



Florida Citrus Economic & Market Indicators

September, 2005

Summary Comments.....	1
Oranges & Specialty Fruit	
• Brazil Orange-Juice Exports	2
• Florida Orange-Juice Availability, Movement and Inventory.....	3
• U.S. Orange-Juice Imports.....	4
• U.S. Orange-Juice Exports.....	5
• U.S. Retail Orange-Juice Sales.....	6
• FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices.....	7
• FCOJ and FCGJ Prices.....	8
• FCPA Delivered-In Prices.....	9
• Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, STD.....	10
• Selected Competitive Fresh Fruit Shipments.....	11
Grapefruit	
• Florida Grapefruit-Juice Availability, Movement and Inventory.....	12
• U.S. Grapefruit-Juice Exports.....	13
• U.S. Retail Grapefruit-Juice Sales.....	14
• Florida Fresh Grapefruit Shipments, by Season and Season-to-Date.....	15
• Florida Fresh Grapefruit Domestic and Export Shipments.....	16
• Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date.....	17
Foreign Exchange Rates.....	18
FDOC Consumer Tracking Study	
• Percentage Recalling Any FDOC OJ Advertising.....	19
• Intending to Purchase OJ on Next Shopping Trip.....	20

Summary Comments

- For the 2004-05 Brazilian season, ABECitrus FCOJ exports were up 4.5% from the previous season; exports to NAFTA countries were up 28.3%; in comparison, exports to Europe were up 1.0%. For July 2005, ABECitrus FCOJ exports were down 14.9% from last year; exports to Europe and NAFTA countries were down 35.0% and 30.5%, respectively.
- Season-to-date through 09/03/05, Florida OJ movement was down 9.7% from last season; pack from fruit was down 37.2%; imports and miscellaneous supplies were up 76.0%; and inventories were down 23.4%.
- Season-to-date through July, U.S. OJ imports were up 62.4%, while U.S. OJ exports were down 9.2%. Season-to-date through 09/03/05, Florida OJ exports were down 21.4% (FCPA).
- Season-to-date through 08/06/05, OJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 1.0% from the previous season, with the NFC price up 3.6%, the Recon price down 1.0%, the FCOJ price down .8%, and the overall OJ price up 1.3%.
- The August average FCOJ Futures price was \$.92/PS, up \$.25 from last year. The Florida bulk FCOJ FOB price was \$1.05/PS for the week ending 08/20/05, up \$.25 from last year; while the Rotterdam price was at an estimated \$1,275/MT, up \$400/MT from last year. Season-to-date through 07/16/05 (final report), the delivered-in price for Valencia oranges was \$1.028/PS, up \$.263/PS from last season. The season-to-date delivered-in prices for white and red grapefruit were \$1.884/PS and \$1.818/PS, up \$1.390/PS and \$1.328/PS, respectively.
- Season-to-date through 07/03/05, fresh orange and specialty citrus shipments were down 22.5% from last season's level, with (CAC) FOB prices up 1.1% to 29.3%, depending on variety.
- 2004-05 season, Clementine/tangerine imports were up .3%. Season-to-date through 05/21/05 (final report), Texas fresh grapefruit shipments were down 8.3%.
- Season-to-date through 09/03/05, Florida GJ availability, movement and the ending inventory level were down 46.3%, 43.5% and 50.8%, respectively.
- Season-to-date through July, U.S. GJ exports were down 37.9%. Season-to-date through 09/03/05, Florida GJ exports were down 58.8% (FCPA).
- Season, season-to-date through 08/06/05, GJ volume sales in all ACNielsen retail outlets (U.S. grocery store chains doing \$2 million plus business, Wal-Mart stores excluding Sam's Clubs, mass merchandisers and drug stores doing \$1 million plus business) were down 26.0% from last season, with the NFC, Recon and overall prices up 23.6%, 18.7% and 18.1%, respectively.
- Season-to-date through 07/03/05, Florida fresh grapefruit shipments were down 55.8% from last season, with domestic/Canadian shipments down 47.5% and offshore shipments down 60.4% (CAC). Season-to-date through 07/31/05, certified shipments to Europe and Japan were down 59.7% and 60.1%, respectively. Season-to-date through 07/03/05, domestic FOB prices for fresh grapefruit were up 78.9% to 87.0%, depending on variety and region.
- The Euro, Real and Yen continue to be relatively strong.
- In mid-July the FDOC's new spot "Laboratory" was launched and all other commercials were removed from the air. With only one spot on the air, recall of any FDOC advertising slipped from the highs seen during the Spring when several spots were playing simultaneously. However current levels are higher than this time last year, as well as, recall of the tag-line "Healthy, Pure and Simple" is at the highest level recorded.
- OJ "Replenishment" and "Intent to Purchase" continue to display levels that are higher than last year, and consistent with the peaks seen in the last several years.

Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July)		
	2003-04	2004-05	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Europe	1,370.6	1,384.1	+1.0	110.7	72.0	-35.0
NAFTA	234.4	300.8	+28.3	13.1	9.1	-30.5
Asia	209.7	210.3	+.3	8.3	27.3	+227.7
Mercosul	3.9	2.7	-30.1	.3	.1	-81.3
Others	90.7	97.4	+7.4	11.4	14.0	+22.9
TOTAL	1,909.3	1,995.4	+4.5	143.8	122.4	-14.9

SOURCE: ABECitrus.

Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 09/03/05 (FCPA Week 48)		
	2003-04 ^a	2004-05 ^e	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory^c	680.5	794.8	+16.8	680.5	794.8	+16.8
Pack from Fruit^d	1,452.4	913.6	-37.1	1,440.7	904.3	-37.2
Imports^{d,e}	96.4	171.9	+78.3	107.1	188.5	+76.0
Availability	2,229.3	1,880.3	-15.7	2,228.3	1,887.5	-15.3
Movement	1,438.6	1,274.2	-11.4	1,317.2	1,189.6	-9.7
FCOJ ^f	862.3	681.9	-20.9	797.8	646.9	-18.9
NFC ^g	576.3	592.3	+2.8	519.4	542.7	+4.5
Ending Inventory	790.7	606.1	-23.3	911.1	697.9	-23.4
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^h	29.1	24.7	-15.1	33.2	28.2	-15.2
Carryover – 13 Weeksⁱ				36.0	31.1	-13.6
Carryover – 3 Years^j				32.4	25.3	-22.0

^a53 weeks.

^b52 weeks.

^c2004-05 beginning inventory adjusted (bulk chilled OJ put on an 11.8° Brix gallon basis).

^dFCPA non-member product included in pack from fruit for season data but included in imports for season-to-date data.

^eAlso includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

^fExcludes COJ used in FCOJ.

^gExcludes movement of reconstituted chilled orange juice.

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

ⁱSeason-to-date weeks supply based on last 13-week movement.

^jSeason-to-date weeks supply based on last 3-year movement.

U.S. Orange-Juice Imports^a

Country	Season (October-September)			Season-to-Date (October-July)		
	2003-04	2004-05 ^e ^b	Change ^b	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Brazil	154.63	203.00	+31.3	133.21	191.01	+43.4
CBI	55.23	60.00	+8.6	45.17	60.14	+33.1
Mexico	8.22	48.00	+483.9	5.45	47.84	+778.0
Other	4.27	6.00	+40.5	3.76	5.63	+49.7
TOTAL	222.34	317.00	+42.6	187.58	304.62	+62.4

^aIncludes OJ with added vitamins and minerals.

^bFDOC estimates.

SOURCE: U.S. Department of Commerce.

U.S. Orange-Juice Exports^a

Country	Season (October-September)			Season-to-Date (October-July)		
	2003-04	2004-05 ^e	Change ^b	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Canada	57	48	-15.8	47.16	52.43	+11.2
Europe	40	35	-12.5	37.04	22.99	-37.9
Japan	7	5	-28.6	4.86	3.78	-22.2
Other	20	16	-20.0	16.66	16.84	+1.1
TOTAL	123	104	-15.4	105.73	96.04	-9.2^c

^aIncludes OJ with added vitamins and minerals.

^bFDOC estimates.

^cFPCA exports of OJ for the 2004-05 season were down 21.4%, season-to-date through 09/03/05.

SOURCE: U.S. Department of Commerce.

