

Florida Citrus Economic & Market Indicators February 2017



Florida Department of
Citrus
Economic and Market
Research

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
· U.S. Retail NFC Orange Juice Promotional Pricing (xAOC).....	10a
· U.S. Retail NFC Orange Juice Sales by Unit Size (xAOC).....	10b
· 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 All Outlets Combined (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 USD.....	 24

Summary Comments

- Brazil's OJ exports for 2016-17 Brazilian season (July - January) were up 2.8 from the previous year with exports to the NAFTA region, Europe and the Far East up 24.4, down 5.1 and up 6.0, respectively.
- Season-to-date through 01/28/17, Florida FCOJ availability, movement and ending inventories were down 16.7%, down 1.1%, and down 25.1% respectively, from last season.
- Season-to-date through 01/28/17, Florida SSOJ availability, movement and ending inventories were down 10.5%, down 9.1%, and down 11.4% respectively, from last season.
- For October through December of the 2016-17 season, U.S. OJ imports and exports were up 41.9% and down 42.7% from last season, respectively. Season-to-date through 01/28/17, Florida OJ exports were up 67.2% (FDOC Processors Report).
- For October through December of the 2016-17 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 11.2%.
- Season-to-date through 12/24/16, 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 7.5% from the previous season, with the NFC price down 4.2%, the Recon price down 8.2% and the overall OJ price down 5.4%.
- The average FCOJ Futures price was \$1.77/PS up \$0.47/PS from last year, while the Rotterdam price was at an estimated \$2950/MT, up \$1100/MT from last year.
- Season-to-date through 01/28/17, the delivered-in price for early and midseason oranges was \$2.36/PS, up \$0.55/PS from last season. Late season Orange Prices have not been released through 01/28/17.
- Season to date through 01/15/17, fresh orange and specialty citrus shipments were down 27.4%, from last season.
- From August through December of the 2016-17 season, clementine and tangerine imports were up 29.3% relative to last season. Season-to-date through 01/28/17, Texas fresh grapefruit shipments were up 4.9% relative to last season.
- Season-to-date through 01/28/17, Florida FCGJ availability, movement and ending inventories were down 8.2%, down 7.2%, and down 10.2% respectively, from last season.
- Season-to-date through 01/28/17, Florida SSGJ availability, movement and ending inventories were down 2.6%, down 5.0%, and down 1.4% respectively, from last season.
- For October through December of the 2016-17 season, U.S. GJ exports were up 29.4%. Season-to-date through 01/28/17, Florida GJ exports were down 17.4% (FDOC Processors report).
- Season-to-date through 12/24/16, 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 3.4% from the previous season, with the overall GJ price down 0.1%.
- Season-to-date through 01/15/17, Florida fresh grapefruit shipments were down 23.5% from last season, with Domestic/Canadian shipments down 23.7% and offshore shipments down 23.4% (DFVI). Shipments to Europe and Japan were down 25.6% and down 18.7%, respectively. Domestic FOB prices (CAC) for fresh white and red/pink grapefruit were down 1.0% and up 4.5%, respectively.
- For the month of January versus the same period last year, the Euro/USD, Real/USD, and Yen/USD exchange rates were up 2.2%, down 20.9%, and down 2.9% respectively.

Brazil Orange Juice Exports

Destination	Season-to-Date (July - January)		
	2015-16	2016-17	Change
-million SSE Gallons ^a -			- % -
NAFTA^b	138.0	171.6	+24.4
Europe^c	564.4	535.6	-5.1
Far East^d	60.0	63.6	+6.0
Others	42.8	56.4	+31.9
Total	805.1	827.3	+2.8

^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: Secretary of External Commerce - Brazil

Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 01/28/17 (FDOC Processor Week 17)		
	2014-15	2015-16	Change	2015-16	2016-17	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	274.1	289.3	+5.5	289.3	219.0	-24.3
Pack from Fruit	120.0	92.6	-22.9	43.3	32.7	-24.4
Imports^a	259.7	203.5	-21.6	44.1	61.8	+40.3
Availability	653.8	585.3	-10.5	376.6	313.6	-16.7
Movement	364.6	366.3	+0.5	132.0	130.5	-1.1
Bulk	278.2	285.3	+2.6	103.6	106.1	+2.5
Packaged	86.4	81.0	-6.2	28.4	24.3	-14.4
Ending Inventory	289.3	219.0	-24.3	244.6	183.1	-25.1
Bulk	281.4	212.2	-24.6	238.0	175.6	-26.2
Packaged	7.8	6.8	-13.2	6.6	7.5	+14.1
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^b	41.3	31.1	-24.6	31.5	23.9	-24.3

^aAlso 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.

