Florida Citrus Economic & Market Indicators
October, 2010

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Summary Comments

- Brazil's OJ exports for July through September, 2010, were up 6.9% from the previous year with exports to NAFTA countries, Europe and the Far East down 34.6%, up 11.8% and up 41.4%, respectively.

- For the 2009-10 season, Florida OJ availability, movement and ending inventories were down 11.7%, 6.5% and 20.2%, respectively, from last season.

- For October through August of the 2009-10 season, U.S. OJ imports and exports were up 7.0% and 16.8%, respectively. For 2009-10, Florida OJ exports were up 39.7% (FDOC Processors report).

- For October through August of the 2009-10 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 6.5%.

- For the 2009-10 season (preliminary), OJ volume sales in all Nielsen retail outlets (U.S. grocery stores doing $2 million plus business, Walmart stores excluding Sam's Clubs, mass merchandisers and drug stores doing $1 million plus business) were down 3.4% from the previous season, with the NFC price down 1.1%, the Recon price down 3.2% and the overall OJ price down 1.7%.

- The September average FCOJ Futures price was $1.50/PS, up $.56/PS from last year. The Florida bulk FCOJ FOB price was $1.47/PS for the week ending 09/04/10, up $.45/PS from last year; while the Rotterdam price was at an estimated $2,500/MT, up $1,400/MT from last year.

- The 2009-10 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 10/10/10 (2010-11), fresh orange and specialty citrus shipments were down 35.2% from last season.

- Season-to-date through August (2010-11), clementine/tangerine imports were up 28.9%.

- For the 2009-10 season, Florida GJ availability, movement and ending inventory were down 18.5%, 23.7% and 9.4% , respectively.

- For October through August of the 2009-10 season, U.S. GJ exports were down 19.0%. For the 2009-10 season, Florida GJ exports were down 32.8% (FDOC Processors report).

- For the 2009-10 season (preliminary), GJ volume sales in all Nielsen retail outlets were down 3.6% from last season, with the overall GJ price up .2%.

- Season-to-date through 10/10/10 (2010-11), Florida fresh grapefruit shipments were down 54.3% from last season, with Domestic/Canadian shipments down 69.3% and offshore shipments down 4.3% (CAC).

- For the week ending 10/18/10 versus the same period last year, the Euro-per-Dollar exchange rate was up 6.2%, while the Yen-per-Dollar was down 9.4%.

- 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-September)		
	2009-10	2010-11	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	**82.9**	**54.2**	**-34.6**
Europe[c]	**299.1**	**334.3**	**+11.8**
Far East[d]	**44.0**	**62.3**	**+41.4**
Others	**18.7**	**24.7**	**+31.7**
TOTAL	**444.8**	**475.4**	**+6.9**

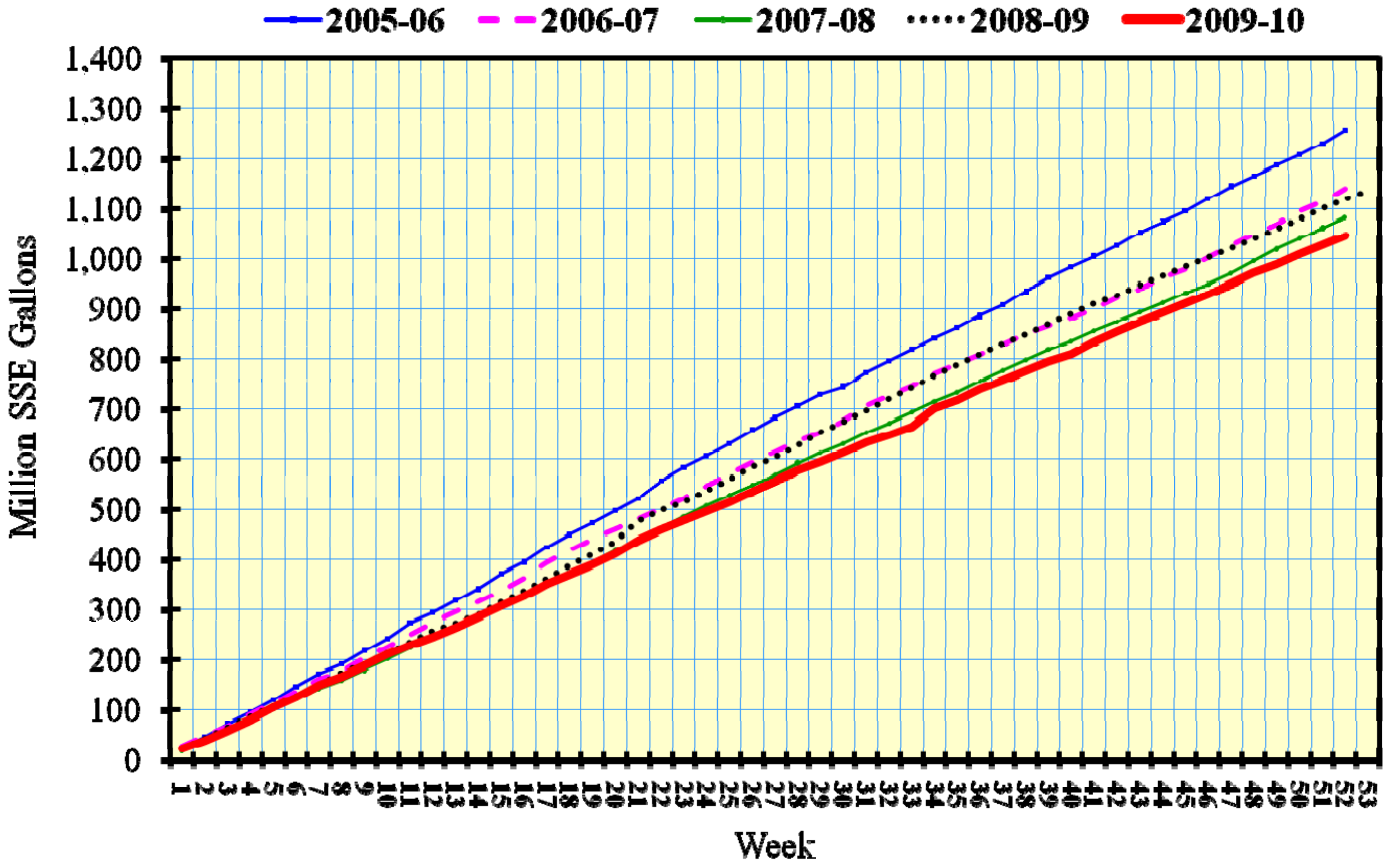
[a]Assumes exports with codes 2009.11.00 (FCOJ) and 2009.19.00 (Other) are 66° Brix, while exports with code 2009.12.00 (NFC) are 11.6° Brix.
[b]U.S., Canada, and Mexico.
[c]Russia, Ukraine, and Turkey are included in Europe.
[d]China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines,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