U.S. Retail Orange-Juice Sales

SEASON:						
Item	Volume			Price		
	2003-04^a	2004-05^b	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	720.7	723.4	+4	4.45	4.51	+1.3
NFC	389.3	376.5	-3.3	5.06	5.25	+3.8
RECON	331.4	346.9	+4.7	3.74	3.71	-.8
FCOJ	79.2	70.1	-11.5	3.32	3.29	-.9
Shelf Stable	7.4	6.5	-12.2	5.28	5.45	+3.2
TOTAL	807.3	800.0	-.9	4.35	4.41	+1.4
SEASON-TO-DATE: (Thru 08/06/05)^c						
Item	Volume			Price		
	2003-04	2004-05	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	610.7	612.6	+3	4.46	4.51	+1.1
NFC	329.9	318.8	-3.4	5.06	5.25	+3.6
RECON	280.8	293.8	+4.6	3.75	3.71	-1.0
FCOJ	67.6	59.8	-11.5	3.31	3.29	-.8
Shelf Stable	6.4	5.6	-12.8	5.25	5.45	+3.7
TOTAL	684.7	678.0	-1.0	4.35	4.41	+1.3

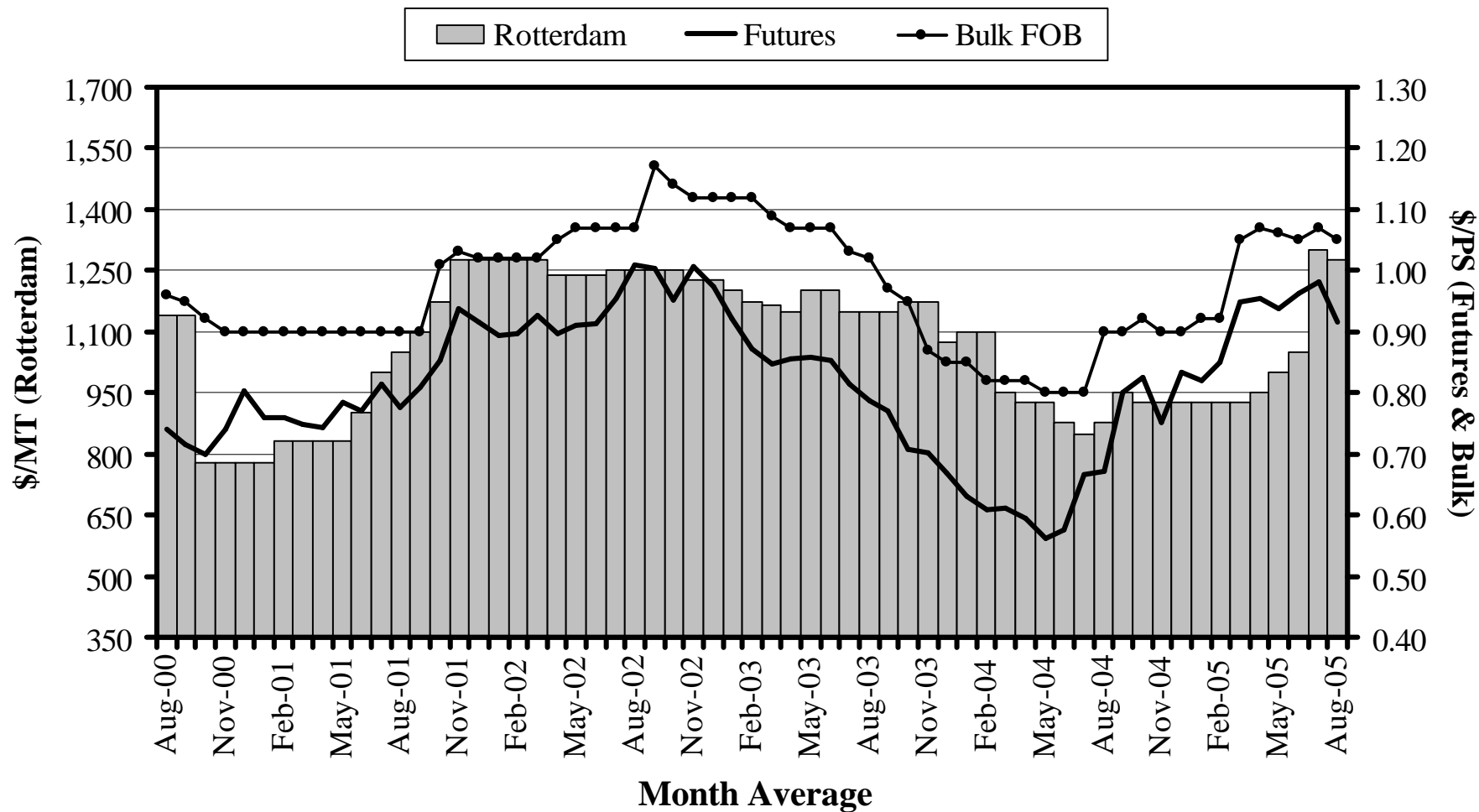
^aSEASON: Preliminary 52-weeks ending 10/02/04 for 2003-04.

