



# Florida Citrus Economic & Market Indicators

## February, 2009

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## Summary Comments

- Over the July through December period of the 2008-09 Brazilian season, Brazil's OJ exports were up 1.2% from the previous season with exports to NAFTA countries, Europe and the Far East down 47.2%, up 17.7% and down 15.0%, respectively.
- Season-to-date through 01/31/09, Florida OJ availability, movement and ending inventories were up 23.6%, 3.0% and 40.1%, respectively, from last season.
- Season-to-date through December, U.S. OJ imports and exports were down 40.3% and 16.9%, respectively. Season-to-date through 01/31/09, Florida OJ exports were up 49.4% (FDOC Processor report).
- Season-to-date through December, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 95.5%.
- Season-to-date through 01/17/09, 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 1.1% from the previous season, with the NFC price down .5%, the Recon price down 5.0%, the FCOJ price up .1%, and the overall OJ price down 2.1%.
- The January average FCOJ Futures price was \$.74/PS, down \$.63/PS from last year. The Florida bulk FCOJ FOB price was \$.87/PS for the week ending 01/17/09, down \$.75/PS from last year; while the Rotterdam price was at an estimated \$1,450/MT, down \$400/MT from last year.
- Season-to-date through 01/31/09, the delivered-in price for early and midseason oranges was \$1.03/PS, down \$.34/PS from last season; season-to-date delivered-in prices for white and red grapefruit juice were \$.57/PS and \$.63/PS, up \$.15/PS and \$.22/PS from last season, respectively.
- Season-to-date through 02/08/09, fresh orange and specialty citrus shipments were up 13.2% from last season. Domestic FOB prices for 1) early, midseason & Temple oranges, 2) Navel oranges, 3) Tangelos, 4) early tangerines and 5) Honey tangerines were down 15.5%, up 1.4%, down 3.6%, down 9.2% and up 1.2%, respectively.
- Season -to-date through December, clementine/tangerine imports were up 35.1%. Season-to-date through 02/08/09, Texas fresh grapefruit shipments were down 9.6%.
- Season-to-date through 01/31/09, Florida GJ availability, movement and ending inventory were up 9.7%, 27.1% and 1.7%, respectively.
- Season-to-date through December, U.S. GJ exports were up 25.6%. Season-to-date through 01/31/09, Florida GJ exports were up 34.1% (FDOC Processor report).
- Season-to-date through 01/17/09, GJ volume sales in all Nielsen retail outlets were up 2.9% from last season, with the NFC price down 1.3%, the RECON price down 2.4% and the overall GJ price down .8%.
- Season-to-date through 02/08/09, Florida fresh grapefruit shipments were down 2.9% from last season, with domestic/Canadian shipments up 11.0% and offshore shipments down 11.3% (CAC). Season-to-date through 02/01/09, certified shipments to Europe and Japan were down 6.2% and 12.9%, respectively.
- Season-to-date through 02/08/09, domestic FOB prices (CAC) for fresh white and colored grapefruit were down 7.6% and 15.6%, respectively.
- For the week ending 02/17/09 versus the same period last year, the Euro-per-Dollar exchange rate was up 13.3%, while the Yen-per-Dollar was down 15.2%.
- Through the end of Q4, the level of communications awareness achieved is on target with the prediction.
- Purchase intent shifts occurred during the solo airing of "Miracle" during the April-September period.
- Regular drinkers have significantly increased since the beginning of the study, where as the frequent drinker has continued to slowly decline through the end of Q4.
- Satisfaction levels are stable as Orange Juice and Milk continue to be the beverage leaders.

