



Florida Citrus Economic & Market Indicators

December, 2005

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Summary Comments

- Over the July through November period of 2005, ABECitrus FCOJ exports were up 6.0% from the previous season, with exports to NAFTA countries and Europe down 6.5% and 4.7%, respectively, and exports to Asia up 89.8%.
- Season-to-date through 12/03/05, Florida OJ movement was down 12.7% from last season; pack from fruit was down 34.7%; imports and miscellaneous supplies were down 39.9%; and inventories were down 30.4%.
- In October, 2005, U.S. OJ imports and exports were down 6.6% and 39.8%, respectively. Season-to-date through 12/03/05, Florida OJ exports were down 58.4% (FCPA).
- Season-to-date through 11/26/05, 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 3.3% from the previous season, with the NFC price up 2.3%, the Recon price up 3.3%, the FCOJ price down .6%, and the overall OJ price up 2.8%.
- The November average FCOJ Futures price was \$1.20/PS, up \$.45/PS from last year. The Florida bulk FCOJ FOB price was \$1.27/PS for the week ending 11/26/05, up \$.37/PS from last year; while the Rotterdam price was at an estimated \$1,438/MT, up \$513/MT from last year.
- Season-to-date through 12/03/05, the delivered-in price for early and midseason oranges was \$.94/PS, up \$.29/PS from last season. The delivered-in prices for white and red grapefruit juice were \$1.82/PS and \$1.46/PS, up \$.34/PS and down \$.11/PS from last season, respectively.
- Season-to-date through 12/11/05, fresh orange and specialty citrus shipments were down 9.6% from last season, with (CAC) FOB prices for early & midseason and navel oranges up 10.8% and down 33.4%, respectively, and the price for early tangerines down 1.9%..
- For August through October, 2005, clementine/tangerine imports were up 97.5%. Season-to-date through 12/11/05, Texas fresh grapefruit shipments were up 30.9%.
- Season-to-date through 12/03/05, Florida GJ availability, movement and the ending inventory level were down 41.3%, 44.8% and 40.3%, respectively.
- In October, 2005, U.S. GJ exports were down 62.2%. Season-to-date through 12/03/05, Florida GJ exports were down 60.9% (FCPA).
- Season-to-date through 11/26/05, 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 24.6% from last season, with the NFC, Recon and overall prices up 23.7%, 25.7% and 21.8%, respectively.
- Season-to-date through 12/11/05, Florida fresh grapefruit shipments were down 27.9% from last season, with domestic/Canadian shipments down 11.3% and offshore shipments down 46.6% (CAC). Season-to-date through 12/04/05, certified shipments to Europe and Japan were down 43.5% and 46.2%, respectively.
- The Euro and Yen have weakened versus a year ago: for the week ending 12/19/05 versus a year ago, the Euro-per-Dollar and Yen-per-Dollar exchange rates were up 11.3% and 13.0%, respectively.
- Advertising recall continues to trend upward, along with increased awareness of the tag-line, "Healthy. Pure & Simple." Furthermore, Intent to Purchase is also significantly higher than the same time last year. The advertising seems to be swaying Intent to Purchase as recallers are motivated significantly more than non-recallers. Also, the main advertising theme is coming through as can be seen with the comparison of recallers and non-recallers with respect to the perception "OJ is Good for your Health."

Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-November)		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Europe	1,384.1	1,250.0	-9.7	602.2	573.6	-4.7
NAFTA	300.8	264.0	-12.2	119.7	111.9	-6.5
Asia	210.3	204.0	-3.0	60.2	114.3	+89.8
Mercosul	2.7	2.5	-8.8	1.3	.8	-34.4
Others	97.4	83.5	-14.3	40.3	72.1	+78.9
TOTAL	1,995.4	1,804.0	-9.6	823.7	872.8	+6.0

SOURCE: ABECitrus.

Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 12/03/05 (FCPA Week 9)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory^a	794.8	602.8	-24.2	794.8	602.8	-24.2
Pack from Fruit^b	913.9	970.8	+6.2	46.0	30.1	-34.7
Imports^{b,c}	164.1	173.0	+5.4	43.6	26.2	-39.9
Availability	1,872.8	1,746.6	-6.7	884.4	659.0	-25.5
Movement	1,270.0	1,254.7	-1.2	246.0	214.9	-12.7
FCOJ ^d	681.6	672.5	-1.3	139.2	115.2	-17.3
NFC ^e	588.4	582.2	-1.1	106.8	99.7	-6.6
Ending Inventory	602.8	491.9	-18.4	638.4	444.2	-30.4
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^f	24.7	20.4	-17.4	23.4	18.6	-20.3
Carryover – 13 Weeks^g				23.2	17.8	-23.5
Carryover – 3 Years^h				24.7	17.2	-30.4

^a 2004-05 beginning inventory adjusted (bulk chilled OJ put on an 11.8° Brix gallon basis).

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

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

^dExcludes COJ used in FCOJ.

^eExcludes movement of reconstituted chilled orange juice.

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

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

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

U.S. Orange-Juice Imports^a

Country	October		
	2004-05	2005-06	Change
	- - - million SSE gallons - - -		- % -
Brazil	13.35	12.35	-7.5
CBI	3.41	.34	-90.0
Mexico	2.09	4.51	+115.8
Other	.50	.88	+76.0
TOTAL	19.35	18.08	-6.6

^aIncludes OJ with added vitamins and minerals.
 SOURCE: U.S. Department of Commerce.

U.S. Orange-Juice Exports^a

Country	October		
	2004-05	2005-06	Change
	- - - million SSE gallons - - -		- % -
Canada	5.31	4.50	-15.3
Europe	3.31	.98	-70.4
Japan	.24	.17	-29.2
Other	2.29	1.05	-54.1
TOTAL	11.15	6.71	-39.8^b

^aIncludes OJ with added vitamins and minerals.

^bFCPA exports of OJ for the 2005-06 season were down 58.4%, season-to-date through 12/03/05.

SOURCE: U.S. Department of Commerce.

