

# Florida Citrus Economic & Market Indicators October 2014



Florida Department of Citrus  
Economic and Market Research

# Florida Citrus Economic & Market Indicators

---

|                               |          |
|-------------------------------|----------|
| <b>Summary Comments .....</b> | <b>3</b> |
|-------------------------------|----------|

## **Oranges & Specialty Fruit**

|   |    |
|---|----|
| • Brazil Orange-Juice Exports .....   | 4  |
| • Florida Orange-Juice Availability, Movement and Inventory .....                         | 5  |
| • Florida Orange-Juice Movement .....   | 6  |
| • Florida FCOJ Movement .....   | 7  |
| • Florida NFC-OJ Movement .....   | 7  |
| • U.S. Orange-Juice Imports.....  | 8  |
| • U.S. Orange-Juice Exports.....  | 9  |
| • Non-FDOC Processor FCOJ Disappearance Index .....                                       | 10 |
| • U.S. Retail Orange-Juice Sales Expanded All Outlets Combined (xAOC) .....               | 11 |
| • FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices .....                 | 12 |
| • FCOJ Prices .....   | 13 |
| • FDOC Processor Delivered-In Prices .....  | 14 |
| • Sao Paulo Processed Orange Delivered-In Prices.....                                     | 15 |
| • Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date ..... | 16 |
| • Selected Competitive Fresh Fruit Shipments .....  | 17 |

## **Grapefruit**

|   |    |
|---|----|
| • Florida Grapefruit-Juice Availability, Movement and Inventory .....   | 18 |
| • Florida Grapefruit-Juice Movement.....                                | 19 |
| • Florida FCGJ Movement .....   | 20 |
| • Florida NFC-GJ Movement .....   | 20 |
| • U.S. Grapefruit-Juice Exports.....                                    | 21 |
| • Florida FCGJ Export Movement.....                                     | 22 |
| • Florida NFC-GJ Export Movement .....                                  | 22 |
| • U.S. Retail Grapefruit-Juice Sales (Expanded Outlets XAOC) .....      | 23 |
| • Florida Fresh Grapefruit Shipments, Season-to-Date .....              | 24 |
| • Florida Fresh Grapefruit Domestic and Export Certified Shipments..... | 25 |
| • Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date .....    | 26 |

|  |           |
|--|-----------|
| <b>Foreign Exchange Rates Per \$US .....</b> | <b>27</b> |
|--|-----------|

# Summary Comments

- Brazil's OJ exports for 2014-15 Brazilian season (July – September) were up 4.5% from the previous year with exports to the NAFTA region up 11.1%, Europe down 5.7% and the Far East up 120.4%.
- For the 2013-14 season, Florida OJ availability, movement and ending inventories were down 8.0%, 7.2%, and 9.5%, respectively, from last season.
- From October through August of the 2013-14 season, U.S. OJ imports and exports were up 1.4% and down 5.6%, from last season, respectively. Season-to-date through 9/27/2014, Florida OJ exports were down 19.8% (FDOC Processors Report).
- From October through August of the 2013-14 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 7.5%.
- For the preliminary 2013-14 season final, 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 6.4% from the previous season, with the NFC price up 0.3%, the Recon price up 1.6% and the overall OJ price up 1.5%.
- The September average FCOJ Futures price was \$1.46/PS, up \$.14/PS from last year, while the Rotterdam price was at an estimated \$2,000/MT, down \$300/MT from last year.
- For the 2013-14 season, the delivered-in price for early and midseason oranges was \$1.72/PS, up \$.36/PS from last season. The Delivered-in price for Valencias was \$2.38/PS (up \$.71/PS). White grapefruit was \$1.51/PS (up \$.11/PS) and red grapefruit was \$.98/PS (down \$.05/PS).
- For the 2013-14 season, fresh orange and specialty citrus shipments were down 10.3% from last season.
- Season-to-date through August, clementine and tangerine imports were up 18.1% relative to last season. For the 2013-14 season, Texas fresh grapefruit shipments were down 6.8% relative to last season.
- For the 2013-14 season, Florida GJ availability, movement and ending inventory were down 13.1%, 19.4% and 2.5%, respectively.
- From October through August of the 2013-14 season, U.S. GJ exports were down 17.9%. Season-to-date through 09/27/2014, Florida GJ exports were down 19.9% (FDOC Processors report).
- For the preliminary 2013-14 season final, 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 9.1% from the previous season, with the overall GJ price up 2.4%.
- For the 2013-14 season, Florida fresh grapefruit shipments were down 15.2% from last season, with Domestic/Canadian shipments down 13.6% and offshore shipments down 16.7% (DFVI). For the 2013-14 season, shipments to Europe and Japan were down 10.6% and 25.6%, respectively. For the 2013 -14 season, domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were up 11.7% and down 5.4%, respectively.
- For the week ending 10/12/2014 versus the same period last year, the Euro-per-Dollar exchange rate was up 7.3%, while Yen-per-Dollar was up 11.3%.