Florida Orange-Juice Availability, Movement and Inventory

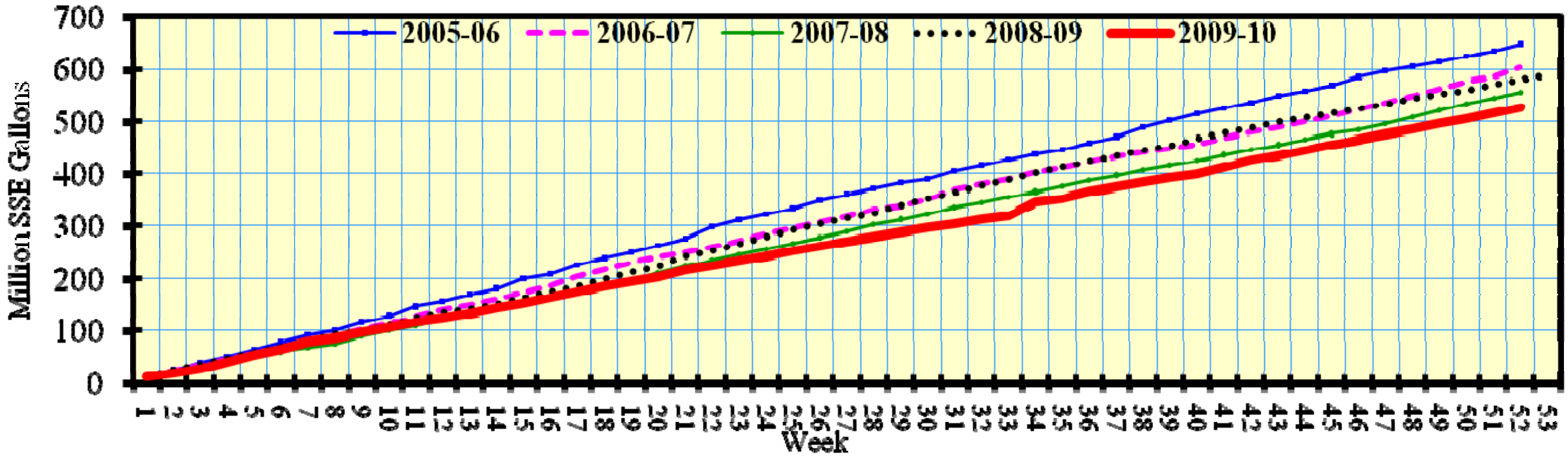
Item	Season Final (FDOC Processor Week 52)		
	2008-09	2009-10	Change
	- million SSE gallons -		- % -
Beginning Inventory	**624.2**	**672.9**	**+7.8**
Pack from Fruit	**1,024.7**	**797.3**	**-22.2**
Imports[a]	**158.5**	**125.0**	**-21.1**
Availability	**1,807.4**	**1,595.3**	**-11.7**
Movement	**1,119.6**	**1,046.4**	**-6.5**
FCOJ	581.3	526.5	-9.4
NFC[b]	538.4	519.9	-3.4
Ending Inventory	**687.8**	**548.9**	**-20.2**
FCOJ	476.6	382.3	-19.8
NFC	211.2	166.6	-21.1
	- - weeks supply - -		- % -
Carryover – STD[c]	**31.9**	**27.3**	**-14.6**
FCOJ[c]	42.6	37.8	-11.4
COJ[c]	19.1	16.0	-16.1

[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]Excludes movement of reconstituted chilled orange juice and evaporated COJ.
[c]Season-to-date weeks supply based on season-to-date movement.

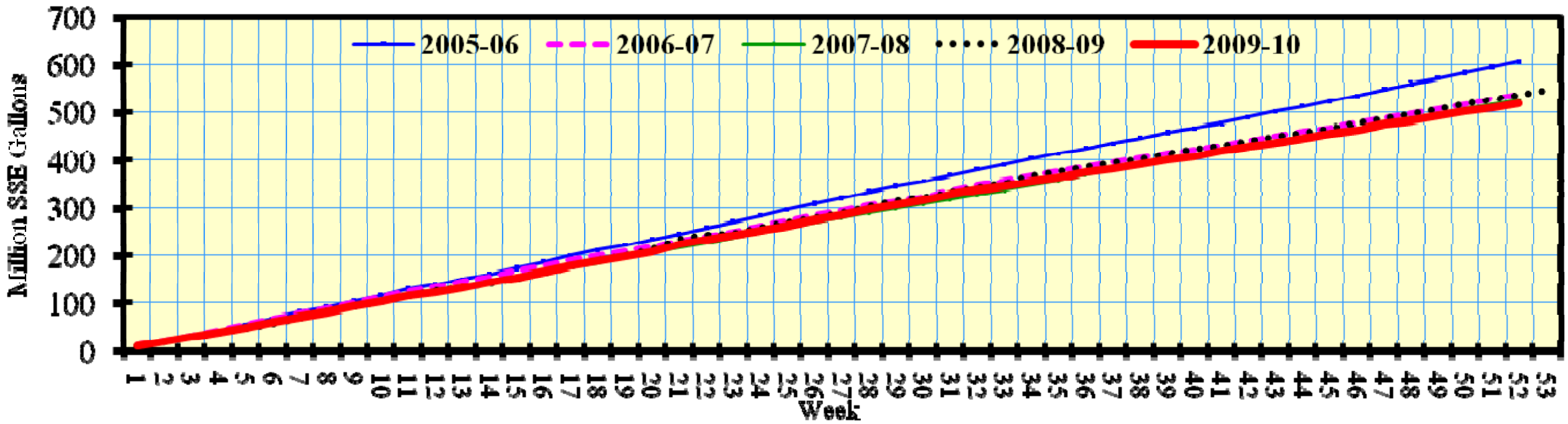
Florida Orange-Juice Movement



Florida FCOJ Movement



Florida NFC-OJ Movement



U.S. Orange-Juice Imports[a]

Country	Season-to-Date (October-August)					
	TOTAL OJ			NFC-OJ		
	2008-09	2009-10	Change	2008-09	2009-10	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
Brazil	**148.89**	**166.83**	**+12.0**	**55.99**	**37.48**	**-33.1**
CBI[b]	**46.36**	**46.15**	**-.1**	**.24**	**.10**	**-58.3**
Mexico	**85.00**	**88.72**	**+4.4**	**.97**	**3.18**	**+227.8**
Other	**6.42**	**4.99**	**-22.3**	**.04**	**.03**	**-25.0**
TOTAL	**286.68**	**306.69**	**+7.0**	**57.24**	**40.79**	**-28.7**