^bSEASON: Estimates for 2004-05.

^cSEASON-TO-DATE: Actual for 2003-04 and preliminary for 2004-05.

SOURCE: ACNielsen—Data are for U.S. grocery store chains 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 August 2000 Thru August 2005



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

FCOJ and FCGJ Prices – August^a

Item	2003-04	2004-05	Change
FCOJ	- - - - \$/pounds solids - - - -		- - % - -
Futures	.67	.92	+37.3
Florida Bulk FOB	.80	1.05	+31.3
	- - - - \$/metric ton - - - -		
Rotterdam	875	1,275	+45.7
FCGJ	- - - - \$/pounds solids - - - -		- - % - -
Florida Bulk FOB – Red	.82	NA	NA
Florida Bulk FOB – White	.82	NA	NA

^aPrices are for the following time periods: Futures – August average.

Florida Bulk FCOJ and FCGJ FOB – Week ending 08/20/05.

Rotterdam – August *Foodnews*.

SOURCES: New York Board of Trade (Futures); Florida Citrus Mutual (Florida Bulk FCOJ and FCGJ FOB); *Foodnews* (Rotterdam).

FCPA Delivered-In Prices
(Report #41 (Final Report) – Week Ending 07/16/05)

Variety	Final Season-to-Date		
	2003-04	2004-05	Change
	----- \$/PS -----		
Early & Midseason ^a	.649	.798	+149
Valencias ^a	.765	1.028	+263
White Grapefruit	.494	1.884	+1390
Red Grapefruit	.490	1.818	+1328

^a Final priced, combined.

Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date Thru 07/03/05

Variety	Shipments			FOB Price		
	2003-04 STD	2004-05 STD	Change	2003-04 STD	2004-05 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
Early & Midseason	2,862	2,784	-2.7	6.41	7.63	+19.0
Navel	4,280	2,956	-30.9	8.73	10.60	+21.4
Valencia	4,956	3,952	-20.3	6.47	8.31	+28.4
Tangelo	646	628	-2.8	8.99	9.09	+1.1
Temple	552	314	-43.1	7.88	8.80	+11.7
Early Tangerines	4,230	3,262	-22.9	11.93^a	15.30	+28.2
Honey	3,968	2,772	-30.1	13.16	17.02	+29.3
TOTAL	21,494	16,668	-22.5			

^aPrices for Sunburst.

SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2003-04	2004-05	Change	2003-04	2004-05	Change
August – July			STD – 05/21/05 (Final)		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
198.63	199.24	+ .3	6,804	6,239	-8.3

SOURCE: U.S. Department of Commerce.

SOURCE: Texas Valley Citrus Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 09/03/05 (FCPA Week 48)		
	2003-04 ^a	2004-05 ^e	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory^c	74.3	65.0	-12.6	74.3	65.0	-12.6
Pack from Fruit^{d,e}	120.4	35.0	-70.9	118.1	38.5	-67.6
Availability	194.7	100.0	-48.6	192.5	103.3	-46.3
Movement	130.0	70.3	-45.9	117.0	66.2	-43.5
FCGJ ^f	95.6	50.9	-46.8	85.1	47.9	-43.8
NFC ^g	34.4	19.4	-43.6	31.9	18.3	-42.6
Ending Inventory	64.7	29.7	-54.1	75.5	37.2	-50.8
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^h	26.4	22.0	-16.7	30.9	27.0	-12.9
Carryover – 13 Weeksⁱ				31.3	30.7	-2.0
Carryover – 3 Years^j				28.6	14.7	-48.4

^a53 weeks.

^b52 weeks.

^c 2004-05 beginning inventory adjusted (bulk chilled GJ put on a 10.0° Brix gallon basis).