^bSeason-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 01/28/17 (FDOC Processor Week 17)		
	2014-15	2015-16	Change	2015-16	2016-17	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	213.6	228.4	+6.9	228.4	202.8	-11.2
Pack from Fruit	436.2	361.0	-17.2	119.9	102.6	-14.4
Imports^a	41.7	46.4	+11.1	24.9	28.5	+14.8
Availability	691.5	635.8	-8.1	373.1	333.9	-10.5
Movement^b	457.0	427.5	-6.5	155.1	141.0	-9.1
Bulk	36.2	31.0	-14.3	11.5	8.4	-26.7
Packaged	420.8	396.4	-5.8	143.7	132.6	-7.7
Ending Inventory	227.8	202.8	-11.0	216.8	192.2	-11.4
Bulk	221.6	196.2	-11.5	210.8	185.3	-12.1
Packaged	6.2	6.6	+6.4	6.0	6.9	+14.4
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^c	25.9	24.7	-4.8	23.8	23.2	-2.5

^aAlso 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.

^bExcludes evaporated COJ.

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

U.S. Orange Juice Imports^a

Season-to-Date October - December						
Country	Volume			FOB Value/SSG ^c		
	2015-16	2016-17	Change	2015-16	2016-17	Change
TOTAL OJ						
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Brazil	57.56	85.11	+47.9	1.08	1.41	+30.6
CBI ^b	1.97	5.50	+179.2	1.53	1.89	+23.5
Mexico	21.04	23.54	+11.9	1.40	1.88	+34.3
Other	1.87	2.86	+52.9	2.40	2.59	+7.9
TOTAL	82.44	117.02	+41.9	1.21	1.56	+28.9
NFC OJ						
Brazil	19.98	27.97	+40.0	1.52	1.43	-5.9
CBI ^b	0.00	0.04	N/A	0.00	2.74	N/A
Mexico	0.40	1.39	+247.5	2.39	2.39	0.0
Other	0.01	0.01	0.0	7.26	5.36	-26.2
TOTAL	20.40	29.41	+44.2	1.54	1.48	-3.9

^aIncludes OJ with added vitamins and minerals.

^bIncludes Dominican Republic-Central America initiatives

^cThe 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 gallon

SOURCE: U.S. Department of Commerce.

U.S. Orange Juice Exports^{a,b}

Season-to-Date October - December						
Country	Volume			FOB Value/SSG ^c		
	2015-16	2016-17	Change	2015-16	2016-17	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	12.83	10.68	-16.8	5.18	4.94	-4.6
Europe	8.49	1.81	-78.7	1.49	8.98	+502.7
Japan	0.20	0.17	-15.0	3.33	3.39	+1.8
Other	7.85	4.15	-47.1	3.42	4.33	+26.6
TOTAL	29.36	16.82	-42.7	3.63	5.21	+43.5

^aIncludes OJ with added vitamins and minerals.

^bFDOC Processor exports of OJ for the 2015-16 season were up 116.7%, season-to-date through 02/27/2016.

^cThe 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 gallon

SOURCE: U.S. Department of Commerce.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date October - December		
	2015-16	2016-17	Change
- million SSE gallons -			- % -
Beginning Inventory^a	28.0	33.3	+19.0
Foreign Imports^b	<u>29.8</u>	<u>36.2</u>	<u>+21.6</u>
Availability^c	57.8	69.5	+20.3
Ending Inventory^a	<u>13.3</u>	<u>20.1</u>	<u>+50.9</u>
Non-FDOC Processor FCOJ Disappearance^d	44.5	49.4	+11.2

^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.

^dNon-FDOC Processor FCOJ Disappearance is a partial Measure of non-Florida presumed consumption that does not include U.S. production from States other than Florida or U.S. exports.