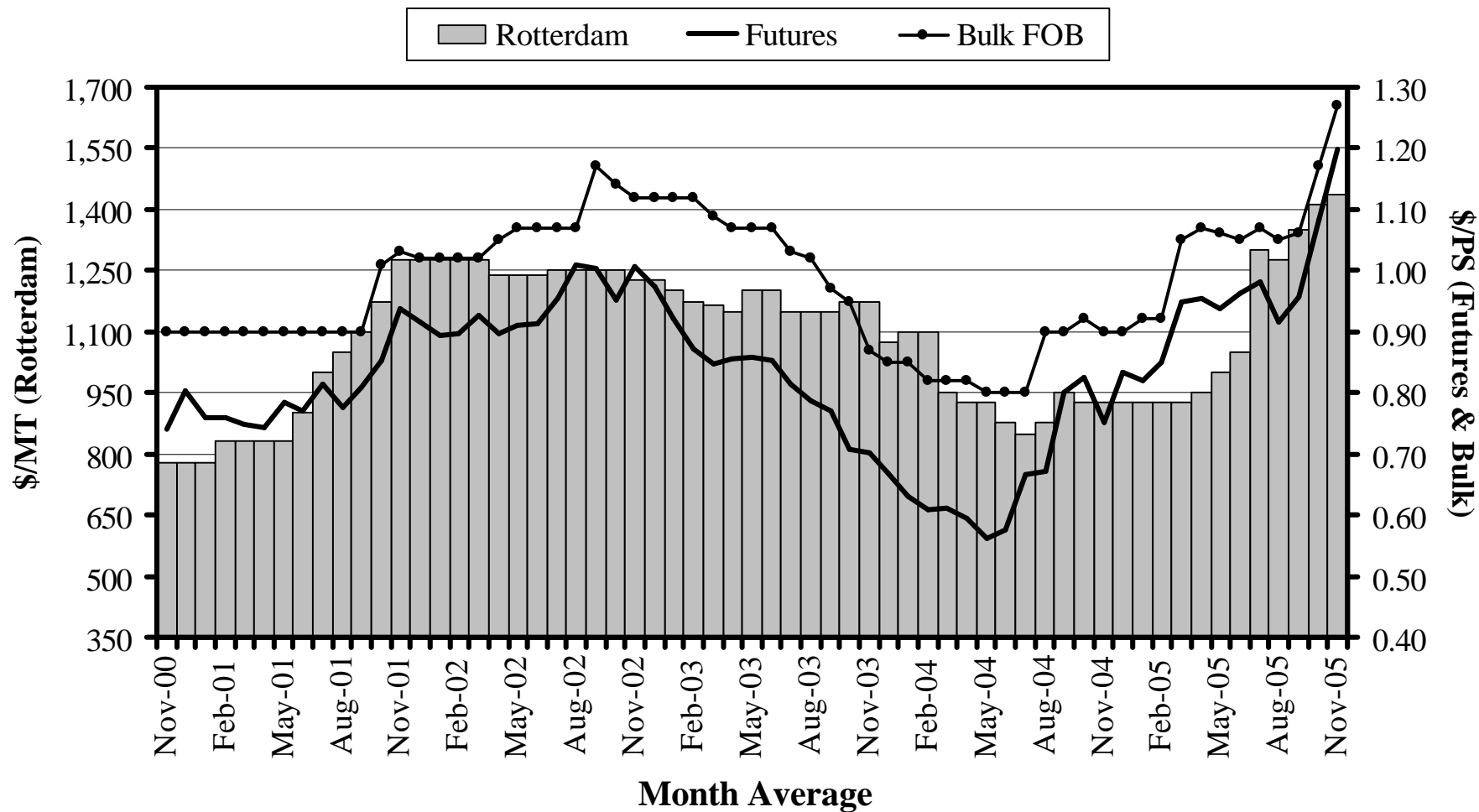
U.S. Retail Orange-Juice Sales

SEASON:						
Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	718.5	700.5	-2.5	4.52	4.72	+4.4
NFC	374.7	373.6	-.3	5.25	5.37	+2.3
RECON	343.8	326.9	-4.9	3.72	3.97	+6.7
FCOJ	70.1	59.6	-15.0	3.29	3.48	+5.8
Shelf Stable	6.6	6.5	-1.5	5.47	5.75	+5.1
TOTAL	795.3	766.6	-3.6	4.42	4.66	+5.4
SEASON-TO-DATE: (Thru 11/26/05)^a						
Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	111.5	108.6	-2.6	4.41	4.54	+2.9
NFC	59.7	59.0	-1.2	5.04	5.15	+2.3
RECON	51.8	49.6	-4.2	3.68	3.80	+3.3
FCOJ	11.1	10.0	-9.6	3.32	3.30	-.6
Shelf Stable	1.1	1.0	-5.6	5.40	5.59	+3.4
TOTAL	123.7	119.7	-3.3	4.32	4.44	+2.8

^aSEASON-TO-DATE: Actual for 2004-05 and preliminary for 2005-06.

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 November 2000 Thru November 2005



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

FCOJ and FCGJ Prices – November^a

Item	2004-05	2005-06	Change
FCOJ	- - - - \$/pounds solids - - - -		- - % - -
Futures	.75	1.20	+60.0
Florida Bulk FOB	.90	1.27	+41.1
	- - - - \$/metric ton - - - -		
Rotterdam	925	1,438	+55.5
FCGJ	- - - - \$/pounds solids - - - -		- - % - -
Florida Bulk FOB – Red	na	na	na
Florida Bulk FOB – White	na	na	na

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

Florida Bulk FCOJ and FCGJ FOB – Week ending 11/26/05.

Rotterdam – November *Foodnews*.

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

FCPA Delivered-In Prices

(Report #9 – Week Ending 12/03/05)

Variety	Week Ending			Season-to-Date		
	2004-05	2005-06	Change	2004-05	2005-06	Change
----- \$/PS -----						
Early & Midseason ^{a,b}	.660	.958	+.298	.655	.943	+.288
Valencias ^a	na	na	na	na	na	na
White Grapefruit	2.090	2.113	+.023	1.476	1.823	+.347
Red Grapefruit	1.854	1.827	-.027	1.573	1.462	-.111

^aFinal priced, combined.

^bSeason final.

Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date Thru 12/11/05

Variety	Shipments			FOB Price		
	2004-05 STD	2005-06 STD	Change	2004-05 STD	2005-06 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
Early & Midseason	1,182	730	-38.2	8.58	9.51	+10.8
Navel	1,920	2,148	+11.9	14.49	9.65	-33.4
Valencia	0	0	--	na	na	--
Tangelo	349	322	-7.7	9.48	na	--
Temple	0	0	--	na	na	--
Early Tangerines	2,510	2,190	-12.7	15.07	14.79	-1.9
Honey	0	0	--	na	na	--
TOTAL	5,961	5,390	-9.6			

^aPrices for Sunburst.

SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2004-05	2005-06	Change	2004-05	2005-06	Change
August-October			STD – 12/11/05		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
15.75	31.11	+97.5	1,281	1,677	+30.9

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 12/03/05 (FCPA Week 9)		
	2004-05	2005-06e	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory^a	65.0	33.1	-49.1	65.0	33.1	-49.0
Pack from Fruit^b	34.6	48.0	+38.7	5.5	8.2	+51.0
Availability	99.6	81.1	-18.6	70.5	41.4	-41.3
Movement	66.5	58.0	-12.8	16.3	9.0	-44.8
FCGJ ^c	47.0	38.5	-18.1	12.9	6.0	-53.8
NFC ^d	19.5	19.5	0.0	3.4	3.1	-10.6
Ending Inventory	33.1	23.1	-30.2	54.1	32.3	-40.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^e	25.9	20.7	-20.0	29.8	32.3	+8.1
Carryover – 13 Weeks^f				21.0	22.1	+5.3
Carryover – 3 Years^g				26.2	15.6	-40.3

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

^b 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.

^c Excludes CGJ used in FCGJ.

^d Excludes movement of reconstituted chilled grapefruit juice.

^e Season-to-date weeks supply based on season-to-date movement.

^f Season-to-date weeks supply based on last 13-week movement.

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

U.S. Grapefruit-Juice Exports

Country	October		
	2004-05	2005-06	Change
	- million SSE gallons -		- % -
Canada	.36	.25	-30.6
Europe	1.09	.49	-55.0
Japan	.71	.05	-93.0
Other	.33	.15	-54.5
TOTAL	2.49	.94	-62.2^b

^aFDOC estimates.

^bFCPA exports of GJ for the 2005-06 season were down 60.9%, season-to-date through 12/03/05.

SOURCE: U.S. Department of Commerce.

U.S. Retail Grapefruit-Juice Sales

SEASON:

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	11.0	9.3	-15.5	6.38	6.89	+8.0
RECON	12.3	10.5	-14.6	5.39	5.98	+10.9
FCGJ	1.8	1.6	-11.1	3.18	3.29	+3.5
TOTAL	25.0	21.5	-14.0	5.67	6.17	+8.8

SEASON-TO-DATE: (Thru 11/26/05)^a

Item	Volume			Price		
	2004-05	2005-06	Change	2004-05	2005-06	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	2.2	1.5	-32.7	5.51	6.82	+23.7
RECON	2.0	1.6	-17.7	4.61	5.80	+25.7
FCGJ	.2	.2	-2.9	3.35	3.24	-3.3
TOTAL	4.4	3.3	-24.6	5.01	6.10	+21.8

^aSEASON-TO-DATE: Actual for 2004-05 and preliminary for 2005-06.

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, Season-to-Date Thru 12/11/05

Shipments/ Variety	2004-05	2005-06	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
Domestic & Canadian – All	1,954	1,734	-11.3
White	80	118	+47.5
Colored	1,874	1,616	-13.8
Offshore Exports – All	1,737	927	-46.6
White	632	303	-52.1
Colored	1,105	624	-43.5
TOTAL - All	3,691	2,661	-27.9
White	712	421	-40.9
Colored	2,979	2,240	-24.8

SOURCE: Citrus Administrative Committee, preliminary.

Florida Fresh Grapefruit Domestic and Export Shipments

Country	Season-to-Date (August 1 – December 4)		
	2004-05	2005-06	Change
	- thousand cartons -		- % -
United States	1,332	1,104	-17.1
Canada	264	194	-26.6
Europe	633	358	-43.5
Japan	855	459	-46.2
Other	11	16	+45.5
TOTAL	3,095	2,131	-31.2

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date Thru 12/11/05

Variety	FOB Price		
	2004-05 STD	2005-06 STD	Change
	----- \$ -----		-- % --
GULF COAST			
White	14.71	na	na
Colored	14.08	15.24	+8.2
INDIAN RIVER			
White	na	na	na
Colored	14.87	13.55	-8.9
SUNRIDGE			
White	na	na	na
Colored	13.80	na	na