[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-August)		
	2008-09	2009-10	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	**57.3**	**23.7**	**-58.6**
Foreign Imports[b]	**141.5**	**180.7**	**+27.7**
Availability[c]	**198.8**	**204.4**	**+2.8**
Ending Inventory[a]	**41.9**	**37.3**	**-10.9**
Non-FDOC Proc. FCOJ Disappearance[d]	**156.9**	**167.1**	**+6.5**

[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-August)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
Canada	61.00	58.82	-3.6
Europe	31.07	50.51	+62.6
Japan	2.83	.97	-65.7
Other	22.07	26.37	+19.5
TOTAL	116.97	136.67	+16.8

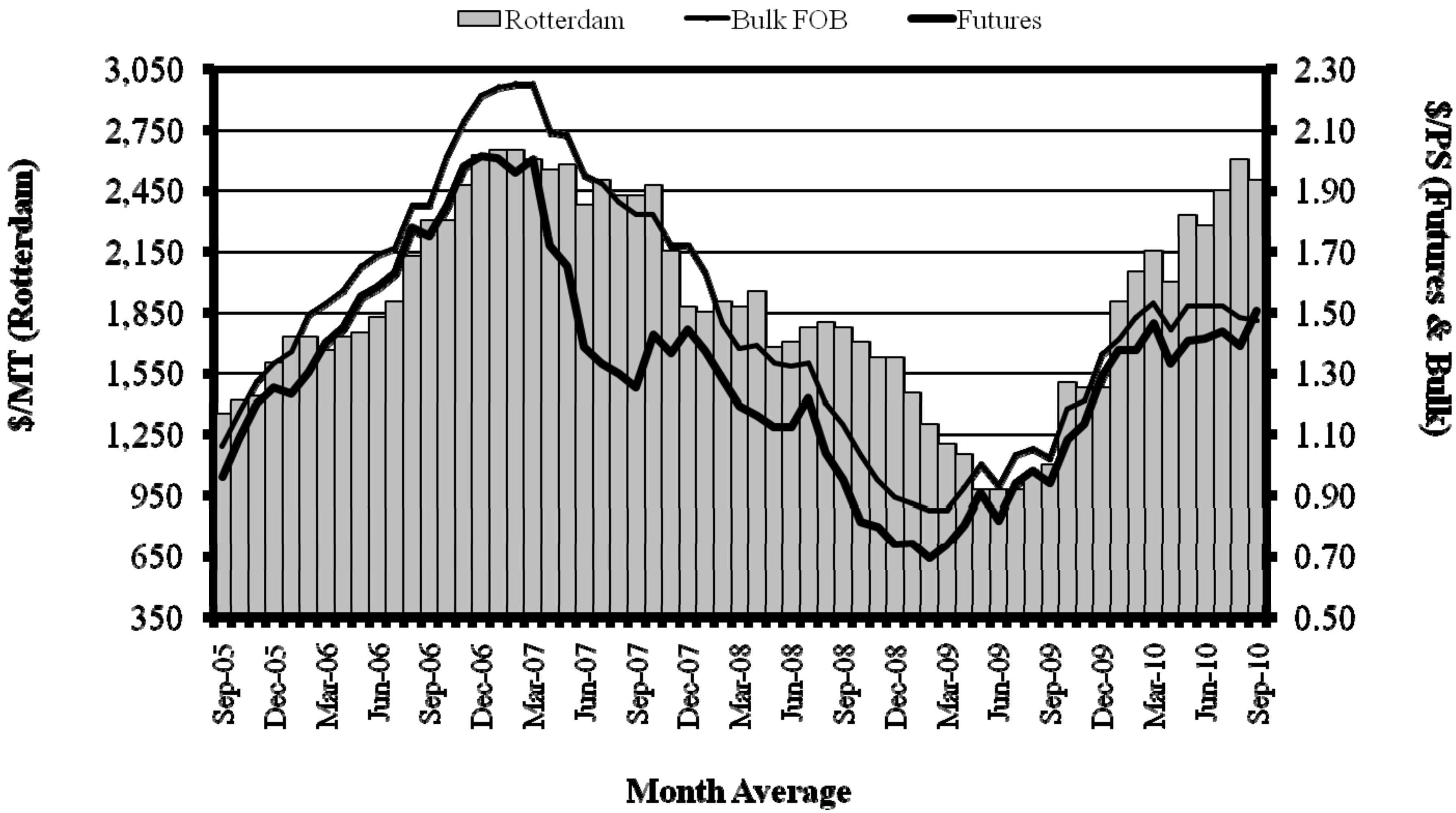
[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2009-10 season were up 39.7%, season-to-date through 10/02/10 (season final).
SOURCE: U.S. Department of Commerce.

U.S. Retail Orange-Juice Sales

Item	Volume			Price		
	2008-09	2009-10p	Change	2008-09	2009-10p	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**576.6**	**565.3**	**-2.0**	**5.67**	**5.56**	**-1.9**
NFC	316.3	309.8	-2.0	6.58	6.51	-1.1
RECON	260.4	255.5	-1.9	4.56	4.41	-3.2
FCOJ	**45.1**	**37.1**	**-17.6**	**4.65**	**4.57**	**-1.9**
Shelf Stable	**5.3**	**3.2**	**-39.7**	**6.74**	**6.95**	**+3.1**
TOTAL	**627.0**	**605.7**	**-3.4**	**5.61**	**5.51**	**-1.7**

[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
September 2005 through September 2010



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

FCOJ Prices – September[a]

Item	2008-09	2009-10	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Florida Bulk FOB	**1.02**	**1.47**	**+44.1**
FCOJ Futures	**.94**	**1.50**	**+59.6**
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	**1,100**	**2,500**	**+127.3**

[a]Prices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 09/04/10.
Futures – September average.
Rotterdam – September *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	September Average		Season-to-Date (July-September)[a]	
	Price	Change From Year Ago	Price	Change From Year Ago
	- $/box[b] -	- - % - -	- $/box[b] -	- - % - -
2007-08	5.19	+1.2	6.03	+12.2
2008-09	3.10	-40.3	2.57	-57.3
2009-10	8.83	+184.8	8.56	+232.8

[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 10/10/10			FOB Price thru 10/10/10		
	2009-10 STD	2010-11 STD	Change	2009-10 STD	2010-11 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - $/carton - - - -		- % -
Early, Mids & Temples[a]	144	88	-38.9	NA	NA	--
Navel	126	68	-46.0	NA	NA	--
Valencia	0	0	--	NA	NA	--
Tangelo	0	0	--	NA	NA	--
Early Tangerines[b]	292	208	-28.8	NA	NA	--
Honey	0	0	--	NA	NA	--
TOTAL	562	364	-35.2			

[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		
2009-10	2010-11	Change	2009-10	2010-11	Change
August			STD – 10/10/10		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
25.33	**32.64**	**+28.9**	**--**	**--**	**--**

SOURCE: U.S. Department of Commerce.

