FLORIDA DEPARTMENT OF CITRUS

Florida Citrus Economic & Market Indicators April 2015

Florida Department of Citrus
Economic and Market Research

Florida Citrus Economic & Market Indicators

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Summary Comments

- Brazil's OJ exports for 2014-15 Brazilian season (July - March) were up 4.4% from the previous year with exports to the NAFTA region, Europe and the Far East up 21.3%, up 1.3%, and down 8.1%, respectively.
- Season-to-date through 03/28/2015, Florida FCOJ availability, movement and ending inventories were down 7.2%, down 23.4%, and up 4.7%, respectively, from last season.
- Season-to-date through 03/28/2015, Florida SSOJ availability, movement and ending inventories were down 4.0%, down 12.9%, and up 7.3%, respectively, from last season.
- For February of the 2014-15 season, U.S. OJ imports and exports were up 15.2% and down 35.0% from last season, respectively. Season-to-date though 03/28/2015, Florida OJ exports were down 71.7% (FDOC Processors Report).
- From October through February of the 2014-15 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 11.2%.
- Season-to-date through 3/14/2015, 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 8.3% from the previous season, with the NFC price up 5.8%, the Recon price up 3.5% and the overall OJ price up 5.2%.
- The March average FCOJ Futures price was $1.20/PS, down $.33/PS from last year, while the Rotterdam price was at an estimated $2,050/MT, even MT from last year.
- Season-to-date through 03/28/2015, the delivered-in price for Valencias was $1.95/PS, up $.32/PS from last season.
- Season-to-date through 03/28/2015, the delivered-in price for White Grapefruit was $1.30/PS, up $.32/PS, from last season.
- Season-to-date through 03/28/2015, the delivered-in price for Red Grapefruit was $.92/PS, up $.05/PS, from last season.
- Season-to-date through 03/22/2015, fresh orange and specialty citrus shipments were down 10.4, from last season.
- Season-to-date through February, clementine and tangerine imports were up 4.4% relative to last season. Season-to-date through 03/28/2015, Texas fresh grapefruit shipments were up 16.9% relative to last season.
- Season-to-date through 03/28/2015, Florida FCGJ availability, movement and ending inventory were down 16.6%, 15.3% and 17.2%, respectively.
- Season-to-date through 03/28/2015, Florida SSGJ availability, movement and ending inventory were down 10.7%, 5.5% and 17.8%, respectively.
- For February of the 2014-15 season, U.S. GJ exports were down 12.9%. Season-to-date through 3/28/2015, Florida GJ exports were down 19.0% (FDOC Processors report).
- Season-to-date through 03/14/2015, 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 5.2% from the previous season, with the overall GJ price up 3.9%.
- Season-to-date through 03/22/2015, Florida fresh grapefruit shipments were down 8.0% from last season, with Domestic/Canadian shipments down 6.6% and offshore shipments down 9.2% (DFVI). Season-to-date through 03/22/2015, shipments to Europe and Japan were down 7.6% and 15.8% respectively. Season-to-date through 03/22/2015, domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were down 3.6% and 5.0% respectively.
- For the week ending 04/05/2015 versus the same period last year, the Euro-per-Dollar exchange rate was up 26.7%, while the Yen-per-Dollar was up 15.6%.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July - March)		
	2013-14	2014-15	Change
	- million SSE gallons (a) -		- % -
NAFTA[b]	**227.8**	**276.3**	**+21.3**
Europe[c]	**859.1**	**870.0**	**+1.3**
Far East[d]	**98.3**	**90.3**	**-8.1**
Others	**61.8**	**65.0**	**+5.2**
Total	**1,247.1**	**1,301.7**	**+4.4**

[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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 3/28/2015 (FDOC Processor Week 26)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**254.13**	**319.47**	**+25.7**	**319.47**	**274.12**	**-14.2**
Pack from Fruit	**316.41**	**148.18**	**-53.2**	**98.76**	**63.21**	**-36.0**
Imports [a]	**199.58**	**210.76**	**+5.6**	**106.36**	**149.40**	**+40.5**
Availability	**770.13**	**678.41**	**-11.9**	**524.59**	**486.72**	**-7.2**
Movement	**450.71**	**404.29**	**-10.3**	**222.55**	**170.45**	**-23.4**
Bulk	352.94	317.15	-10.1	179.66	128.07	-28.7
Packaged	97.77	87.13	-10.9	42.89	42.39	-1.2
Ending Inventory	**319.47**	**274.13**	**-14.2**	**302.04**	**316.26**	**+4.7**
Bulk	311.51	265.91	-14.6	295.06	309.14	+4.8
Packaged	7.96	8.21	+3.1	6.98	7.12	+1.9
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD [b]	**36.6**	**35.3**	**-3.7**	**35.3**	**48.2**	**+36.5**

