

# Florida Citrus Economic & Market Indicators February 2015



# Florida Citrus Economic & Market Indicators

---

Summary Comments .....	3
------------------------	---

## 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 - January) were down 5.3% from the previous year with exports to the NAFTA region, Europe and the Far East down 2.3%, down 6.9% and up 2.4%, respectively.
- Season-to-date through 01/31/2015, Florida FCOJ availability, movement and ending inventories were down 10.8%, 19.9%, and 6.6%, respectively, from last season.
- Season-to-date through 01/31/2015, Florida SSOJ availability, movement and ending inventories were down 3.7%, down 9.4%, and up 2.2%, respectively, from last season.
- For December of the 2014-15 season, U.S. OJ imports and exports were up 51.8% and down 22.0% from last season, respectively. Season-to-date through 01/31/2015, Florida OJ exports were down 47.2% (FDOC Processors Report).
- From October through December of the 2013-14 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 29.8%.
- Season-to-date through 1/17/2015, 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 8.4% from the previous season, with the NFC price up 5.2%, the Recon price up 3.7% and the overall OJ price up 5.0%.
- The January average FCOJ Futures price was \$1.43/PS, up \$.01/PS from last year, while the Rotterdam price was at an estimated \$2,000/MT, down \$200/MT from last year.
- Season-to-date through 01/31/2015, the delivered-in price for early and midseason oranges was \$1.95/PS, up \$.27/PS from last season.
- Season-to-date through 02/01/2015, fresh orange and specialty citrus shipments were down 26.4, from last season.
- Season-to-date through December, clementine and tangerine imports were down 3.1% relative to last season. Season-to-date through 02/07/2015, Texas fresh grapefruit shipments were up 27.5% relative to last season.
- Season-to-date through 01/31/2015, Florida FCGJ availability, movement and ending inventory were down 4.7%, down 17.6% and up 0.1%, respectively.
- Season-to-date through 01/31/2015, Florida SSGJ availability, movement and ending inventory were down 10.7%, up 6.7% and down 34.3%, respectively.
- For December of the 2014-15 season, U.S. GJ exports were down 25.3%. Season-to-date through 1/31/2015, Florida GJ exports were down 12.6% (FDOC Processors report).
- Season-to-date through 01/17/2015, 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 5.0% from the previous season, with the overall GJ price up 4.0%.
- Season-to-date through 02/01/2015, Florida fresh grapefruit shipments were down 3.2% from last season, with Domestic/Canadian shipments down 5.1% and offshore shipments down 1.3% (DFVI). Season-to-date through 02/01/2015, shipments to Europe and Japan were down 0.3% and 9.6% respectively. Season-to-date through 02/01/2015, domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were down 11.6% and up 6.0% respectively.
- For the week ending 02/08/2015 versus the same period last year, the Euro-per-Dollar exchange rate was up 18.9%, while the Yen-per-Dollar was up 15.7%.

## Brazil Orange-Juice Exports

Destination	Season-to-Date (July - January)		
	2013-14	2014-15	Change
	- million SSE gallons (a) -		- % -
<b>NAFTA<sup>b</sup></b>	<b>181.4</b>	<b>177.3</b>	<b>-2.3</b>
<b>Europe<sup>c</sup></b>	<b>706.3</b>	<b>657.5</b>	<b>-6.9</b>
<b>Far East<sup>d</sup></b>	<b>75.7</b>	<b>77.5</b>	<b>2.4</b>
<b>Others</b>	<b>52.1</b>	<b>49.0</b>	<b>-5.9</b>
<b>Total</b>	<b>1,015.4</b>	<b>961.2</b>	<b>-5.3</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.

SOURCE: SECEX.

# Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 1/31/2015 (FDOC Processor Week 18)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>254.13</b>	<b>319.47</b>	<b>+25.7</b>	<b>319.47</b>	<b>274.12</b>	<b>-14.2</b>
<b>Pack from Fruit</b>	<b>316.41</b>	<b>148.18</b>	<b>-53.2</b>	<b>75.55</b>	<b>41.70</b>	<b>-44.8</b>
<b>Imports <sup>a</sup></b>	<b>199.58</b>	<b>210.76</b>	<b>+5.6</b>	<b>53.54</b>	<b>84.18</b>	<b>+57.2</b>
<b>Availability</b>	<b>770.13</b>	<b>678.41</b>	<b>-11.9</b>	<b>448.56</b>	<b>399.99</b>	<b>-10.8</b>
<b>Movement</b>	<b>450.71</b>	<b>404.29</b>	<b>-10.3</b>	<b>142.21</b>	<b>113.92</b>	<b>-19.9</b>
Bulk	352.94	317.15	-10.1	112.59	85.40	-24.1
Packaged	97.77	87.13	-10.9	29.62	28.51	-3.7
<b>Ending Inventory</b>	<b>319.47</b>	<b>274.13</b>	<b>-14.2</b>	<b>306.34</b>	<b>286.08</b>	<b>-6.6</b>
Bulk	311.51	265.91	-14.6	299.00	279.35	-6.6
Packaged	7.96	8.21	+3.1	7.34	6.73	-8.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>36.6</b>	<b>35.3</b>	<b>-3.7</b>	<b>38.8</b>	<b>45.2</b>	<b>+16.6</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 1/31/2015 (FDOC Processor Week 18)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>192.00</b>	<b>219.28</b>	<b>+14.2</b>	<b>219.28</b>	<b>213.58</b>	<b>-2.6</b>
<b>Pack from Fruit</b>	<b>519.48</b>	<b>484.27</b>	<b>-6.8</b>	<b>175.01</b>	<b>147.38</b>	<b>-15.8</b>
<b>Imports<sup>a</sup></b>	<b>45.09</b>	<b>21.36</b>	<b>-52.6</b>	<b>7.63</b>	<b>26.10</b>	<b>+242.1</b>
<b>Availability</b>	<b>756.57</b>	<b>724.92</b>	<b>-4.2</b>	<b>401.92</b>	<b>387.05</b>	<b>-3.7</b>
<b>Movement<sup>b</sup></b>	<b>532.07</b>	<b>508.05</b>	<b>-4.5</b>	<b>188.90</b>	<b>171.13</b>	<b>-9.4</b>
Bulk	64.13	57.17	-10.9	15.26	12.33	-19.2
Packaged	467.94	450.88	-3.6	173.64	158.80	-8.5
<b>Ending Inventory</b>	<b>219.28</b>	<b>213.58</b>	<b>-2.6</b>	<b>211.03</b>	<b>215.78</b>	<b>+2.2</b>
Bulk	212.63	207.11	-2.6	203.33	209.83	+3.2
Packaged	6.66	6.47	-2.9	7.70	5.94	-22.8
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>c</sup></b>	<b>21.4</b>	<b>21.9</b>	<b>+2.3</b>	<b>20.1</b>	<b>22.7</b>	<b>+12.9</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 - December)

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	68.34	116.71	+70.8	1.23	1.22	-0.8
CBI <sup>b</sup>	2.04	.40	-80.4	1.75	1.67	+4.6
Mexico	15.81	15.09	-4.6	1.65	1.90	+15.2
Other	2.14	1.87	-12.6	3.04	2.91	-4.3
<b>TOTAL</b>	<b>88.33</b>	<b>134.06</b>	<b>+51.8</b>	<b>1.36</b>	<b>1.32</b>	<b>-2.9</b>
<b>NFC OJ</b>						
Brazil	10.79	27.43	+154.2	1.62	1.43	-11.7
CBI <sup>b</sup>	.00	.00	N/A	.00	.00	N/A
Mexico	.15	.29	+93.3	2.32	2.12	-8.6
Other	.01	.12	++	6.18	3.83	-38.0
<b>TOTAL</b>	<b>10.96</b>	<b>27.84</b>	<b>+154.0</b>	<b>1.64</b>	<b>1.45</b>	<b>-11.6</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 - December)

Country	Volume			Value/SSG <sup>c</sup>		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- - million SSE gallons - -		- % -	- - \$/SSE gallon - -		- % -
Canada	24.94	20.65	-17.2	3.09	3.13	+1.3
Europe	3.30	1.19	-63.9	2.28	3.17	+39.0
Japan	.12	.23	+91.7	3.69	3.64	-1.4
Other	5.80	4.56	-21.4	3.60	3.56	-1.1
<b>TOTAL</b>	<b>34.16</b>	<b>26.63</b>	<b>-22.0</b>	<b>3.10</b>	<b>3.21</b>	<b>+3.5</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 47.2%, season-to-date through 1/31/2015.