^dFCPA members only except for season data which includes an estimate of other Florida production by non-members.

^eIncludes 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.

^fExcludes CGJ used in FCGJ.

^gExcludes movement of reconstituted chilled grapefruit juice.

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

ⁱSeason-to-date weeks supply based on last 13-week movement.

^jSeason-to-date weeks supply based on last 3-year movement.

U.S. Grapefruit-Juice Exports

Country	Season (October-September)			Season-to-Date (October-July)		
	2003-04	2004-05 ^e	Change ^a	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Canada	3.38	2.10	-37.9	2.84	2.54	-10.6
Europe	21.45	13.20	-38.5	16.33	7.35	-55.0
Japan	15.93	9.70	-39.1	12.35	8.50	-31.2
Other	1.54	1.0	-35.1	1.30	2.01	+54.6
TOTAL	42.31	26.0	-38.5	32.83	20.40	-37.9^b

^aFDOC estimates.

^bFCPA exports of GJ for the 2004-05 season were down 58.8%, season to-date through 09/03/05.

SOURCE: U.S. Department of Commerce.

U.S. Retail Grapefruit-Juice Sales

SEASON:

Item	Volume			Price		
	2003-04 ^a	2004-05 ^e ^b	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	17.1	11.2	-34.5	5.13	6.34	+23.6
RECON	15.5	12.3	-20.7	4.49	5.34	+18.9
FCGJ	1.6	1.8	+12.9	3.40	3.17	-6.8
TOTAL	34.2	25.4	-26.0	4.76	5.62	+18.1

SEASON-TO-DATE: (Thru 08/06/05)^c

Item	Volume			Price		
	2003-04	2004-05	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	14.4	9.5	-34.5	5.13	6.34	+23.6
RECON	13.2	10.5	-20.7	4.50	5.34	+18.7
FCGJ	1.4	1.5	+12.9	3.41	3.17	-6.9
TOTAL	29.1	21.5	-26.0	4.76	5.62	+18.1

^aSEASON: Preliminary 52-weeks ending 10/02/04 for 2003-04.

^bSEASON: Estimates for 2004-05.

^cSEASON-TO-DATE: Actual for 2003-04 and preliminary for 2004-05.

SOURCE: ACNielsen—Data are for U.S. grocery store chains 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, By Season (August-July) and Season-to-Date Thru 07/03/05

Shipments	Season (August-July)			Season-to-Date Thru 07/03/05		
	03-04 ^a	04-05 ^e ^b	Change ^b	03-04 ^a	04-05 ^p ^c	Change ^c
	- 1,000 4/5-bu. cartons -		- % -	- 1,000 4/5-bu. cartons -		- % -
Domestic & Canadian	10,775	5,940	-44.9	10,775	5,653	-47.5
Offshore Exports	19,575	7,760	-60.4	19,572	7,755	-60.4
TOTAL	30,350	13,700	-54.9	30,347	13,408	-55.8

^aCitrus Administrative Committee.

^bFDOC estimates.

^cPreliminary.

Florida Fresh Grapefruit Domestic and Export Shipments

Country	Season (August 1 – July 31)		
	2003-04	2004-05	Change
	- thousand cartons -		- % -
United States	8,995	4,888	-45.7
Canada	1,780	768	-56.8
Europe	6,912	2,786	-59.7
Japan	12,123	4,833	-60.1
Other	540	135	-75.0
TOTAL	30,350	13,409	-55.8

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date Thru 07/03/05

Variety	FOB Price		
	2003-04 STD	2004-05 STD	Change
	----- \$ -----		-- % --
GULF COAST			
White	7.69	13.76	+78.9
Colored	7.60	13.82	+81.8
INDIAN RIVER			
White	8.53	--	--
Colored	8.24	14.88	+80.6
SUNRIDGE			
White	7.81	--	--
Colored	7.36	13.76	+87.0

