



# Florida Citrus Economic & Market Indicators

## May, 2008

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## Summary Comments

- Over the July through April period of the 2007-08 Brazilian season, ABECitrus FCOJ exports were down 4.6% from the previous season with exports to Europe, NAFTA countries and Asia down 10.7%, up 15.9% and down 4.2%, respectively.
- Season-to-date through 05/03/08, Florida OJ movement was down 7.4% from last season; pack from fruit was up 19.6%; imports and miscellaneous supplies were up 39.6%; and inventories were up 28.2%.
- Season-to-date through March, U.S. OJ imports and exports were up 35.9% and 36.6%, respectively. Season-to-date through 05/03/08, Florida OJ exports were down 11.1% (FDOC Processor report).
- Season-to-date through March, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 24.1%.
- Season-to-date through 04/12/08, 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 6.8% from the previous season, with the NFC price up 6.2%, the Recon price up 6.2%, the FCOJ price up 12.6%, and the overall OJ price up 7.0%.
- The April average FCOJ Futures price was \$1.16/PS, down \$.56/PS from last year. The Florida bulk FCOJ FOB price was \$1.40/PS for the week ending 04/26/08, down \$.70/PS from last year; while the Rotterdam price was at an estimated \$1,950/MT, down \$600/MT from last year.
- The season-final delivered-in price for early and midseason oranges was \$1.39/PS, down \$.56/PS from last season; season-to-date through 05/03/08, the delivered-in price for Valencia oranges was \$1.40/PS, down \$.83/PS from last season; season-to-date delivered-in prices for white and red grapefruit juice were \$.57/PS and \$.52/PS, down \$.13/PS and .16/PS from last season, respectively.
- Season-to-date through 05/11/08, fresh orange and specialty citrus shipments were down 3.7% from last season. Domestic FOB prices for early & midseason, Navel and Valencia oranges were down 21.3%, 11.1%, and 31.3%, respectively; the prices for Tangelos, early tangerines and late tangerines were down 11.4%, 8.4% and 26.4%, respectively.
- Season-to-date through March, clementine/tangerine imports were down 22.7%. Season-to-date through 05/11/08, Texas fresh grapefruit shipments were up .4%.
- Season-to-date through 05/03/08, Florida GJ availability, movement and ending inventory were up 7.9%, up 29.1% and down 2.0%, respectively.
- Season-to-date through March, U.S. GJ exports were down 8.4%. Season-to-date through 05/03/08, Florida GJ exports were up 1.5% (FDOC Processor report).
- Season-to-date through 04/12/08, GJ volume sales in all Nielsen retail outlets were up .9% from last season, with the NFC price down 2.8% from last season, the RECON price up 4.4% and the overall GJ price up 3.5%.
- Season-to-date through 05/11/08, Florida fresh grapefruit shipments were down 4.3% from last season, with domestic/Canadian shipments down 9.7% and offshore shipments down .9% (CAC). Season-to-date through 05/04/08, certified shipments to Europe and Japan were up 15.2% and down 10.7%, respectively. Season-to-date through 05/11/08, domestic FOB prices (CAC) for fresh white and colored grapefruit were down 4.9% and up 2.2%, respectively.
- The Euro and Yen continue to be strong. For the week ending 05/15/08 versus the same period last year, the Euro-per-Dollar exchange rate was down 12.4%; the Yen-per-Dollar was down 16.9%.
- Specific OJ ad recall is down significantly vs. same time last year, and there were less TRPs this year. Recall of "Healthy. Pure & Simple." is down significantly vs. same time last year.
- Recent OJ purchases are down vs. same time last year.
- The proportion of frequent OJ users is up vs. same time last year; and the proportion of moderate OJ users is up.
- Key campaign element "provides important nutrients, vitamins, and/or minerals" is down vs. same time last year.

## Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-April)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Europe</b>	<b>1,266.1</b>	<b>1,152.2</b>	<b>-9.0</b>	<b>1,038.6</b>	<b>927.9</b>	<b>-10.7</b>
<b>NAFTA</b>	<b>349.7</b>	<b>392.1</b>	<b>+12.1</b>	<b>262.2</b>	<b>303.9</b>	<b>+15.9</b>
<b>Asia</b>	<b>191.8</b>	<b>182.4</b>	<b>-4.9</b>	<b>161.0</b>	<b>154.2</b>	<b>-4.2</b>
<b>Mercosul</b>	<b>3.6</b>	<b>7.0</b>	<b>+95.1</b>	<b>2.6</b>	<b>6.6</b>	<b>+152.7</b>
<b>Others</b>	<b>159.8</b>	<b>158.2</b>	<b>-1.0</b>	<b>134.9</b>	<b>133.3</b>	<b>-1.2</b>
<b>TOTAL</b>	<b>1,970.9</b>	<b>1,891.9</b>	<b>-4.0</b>	<b>1,599.3</b>	<b>1,526.0</b>	<b>-4.6</b>

SOURCE: ABECitrus.

# Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 05/03/08 (FDOC Processor Week 31)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>446.3</b>	<b>363.1</b>	<b>-18.6</b>	<b>446.3</b>	<b>363.1</b>	<b>-18.6</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>816.1</b>	<b>1,084.7</b>	<b>+32.9</b>	<b>675.5</b>	<b>807.7</b>	<b>+19.6</b>
<b>Imports<sup>a,b</sup></b>	<b>217.3</b>	<b>237.7</b>	<b>+9.4</b>	<b>140.3</b>	<b>195.9</b>	<b>+39.6</b>
<b>Availability</b>	<b>1,479.8</b>	<b>1,685.5</b>	<b>+13.9</b>	<b>1,262.1</b>	<b>1,366.7</b>	<b>+8.3</b>
<b>Movement</b>	<b>1,116.7</b>	<b>1,079.6</b>	<b>-3.3</b>	<b>705.5</b>	<b>653.4</b>	<b>-7.4</b>
FCOJ <sup>c</sup>	573.5	547.3	-4.6	365.9	322.5	-11.9
NFC <sup>d</sup>	543.2	532.4	-2.0	339.6	330.9	-2.6
<b>Ending Inventory</b>	<b>363.1</b>	<b>605.9</b>	<b>+66.9</b>	<b>556.6</b>	<b>713.4</b>	<b>+28.2</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>e</sup></b>	<b>16.9</b>	<b>29.2</b>	<b>+72.6</b>	<b>24.5</b>	<b>33.8</b>	<b>+38.4</b>
<b>Carryover – 13 Weeks<sup>f</sup></b>				<b>25.1</b>	<b>32.6</b>	<b>+29.8</b>
<b>Carryover – 3 Years<sup>g</sup></b>				<b>24.2</b>	<b>31.0</b>	<b>+28.2</b>

<sup>a</sup>FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.

<sup>b</sup>Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

<sup>c</sup>Excludes COJ used in FCOJ.

<sup>d</sup>Excludes movement of reconstituted chilled orange juice.

<sup>e</sup>Season-to-date weeks supply based on season-to-date movement.

<sup>f</sup>Season-to-date weeks supply based on last 13-week movement.

<sup>g</sup>Season-to-date weeks supply based on last 3-year movement.

## U.S. Orange-Juice Imports<sup>a</sup>

Country	Season-to-Date (October-March)					
	TOTAL OJ			NFC-OJ		
	2006-07	2007-08	Change	2006-07	2007-08	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
<b>Brazil</b>	<b>122.4</b>	<b>177.5</b>	<b>+45.0</b>	<b>16.0</b>	<b>39.9</b>	<b>+149.4</b>
<b>CBI</b>	<b>23.6</b>	<b>31.6</b>	<b>+33.9</b>	<b>.1</b>	<b>--</b>	<b>--</b>
<b>Mexico</b>	<b>44.8</b>	<b>51.2</b>	<b>+14.3</b>	<b>1.8</b>	<b>1.0</b>	<b>-44.4</b>
<b>Other</b>	<b>4.4</b>	<b>4.9</b>	<b>+11.4</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>TOTAL</b>	<b>195.1</b>	<b>265.2</b>	<b>+35.9</b>	<b>17.9</b>	<b>41.0</b>	<b>+129.1</b>

<sup>a</sup>Includes OJ with added vitamins and minerals.

SOURCE: U.S. Department of Commerce.

## Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October-March)		
	2006-07	2007-08	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>45.4</b>	<b>42.4</b>	<b>-6.7</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>118.7</u></b>	<b><u>100.7</u></b>	<b><u>-15.1</u></b>
<b>Availability<sup>c</sup></b>	<b>164.0</b>	<b>143.1</b>	<b>-12.8</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>47.9</u></b>	<b><u>55.0</u></b>	<b><u>+14.8</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>116.1</b>	<b>88.1</b>	<b>-24.1</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. Orange-Juice Exports<sup>a</sup>

Country	Season-to-Date (October-March)		
	2006-07	2007-08	Change
- - - million SSE gallons - - -			- % -
<b>Canada</b>	<b>33.90</b>	<b>51.14</b>	<b>+50.9</b>
<b>Europe</b>	<b>7.82</b>	<b>7.16</b>	<b>-8.4</b>
<b>Japan</b>	<b>1.15</b>	<b>1.22</b>	<b>+6.1</b>
<b>Other</b>	<b>6.87</b>	<b>8.43</b>	<b>+22.7</b>
<b>TOTAL</b>	<b>49.74</b>	<b>67.95</b>	<b>+36.6</b>

<sup>a</sup>Includes OJ with added vitamins and minerals.