<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 - December)		
	2013-14	2014-15	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>16.0</b>	<b>16.6</b>	<b>+3.8</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>41.3</u></b>	<b><u>30.3</u></b>	<b><u>-26.6</u></b>
<b>Availability<sup>c</sup></b>	<b>57.3</b>	<b>46.9</b>	<b>-18.1</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>17.0</u></b>	<b><u>18.6</u></b>	<b><u>+9.5</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>40.3</b>	<b>28.3</b>	<b>-29.8</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.

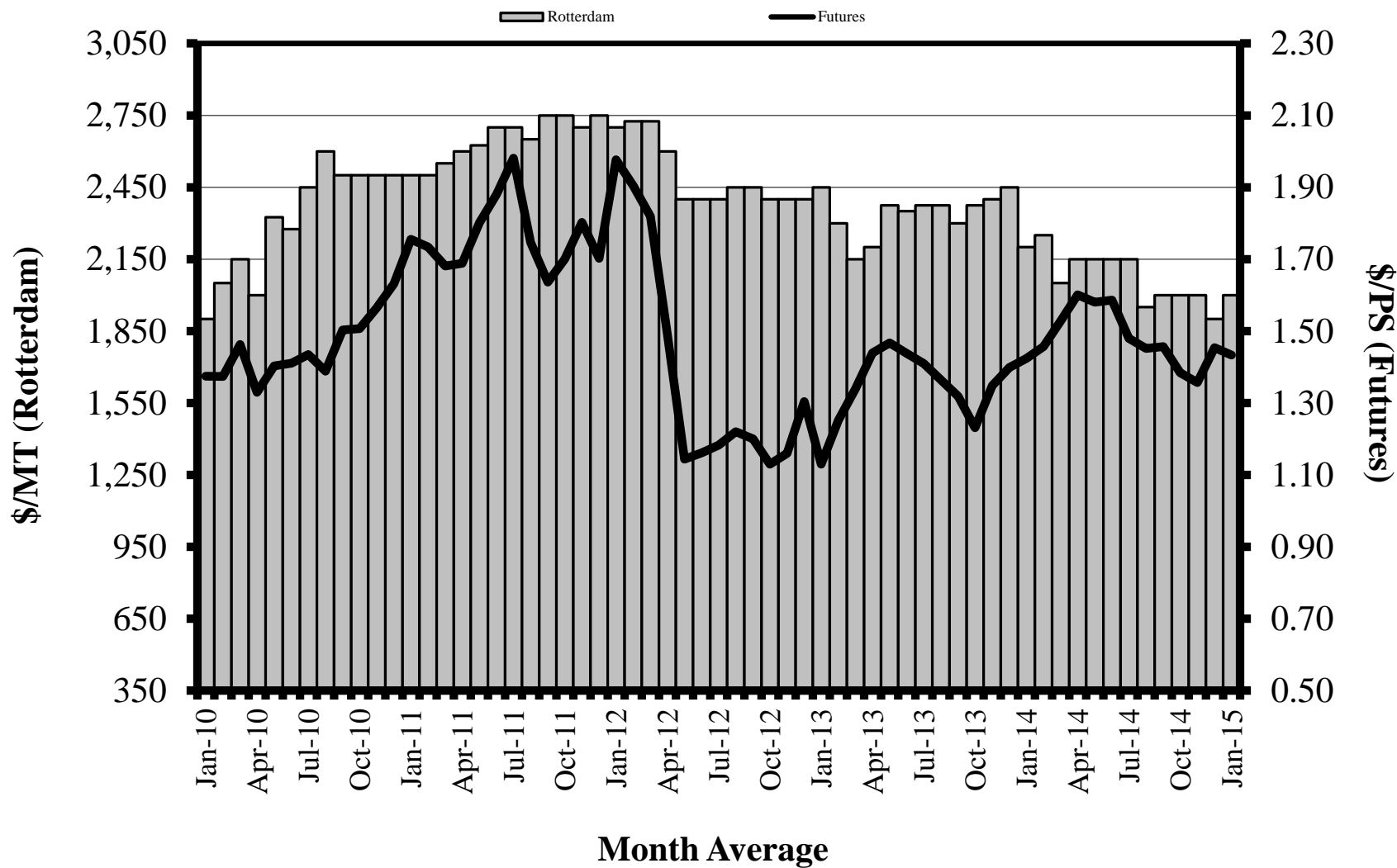
# U.S. Retail Orange Juice Sales

## 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	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 01/17/15, TOP LINE REPORT #4						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	167.81	153.86	-8.3	6.24	6.56	+5.1
NFC	103.95	96.57	-7.1	7.12	7.49	+5.2
RECON	63.86	57.30	-10.3	4.81	4.99	+3.7
FCOJ	7.94	7.15	-9.9	4.93	4.96	+0.6
Shelf Stable	0.22	0.19	-13.6	8.68	9.10	+4.8
TOTAL	175.97	161.20	-8.4	6.18	6.49	+5.0

<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.

## FCOJ Futures & Rotterdam Monthly Average Prices January 2010 through January 2015



# FCOJ Prices

## January

Item	2014	2015	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Futures</b>	<b>1.42</b>	<b>1.43</b>	<b>+0.7</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>2,200</b>	<b>2,000</b>	<b>-9.1</b>

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