## Brazil Orange-Juice Exports

Destination	Season-to-Date (July-December)		
	2007-08	2008-09	Change
	- - - - - million SSE gallons <sup>a</sup> - - - - -		- % -
<b>NAFTA<sup>b</sup></b>	<b>185.8</b>	<b>98.1</b>	<b>-47.2</b>
<b>Europe<sup>c</sup></b>	<b>597.1</b>	<b>702.5</b>	<b>+17.7</b>
<b>Far East<sup>d</sup></b>	<b>95.4</b>	<b>81.1</b>	<b>-15.0</b>
<b>Others</b>	<b>43.9</b>	<b>51.2</b>	<b>+16.6</b>
<b>TOTAL</b>	<b>922.1</b>	<b>932.9</b>	<b>+1.2</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 Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 01/31/09 (FDOC Processor Week 18)		
	2007-08	2008-09e	Change	2007-08	2008-09	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>363.1</b>	<b>624.2</b>	<b>+71.9</b>	<b>363.1</b>	<b>624.2</b>	<b>+71.9</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>1,109.0</b>	<b>987.6</b>	<b>-10.9</b>	<b>327.5</b>	<b>361.1</b>	<b>+10.3</b>
<b>Imports<sup>a,b</sup></b>	<b>236.3</b>	<b>123.6</b>	<b>-47.7</b>	<b>139.9</b>	<b>41.3</b>	<b>-70.5</b>
<b>Availability</b>	<b>1,708.4</b>	<b>1,735.4</b>	<b>+1.6</b>	<b>830.4</b>	<b>1,026.6</b>	<b>+23.6</b>
<b>Movement</b>	<b>1,084.2</b>	<b>1,174.4</b>	<b>+8.3</b>	<b>369.2</b>	<b>380.3</b>	<b>+3.0</b>
FCOJ <sup>c</sup>	537.4	627.3	+16.7	182.2	191.0	+4.8
NFC <sup>d</sup>	546.8	547.0	0.0	187.1	189.3	+1.2
<b>Ending Inventory</b>	<b>624.2</b>	<b>561.0</b>	<b>-10.1</b>	<b>461.2</b>	<b>646.3</b>	<b>+40.1</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>e</sup></b>	<b>29.9</b>	<b>24.8</b>	<b>-17.0</b>	<b>25.5</b>	<b>30.6</b>	<b>+36.1</b>
<b>Carryover – 13 Weeks<sup>f</sup></b>				<b>17.1</b>	<b>23.5</b>	<b>+37.0</b>
				<b>21.1</b>	<b>29.5</b>	<b>+40.1</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-December)					
	TOTAL OJ			NFC-OJ		
	2007-08	2008-09	Change	2007-08	2008-09	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
<b>Brazil</b>	<b>95.7</b>	<b>58.2</b>	<b>-39.2</b>	<b>28.4</b>	<b>29.1</b>	<b>+2.5</b>
<b>CBI</b>	<b>11.0</b>	<b>1.7</b>	<b>-84.5</b>	<b>.0</b>	<b>.0</b>	<b>NC</b>
<b>Mexico</b>	<b>8.6</b>	<b>8.2</b>	<b>-4.7</b>	<b>.1</b>	<b>--</b>	<b>--</b>
<b>Other</b>	<b>2.5</b>	<b>2.3</b>	<b>-8.0</b>	<b>--</b>	<b>--</b>	<b>NC</b>
<b>TOTAL</b>	<b>117.8</b>	<b>70.3</b>	<b>-40.3</b>	<b>28.5</b>	<b>29.1</b>	<b>+2.1</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-December)		
	2007-08	2008-09	Change
	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>a</sup></b>	<b>42.6</b>	<b>53.3</b>	<b>+24.9</b>
<b>Foreign Imports<sup>b</sup></b>	<b><u>25.3</u></b>	<b><u>20.6</u></b>	<b><u>-18.6</u></b>
<b>Availability<sup>c</sup></b>	<b>67.9</b>	<b>73.8</b>	<b>+8.7</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>44.5</u></b>	<b><u>28.1</u></b>	<b><u>-36.9</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>23.4</b>	<b>45.8</b>	<b>+95.5</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-December)		
	2007-08	2008-09	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>28.34</b>	<b>17.56</b>	<b>-38.0</b>
<b>Europe</b>	<b>.88</b>	<b>3.97</b>	<b>+351.1</b>
<b>Japan</b>	<b>.51</b>	<b>.85</b>	<b>+68.6</b>
<b>Other</b>	<b>4.29</b>	<b>5.89</b>	<b>+37.3</b>
<b>TOTAL</b>	<b>34.02</b>	<b>28.27</b>	<b>-16.9</b>

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

<sup>b</sup>FDOC Processor exports of OJ for the 2008-09 season were up 49.4%, season-to-date through 01/31/09.

SOURCE: U.S. Department of Commerce.