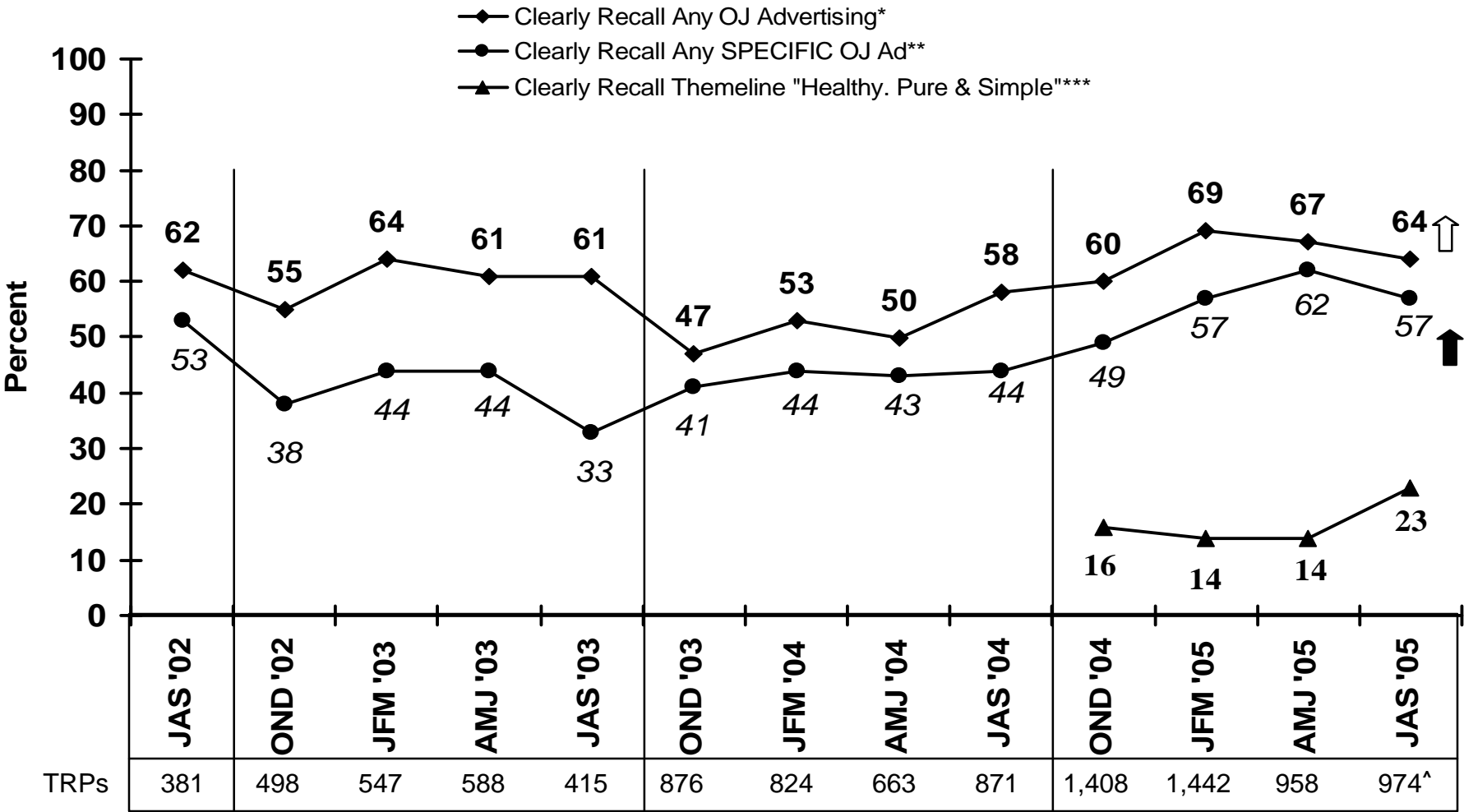
SOURCE: Citrus Administrative Committee.