U.S. Retail Orange Juice Sales

Expanded All Outlets Combined (xAOC)^a

Item	Volume Sales			Dollar Sales			Price/Eq Gallon		
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	468.33	444.68	-5.0	3,097.99	2,940.15	-5.1	6.62	6.61	0.0
NFC	291.59	281.16	-3.6	2,221.56	2,134.63	-3.9	7.62	7.59	-0.4
RECON	176.74	163.52	-7.5	876.43	805.52	-8.1	4.96	4.93	-0.7
FCOJ	21.24	19.19	-9.6	105.29	94.21	-10.5	4.96	4.91	-1.0
Shelf Stable	0.56	0.36	-35.1	5.07	3.23	-36.3	9.11	8.95	-1.8
TOTAL	490.12	464.23	-5.3	3,208.35	3,037.59	-5.3	6.55	6.54	0.0
Season-to-Date through 01/21/17, Topline Report #04									
	2015-16	2016-17	Change	2015-16	2016-17	Change	2015-16	2016-17	Change
Refrigerated	149.24	138.16	-7.4	978.30	926.27	-5.3	6.56	6.70	+2.3
NFC	94.89	89.45	-5.7	711.40	681.37	-4.2	7.50	7.62	+1.6
RECON	54.35	48.71	-10.4	266.89	244.90	-8.2	4.91	5.03	+2.4
FCOJ	6.55	5.91	-9.7	32.19	29.48	-8.4	4.92	4.99	+1.5
Shelf Stable	0.13	0.10	-26.2	1.18	0.87	-26.3	8.94	8.94	-0.1
TOTAL	155.92	144.17	-7.5	1,011.66	956.62	-5.4	6.49	6.64	+2.3

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

U.S. Retail NFC Orange Juice Promotional Pricing (xAOC)

Unit Sizes	Average Price Per Unit			Average Price Per Eq. Gallon		
	16 Week Period Ending			16 Week Period Ending		
	01/24/15	01/23/16	01/21/17	01/24/15	01/23/16	01/21/17
Non-Promotional Price						
NFC <11 oz	\$4.01	\$4.03	\$3.82	\$11.99	\$12.24	\$11.67
NFC 11-20 oz	\$1.61	\$1.71	\$1.78	\$16.54	\$16.43	\$15.55
NFC 20-50 oz	\$3.58	\$3.77	\$3.73	\$13.54	\$14.02	\$14.04
NFC 50-70 oz	\$3.78	\$3.79	\$3.88	\$7.85	\$7.78	\$7.89
NFC 70-110 oz	\$5.87	\$5.93	\$5.78	\$8.44	\$8.53	\$8.31
NFC >110 oz	\$6.41	\$6.59	\$6.60	\$6.55	\$6.72	\$6.69
Promotional Price^a						
NFC <11 oz	\$3.21	\$2.67	\$3.18	\$10.04	\$10.35	\$9.91
NFC 11-20 oz	\$1.29	\$1.35	\$1.36	\$13.77	\$14.46	\$13.43
NFC 20-50 oz	\$3.10	\$3.15	\$2.99	\$10.69	\$11.61	\$11.22
NFC 50-70 oz	\$3.02	\$2.96	\$3.00	\$6.51	\$6.41	\$6.47
NFC 70-110 oz	\$5.22	\$5.28	\$5.20	\$7.50	\$7.59	\$7.48
NFC >110 oz	\$6.20	\$6.29	\$6.41	\$6.30	\$6.43	\$6.53

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

U.S. Retail NFC Orange Juice

Sales by Unit Size (xAOC)