# U.S. Retail Orange-Juice Sales

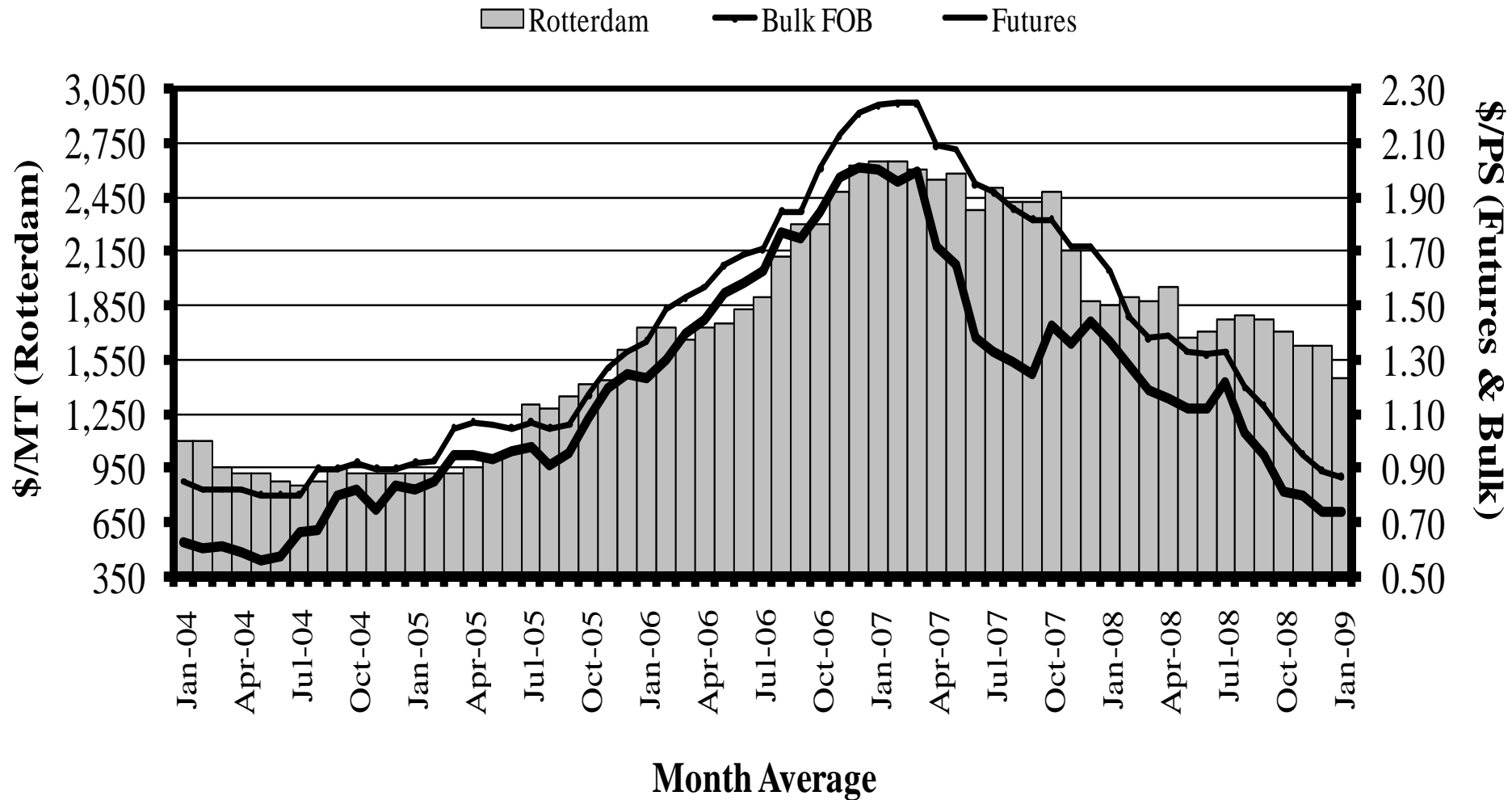
Item	Volume			Price		
	2007-08p	2008-09f	Change	2007-08p	2008-09f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	565.3	572.1	+1.2	6.01	5.83	-3.0
NFC	322.3	328.5	+1.9	6.73	6.55	-2.7
RECON	243.0	243.6	+2	5.04	4.86	-3.6
FCOJ	48.9	46.8	-4.3	4.68	4.50	-3.8
Shelf Stable	5.7	5.6	-1.8	6.61	6.43	-2.7
TOTAL	619.9	624.5	+7	5.91	5.73	-3.0
SEASON-TO-DATE: (through 01/17/09) <sup>a</sup>						
Refrigerated	181.4	180.0	-.7	6.02	5.88	-2.4
NFC	103.3	101.4	-1.8	6.71	6.68	-.5
RECON	78.1	78.6	+7	5.11	4.85	-5.0
FCOJ	16.4	15.5	-5.4	4.66	4.67	+1
Shelf Stable	1.8	1.8	+1.6	6.46	6.73	+4.1
TOTAL	199.5	197.3	-1.1	5.91	5.79	-2.1

<sup>a</sup>Actual for 2007-08 and preliminary for 2008-09.

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 January 2004 through January 2009



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

## FCOJ Prices – January<sup>a</sup>

Item	2007-08	2008-09	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Florida Bulk FOB</b>	<b>1.62</b>	<b>.87</b>	<b>-46.3</b>
<b>FCOJ Futures</b>	<b>1.37</b>	<b>.74</b>	<b>-46.0</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>1,850</b>	<b>1,450</b>	<b>-21.6</b>

<sup>a</sup>Prices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 01/17/09.

Futures – January average.

Rotterdam – January *Foodnews*.

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

# FDOC Processor Delivered-In Prices

## Report #18 – Week Ending 01/31/09

Variety	Week Ending			Season-to-Date		
	2007-08	2008-09	Change	2007-08	2008-09	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>a,b</sup></b>	<b>1.416</b>	<b>.996</b>	<b>-.420</b>	<b>1.370</b>	<b>1.033</b>	<b>-.337</b>
<b>Valencias<sup>a</sup></b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
<b>White Grapefruit</b>	<b>.431</b>	<b>.563</b>	<b>+.132</b>	<b>.419</b>	<b>.566</b>	<b>+.147</b>
<b>Red Grapefruit</b>	<b>.469</b>	<b>.593</b>	<b>+.124</b>	<b>.410</b>	<b>.633</b>	<b>+.223</b>

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

<sup>b</sup>Season final.