# FDOC Processor Delivered-In Prices

## Report #18 – Week Ending 01/31/15

Variety	STD Prices Reported for Canner's A		
	2013-14	2014-15	Change
	-----\$/PS-----		
Early & Midseason <sup>a</sup>	\$1.68	\$1.95	+16.1%
Valencias <sup>a</sup>	NA	NA	NA
White Grapefruit	\$1.35	\$1.12	-17.0%
Red Grapefruit	\$.85	\$.76	-10.6%

# Sao Paulo Processed Orange Spot Prices

## Monthly Average and Season-to-Date

Season	January Average		Season-to-Date (July-January)	
	Price	Change from Year Ago	Price	Change from Year Ago
	-- \$/box <sup>b</sup> --	-- % --	-- \$/box <sup>b</sup> --	-- % --
<b>2012-13</b>	<b>2.88</b>	<b>N/A</b>	<b>3.23</b>	<b>N/A</b>
<b>2013-14</b>	<b>3.54</b>	<b>+22.9</b>	<b>3.29</b>	<b>+1.9</b>
<b>2014-15</b>	<b>3.85</b>	<b>+8.8</b>	<b>4.12</b>	<b>+25.2</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 02/01/15			FOB Price thru 02/01/15		
	2013-14 STD	2014-15 STD	Change	2013-14 STD	2014-15 STD	Change
	-- 1,000 4/5-bu. cartons --		- % -	----- \$/carton -----		- % -
Early, Mids & Temples <sup>a</sup>	2,382	2,057	-13.6	12.80	13.45	+5.1
Navel	2,602	1,605	-38.3	16.18	18.95	+18.1
Valencia	82	8	-90.2	13.92	0.00	NA
Tangelo	748	538	-28.1	12.50	13.28	+6.2
Early Tangerines <sup>b</sup>	2,304	2,066	-10.3	18.71	20.13	+7.6
Honey	930	383	-58.8	22.93	23.01	+0.3
<b>TOTAL</b>	<b>9,048</b>	<b>6,657</b>	<b>-26.4</b>			

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

<sup>b</sup>Prices for Sunburst

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
August – December			STD – 02/07/15		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
210.27	203.84	-3.1	2,655	3,386	+27.5