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
2004 (Thru 12/19/04)	0.80729	2.93417	108.32590
2005 (Thru 12/19/05)	0.80329	2.43816	109.90071
% Change	-.5	-16.9	+1.5
WEEK ENDING 12/19/05			
2004	0.75220	2.74521	104.76143
2005	0.83746	2.28979	118.38086
% Change	+11.3	-16.6	+13.0

RANDOM

Percentage Recalling Any FDOC OJ Advertising*



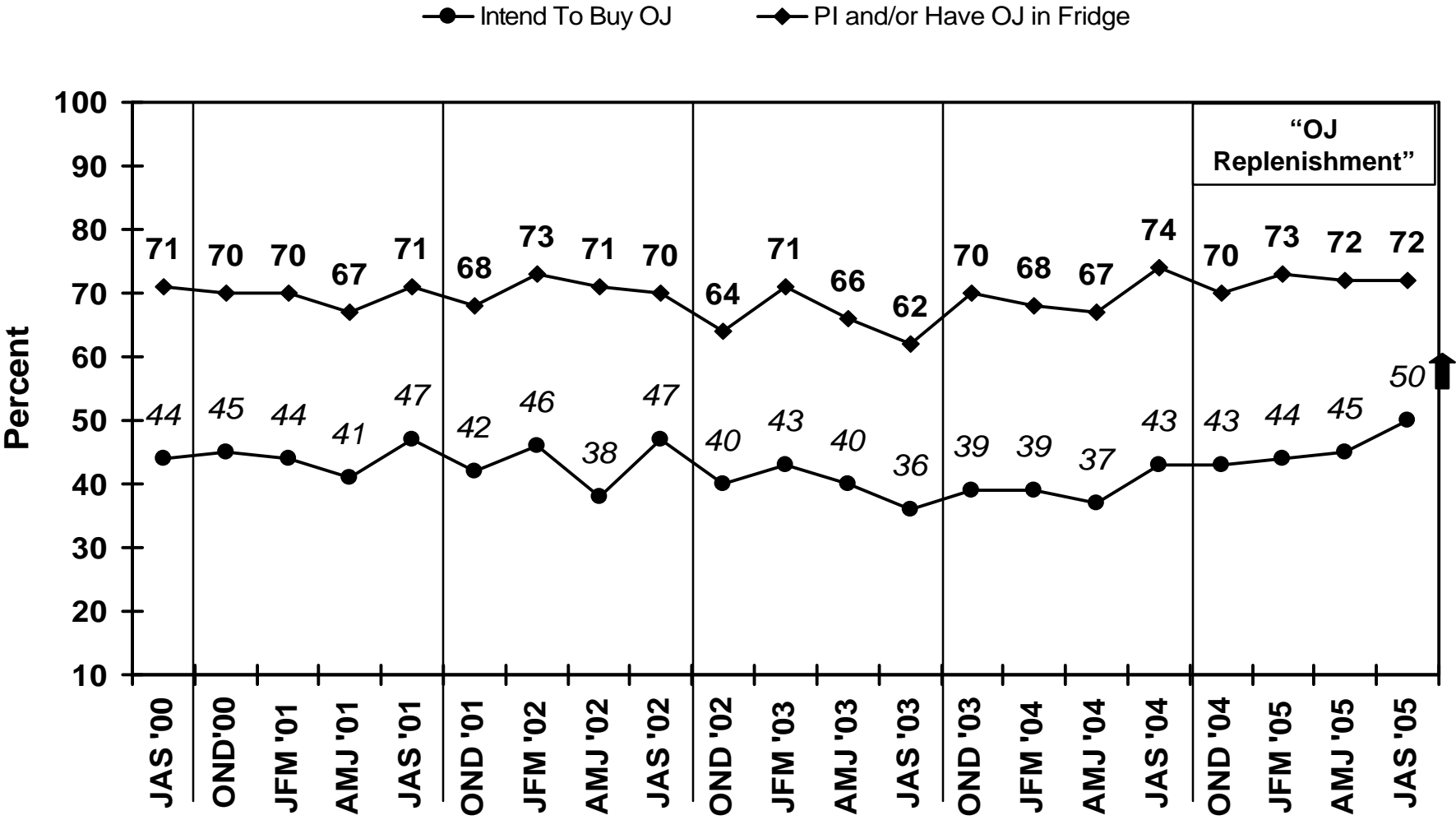
*Recall of FDOC Themelines for OJ is included. **Recall of Specific OJ Ads (excluding themelines) provided since inception of Moms campaign in JFM '02. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '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. ^Estimated TRPs.