## Brazil Orange-Juice Exports

| Destination                 | Season-to-Date<br>(July - September)         |              |               |
|-----------------------------|--|--------------|---------------|
|                             | 2012-13                                      | 2013-14      | Change        |
|                             | ----- million SSE gallons <sup>a</sup> ----- |              | - % -         |
| <b>NAFTA<sup>b</sup></b>    | <b>60.0</b>                                  | <b>66.7</b>  | <b>+11.1</b>  |
| <b>Europe<sup>c</sup></b>   | <b>189.8</b>                                 | <b>179.1</b> | <b>-5.7</b>   |
| <b>Far East<sup>d</sup></b> | <b>15.2</b>                                  | <b>33.6</b>  | <b>+120.4</b> |
| <b>Others</b>               | <b>14.4</b>                                  | <b>12.9</b>  | <b>-10.9</b>  |
| <b>TOTAL</b>                | <b>279.5</b>                                 | <b>292.2</b> | <b>+4.5</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.

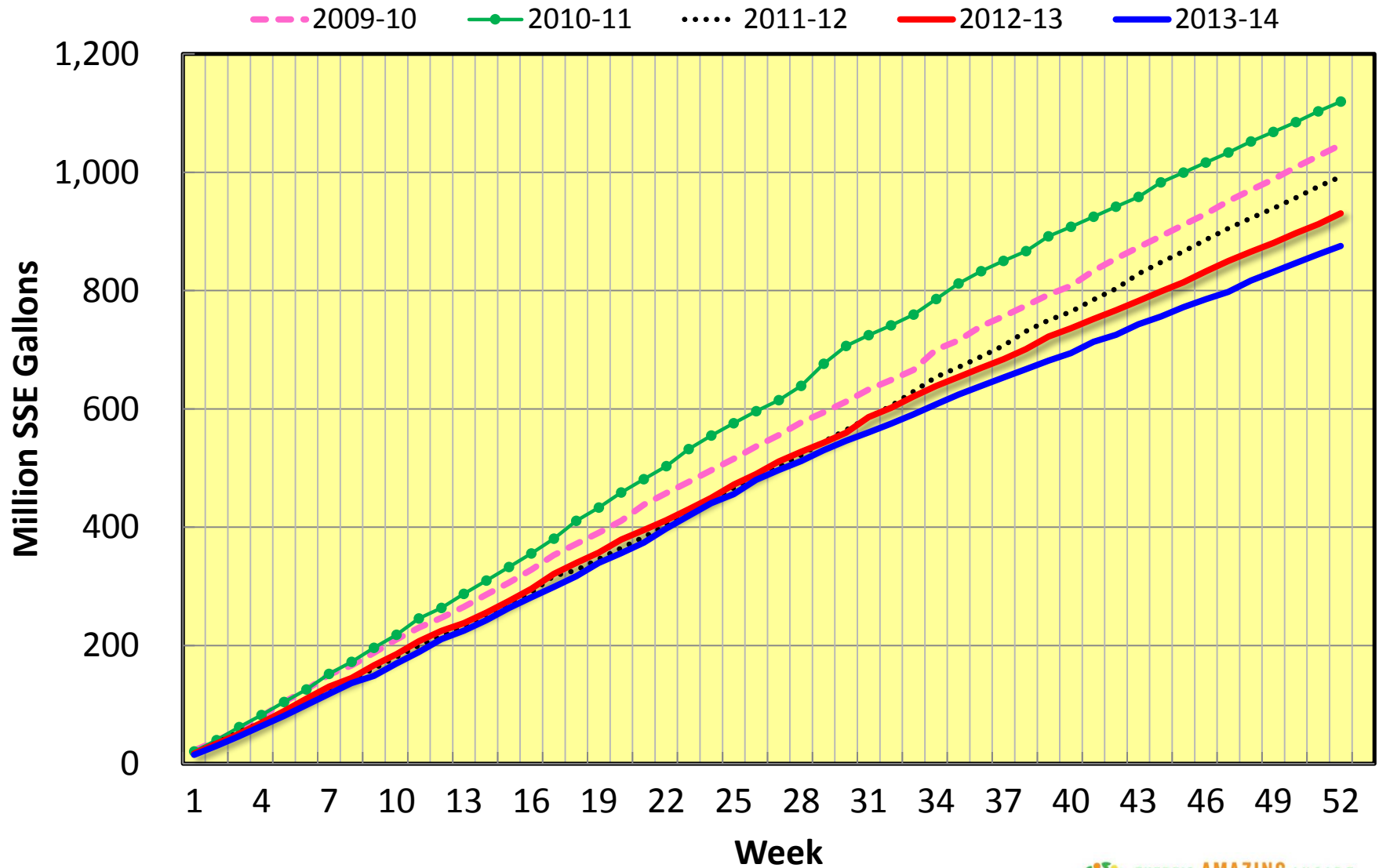
# Florida Orange Juice Availability, Movement and Inventory