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 1/31/2015 (FDOC Processor Week 18)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>22.10</b>	<b>20.66</b>	<b>-6.5</b>	<b>20.66</b>	<b>18.86</b>	<b>-8.7</b>
<b>Pack from Fruit</b>	<b>29.18</b>	<b>22.54</b>	<b>-22.8</b>	<b>9.07</b>	<b>7.85</b>	<b>-13.4</b>
<b>Imports<sup>a</sup></b>	<b>2.79</b>	<b>1.25</b>	<b>-55.2</b>	<b>.12</b>	<b>1.74</b>	<b>++</b>
<b>Availability</b>	<b>54.07</b>	<b>44.47</b>	<b>-17.8</b>	<b>29.85</b>	<b>28.45</b>	<b>-4.7</b>
<b>Movement</b>	<b>33.40</b>	<b>25.61</b>	<b>-23.3</b>	<b>8.13</b>	<b>6.70</b>	<b>-17.6</b>
Bulk	33.00	25.25	-23.5	7.93	6.64	-16.2
Packaged	.41	.36	-12.1	.21	.06	-72.1
<b>Ending Inventory</b>	<b>20.66</b>	<b>18.86</b>	<b>-8.7</b>	<b>21.72</b>	<b>21.75</b>	<b>+0.1</b>
Bulk	20.60	18.82	-8.6	21.67	21.73	+0.3
Packaged	.06	.04	-40.2	.05	.02	-52.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>32.2</b>	<b>38.3</b>	<b>+18.9</b>	<b>48.1</b>	<b>58.4</b>	<b>+21.5</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 1/31/2015 (FDOC Processor Week 18)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
<b>Beginning Inventory</b>	<b>12.13</b>	<b>11.19</b>	<b>-7.7</b>	<b>11.19</b>	<b>12.19</b>	<b>+8.9</b>
<b>Pack from Fruit</b>	<b>20.53</b>	<b>19.29</b>	<b>-6.1</b>	<b>4.91</b>	<b>2.14</b>	<b>-56.3</b>
<b>Imports <sup>a</sup></b>	<b>.97</b>	<b>.03</b>	<b>-100+</b>	<b>-.19</b>	<b>-.12</b>	<b>-100+</b>
<b>Availability</b>	<b>33.63</b>	<b>30.52</b>	<b>-9.3</b>	<b>15.92</b>	<b>14.21</b>	<b>-10.7</b>
<b>Movement</b>	<b>19.23</b>	<b>16.79</b>	<b>-12.7</b>	<b>5.26</b>	<b>5.61</b>	<b>+6.7</b>
Bulk	4.57	4.40	-3.7	.94	.90	-3.8
Packaged	14.66	12.39	-15.5	4.32	4.71	+9.0
<b>Ending Inventory</b>	<b>11.19</b>	<b>12.19</b>	<b>+8.9</b>	<b>10.48</b>	<b>6.89</b>	<b>-34.3</b>
Bulk	10.95	11.95	+9.1	10.26	6.61	-35.6
Packaged	.24	.24	-1.8	.22	.28	+24.7
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>b</sup></b>	<b>30.3</b>	<b>37.8</b>	<b>+25.6</b>	<b>35.9</b>	<b>22.1</b>	<b>-38.4</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 - December)

Country	Volume			Value/SSG <sup>c</sup>		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	-- million SSE gallons --		-- % --	-- \$/SSE gallon --		-- % --
Canada	.46	.33	-28.3	4.86	4.92	+1.2
Europe	.88	.73	-17.0	3.89	3.66	-5.9
Japan	1.04	.66	-36.5	3.09	2.88	-6.8
Other	.35	.33	-5.7	4.53	4.62	+2.0
<b>TOTAL</b>	<b>2.73</b>	<b>2.04</b>	<b>-25.3</b>	<b>3.84</b>	<b>3.77</b>	<b>+1.8</b>

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

<sup>b</sup>FDOC Processor exports of GJ for the 2014-15 season were down 12.6%, season-to-date through 1/31/2015.