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

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida SSOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 3/28/2015 (FDOC Processor Week 26)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**192.00**	**219.28**	**+14.2**	**219.28**	**213.58**	**-2.6**
Pack from Fruit	**519.48**	**484.27**	**-6.8**	**271.35**	**237.92**	**-12.3**
Imports[a]	**45.09**	**21.36**	**-52.6**	**9.59**	**28.53**	**+197.4**
Availability	**756.57**	**724.92**	**-4.2**	**500.23**	**480.01**	**-4.0**
Movement[b]	**532.07**	**508.05**	**-4.5**	**278.09**	**242.19**	**-12.9**
Bulk	64.13	57.17	-10.9	29.09	17.74	-39.0
Packaged	467.94	450.88	-3.6	249.00	224.45	-9.9
Ending Inventory	**219.28**	**213.58**	**-2.6**	**219.46**	**235.46**	**+7.3**
Bulk	212.63	207.11	-2.6	212.72	229.90	+8.1
Packaged	6.66	6.47	-2.9	6.74	5.56	-17.4
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**21.4**	**21.9**	**+2.3**	**20.5**	**25.3**	**+23.4**

[a]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.
[b]Excludes evaporated COJ.
[d]Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

U.S. Orange-Juice Imports[a]

Season-to-Date (October – February)						
Country	Volume			Value/SSG[c]		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- - million SSE gallons - -		- - % - -	- - $/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	110.11	141.69	+28.7	1.26	1.22	-3.1
CBI[b]	8.05	2.64	-67.3	1.56	1.38	-11.5
Mexico	42.94	42.22	-1.7	1.50	1.94	+29.5
Other	3.56	2.82	-20.7	3.03	2.82	-6.9
TOTAL	**164.65**	**189.37**	**+15.0**	**1.37**	**1.41**	**+2.4**
NFC OJ						
Brazil	14.41	33.29	+131.1	1.56	1.43	-8.3
CBI[b]	.00	.00	N/A	.00	.00	N/A
Mexico	1.54	1.64	+6.6	2.50	2.09	-16.2
Other	.01	.12	++	6.46	3.88	-39.9
TOTAL	**15.96**	**35.05**	**+119.7**	**1.65**	**1.47**	**-11.1**

[a]Includes OJ with added vitamins and minerals.
[b]Includes Dominican Republic-Central America initiatives.
[c]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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

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

Country	Volume 2013-14	Volume 2014-15	Volume Change	Value/SSG[c] 2013-14	Value/SSG[c] 2014-15	Value/SSG[c] Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Season-to-Date (October - February)						
Canada	42.23	35.28	-16.5	3.09	3.12	+1.0
Europe	8.81	1.58	-82.1	2.34	3.23	+38.0
Japan	.37	.33	-10.8	2.86	3.60	+25.9
Other	17.25	7.44	-56.9	2.80	3.70	+32.1
TOTAL	68.66	44.63	-35.0	2.92	3.23	+10.6

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2014-15 season were down 71.7%, season-to-date through 3/28/2015.
[c]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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October - February)		
	2013-14	2014-15	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	14.3	24.2	+68.8
Foreign Imports[b]	72.0	62.1	-13.7
Availability[c]	86.4	86.4	0.0
Ending Inventory[a]	26.1	19.4	-25.9
Non-FDOC Proc. FCOJ Disappearance[d]	60.2	67.0	+11.2

[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.

