4.2
Pack from Fruit^a	87.5	71.8	-17.9	60.6	54.9	-9.4
Availability	144.3	131.1	-9.2	117.5	114.2	-2.8
Movement	85.0	83.3	-2.1	43.4	41.2	-5.1
FCGJ ^b	58.4	54.0	-7.6	31.4	26.6	-15.3
NFC ^c	26.6	29.3	+10.0	12.0	14.6	+21.5
Ending Inventory	59.3	47.8	-19.4	74.1	73.0	-1.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^d	36.3	29.9	-17.6	44.4	46.1	+3.8
Carryover – 13 Weeks^e				37.6	50.6	+34.7
Carryover – 3 Years^f				58.3	57.5	-1.5

^aIncludes 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.

^bExcludes CGJ used in FCGJ.

^cExcludes movement of reconstituted chilled grapefruit juice.

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

^eSeason-to-date weeks supply based on last 13-week movement.

^fSeason-to-date weeks supply based on last 3-year movement.

(Revised 01/17/08).

U.S. Grapefruit-Juice Exports

Country	Season-to-Date (October-February)		
	2007-08	2008-09	Change
	- - - million SSE gallons - - -		- % -
Canada	1.10	1.18	+7.3
Europe	2.26	3.48	+54.0
Japan	1.77	1.26	-28.8
Other	.55	.70	+27.3
TOTAL	5.68	6.61	+16.4

^aFDOC estimates.

^bFDOC Processor exports of GJ for the 2008-09 season were down 4.5%, season-to-date through 03/28/09.

SOURCE: U.S. Department of Commerce.

U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2007-08p	2008-09f	Change	2007-08p	2008-09f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
NFC	12.5	12.3	-1.6	6.92	6.92	NC
RECON	8.3	8.3	NC	5.92	5.92	NC
FCGJ	.9	.9	NC	4.14	4.14	NC
TOTAL	21.7	21.6	-.5	6.42	6.42	NC
SEASON-TO-DATE: (through 03/14/09) ^a						
NFC	5.66	5.92	+4.5	6.87	6.78	-1.2
RECON	3.85	3.64	-5.6	5.90	5.74	-2.7
FCGJ	.43	.39	-9.7	4.08	4.24	+3.7
TOTAL	9.94	9.94	0.0	6.37	6.30	-1.1

^aSEASON-TO-DATE: Actual for 2007-08 and preliminary for 2008-09.

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 04/05/09

Shipments/ Variety	2007-08	2008-09	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
Domestic & Canadian – All	5,953	6,564	+10.3
White	213	204	-4.2
Colored	5,740	6,360	+10.8
Offshore Exports – All	11,769	10,123	-14.0
White	3,008	2,215	-26.4
Colored	8,761	7,908	-9.7
TOTAL - All	17,722	16,687	-5.8
White	3,221	2,419	-24.9
Colored	14,501	14,268	-1.6

SOURCE: Citrus Administrative Committee, preliminary; last two weeks of the 2008-09 season contain estimates.

Florida Fresh Grapefruit Domestic and Export Shipments Season-to-Date through 03/29/09

Country	2007-08 STD	2008-09 STD	Change
- thousand cartons -			- % -
United States	4,808	5,369	+11.7
Canada	906	942	+3.9
Europe	4,375	3,812	-12.9
Japan	6,590	5,923	-10.1
Other	374	241	-35.6
TOTAL	17,053	16,287	-4.5