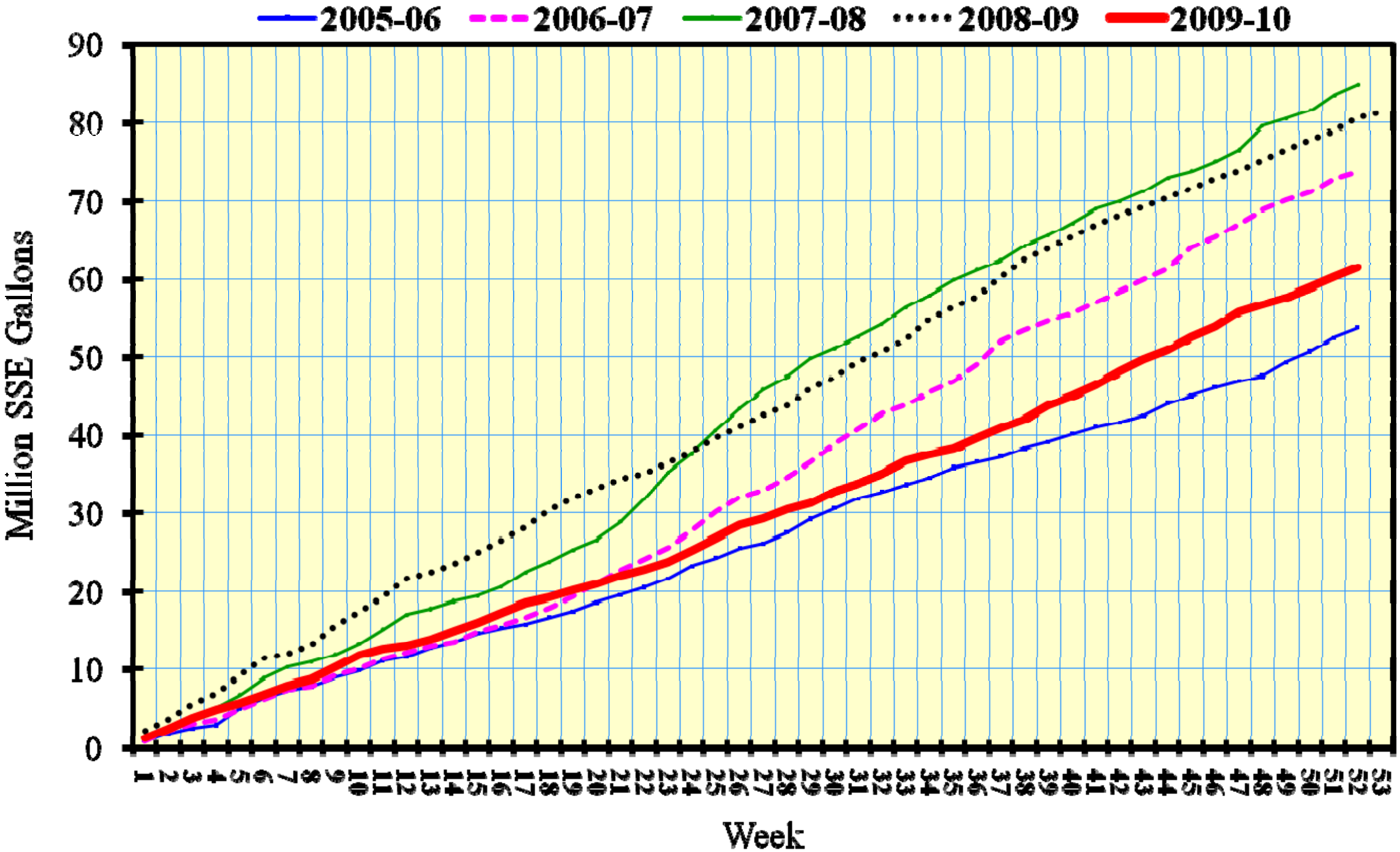
SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

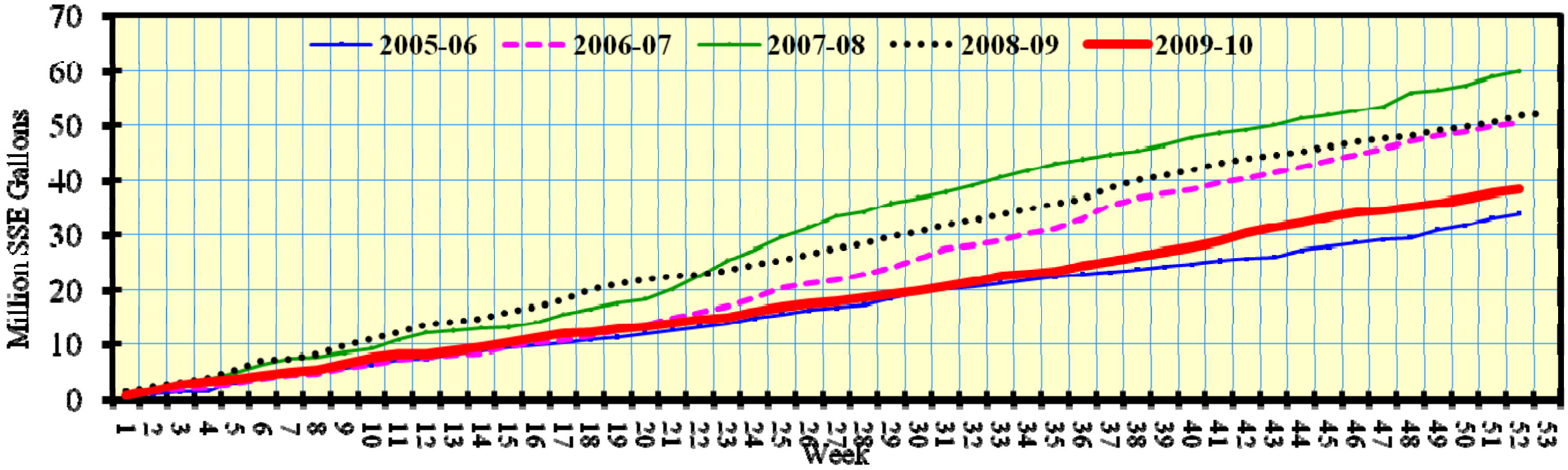
Item	Season Final (FDOC Processor Week 52)		
	2008-09	2009-10	Change
	- million SSE gallons -		- % -
Beginning Inventory	**59.3**	**45.7**	**-23.0**
Pack from Fruit[a]	**67.9**	**58.0**	**-14.6**
Availability	**127.2**	**103.7**	**-18.5**
Movement	**80.6**	**61.4**	**-23.7**
FCGJ	51.7	38.3	-25.9
NFC[b]	28.9	23.1	-19.8
Ending Inventory	**46.6**	**42.2**	**-9.4**
	- - weeks supply - -		- % -
Carryover – STD[c]	**30.1**	**35.7**	**+18.8**
Carryover – 13 Weeks[d]	**36.2**	**31.2**	**-13.9**
Carryover – 3 Years[e]	**30.5**	**27.6**	**-9.4**

[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.