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

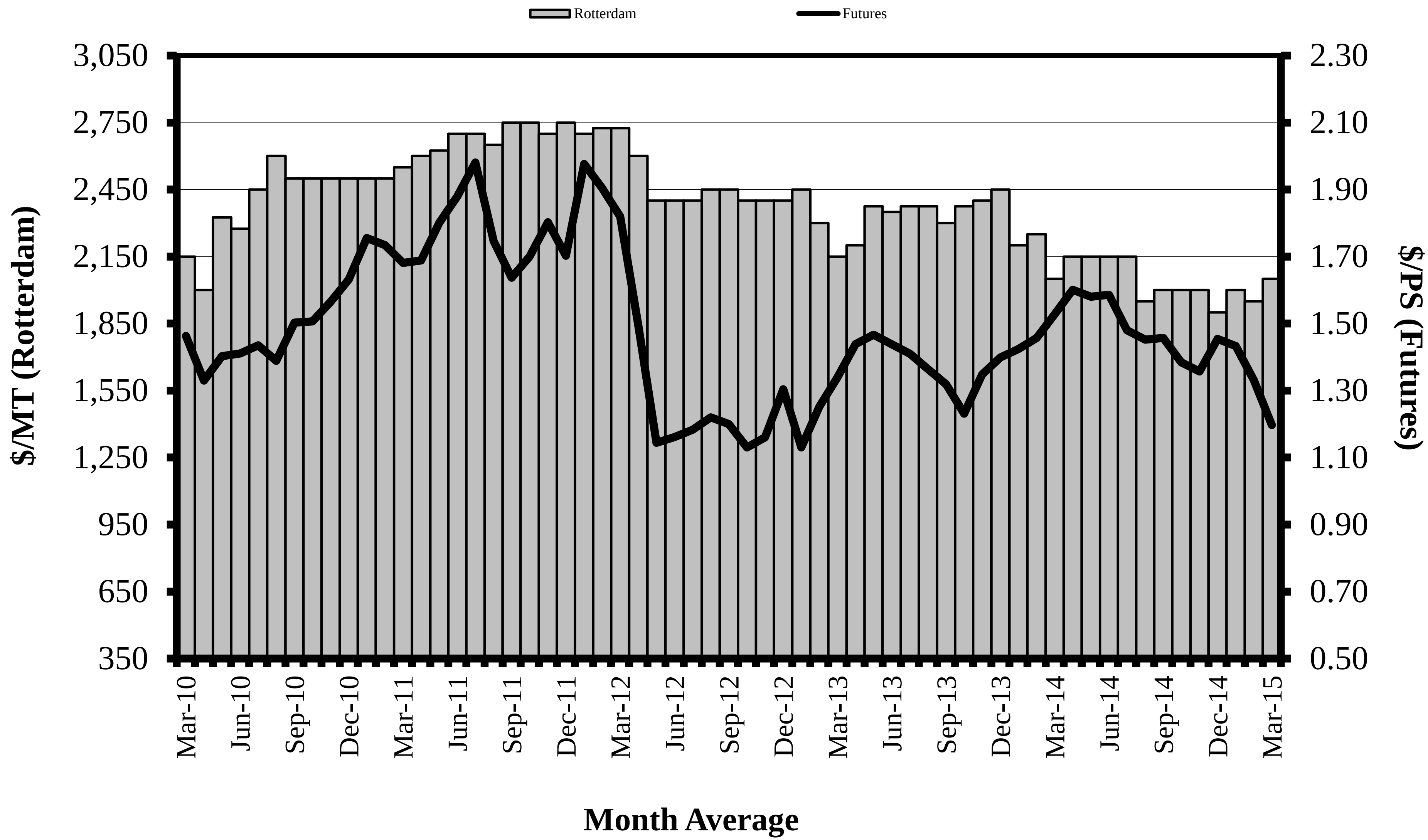
THERE'S AMAZING INSIDE FLORIDA CITRUS.

U.S. Retail Orange Juice Sales
Expanded All Outlets Combined (xAOC)[a]

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	**532.52**	**501.02**	**-5.9**	**6.27**	**6.35**	**+1.3**
NFC	320.03	309.95	-3.1	7.25	7.27	+0.3
RECON	212.49	191.07	-10.1	4.79	4.87	+1.6
FCOJ	**27.49**	**23.37**	**-15.0**	**4.76**	**4.89**	**+2.6**
Shelf Stable	**0.75**	**0.67**	**-10.6**	**8.46**	**8.88**	**+4.9**
TOTAL	**560.76**	**525.05**	**-6.4**	**6.20**	**6.27**	**1.5**
SEASON-TO-DATE through 03/14/15, TOP LINE REPORT #6						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	**252.24**	**231.52**	**-8.2**	**6.25**	**6.59**	+5.4
NFC	156.53	145.13	-7.3	7.13	7.54	+5.8
RECON	95.71	86.39	-9.7	4.81	4.98	+3.5
FCOJ	**11.73**	**10.58**	**-9.8**	**4.91**	**4.96**	**+1.0**
Shelf Stable	**0.34**	**0.29**	**-14.7**	**8.70**	**9.07**	**+4.3**
TOTAL	**264.31**	**242.39**	**-8.3**	**6.20**	**6.52**	**+5.2**

[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
March 2010 through March 2015



THERE'S AMAZING INSIDE FLORIDA CITRUS.