<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 -		%
<b>FULL SEASON RESULTS for the PREVIOUS TWO SEASONS</b>						
<b>Refrigerated</b>	<b>532.52</b>	<b>501.02</b>	<b>-5.9</b>	<b>6.27</b>	<b>6.35</b>	<b>+1.3</b>
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
<b>FCGJ</b>	<b>27.49</b>	<b>23.37</b>	<b>-15.0</b>	<b>4.76</b>	<b>4.89</b>	<b>+2.6</b>
<b>Shelf Stable</b>	<b>0.75</b>	<b>0.67</b>	<b>-10.6</b>	<b>8.46</b>	<b>8.88</b>	<b>+4.9</b>
<b>TOTAL</b>	<b>560.76</b>	<b>525.05</b>	<b>-6.4</b>	<b>6.20</b>	<b>6.27</b>	<b>1.5</b>
<b>SEASON-TO-DATE through 01/17/15, TOP LINE REPORT #4</b>						
	<b>2013-14</b>	<b>2014-15</b>	<b>Change</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Change</b>
<b>Refrigerated</b>	<b>3.45</b>	<b>3.28</b>	<b>-4.9</b>	<b>7.28</b>	<b>7.66</b>	<b>+5.2</b>
NFC	3.16	2.99	-5.4	7.39	7.81	+5.7
RECON	0.29	0.29	0.0	6.07	6.21	+2.3
<b>FCGJ</b>	<b>0.11</b>	<b>0.06</b>	<b>-45.5</b>	<b>4.57</b>	<b>5.18</b>	<b>+13.3</b>
<b>Shelf Stable</b>	<b>1.26</b>	<b>1.23</b>	<b>-2.4</b>	<b>6.40</b>	<b>6.33</b>	<b>-1.1</b>
<b>TOTAL</b>	<b>4.82</b>	<b>4.58</b>	<b>-5.0</b>	<b>6.99</b>	<b>7.27</b>	<b>+4.0</b>

<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 02/01/15

Shipments/Variety	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
- - - - 1,000 4/5-bu. Cartons - - - -			- % -
<b>Domestic &amp; Canadian – All</b>	<b>3,552</b>	<b>3,370</b>	<b>-5.1</b>
White	61	67	+9.8
Colored	3,491	3,303	-5.4
<b>Offshore Exports – All</b>	<b>3,601</b>	<b>3,554</b>	<b>-1.3</b>
White	736	644	-12.5
Colored	2,865	2,910	+1.6
<b>TOTAL - All</b>	<b>7,153</b>	<b>6,924</b>	<b>-3.2</b>
White	797	711	-2.2
Colored	6,356	6,213	-10.8

SOURCE: DFVI, Florida Dept of Agriculture

# Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 02/01/15

Country	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
- - - - - thousand cartons - - - - -			- - % - -
United States	2,980	2,853	-4.3
Canada	572	517	-9.6
Europe	1,607	1,602	-0.3
Japan	1,769	1,599	-9.6
Other	224	352	+57.1
<b>TOTAL</b>	<b>7,153</b>	<b>6,924</b>	<b>-3.2</b>

Source: Florida Department of Citrus

# Florida Fresh Grapefruit Domestic FOB Prices

## Season-to-Date through 02/01/15

Variety	FOB Price		
	2013-14 STD	2014-15 STD	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>13.92</b>	<b>12.31</b>	<b>-11.6</b>
<b>Colored</b>	<b>11.03</b>	<b>11.69</b>	<b>+6.0</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 02/08/2014)	<b>0.7346</b>	<b>2.3792</b>	<b>103.58</b>
<b>2015</b> (thru 02/08/2015)	<b>0.8622</b>	<b>2.6512</b>	<b>118.31</b>
<b>% Change</b>	<b>+17.4</b>	<b>+11.4</b>	<b>+14.2</b>
<b>WEEK ENDING 02/08/2015</b>			
<b>2014</b>	<b>0.7395</b>	<b>2.4053</b>	<b>101.73</b>
<b>2015</b>	<b>0.8796</b>	<b>2.7227</b>	<b>117.74</b>
<b>% Change</b>	<b>+18.9</b>	<b>+13.2</b>	<b>+15.7</b>