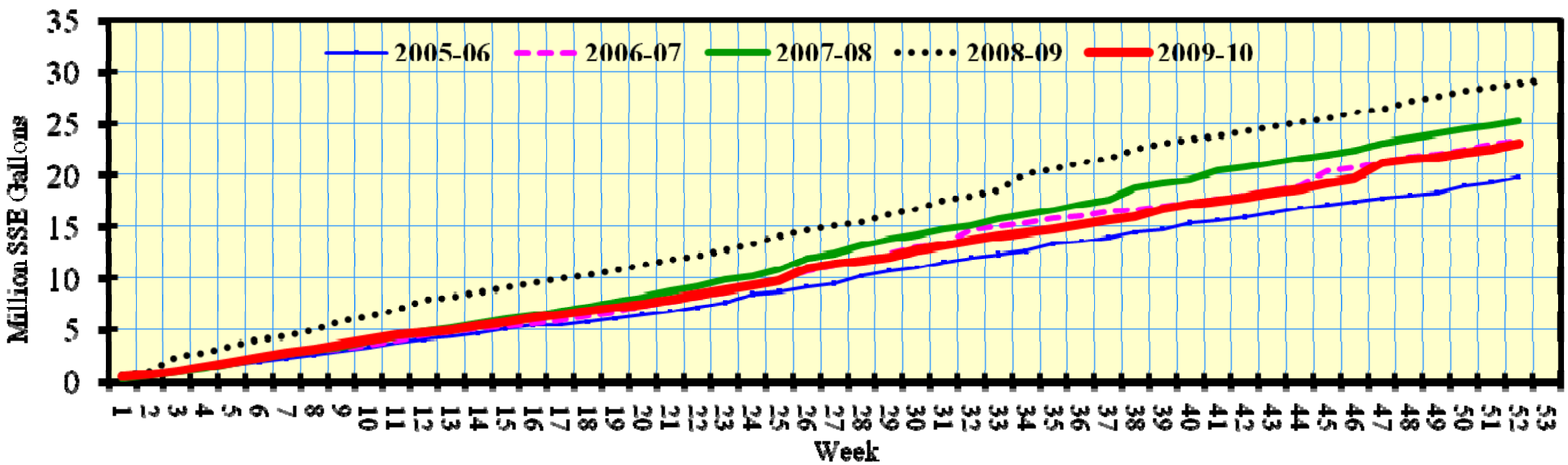
Florida Grapefruit-Juice Movement



Florida FCGJ Movement



Florida NFC-GJ Movement

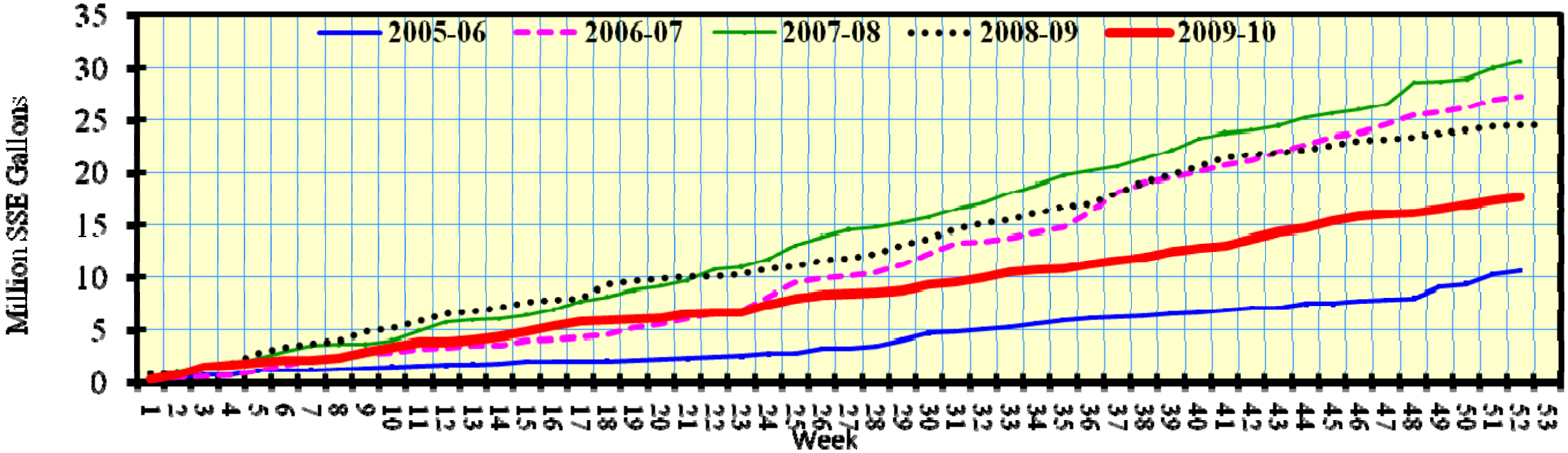


U.S. Grapefruit-Juice Exports[a,b]