FCOJ Prices

March

Item	2014	2015	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Futures	1.53	1.20	-21.6
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	2,050	2,050	0.0

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

FDOC Processor Delivered-In Prices

Report #26 – Week Ending 03/28/15

Variety	STD Prices Reported for Canner's A		
	2013-14	2014-15	Change
	- - - - - - - - - -$/PS - - - - - - - - - -		
Early & Midseason[a]	**$1.71**	**$1.94**	**+13.5%**
Valencias[a]	**$1.63**	**$1.95**	**+19.6%**
White Grapefruit	**$1.48**	**$1.30**	**-12.2%**
Red Grapefruit	**$.97**	**$.92**	**-5.2%**

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Sao Paulo Processed Orange Spot Prices

Monthly Average and Season-to-Date

Season	March Average		Season-to-Date (July-March)	
	Price	Change from Year Ago	Price	Change from Year Ago
	- - $/box[b] - -	- - % - -	- - $/box[b] - -	- - % - -
2012-13	3.24	N/A	3.61	N/A
2013-14	4.18	+29.0	3.88	+7.5
2014-15	3.27	-21.8	4.47	+15.2

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

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

Variety	Shipments thru 03/22/15			FOB Price thru 03/22/15		
	2013-14 STD	2014-15 STD	Change	2013-14 STD	2014-15 STD	Change
	- - 1,000 4/5-bu. cartons - -		- % -	- - - - - $/carton - - - - -		- % -
Early, Mids & Temples[a]	2,509	2,610	+4.0	12.88	13.44	+4.3
Navel	2,067	1,622	-21.5	16.18	18.95	+17.1
Valencia	956	801	-16.2	13.93	13.79	-1.0
Tangelo	581	581	+0.1	12.50	13.28	+6.2
Early Tangerines[b]	2,071	1,792	-13.5	18.71	20.13	+7.6
Honey	1,112	922	-17.1	20.92	22.74	+8.7
TOTAL	9,296	8,328	-10.4			

[a]Prices for Early & Mids.

[b]Prices for Sunburst

SOURCE: Citrus Administrative Committee

THERE'S AMAZING INSIDE FLORIDA CITRUS.

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
August – February			STD – 03/28/15		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
282.10	294.39	+4.4	3,956	4,623	+16.9

SOURCE: U.S. Department of Commerce.

SOURCE: Texas Valley Citrus Committee.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida FCGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 3/28/2015 (FDOC Processor Week 26)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**22.10**	**20.66**	**-6.5**	**20.66**	**18.86**	**-8.7**
Pack from Fruit	**29.18**	**22.54**	**-22.8**	**18.93**	**13.28**	**-29.8**
Imports[a]	**2.79**	**1.25**	**-55.2**	**1.09**	**1.78**	**+63.3**
Availability	**54.07**	**44.47**	**-17.8**	**40.69**	**33.92**	**-16.6**
Movement	**33.40**	**25.61**	**-23.3**	**11.82**	**10.01**	**-15.3**
Bulk	33.00	25.25	-23.5	11.56	9.94	-14.0
Packaged	.41	.36	-12.1	.26	.08	-71.0
Ending Inventory	**20.66**	**18.86**	**-8.7**	**28.87**	**23.91**	**-17.2**
Bulk	20.60	18.82	-8.6	28.83	23.89	-17.1
Packaged	.06	.04	-40.2	.05	.02	-47.1
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[b]	**32.2**	**38.3**	**+18.9**	**63.5**	**62.1**	**-2.2**

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

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 3/28/2015 (FDOC Processor Week 26)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**12.13**	**11.19**	**-7.7**	**11.19**	**12.19**	**+8.9**
Pack from Fruit	**20.53**	**19.29**	**-6.1**	**16.07**	**12.48**	**-22.3**
Imports [a]	**.97**	**.03**	**-100+**	**.53**	**.15**	**-71.7**
Availability	**33.63**	**30.52**	**-9.3**	**27.79**	**24.80**	**-10.7**
Movement	**19.23**	**16.79**	**-12.7**	**8.27**	**7.81**	**-5.5**
Bulk	4.57	4.40	-3.7	1.85	1.16	-37.3
Packaged	14.66	12.39	-15.5	6.41	6.65	+3.7
Ending Inventory	**11.19**	**12.19**	**+8.9**	**18.47**	**15.18**	**-17.8**
Bulk	10.95	11.95	+9.1	18.19	14.94	-17.9
Packaged	.24	.24	-1.8	.28	.25	-11.0
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD [b]	**30.3**	**37.8**	**+25.6**	**58.1**	**50.5**	**-13.1**