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

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

SOURCE: Data Development Worldwide

Intending to Purchase Orange Juice on Next Shopping Trip

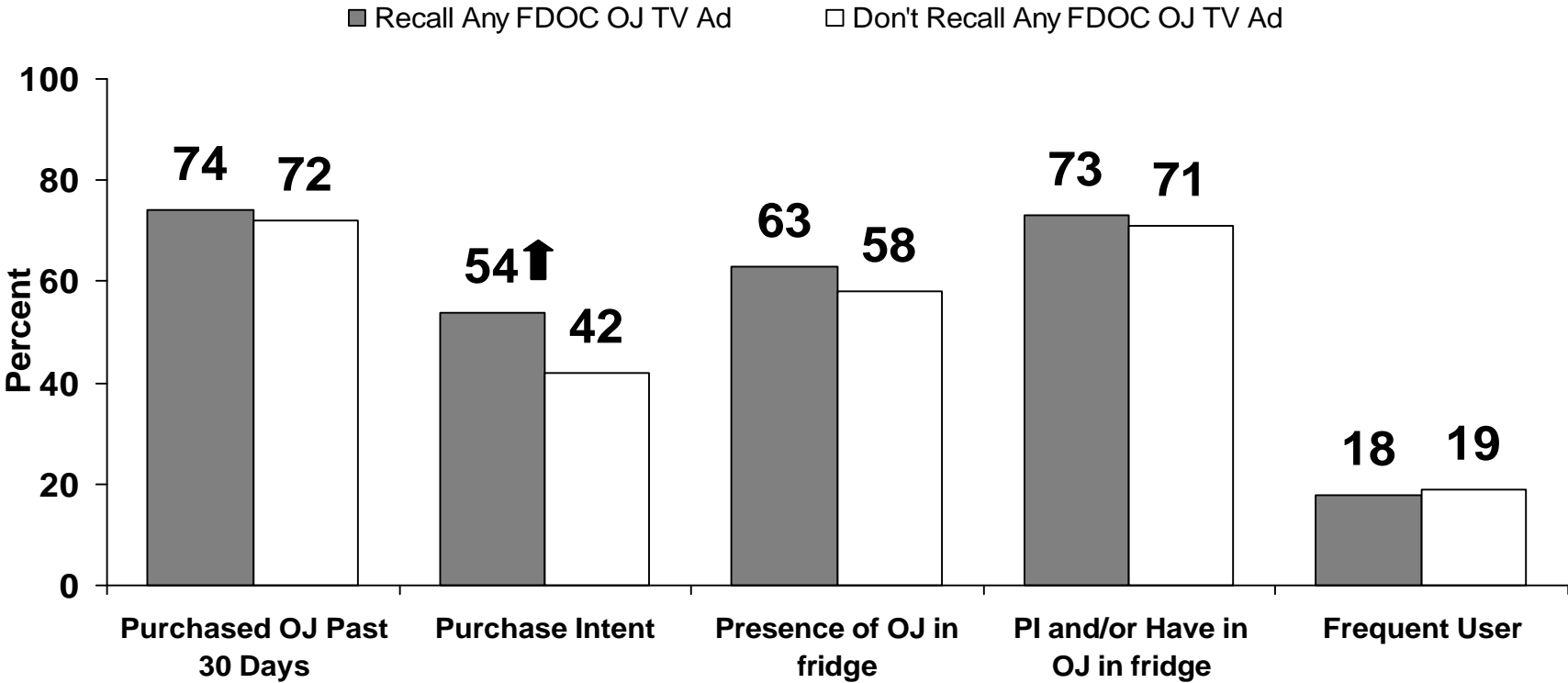


↑ = Significantly higher than year ago at 90%+ confidence level.