# Sao Paulo Processed Orange Delivered-In Prices

## Monthly Average and Season-to-Date

Season	December Average		Season-to-Date (July-January) <sup>a</sup>	
	Price	Change From Year Ago	Price	Change From Year Ago
	- \$/box <sup>b</sup> -	- - % - -	- \$/box <sup>b</sup> -	- - % - -
<b>2006-07</b>	<b>7.22</b>	<b>35.7</b>	<b>5.67</b>	<b>37.1</b>
<b>2007-08</b>	<b>7.58</b>	<b>5.0</b>	<b>6.13</b>	<b>8.2</b>
<b>2008-09</b>	<b>2.94</b>	<b>-61.2</b>	<b>4.61</b>	<b>-24.8</b>

<sup>a</sup> Unweighted average of monthly prices.

<sup>b</sup> 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 02/08/09			FOB Price thru 02/08/09		
	2007-08 STD	2008-09 STD	Change	2007-08 STD	2008-09 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - \$/carton - - - -		- % -
<b>Early, Mids &amp; Temples<sup>a</sup></b>	<b>1,826</b>	<b>2,276</b>	<b>+24.6</b>	<b>10.01</b>	<b>8.46</b>	<b>-15.5</b>
<b>Navel</b>	<b>3,432</b>	<b>3,816</b>	<b>+11.2</b>	<b>10.29</b>	<b>10.54</b>	<b>+1.4</b>
<b>Valencia</b>	<b>16</b>	<b>8</b>	<b>-50.0</b>	<b>--</b>	<b>--</b>	<b>NC</b>
<b>Tangelo</b>	<b>667</b>	<b>791</b>	<b>+18.6</b>	<b>9.60</b>	<b>9.33</b>	<b>-3.6</b>
<b>Early Tangerines<sup>b</sup></b>	<b>3,166</b>	<b>3,421</b>	<b>+8.1</b>	<b>13.63</b>	<b>12.43</b>	<b>-9.2</b>
<b>Honey</b>	<b>681</b>	<b>764</b>	<b>+12.2</b>	<b>15.48</b>	<b>15.66</b>	<b>+1.2</b>
<b>TOTAL</b>	<b>9,788</b>	<b>11,076</b>	<b>+13.2</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		
2007-08	2008-09	Change	2007-08	2008-09	Change
STD thru December			STD – 02/08/09		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
119.79	161.88	+35.1	4,303	3,889	-9.6

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 01/31/09 (FDOC Processor Week 18)		
	2007-08	2008-09e	Change	2007-08	2008-09	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory</b>	<b>56.9</b>	<b>59.3</b>	<b>+4.3</b>	<b>56.9</b>	<b>59.3</b>	<b>+4.2</b>
<b>Pack from Fruit<sup>a</sup></b>	<b>87.5</b>	<b>74.4</b>	<b>-15.0</b>	<b>19.2</b>	<b>24.2</b>	<b>+25.8</b>
<b>Availability</b>	<b>144.3</b>	<b>133.7</b>	<b>-7.4</b>	<b>76.1</b>	<b>83.5</b>	<b>+9.7</b>
<b>Movement</b>	<b>85.0</b>	<b>92.5</b>	<b>+8.8</b>	<b>23.9</b>	<b>30.4</b>	<b>+27.1</b>
FCGJ <sup>b</sup>	58.4	63.2	+8.3	16.6	20.0	+20.9
NFC <sup>c</sup>	26.6	29.3	+10.0	7.3	10.3	+40.9
<b>Ending Inventory</b>	<b>59.3</b>	<b>41.1</b>	<b>-30.6</b>	<b>52.2</b>	<b>53.1</b>	<b>+1.7</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>d</sup></b>	<b>36.3</b>	<b>23.1</b>	<b>-36.2</b>	<b>39.3</b>	<b>31.5</b>	<b>-19.9</b>
<b>Carryover – 13 Weeks<sup>e</sup></b>				<b>29.9</b>	<b>24.6</b>	<b>-17.9</b>
<b>Carryover – 3 Years<sup>f</sup></b>				<b>41.1</b>	<b>41.8</b>	<b>+1.7</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-December)		
	2007-08	2008-09	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>.65</b>	<b>.76</b>	<b>+16.9</b>
<b>Europe</b>	<b>1.66</b>	<b>3.06</b>	<b>+84.3</b>
<b>Japan</b>	<b>1.40</b>	<b>.85</b>	<b>-39.3</b>
<b>Other</b>	<b>.27</b>	<b>.34</b>	<b>+25.9</b>
<b>TOTAL</b>	<b>3.98</b>	<b>5.00</b>	<b>+25.6</b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2008-09 season were up 34.1%, season-to-date through 01/31/09.