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

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

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

Country	Volume: 2013-14	Volume: 2014-15	Volume: Change	Value/SSG[c]: 2013-14	Value/SSG[c]: 2014-15	Value/SSG[c]: Change
Season-to-Date (October - February)						
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	.77	.61	-20.8	4.79	4.69	-2.1
Europe	1.77	1.65	-6.8	3.45	3.21	-7.0
Japan	1.38	1.03	-25.4	3.23	3.39	-5.0
Other	.60	.63	+5.0	4.70	4.40	-6.4
TOTAL	4.51	3.93	-12.9	3.77	3.68	-2.4

[a] SOURCE: U.S. Department of Commerce.
[b]FDOC Processor exports of GJ for the 2014-15 season were down 19.0%, season-to-date through 3/28/2015.
[c]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.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

U.S. Retail Grapefruit Juice Sales
Expanded All Outlets Combined (xAOC)[a]

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**	**+0.6**
NFC	10.73	10.10	-5.8	7.55	7.57	+0.3
RECON	5.95	5.11	-14.2	6.00	6.34	+5.6
FCGJ	**0.39**	**0.32**	**-19.2**	**4.46**	**4.61**	**+3.4**
Shelf Stable	**11.63**	**10.99**	**-5.5**	**7.41**	**7.45**	**+0.6**
TOTAL	**17.07**	**15.53**	**-9.0**	**6.94**	**7.11**	**+2.5**
SEASON-TO-DATE through 03/14/15, TOP LINE REPORT #6						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	**5.24**	**5.01**	**-4.4**	**7.31**	**7.66**	**+4.8**
NFC	4.80	4.56	-5.0	7.41	7.81	+5.4
RECON	0.44	0.45	+2.3	6.16	6.21	+0.8
FCGJ	**0.17**	**0.09**	**-47.1**	**4.56**	**5.20**	**+14.0**
Shelf Stable	**1.94**	**1.87**	**-3.6**	**6.41**	**6.35**	**-0.9**
TOTAL	**7.35**	**6.97**	**-5.2**	**7.01**	**7.28**	**+3.9**

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 03/22/15

Shipments/Variety	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	- - - - 1,000 4/5-bu. Cartons - - - -		- % -
Domestic & Canadian – All	**5,044**	**4,713**	**-6.6**
White	**96**	**103**	**+7.3**
Colored	**4,949**	**4,611**	**-6.8**
Offshore Exports – All	**5,687**	**5,161**	**-9.2**
White	**1,152**	**927**	**-19.5**
Colored	**4,535**	**4,233**	**-6.7**
TOTAL - All	**10,732**	**9,873**	**-8.0**
White	**1,248**	**1,030**	**-17.5**
Colored	**9,484**	**8,844**	**-6.7**

SOURCE: DFVI, Florida Dept of Agriculture

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 03/22/15

Country	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	- - - - - thousand cartons - - - - -		- - % - -
United States	4,213	3,986	-5.4
Canada	831	727	-12.5
Europe	2,420	2,236	-7.6
Japan	2,825	2,378	-15.8
Other	439	545	+24.1
TOTAL	10,732	9,873	-8.0

Source: Florida Department of Citrus

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 03/22/15

Variety	FOB Price		
	2013-14 STD	2014-15 STD	Change
	- - - - - - - - $/carton- - - - - - - -		- - % - -
TOTAL			
White	**12.68**	**12.22**	**-3.6**
Colored	**12.06**	**11.46**	**-5.0**

SOURCE: Citrus Administrative Committee.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2010	0.7546	1.7535	87.78
2011	0.7188	1.6698	79.70
2012	0.7781	1.9508	79.79
2013	0.7532	2.1546	97.58
2014	0.7535	2.3475	105.84
2014 (thru 04/05/2014)	0.7296	2.3536	102.86
2015 (thru 04/05/2015)	0.8889	2.8727	119.17
% Change	+21.8	+22.1	+15.9
WEEK ENDING 04/5/2015			
2014	0.7269	2.2615	103.34
2015	0.9211	3.1826	119.51
% Change	+26.7	+40.7	+15.6

THERE'S AMAZING INSIDE FLORIDA CITRUS.