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices

Season-to-Date through 04/05/09

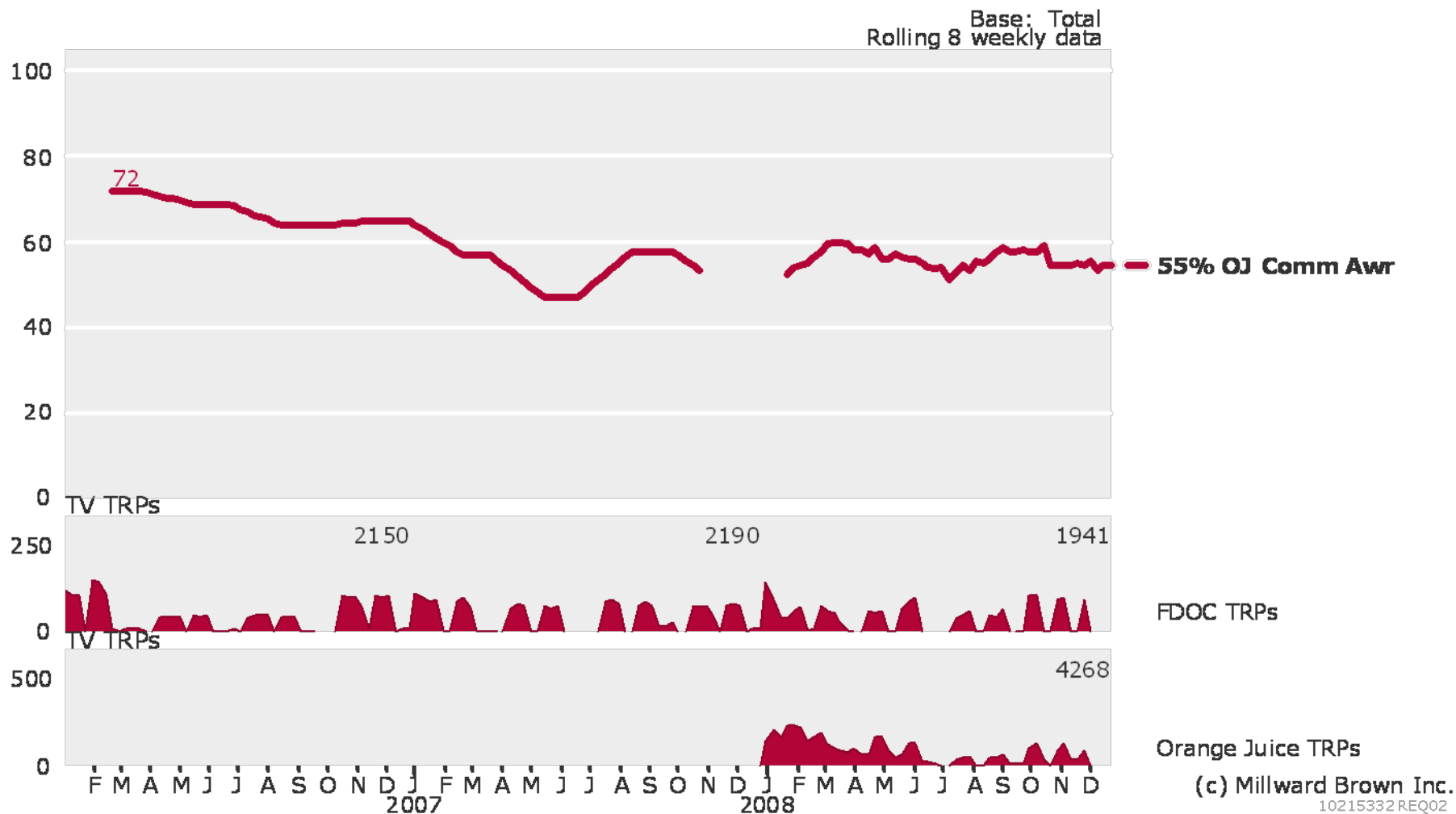
Variety	FOB Price		
	2007-08 STD	2008-09 STD	Change
	----- \$/carton-----		-- % --
TOTAL			
White	10.36	9.26	-10.6
Colored	10.64	9.34	-12.2

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
ANNUAL			
2005	0.80453	2.43480	110.12445
2006	0.79703	2.17995	116.33664
2007	0.73082	1.95159	117.81453
2008	0.68341	1.84021	103.46616
2008 (thru 04/14/08)	0.66392	1.74003	104.90643
2009 (thru 04/14/09)	0.76358	2.31412	94.38319
% Change	+15.0	+33.0	-10.0
WEEK ENDING 04/14/09			
2008	0.63414	1.69581	101.72814
2009	0.75654	2.19800	100.29714
% Change	+19.3	+29.6	-1.4