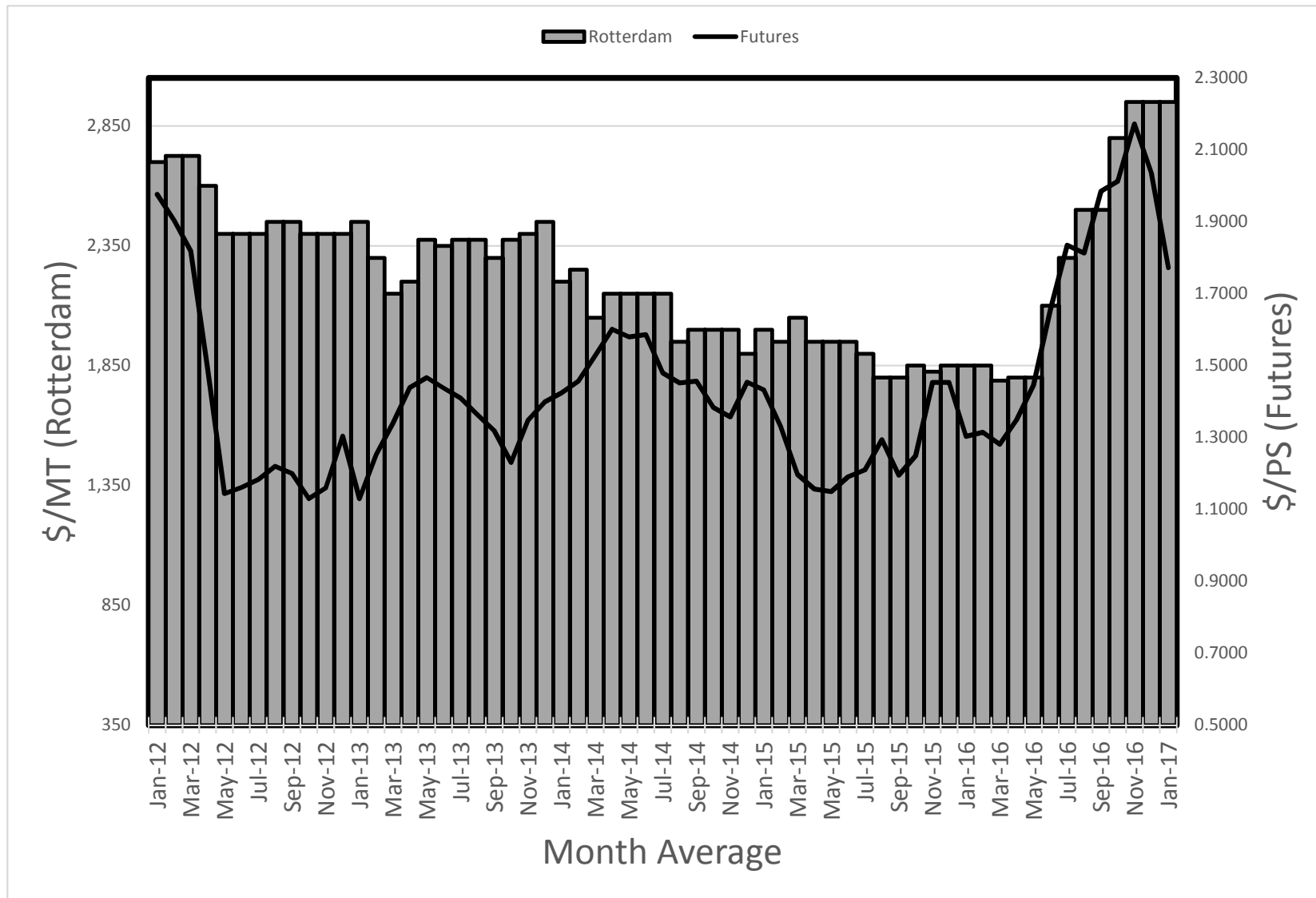
Unit Sizes	Dollar Sales			Gallon Sales		
	16 Week Period Ending			16 Week Period Ending		
	01/24/15	01/23/16	01/21/17	01/24/15	01/23/16	01/21/17
NFC <11 oz	\$10,490,228	\$11,024,981	\$11,102,800	889,647	916,453	963,577
NFC 11-20 oz	\$26,563,153	\$29,571,268	\$32,022,026	1,670,038	1,851,781	2,134,575
NFC 20-50 oz	\$7,708,408	\$8,920,747	\$8,316,586	581,389	650,775	610,525
NFC 50-70 oz	\$488,531,482	\$471,646,247	\$453,313,519	68,464,413	66,862,107	63,076,683
NFC 70-110 oz	\$142,910,496	\$145,057,127	\$148,481,877	17,493,474	17,838,680	18,452,086
NFC >110 oz	\$54,231,199	\$45,183,454	\$28,136,432	8,305,462	6,767,706	4,211,019
% Sold on Promotion^a						
NFC <11 oz	8.8%	9.7%	7.2%	10.4%	11.2%	8.4%
NFC 11-20 oz	19.7%	21.0%	23.0%	22.8%	23.2%	25.7%
NFC 20-50 oz	7.9%	10.8%	12.1%	9.8%	12.8%	14.7%
NFC 50-70 oz	48.7%	48.4%	44.5%	53.4%	53.3%	49.4%
NFC 70-110 oz	26.2%	39.6%	29.3%	28.6%	42.5%	31.5%
NFC >110 oz	9.1%	14.0%	6.9%	9.4%	14.5%	7.1%

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

FCOJ Futures & Rotterdam Monthly Average Prices

January 2012 through January 2017



FCOJ Prices January

Item	2016	2017	Change
- \$ / PS -			- % -
FCOJ Futures	1.3033	1.7729	+36.0
- \$ / MT -			
FCOJ Rotterdam	1850	2950	+59.5

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

FDOC Processor Delivered-In Prices

Variety	STD Prices Reported for Canner's A		
	2015-16	2016-17	Change
	- \$ / PS -		- % -
Early & Midseason Oranges^a	\$1.81	\$2.36	+30.1
Late Season Oranges^b	N/A	N/A	N/A
White Grapefruit^c	\$1.83	N/A	N/A
Red/Pink Grapefruit^c	\$1.89	\$2.18	+15.5

^a 2016-17 STD price through 01/28/17. 2015-16 STD price through 01/30/16.