<sup>b</sup>FDOC Processor exports of OJ for the 2007-08 season were down 11.1%, season-to-date through 05/03/08.

SOURCE: U.S. Department of Commerce.

# U.S. Retail Orange-Juice Sales

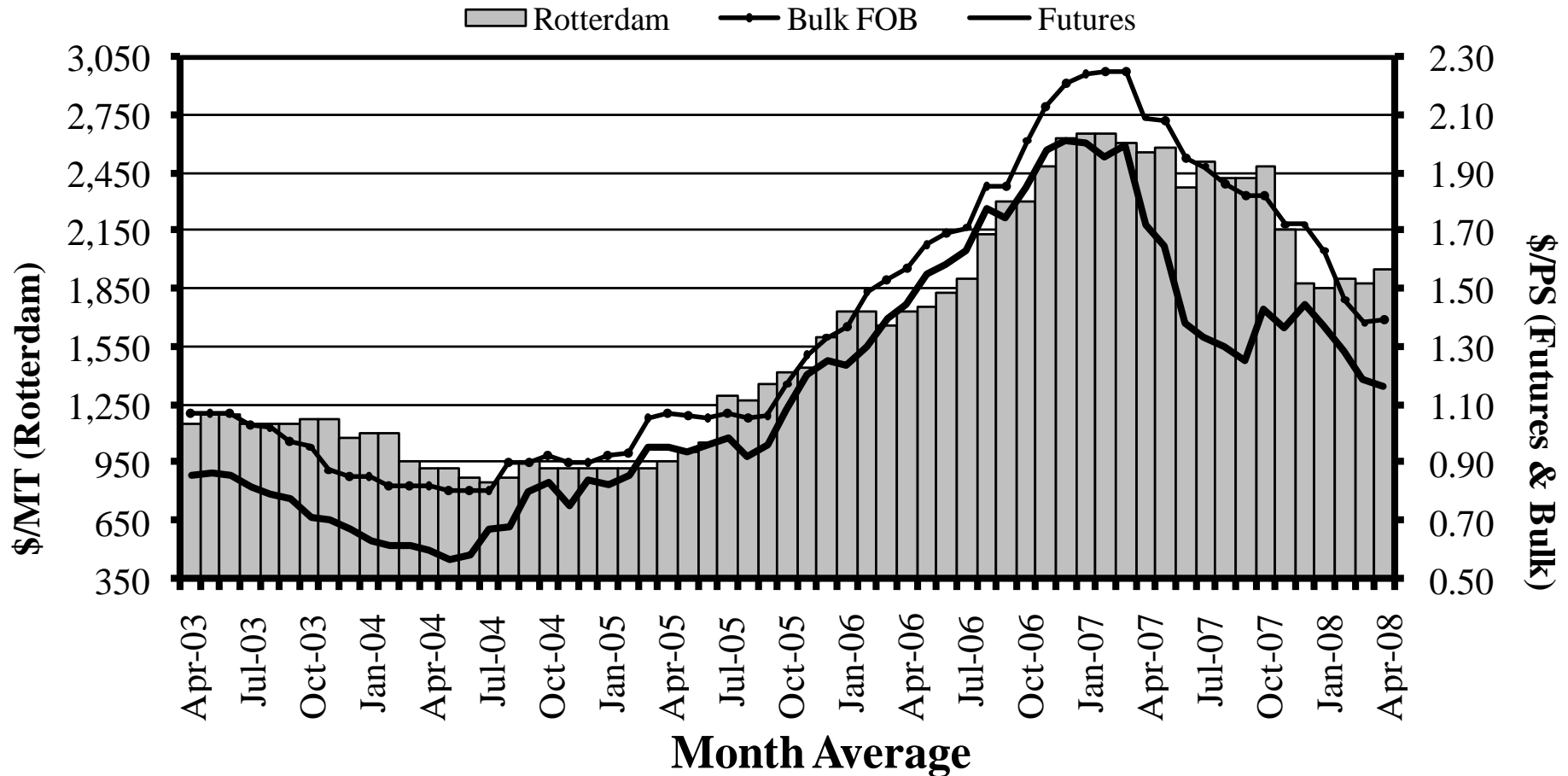
Item	Volume			Price		
	2006-07p	2007-08f	Change	2006-07p	2007-08f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	590.6	572.7	-3.0	5.83	6.00	+2.9
NFC	337.9	327.8	-3.0	6.45	6.63	+2.8
RECON	252.7	244.9	-3.1	4.99	5.15	+3.2
FCOJ	54.8	47.5	-13.4	4.35	4.63	+6.4
Shelf Stable	5.5	5.4	-2.1	6.19	6.40	+3.4
TOTAL	650.8	625.9	-3.9	5.70	5.90	+3.5
SEASON-TO-DATE: (through 04/12/08) <sup>a</sup>						
Refrigerated	340.6	319.3	-6.2	5.64	6.00	+6.4
NFC	193.2	183.6	-5.0	6.28	6.67	+6.2
RECON	147.4	135.7	-7.9	4.81	5.11	+6.2
FCOJ	31.8	27.7	-13.0	4.14	4.67	+12.6
Shelf Stable	3.1	2.9	-6.2	6.09	6.46	+6.1
TOTAL	375.5	350.0	-6.8	5.52	5.90	+7.0