SOURCE: U.S. Department of Commerce.



## U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2007-08p	2008-09f	Change	2007-08p	2008-09f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
NFC	12.5	12.3	-1.6	6.92	6.92	NC
RECON	8.3	8.3	NC	5.92	5.92	NC
FCGJ	.9	.9	NC	4.14	4.14	NC
TOTAL	21.7	21.6	-.5	6.42	6.42	NC
SEASON-TO-DATE: (through 01/17/09) <sup>a</sup>						
NFC	3.54	3.97	+12.3	6.85	6.76	-1.3
RECON	2.55	2.32	-9.1	5.92	5.77	-2.4
FCGJ	.26	.24	-7.6	4.13	4.23	+2.3
TOTAL	6.35	6.53	+2.9	6.36	6.31	-.8

<sup>a</sup>SEASON-TO-DATE: Actual for 2007-08 and preliminary for 2008-09.

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 02/08/09

Shipments/ Variety	2007-08	2008-09	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>4,127</b>	<b>4,581</b>	<b>+11.0</b>
White	149	148	-.7
Colored	3,978	4,433	+11.4
<b>Offshore Exports – All</b>	<b>6,810</b>	<b>6,043</b>	<b>-11.3</b>
White	1,795	1,453	-19.1
Colored	5,015	4,590	-8.5
<b>TOTAL - All</b>	<b>10,937</b>	<b>10,624</b>	<b>-2.9</b>
White	1,944	1,601	-17.6
Colored	8,993	9,023	+.3

SOURCE: Citrus Administrative Committee, preliminary; last two weeks of the 2008-09 season contain estimates.

## Florida Fresh Grapefruit Domestic and Export Shipments Season-to-Date through 02/01/09

Country	2007-08 STD	2008-09 STD	Change
- thousand cartons -			- % -
United States	3,289	3,681	+11.9
Canada	600	641	+6.9
Europe	2,728	2,560	-6.2
Japan	3,293	2,868	-12.9
Other	207	103	-50.2
<b>TOTAL</b>	<b>10,117</b>	<b>9,853</b>	<b>-2.6</b>

SOURCE: Florida Department of Citrus.

# Florida Fresh Grapefruit Domestic FOB Prices

## Season-to-Date through 02/08/09

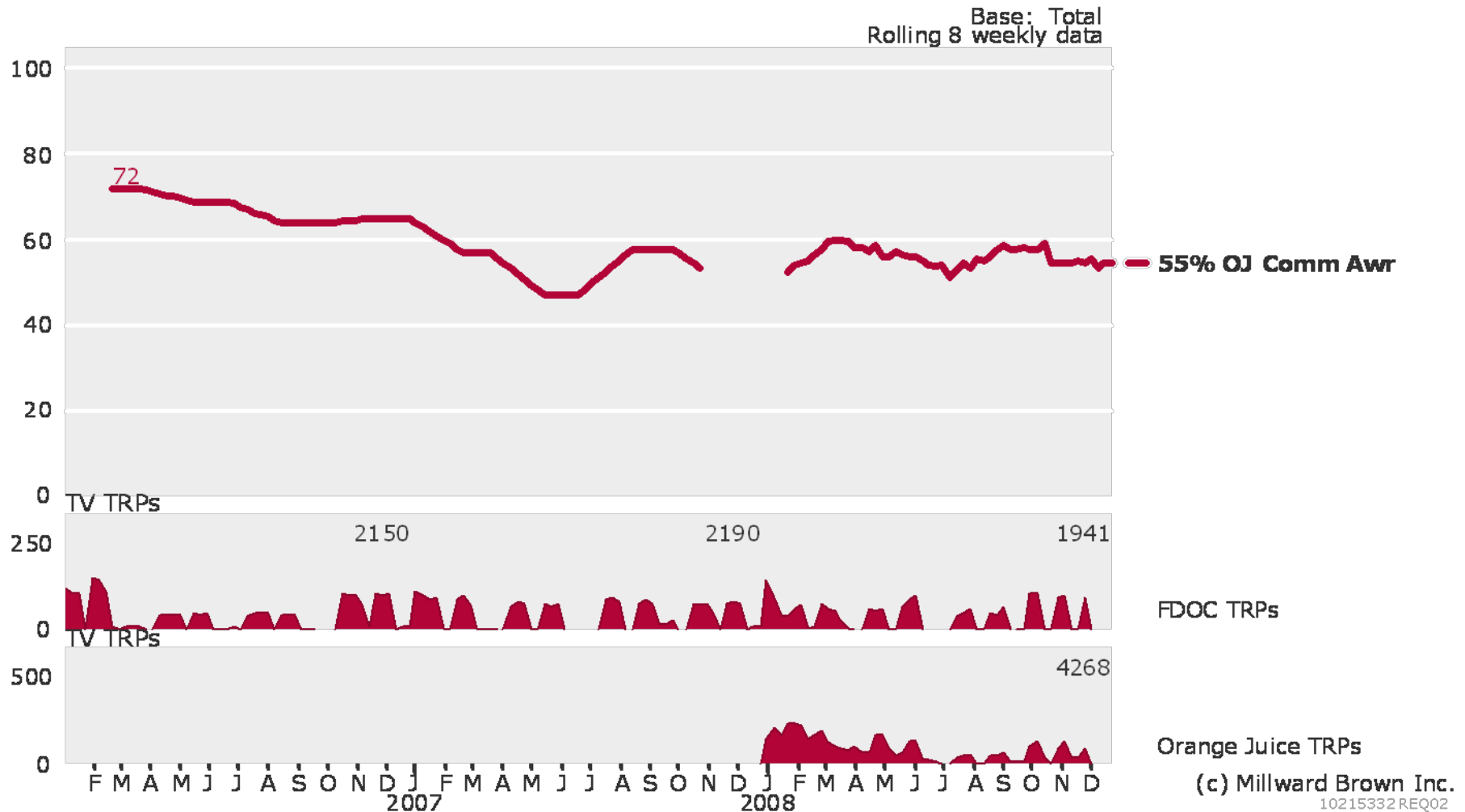
Variety	FOB Price		
	2007-08 STD	2008-09 STD	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>10.80</b>	<b>9.98</b>	<b>-7.6</b>
<b>Colored</b>	<b>11.34</b>	<b>9.57</b>	<b>-15.6</b>