SOURCE: Data Development Worldwide

Orange Juice Purchasing Differences

FDOC OJ Ad Recallers vs. Non-Recallers - JAS '05



“OJ Replenishment”

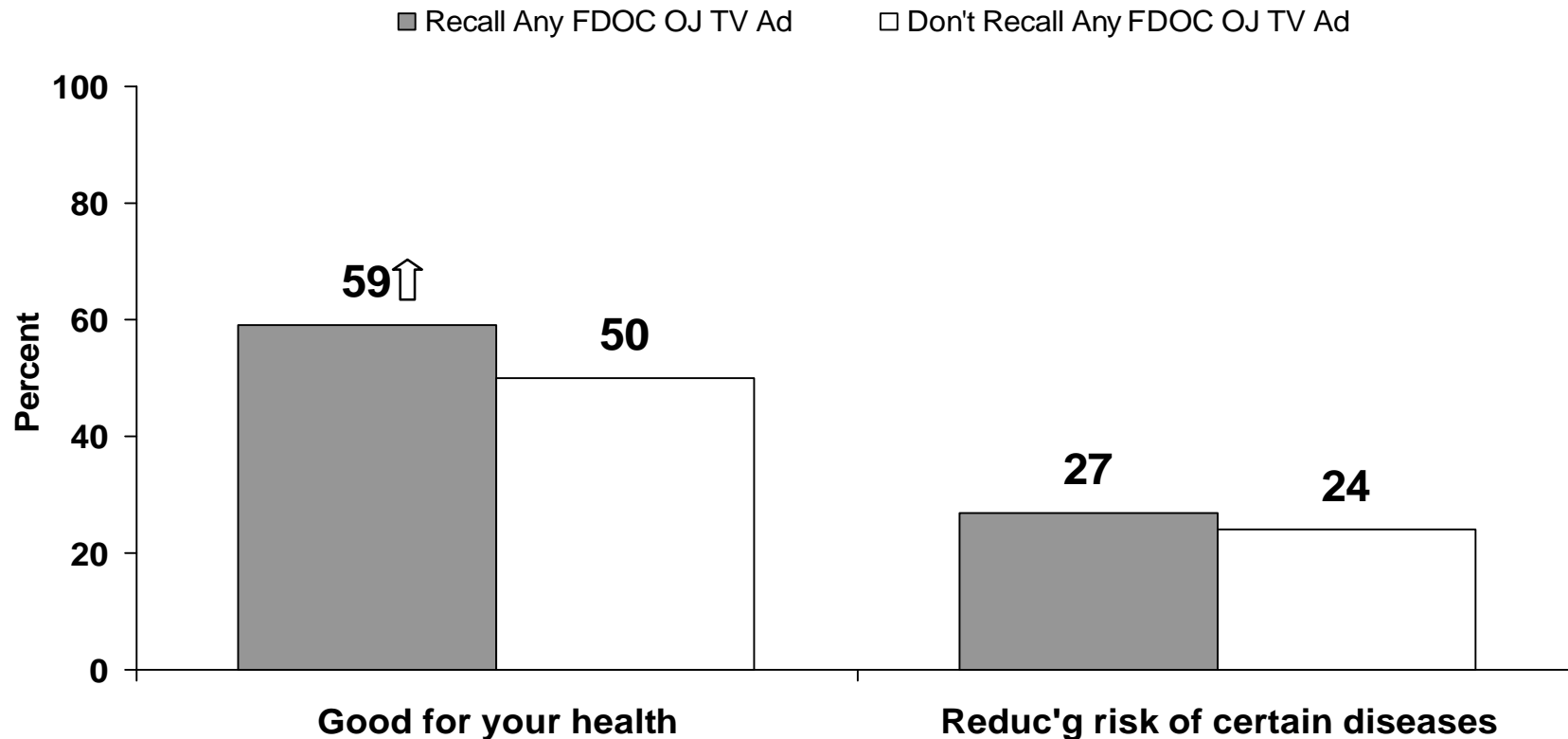
Point Difference Between
Recallers and Non-Recallers

JAS-04	+5	+3	-7	-1	+3
JAS-05	+2	+12	+5	+2	-1

↑ = Significantly higher than Non-Recallers at 90%+ confidence level.

SOURCE: Data Development Worldwide

“Being Good For Your Health” & “Reducing the Risk of Certain Diseases” FDOC OJ Ad Recallers vs. Non-Recallers - JAS '05



Point Difference Between
Recallers and Non-Recallers

JAS-04	+8	+10
JAS-05	+9	+3

↑ = Directionally higher than Non-Recallers at 80% confidence level.

SOURCE: Data Development Worldwide