<sup>a</sup>Actual for 2006-07 and preliminary for 2007-08.

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 April 2003 through April 2008



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

## FCOJ and FCGJ Prices – April<sup>a</sup>

Item	2006-07	2007-08	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Florida Bulk FOB</b>	<b>2.10</b>	<b>1.40</b>	<b>-33.3</b>
<b>FCOJ Futures</b>	<b>1.72</b>	<b>1.16</b>	<b>-32.6</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>2,550</b>	<b>1,950</b>	<b>-23.5</b>
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCGJ Florida Bulk FOB:</b>			
<b>Red</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
<b>White</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>

<sup>a</sup>Prices are for the following time periods: Florida Bulk FCOJ and FCGJ FOB – Week ending 04/26/08.

Futures – April average.

Rotterdam – April *Foodnews*.

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

# FDOC Processor Delivered-In Prices

## (Report #31 – Week Ending 05/03/08)

Variety	Week Ending			Season-to-Date		
	2006-07	2007-08	Change	2006-07	2007-08	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>a,b</sup></b>	<b>2.089</b>	<b>1.407</b>	<b>-.682</b>	<b>1.949</b>	<b>1.390</b>	<b>-.559</b>
<b>Valencias<sup>a</sup></b>	<b>2.250</b>	<b>1.386</b>	<b>-.864</b>	<b>2.229</b>	<b>1.402</b>	<b>-.827</b>
<b>White Grapefruit</b>	<b>.566</b>	<b>.630</b>	<b>+.064</b>	<b>.700</b>	<b>.574</b>	<b>-.126</b>
<b>Red Grapefruit</b>	<b>.460</b>	<b>.624</b>	<b>+.164</b>	<b>.679</b>	<b>.517</b>	<b>-.162</b>

<sup>a</sup>Final priced, combined.

<sup>b</sup>Season final.

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

Variety	Shipments thru 05/11/08			FOB Price thru 05/11/08		
	2006-07 STD	2007-08 STD	Change	2006-07 STD	2007-08 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - \$/carton - - - -		- % -
<b>Early, Mids &amp; Temples<sup>a</sup></b>	<b>2,900</b>	<b>2,320</b>	<b>-20.0</b>	<b>12.50</b>	<b>9.84</b>	<b>-21.3</b>
<b>Navel</b>	<b>3,484</b>	<b>3,532</b>	<b>+1.4</b>	<b>11.58</b>	<b>10.29</b>	<b>-11.1</b>
<b>Valencia</b>	<b>2,210</b>	<b>1,806</b>	<b>-18.3</b>	<b>13.73</b>	<b>9.43</b>	<b>-31.3</b>
<b>Tangelo</b>	<b>691</b>	<b>717</b>	<b>+3.8</b>	<b>10.81</b>	<b>9.58</b>	<b>-11.4</b>
<b>Early Tangerines<sup>b</sup></b>	<b>2,912</b>	<b>3,168</b>	<b>+8.8</b>	<b>15.05</b>	<b>13.78</b>	<b>-8.4</b>
<b>Honey</b>	<b>2,637</b>	<b>2,687</b>	<b>+1.9</b>	<b>16.19</b>	<b>11.92</b>	<b>-26.4</b>
<b>TOTAL</b>	<b>14,834</b>	<b>14,230</b>	<b>-3.7</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		
2006-07	2007-08	Change	2006-07	2007-08	Change
STD thru March			STD – 05/11/08		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
217.22	167.83	-22.7	6,473	6,500	+ .4