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
<b>ANNUAL</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>2008</b>	<b>0.68341</b>	<b>1.84021</b>	<b>103.46616</b>
<b>2008</b> (thru 02/17/08)	<b>0.68105</b>	<b>1.77258</b>	<b>107.77521</b>
<b>2009</b> (thru 02/17/09)	<b>0.75913</b>	<b>2.31630</b>	<b>90.54665</b>
<b>% Change</b>	<b>+11.5</b>	<b>+30.7</b>	<b>-16.0</b>
<b>WEEK ENDING 02/17/09</b>			
<b>2008</b>	<b>0.68581</b>	<b>1.76123</b>	<b>107.56457</b>
<b>2009</b>	<b>0.77721</b>	<b>2.28600</b>	<b>91.21753</b>
<b>% Change</b>	<b>+13.3</b>	<b>+29.8</b>	<b>-15.2</b>

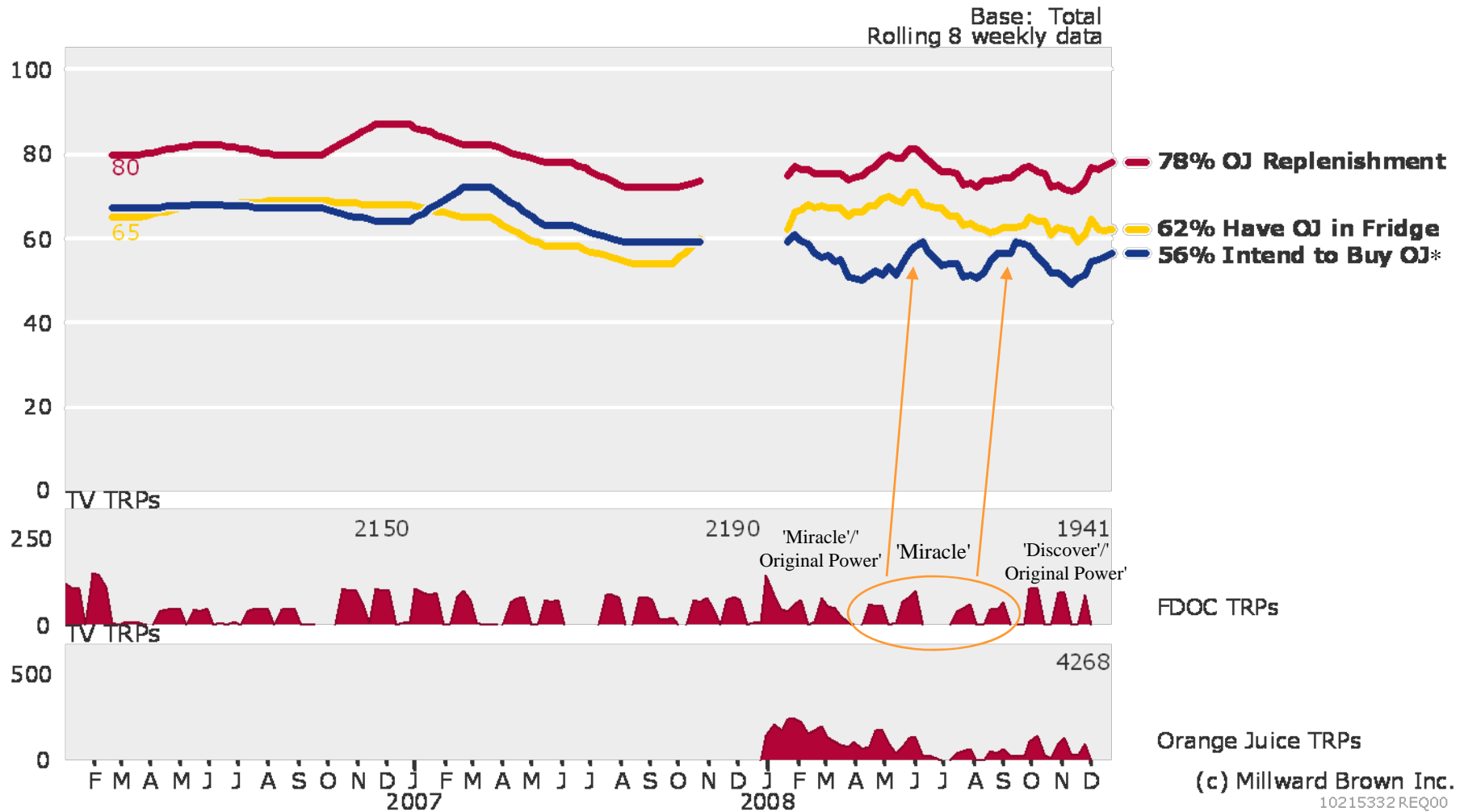
# Total Communication Awareness



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.