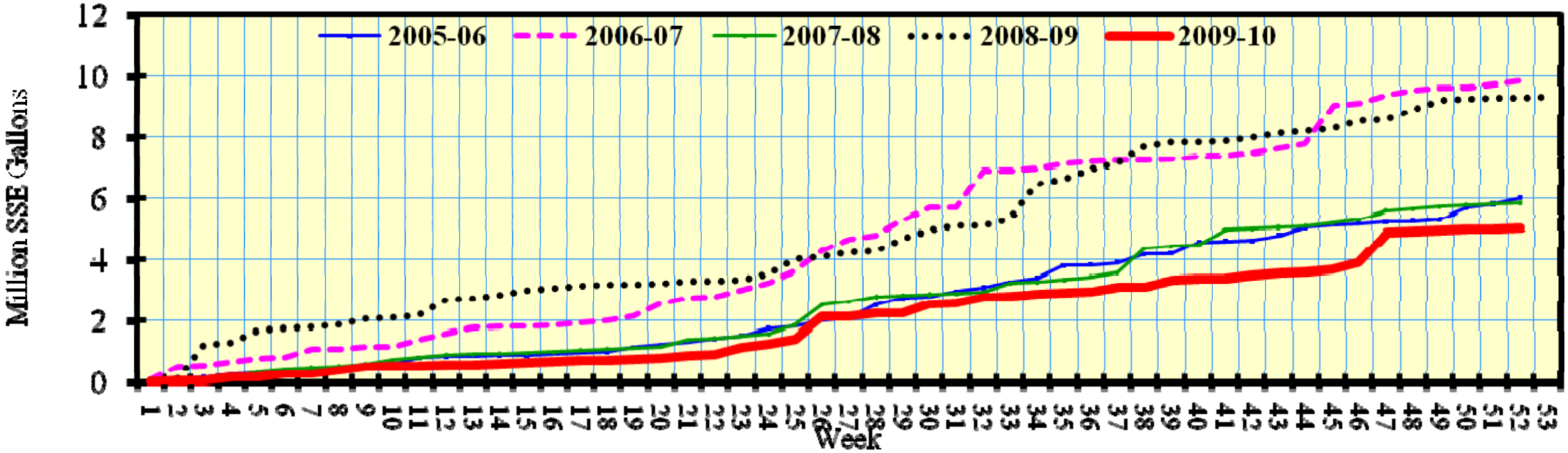
Country	Season-to-Date (October-August)		
	2008-09	2009-10	Change
	- - - million SSE gallons - - -		- % -
Canada	**2.38**	**2.04**	**-14.3**
Europe	**7.77**	**4.92**	**-36.7**
Japan	**2.39**	**3.92**	**+64.0**
Other	**2.06**	**.94**	**-54.4**
TOTAL	**14.60**	**11.83**	**-19.0**

[a]FDOC estimates.
[b]FDOC Processor exports of GJ for the 2009-10 season were down 32.8%, season-to-date through 10/02/10 (season final).
SOURCE: U.S. Department of Commerce.

Florida FCGJ Export Movement



Florida NFC-GJ Export Movement



U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2008-09	2009-10p	Change	2008-09	2009-10p	Change
	- million SSE gallons -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**12.96**	**13.00**	**+.3**	**6.60**	**6.55**	**-.8**
NFC	12.23	12.36	+1.1	6.74	6.64	-1.5
RECON	.73	.64	-12.0	4.27	4.85	+13.6
FCGJ	**.77**	**.45**	**-40.9**	**4.26**	**4.48**	**+5.2**
Shelf Stable	**7.14**	**6.67**	**-6.7**	**6.04**	**6.05**	**+.2**
TOTAL	**20.87**	**20.13**	**-3.6**	**6.32**	**6.34**	**+.2**

[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 10/10/10

Shipments/ Variety	2009-10 STD	2010-11 STD	Change
	- - - - - 1,000 4/5-bu. cartons - - - - -		- - % - -
Domestic & Canadian – All	**231**	**71**	**-69.3**
White	**0**	**0**	**NC**
Colored	**231**	**71**	**-69.3**
Offshore Exports – All	**69**	**66**	**-4.3**
White	**1**	**0**	**--**
Colored	**68**	**66**	**-3.9**
TOTAL - All	**300**	**137**	**-54.3**
White	**1**	**0**	**--**
Colored	**299**	**137**	**-54.2**

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

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Final through 10/03/10

Country	2009-10 STD	2010-11 STD	Change
	- thousand cartons -		- % -
United States	94	34	-63.9
Canada	30	22	-27.7
Europe	21	21	NC
Japan	15	0	-100.0
Other	0	0	NC
TOTAL	160	77	-52.0

SOURCE: Florida Department of Citrus.

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

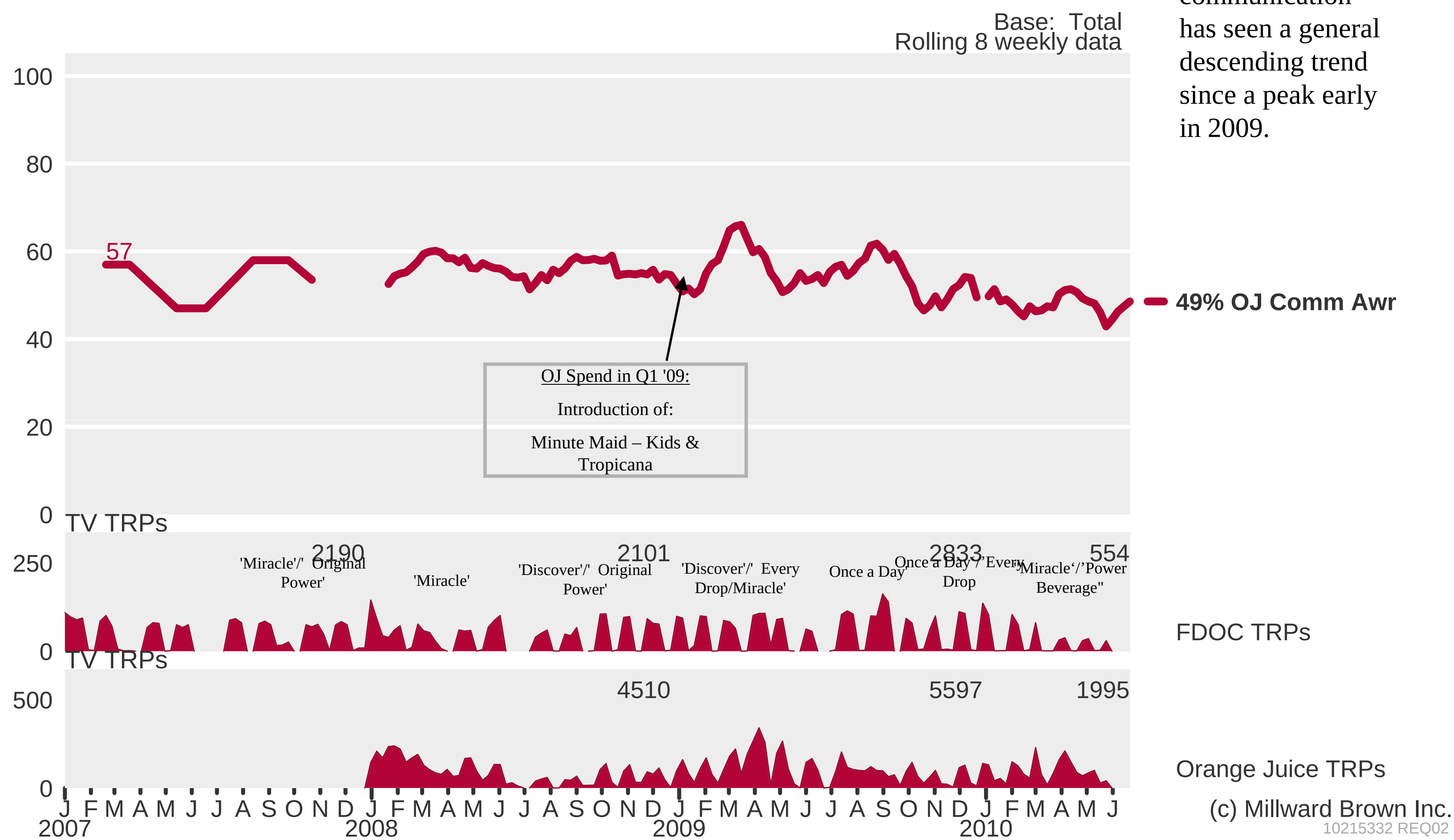
Variety	FOB Price		
	2009-10 STD	2010-11 STD	Change
	- - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	**NA**	**NA**	**NA**
Colored	**NA**	**NA**	**NA**