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 05/03/08 (FDOC Processor Week 31)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>41.0</b>	<b>56.9</b>	<b>+38.8</b>	<b>41.0</b>	<b>56.9</b>	<b>+38.8</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>89.8</b>	<b>85.8</b>	<b>-4.5</b>	<b>87.9</b>	<b>82.2</b>	<b>-6.5</b>
<b>Availability</b>	<b>130.8</b>	<b>142.7</b>	<b>+9.1</b>	<b>128.9</b>	<b>139.0</b>	<b>+7.9</b>
<b>Movement</b>	<b>73.9</b>	<b>93.7</b>	<b>+26.8</b>	<b>40.7</b>	<b>52.6</b>	<b>+29.1</b>
FCGJ <sup>b</sup>	50.3	67.1	+33.3	27.4	36.4	+32.7
NFC <sup>c</sup>	23.6	26.6	+12.8	13.3	16.2	+21.7
<b>Ending Inventory</b>	<b>56.9</b>	<b>49.0</b>	<b>-13.9</b>	<b>88.2</b>	<b>86.5</b>	<b>-2.0</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>d</sup></b>	<b>40.0</b>	<b>27.5</b>	<b>-32.1</b>	<b>67.2</b>	<b>51.0</b>	<b>-24.1</b>
<b>Carryover – 13 Weeks<sup>e</sup></b>				<b>50.2</b>	<b>39.2</b>	<b>-21.9</b>
<b>Carryover – 3 Years<sup>f</sup></b>				<b>69.4</b>	<b>68.1</b>	<b>-2.0</b>

<sup>a</sup>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.

<sup>b</sup>Excludes CGJ used in FCGJ.

<sup>c</sup>Excludes movement of reconstituted chilled grapefruit juice.

<sup>d</sup>Season-to-date weeks supply based on season-to-date movement.

<sup>e</sup>Season-to-date weeks supply based on last 13-week movement.

<sup>f</sup>Season-to-date weeks supply based on last 3-year movement.

(Revised 01/17/08).

## U.S. Grapefruit-Juice Exports

Country	Season-to-Date (October-March)		
	2006-07	2007-08	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>1.22</b>	<b>1.35</b>	<b>+10.7</b>
<b>Europe</b>	<b>3.71</b>	<b>2.98</b>	<b>-19.7</b>
<b>Japan</b>	<b>2.39</b>	<b>2.18</b>	<b>-8.8</b>
<b>Other</b>	<b>.56</b>	<b>.71</b>	<b>+26.8</b>
<b>TOTAL</b>	<b>7.88</b>	<b>7.22</b>	<b>-8.4</b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2007-08 season were up 1.5%, season-to-date through 05/03/08.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2006-07p	2007-08f	Change	2006-07p	2007-08f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
NFC	9.4	12.3	+31.0	6.98	6.88	-1.4
RECON	10.2	8.0	-21.3	5.76	5.86	+1.7
FCGJ	1.0	.7	-30.0	3.89	4.08	+4.9
TOTAL	20.6	21.0	+2.0	6.22	6.35	+2.1
SEASON-TO-DATE: (through 04/12/08) <sup>a</sup>						
NFC	5.0	6.5	+30.6	7.07	6.87	-2.8
RECON	6.0	4.8	-20.6	5.59	5.84	+4.4
FCGJ	.6	.5	-27.6	3.79	4.06	+7.1
TOTAL	11.7	11.8	+9	6.13	6.34	+3.5

<sup>a</sup>SEASON-TO-DATE: Actual for 2006-07 and preliminary for 2007-08.

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

Shipments/ Variety	2006-07 STD-05/11/07	2007-08 STD-05/11/08	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>7,726</b>	<b>6,973</b>	<b>-9.7</b>
White	299	242	-19.1
Colored	7,427	6,731	-9.4
<b>Offshore Exports – All</b>	<b>12,587</b>	<b>12,474</b>	<b>-.9</b>
White	3,263	3,059	-6.3
Colored	9,324	9,415	+9.9
<b>TOTAL - All</b>	<b>20,313</b>	<b>19,447</b>	<b>-4.3</b>
White	3,562	3,301	-7.3
Colored	16,751	16,146	-3.6

SOURCE: Citrus Administrative Committee, preliminary; last two weeks of the 2007-08 season contain estimates.

## Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date

<b>Country</b>	<b>2006-07 STD-04/29/07</b>	<b>2007-08 STD-05/04/08</b>	<b>Change</b>
- - - - - thousand cartons - - - - -			- % -
<b>United States</b>	<b>6,093</b>	<b>5,703</b>	<b>-6.4</b>
<b>Canada</b>	<b>1,214</b>	<b>1,115</b>	<b>-8.1</b>
<b>Europe</b>	<b>4,347</b>	<b>5,010</b>	<b>+15.2</b>
<b>Japan</b>	<b>7,859</b>	<b>7,018</b>	<b>-10.7</b>
<b>Other</b>	<b>326</b>	<b>452</b>	<b>+38.7</b>
<b>TOTAL</b>	<b>19,839</b>	<b>19,298</b>	<b>-2.7</b>

SOURCE: Florida Department of Citrus. Current season contains six more days of shipments.