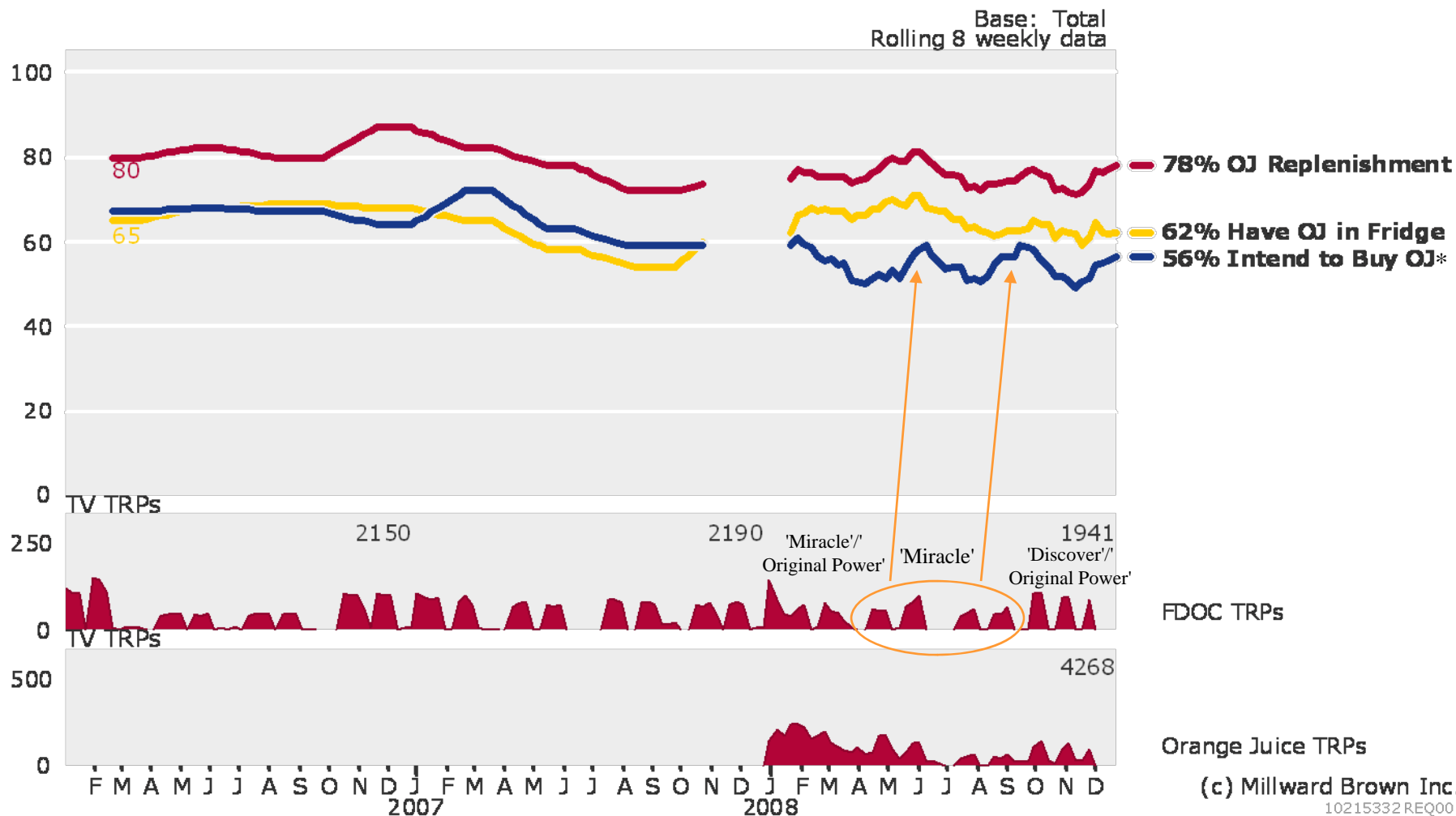
Total Communication Awareness



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.