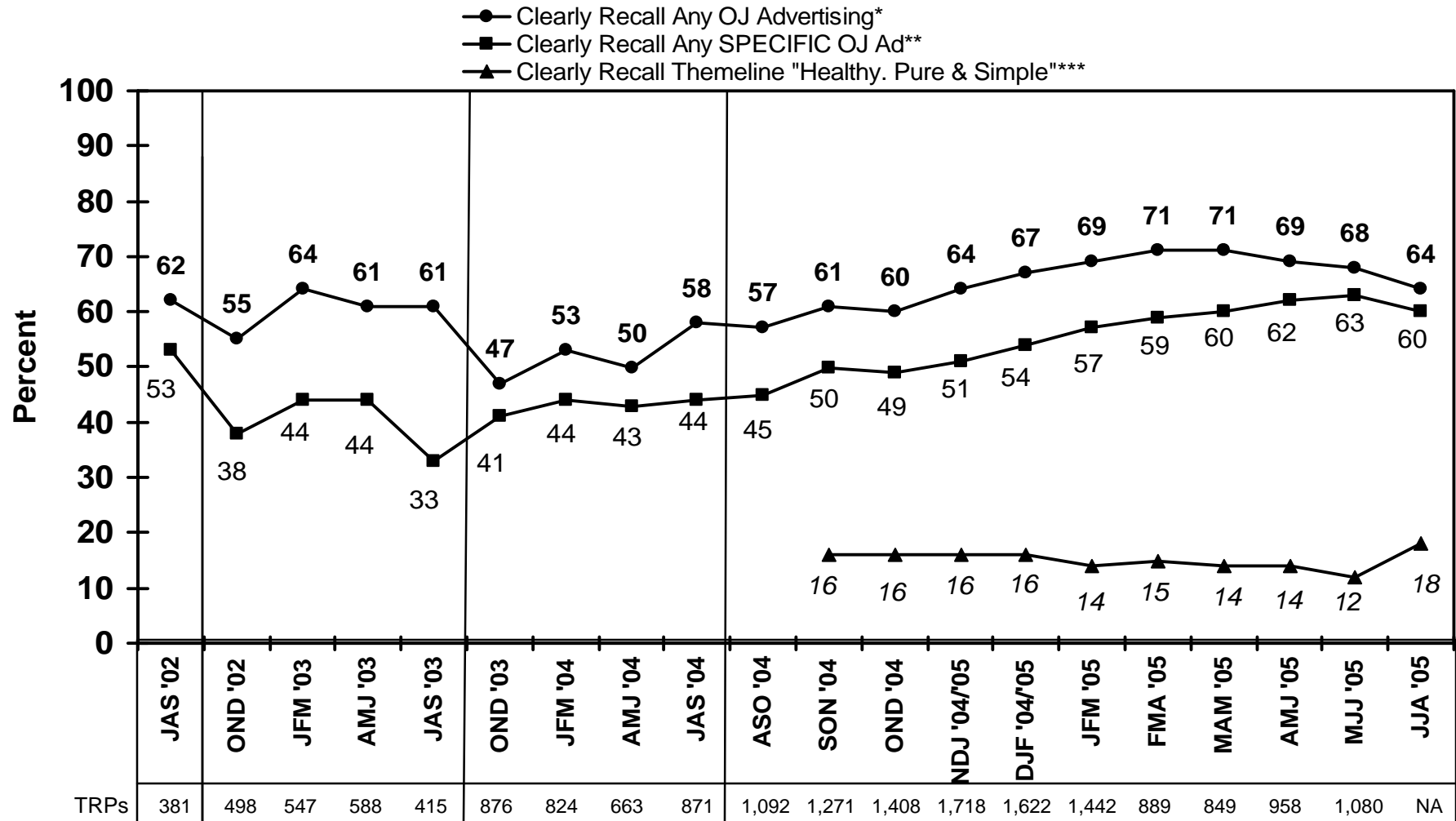
SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
ANNUAL			
2001	1.11700	2.37881	121.55551
2002	1.06106	2.96705	125.21937
2003	0.88540	3.11678	115.97995
2004	0.80510	2.92629	108.17451
2005 (Thru 09/16/05)	0.79047	2.50956	107.50124
WEEK ENDING 09/16/05			
2004	0.81739	2.90457	109.79000
2005	0.81131	2.31589	110.07143
% Change	-0.7	-20.3	+0.3