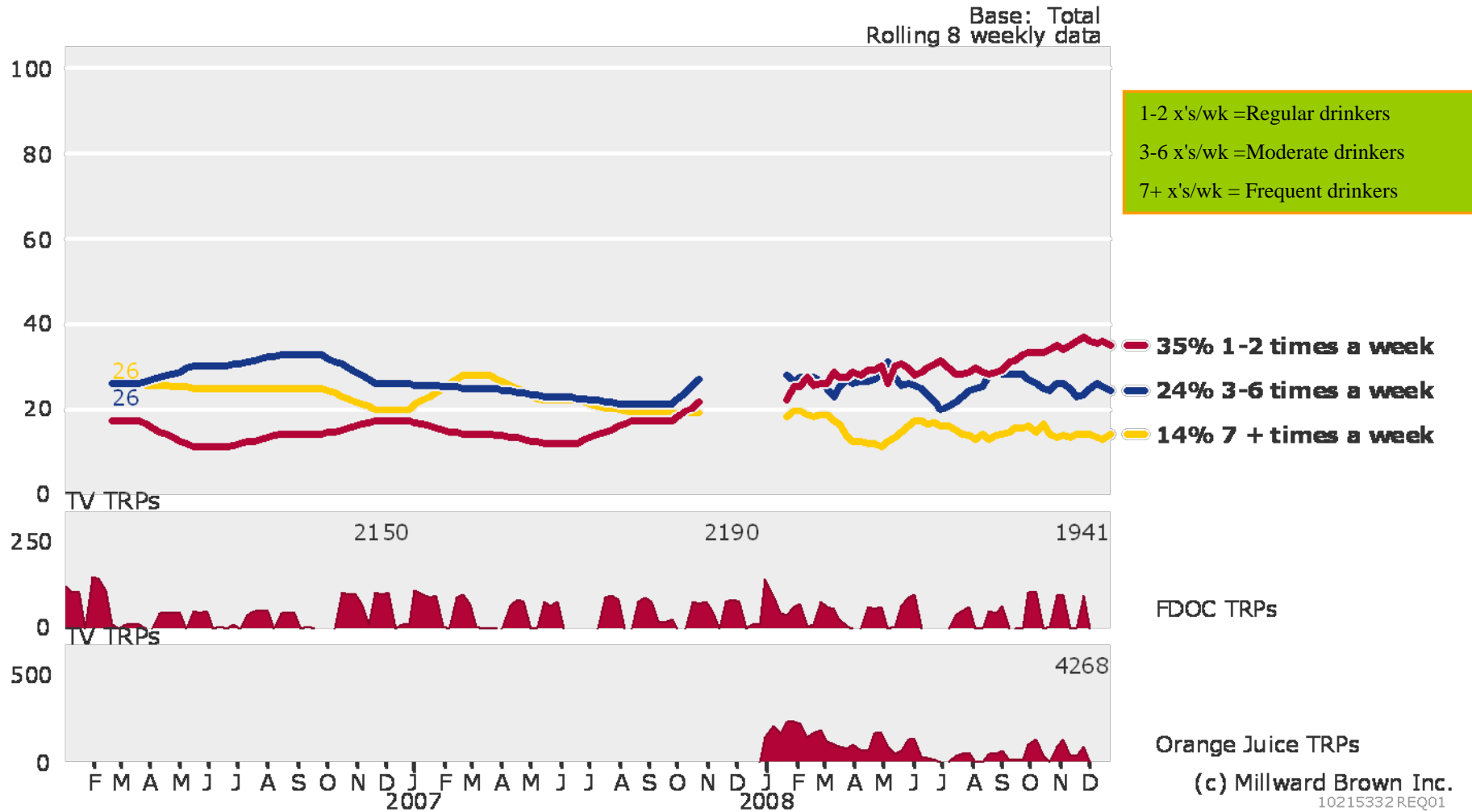
# Purchase Trends



\* Intend to purchase or/and have OJ in the fridge

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

# Consumption



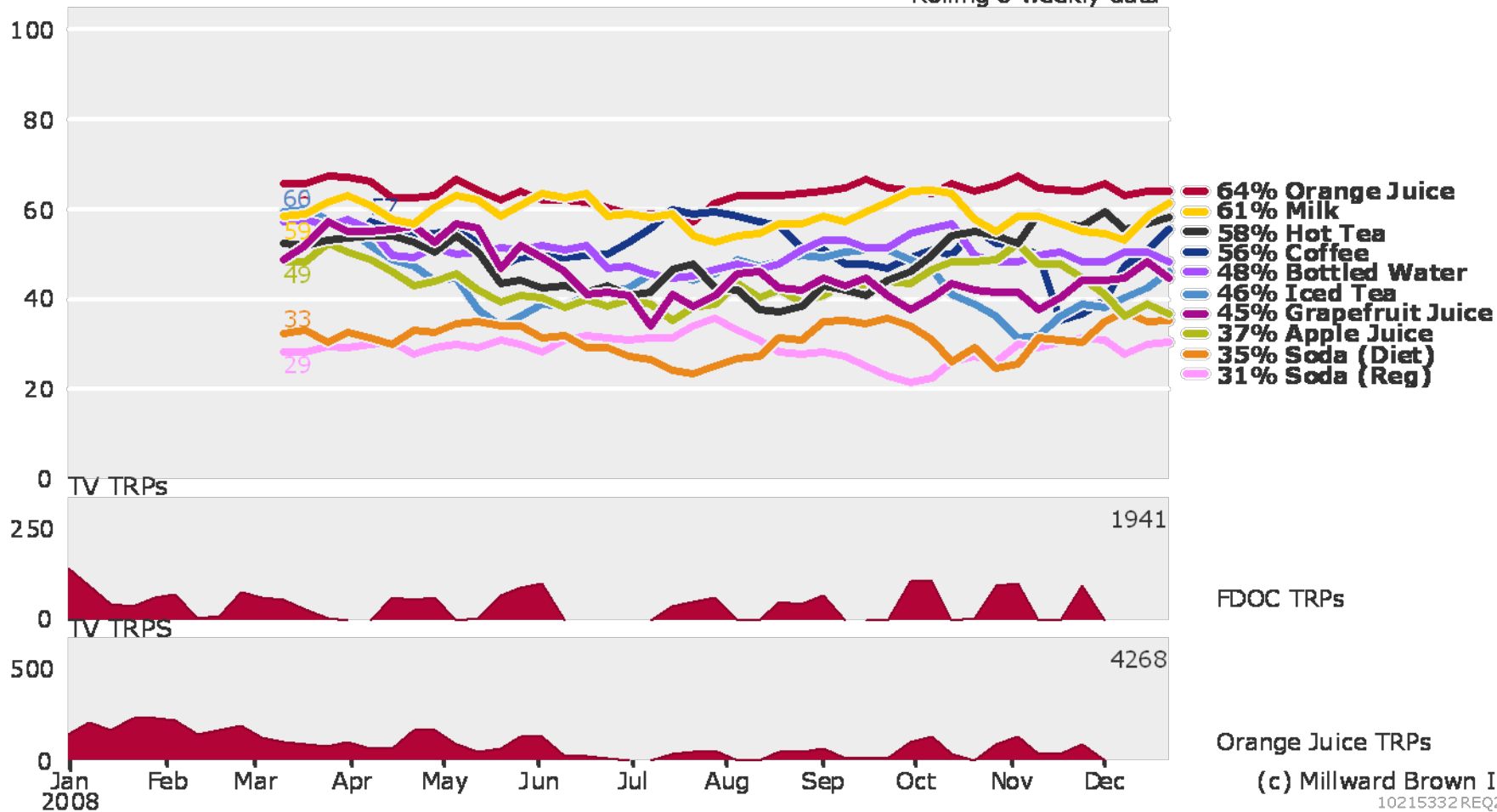
Q1: How often would you say you consume the following beverages?

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



# Satisfaction

Base: Purchased Past Year/Asked  
Rolling 8 weekly data



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

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