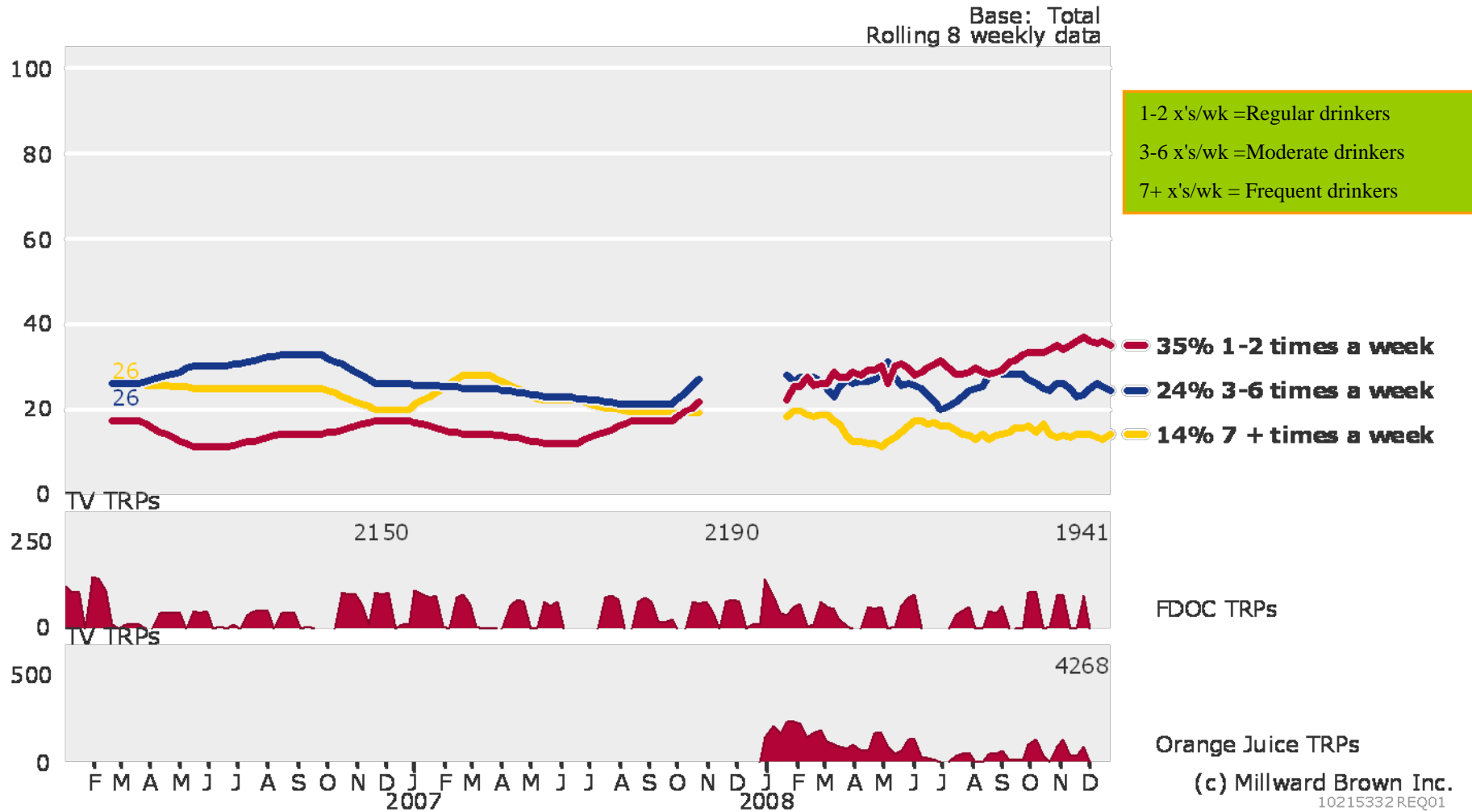
Purchase Trends



* Intend to purchase or/and have OJ in the fridge

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

Consumption

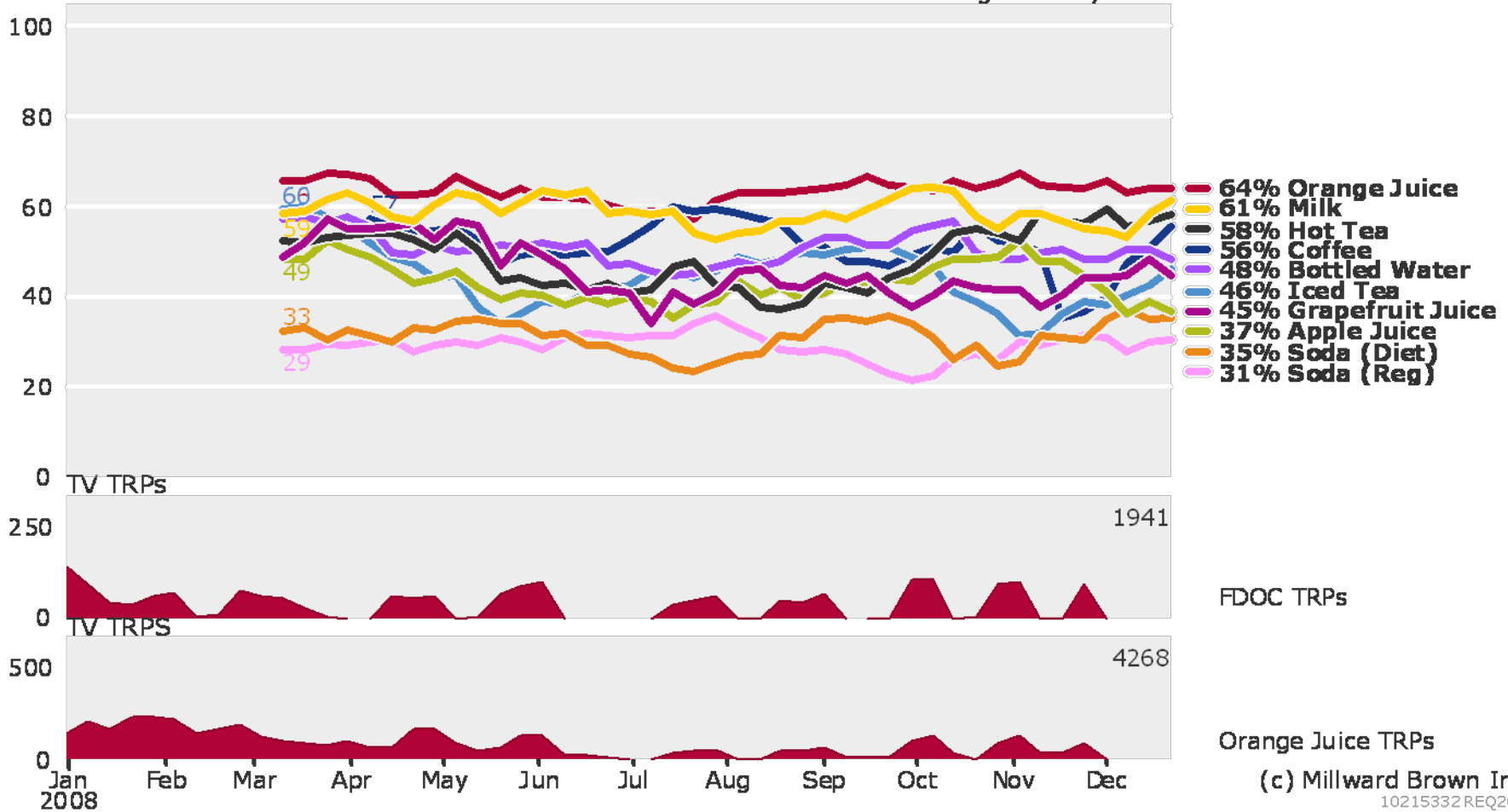


Q1: How often would you say you consume the following beverages?

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

Satisfaction

Base: Purchased Past Year/Asked
Rolling 8 weekly data



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

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