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 10/18/09)	0.72990	2.07553	94.57456
2010 (thru 10/18/10)	0.75880	1.78296	89.15138
% Change	+4.0	-14.1	-5.7
WEEK ENDING 10/18/10			
2009	0.67373	1.73491	90.10446
2010	0.71580	1.67127	81.62833
% Change	+6.2	-3.7	-9.4

Total Communication Awareness

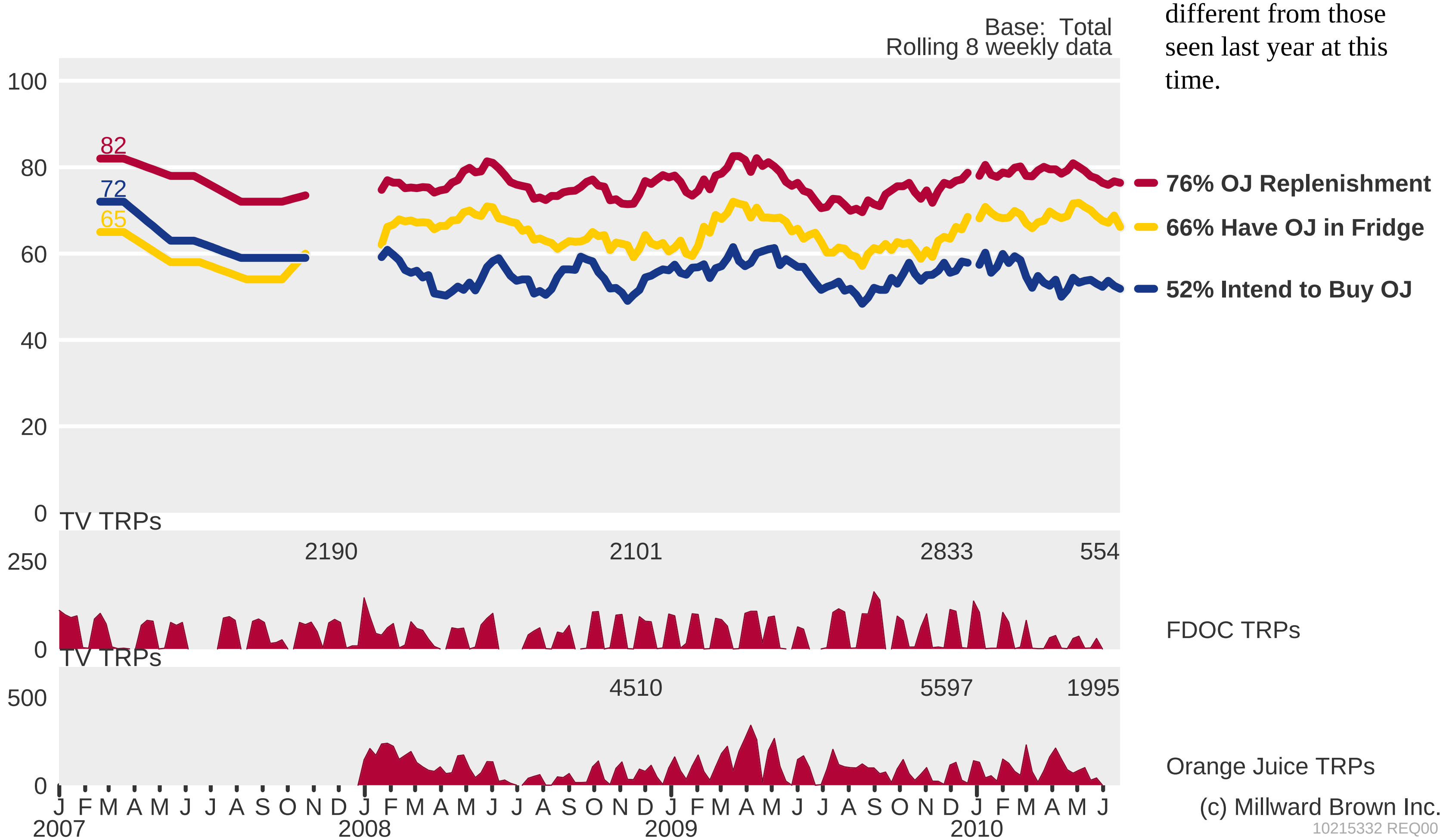


Total awareness of FDOC's communication has seen a general descending trend since a peak early in 2009.