^b 2016-17 STD price through 01/01/00. 2015-16 STD price through 01/30/16.

^c 2016-17 STD price through 01/28/17. 2015-16 STD price through 01/30/16.

Sao Paulo Processed Orange Spot Prices
Monthly Average and Season-to-Date

Season	January Average		Season-to-Date ^a (July - January)	
	Price	Change from Year Ago	Price	Change from Year Ago
	- \$ / box ^b -	- % -	- \$ / box ^b -	- % -
2014-15	3.85		3.93	
2015-16	3.41	-11.4	3.47	-11.8
2016-17	8.09	+137.2	5.64	+62.6

^a Unweighted average of monthly prices.

^b 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 through 01/15/17			FOB Price through 02/05/17		
	2015-16 STD	2016-17 STD	Change	2015-16 STD	2016-17 STD	Change
	- 1,000 of 4/5 bu. cartons -		- % -	- \$ / carton -		- % -
Early & Mid Oranges	1,719	1,231	-28.4	14.27	14.65	+2.7
Navel	1,028	721	-29.9	19.59	17.01	-13.2
Valencia	17	0	-100.0	N/A	N/A	N/A
Tangelo	343	192	-43.9	15.36	13.25	-13.7
Early Tangerines ^a	1,045	876	-16.2	23.96	24.38	+1.8
Honey / Murcotts	66	43	-35.1	24.03	27.18	+13.1
Royal Tangerines / Temples	6	5	-24.3	21.60	20.96	-3.0
TOTAL	4,225	3,069	-27.4			

Source: Fresh fruit shipments as reported by FDACS. FOB prices as released by the Citrus Administrative Committee.

^aPrices for Sunburst.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2015-16	2016-17	Change	2015-16	2016-17	Change
August - December			STD - 01/28/17		
- million pounds -		- % -	- thousand 7/10 bu. Cartons -		- % -
203.8	263.7	+29.3	2,878	3,020	+4.9
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 01/28/17 (FDOC Processor Week 17)		
	2014-15	2015-16	Change	2015-16	2016-17	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	18.8	16.1	-14.7	16.1	14.2	-11.3
Pack from Fruit	17.7	12.9	-27.3	5.0	4.7	-6.9
Imports^a	0.0	0.0	N/A	0.0	0.4	N/A
Availability	36.5	28.9	-20.8	21.1	19.4	-8.2
Movement	23.6	17.7	-24.9	5.7	5.3	-7.2
Bulk	23.4	17.6	-24.8	5.7	5.3	-7.1
Packaged	0.2	0.1	-46.8	0.1	0.0	-16.5
Ending Inventory	16.1	14.3	-11.2	16.4	14.7	-10.2
Bulk	16.1	14.2	-11.3	16.4	14.7	-10.3
Packaged	0.0	0.1	+43.7	0.0	0.0	+7.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	35.5	42.1	+18.3	48.9	47.3	-3.3

^aAlso 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.

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

Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison			Season-to-Date: 01/28/17		
	Oct- Sep			FDOC Processor Week 17		
	2014-15	2015-16	Change	2015-16	2016-17	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	12.2	9.6	-21.4	9.6	9.6	+0.8
Pack from Fruit	14.9	14.0	-5.7	4.6	4.6	-1.0
Imports^a	1.1	1.7	+54.6	0.7	0.2	-63.5
Availability	28.1	25.2	-10.2	14.8	14.5	-2.6
Movement	16.9	15.5	-8.4	5.0	4.7	-5.0
Bulk	4.5	3.5	-22.5	1.0	0.9	-15.7
Packaged	12.4	12.0	-3.2	3.9	3.8	-2.2
Ending Inventory	9.5	9.6	+1.3	9.9	9.8	-1.4
Bulk	9.3	9.5	+2.2	9.7	9.6	-1.3
Packaged	0.2	0.1	-38.3	0.2	0.2	-4.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	29.4	32.5	+10.6	34.0	35.3	+3.8

^aAlso 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.