# Florida Fresh Grapefruit Domestic FOB Prices

## Season-to-Date through 05/11/08

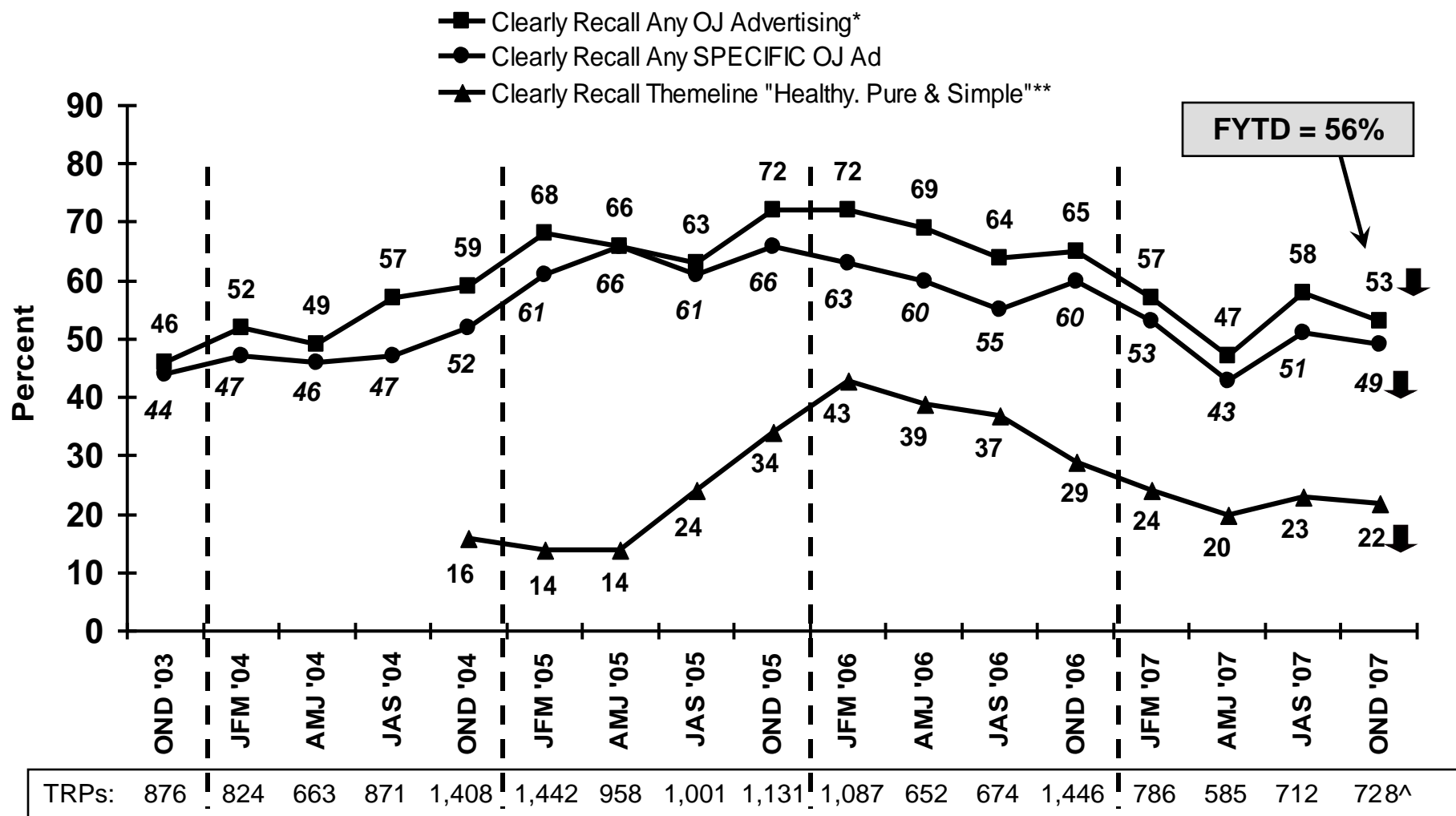
Variety	FOB Price		
	2006-07 STD	2007-08 STD	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>10.72</b>	<b>10.19</b>	<b>-4.9</b>
<b>Colored</b>	<b>10.29</b>	<b>10.52</b>	<b>+2.2</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</b>			
<b>2004</b>	<b>0.80510</b>	<b>2.92629</b>	<b>108.17451</b>
<b>2005</b>	<b>0.80453</b>	<b>2.43480</b>	<b>110.12445</b>
<b>2006</b>	<b>0.79703</b>	<b>2.17995</b>	<b>116.33664</b>
<b>2007</b>	<b>0.73082</b>	<b>1.95159</b>	<b>117.81453</b>
<b>2007</b> (thru 05/15/07)	<b>0.75549</b>	<b>2.08638</b>	<b>119.38994</b>
<b>2008</b> (thru 05/15/08)	<b>0.65843</b>	<b>1.72463</b>	<b>104.64764</b>
<b>% Change</b>	<b>-12.8</b>	<b>-17.3</b>	<b>-12.3</b>
<b>WEEK ENDING 05/15/08</b>			
<b>2007</b>	<b>0.73907</b>	<b>2.02320</b>	<b>120.09757</b>
<b>2008</b>	<b>0.64709</b>	<b>1.68209</b>	<b>103.70586</b>
<b>% Change</b>	<b>-12.4</b>	<b>-16.9</b>	<b>-13.6</b>