Percentage Recalling Any FDOC OJ Advertising*

RANDOM



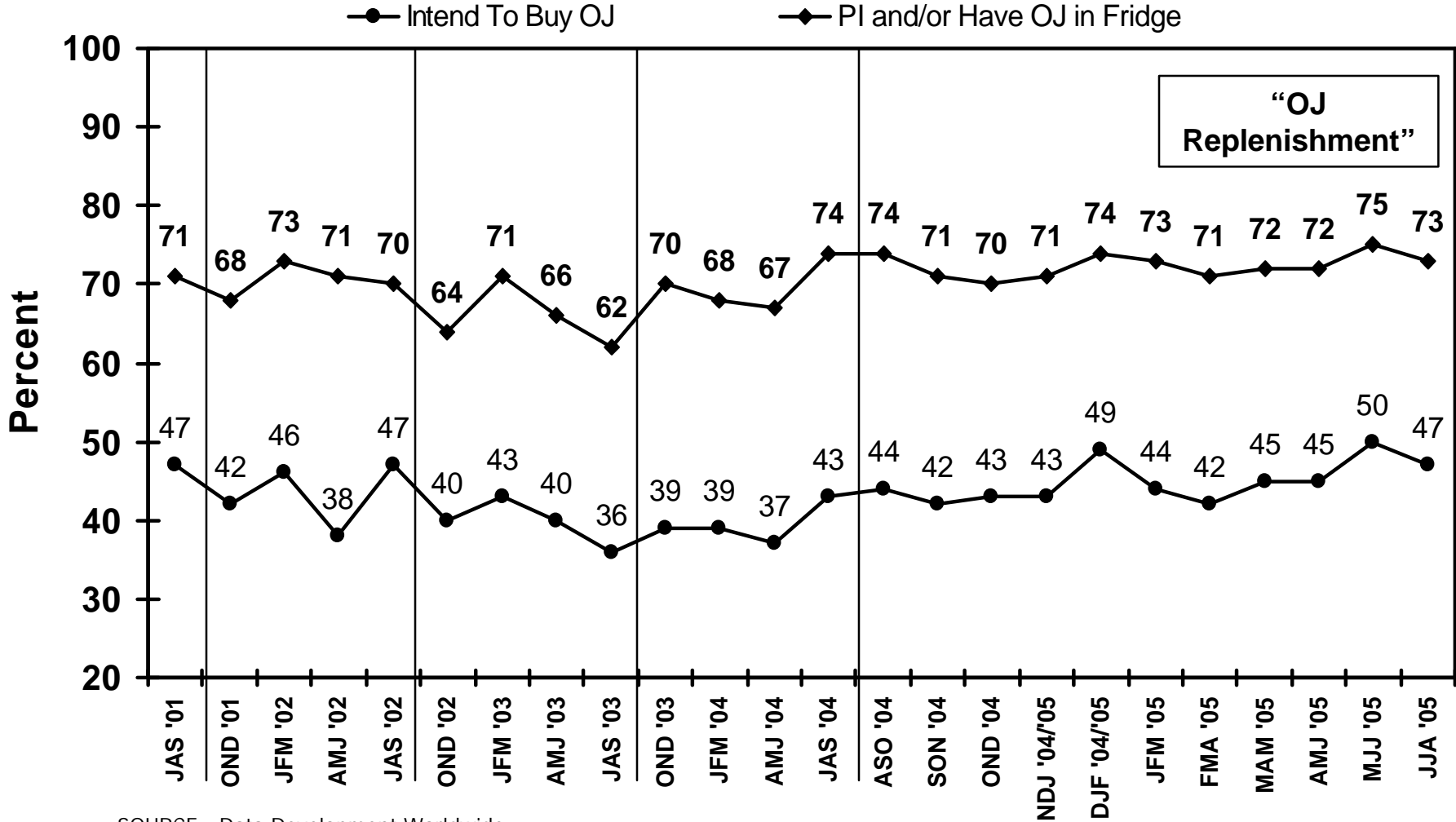
*Recall of FDOC Themelines for OJ is included. **Recall of Specific OJ Ads (excluding themelines) provided since inception of Moms campaign in JFM '02. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked.

***New themeline "Healthy. Pure & Simple" added November 2004; shown but not spoken in 15 second ads for "Health Drink," "Island," and "Squeezer." Spoken in both 15 and 30 seconds ads for "Laboratory." TRPs are for target of Adults 35+ as of May 2004.

SOURCE: Data Development Worldwide.

RANDOM

Intending to Purchase Orange Juice on Next Shopping Trip



SOURCE: Data Development Worldwide.