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

U.S. Grapefruit Juice Exports^{a,b}

Season-to-Date October - December						
Country	Volume			FOB Value/SSG ^c		
	2015-16	2016-17	Change	2015-16	2016-17	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	0.33	0.43	+30.3	4.92	3.46	-29.7
Europe	0.70	1.43	+104.3	3.56	2.73	-23.3
Japan	0.66	0.44	-33.3	2.88	5.22	+81.3
Other	0.36	0.34	-5.6	4.75	5.87	+23.6
TOTAL	2.04	2.64	+29.4	3.77	3.67	-2.7

^a SOURCE: U.S. Department of Commerce.

^bFDOC Processor exports of GJ for the 2015-16 season were down 27.2%, season-to-date through 02/27/2016.

^cThe 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)^a

Item	Volume Sales			Dollar Sales			Price/Eq Gallon		
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	10.70	10.36	-3.2	82.24	79.84	-2.9	7.69	7.71	+0.2
NFC	9.71	9.38	-3.4	76.13	73.50	-3.4	7.84	7.83	-0.1
RECON	0.99	0.98	-0.9	6.11	6.33	+3.6	6.20	6.48	+4.5
FCOJ	0.18	0.18	+1.4	0.92	0.78	-16.0	5.25	4.36	-17.1
Shelf Stable	3.98	3.82	-3.9	25.63	24.48	-4.5	6.44	6.41	-0.6
TOTAL	14.86	14.38	-3.2	108.83	105.21	-3.3	7.33	7.32	-0.1
Season-to-Date through 01/21/17, Topline Report #04									
	2015-16	2016-17	Change	2015-16	2016-17	Change	2015-16	2016-17	Change
Refrigerated	3.20	3.07	-3.8	24.39	23.59	-3.3	7.63	7.67	+0.6
NFC	2.90	2.78	-4.4	22.49	21.49	-4.4	7.75	7.74	-0.1
RECON	0.29	0.30	+1.6	1.91	2.10	+10.1	6.48	7.02	+8.4
FCOJ	0.06	0.05	-17.7	0.26	0.21	-18.8	4.48	4.42	-1.3
Shelf Stable	1.12	1.10	-1.8	7.21	6.91	-4.1	6.41	6.26	-2.3
TOTAL	4.38	4.23	-3.4	31.89	30.75	-3.6	7.27	7.26	-0.1

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Fresh Grapefruit Shipments Season-to-Date through 01/15/17

Destination/Variety	2015-16 STD	2016-17 STD	Change
- 1,000 4/5-bu. cartons -			- % -
Domestic & Canadian - All	2,545	1,942	-23.7
White	39	42	+7.1
Red/Pink	2,505	1,900	-24.2
Offshore Exports - All	2,668	2,045	-23.4
White	529	411	-22.4
Red/Pink	2,139	1,634	-23.6
TOTAL - All	5,213	3,987	-23.5
White	569	453	-20.4
Red/Pink	4,644	3,534	-23.9

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Shipments Season-to-Date through 01/15/17

Country	2015-16 STD	2016-17 STD	Change
- 1,000 4/5-bu. cartons -			- % -
United States	2,145	1,671	-22.1
Canada	400	273	-31.9
Europe	1,080	803	-25.6
Japan	1,244	1,012	-18.7
Other	343	228	-33.6
TOTAL - All	5,213	3,987	-23.5

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Domestic FOB Prices

Season-to-Date through 02/05/17

Variety	FOB Price		
	2015-16	2016-17	Change
	STD	STD	
	- \$ / carton -		- % -
TOTAL^a	14.24	14.79	+3.9
White	16.55	16.38	-1.0
Red/Pink	13.96	14.59	+4.5

^aWeighted average based on FDACS reporting of fresh fruit shipments
Source: Citrus Administrative Committee

Foreign Exchange Rates Per USD

Date	Euro	Real	Yen
Annual			
2012	0.7780	1.953	79.80
2013	0.7532	2.156	97.56
2014	0.7536	2.353	105.84
2015	0.9013	3.329	121.02
2016	0.9042	3.492	108.91
2016 (through January)	0.9209	4.043	118.52
2017 (through January)	0.9410	3.197	115.10
% Change	+2.2	-20.9	-2.9
Average for Month of January			
2016	0.9209	4.043	118.52
2017	0.9410	3.197	115.10
% Change	+2.2	-20.9	-2.9