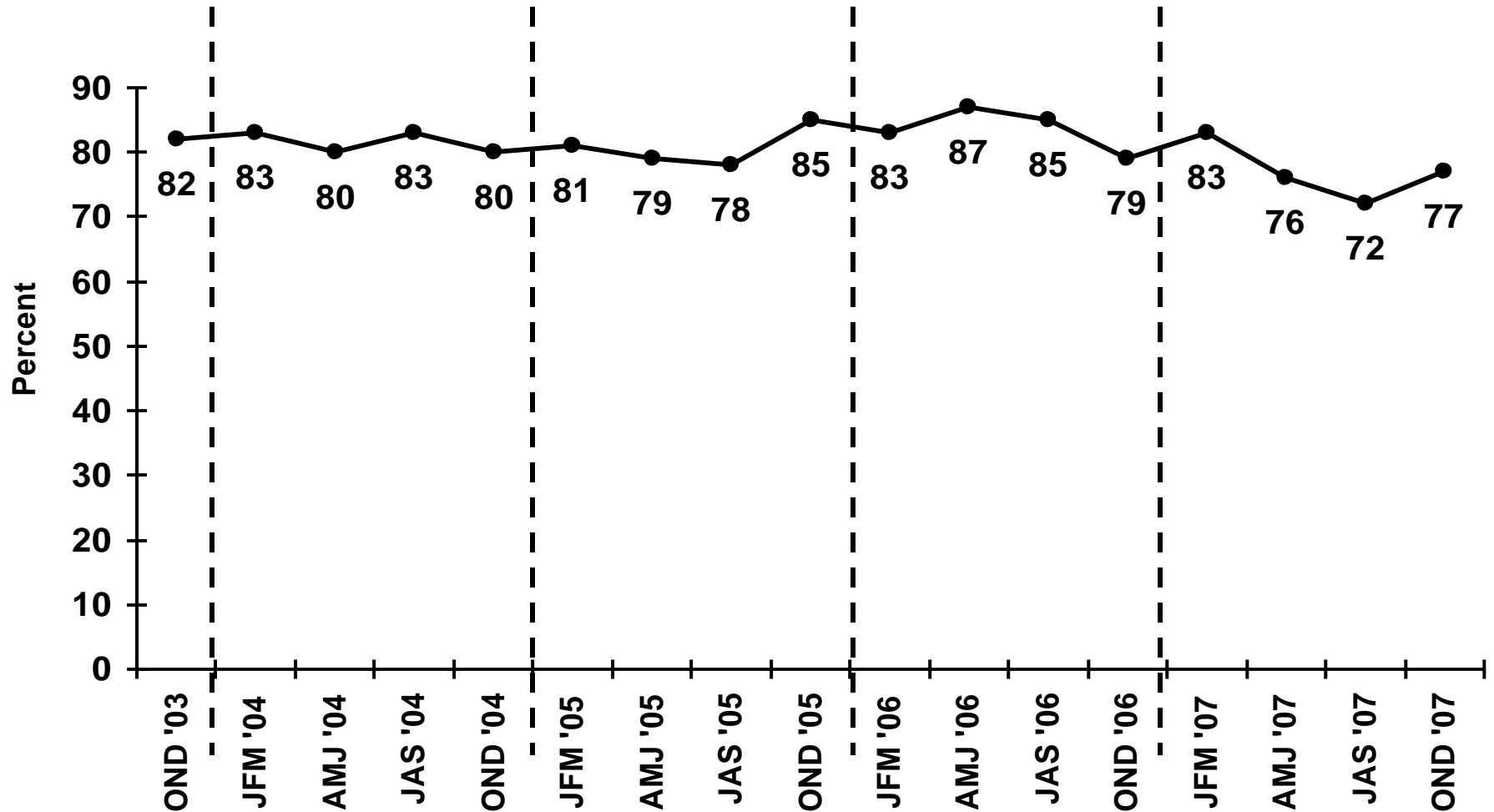
# Recall of FDOC OJ Advertising\*



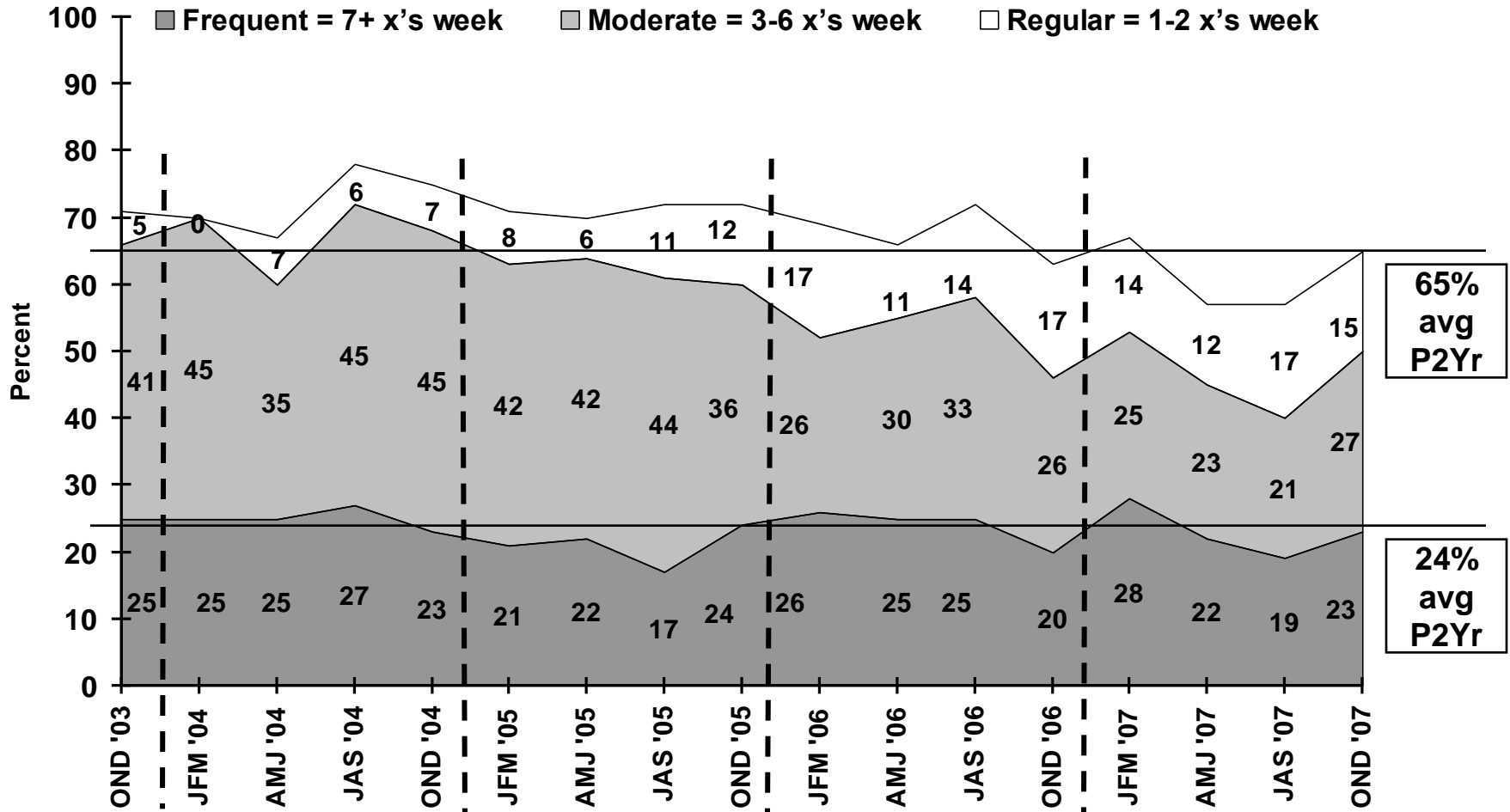
\*Recall of FDOC Themelines for OJ is included. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked. \*\*New themeline "Healthy. Pure & Simple" added November 2004; shown but not spoken in 15 second ads for "Natural Remedies," and "Island". Spoken in both 15 and 30 seconds ads for "Laboratory," "Hat," "Touchless," and "Birthday Party."

TRPs are for target of Adults 35+ as of May 2004. ^=Estimated TRPs.

# Purchased Orange Juice in Past 30 Days



# OJ Frequency of Usage Groups



= Directionally higher than year ago at 80% confidence level.

= Significantly lower than year ago at 90%+ confidence level.

# OJ Provides Important Nutrients, Vitamins, and/or Minerals

(Top 2 Box Ratings – 10,9 on a 10-pt. Scale)