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

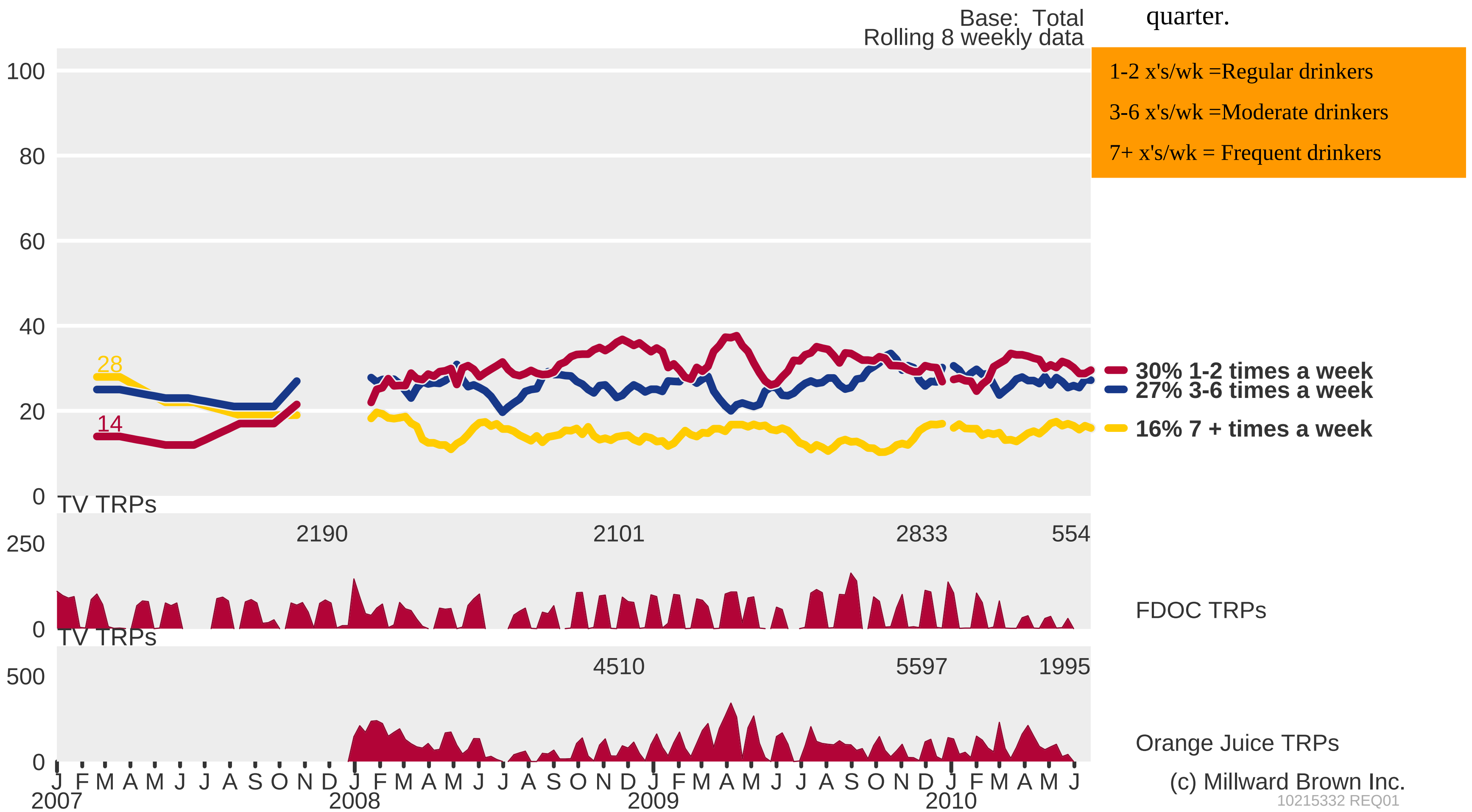
OJ replenishment and purchasing trends are not significantly different from those seen last year at this time.



* 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.

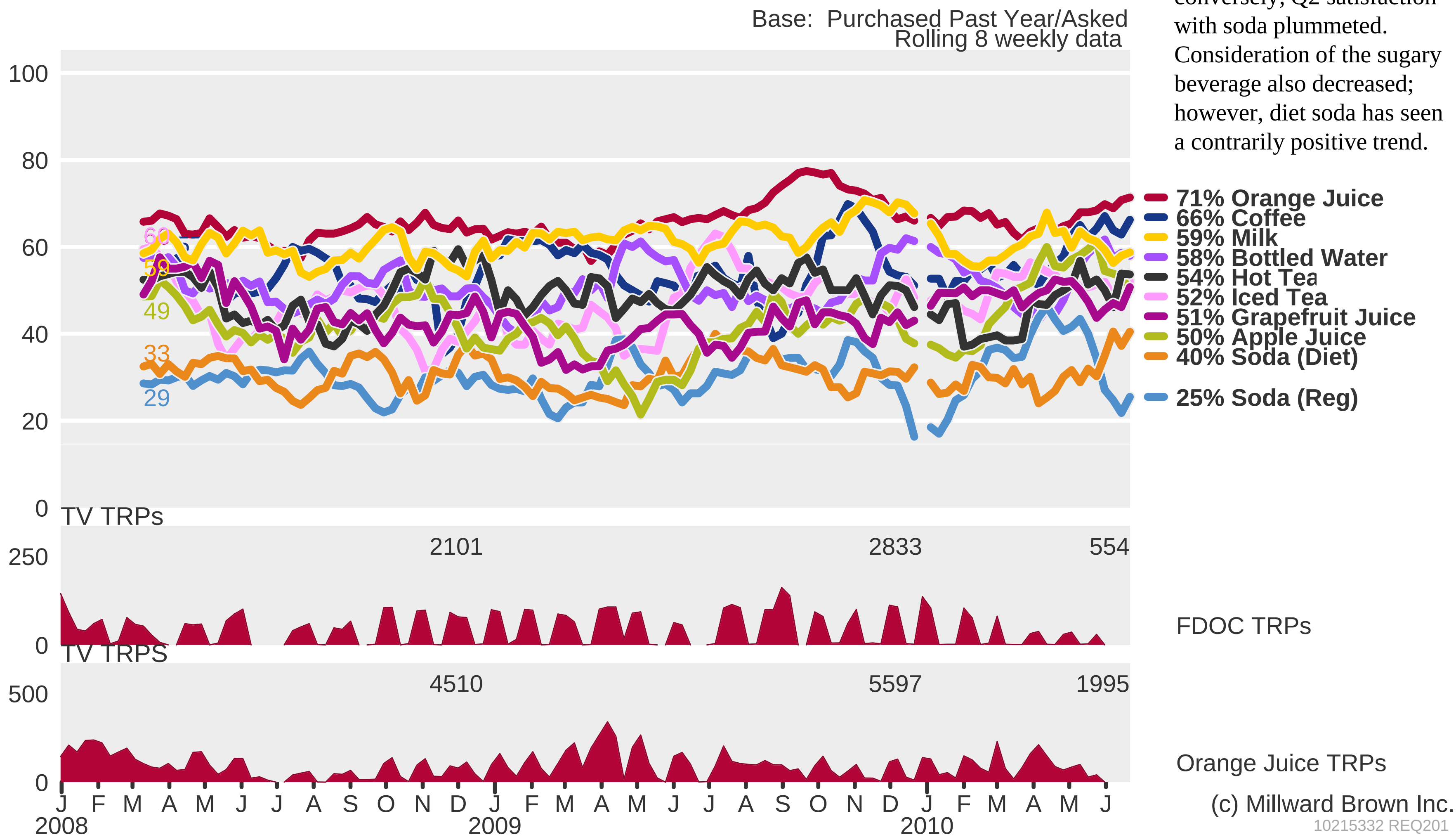


Q1: How often would you say you consume the following beverages?

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.



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

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