| Item                                     | SEASON FINAL<br>(FDOC Processor Week 52) |                |              |
|--|--|----------------|--------------|
|  | 2012-13                                  | 2013-14        | Change       |
|  | - million SSE gallons -                  |                | - % -        |
| <b>Beginning Inventory</b>               | <b>433.6</b>                             | <b>523.6</b>   | <b>+20.8</b> |
| <b>Pack from Fruit</b>                   | <b>812.3</b>                             | <b>614.6</b>   | <b>-24.3</b> |
| <b>Receipts &amp; Losses<sup>a</sup></b> | <b>232.7</b>                             | <b>222.4</b>   | <b>-4.4</b>  |
| <b>Availability</b>                      | <b>1,478.6</b>                           | <b>1,360.6</b> | <b>-8.0</b>  |
| <b>Movement</b>                          | <b>955.1</b>                             | <b>886.6</b>   | <b>-7.2</b>  |
| FCOJ                                     | 438.0                                    | 392.9          | -10.3        |
| SSOJ                                     | 517.1                                    | 493.7          | -4.5         |
| <b>Ending Inventory</b>                  | <b>523.6</b>                             | <b>473.9</b>   | <b>-9.5</b>  |
| FCOJ                                     | 310.5                                    | 266.4          | -14.2        |
| SSOJ                                     | 213.1                                    | 207.6          | -2.6         |
|  | - - weeks supply - -                     |                | - % -        |
| <b>Carryover – STD<sup>b</sup></b>       | <b>28.5</b>                              | <b>27.8</b>    | <b>-2.5</b>  |
| FCOJ <sup>b</sup>                        | 36.9                                     | 35.3           | -4.3         |
| SSOJ <sup>b</sup>                        | 21.4                                     | 21.9           | +2.0         |

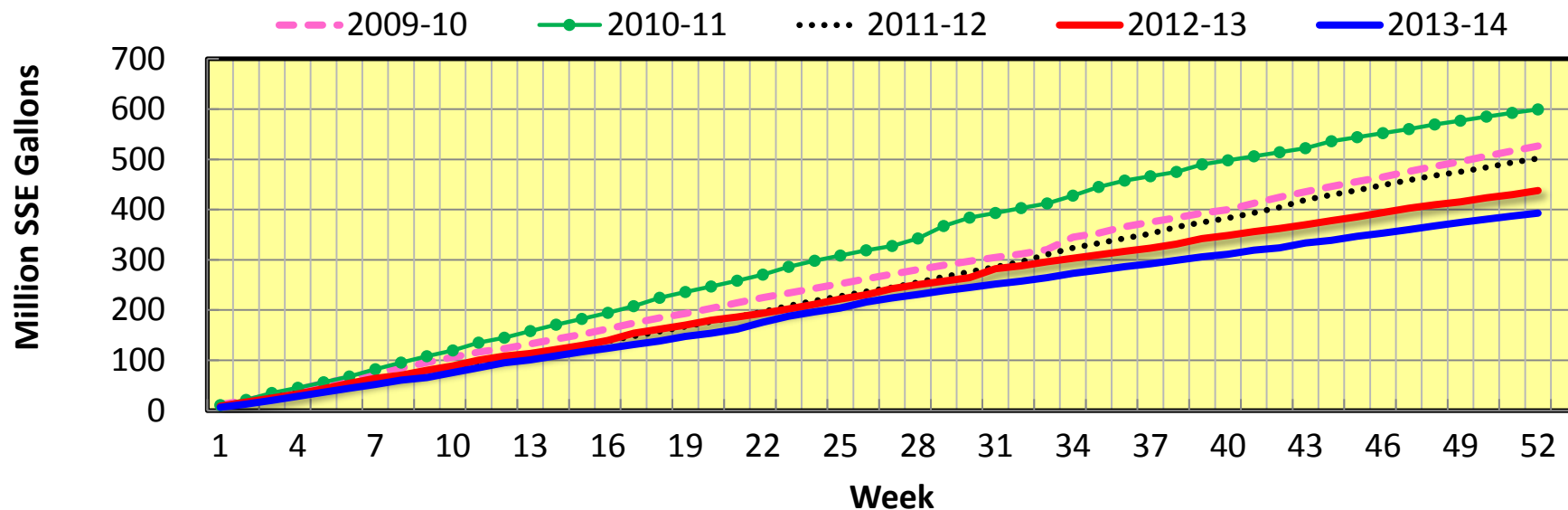
a Includes net gain/loss, foreign imports, domestic receipts, chilled OJ used in FCOJ, reprocessed FCTJ, and FCOJ used in SSOJ.

b Season-to-date weeks supply based on season-to-date movement.

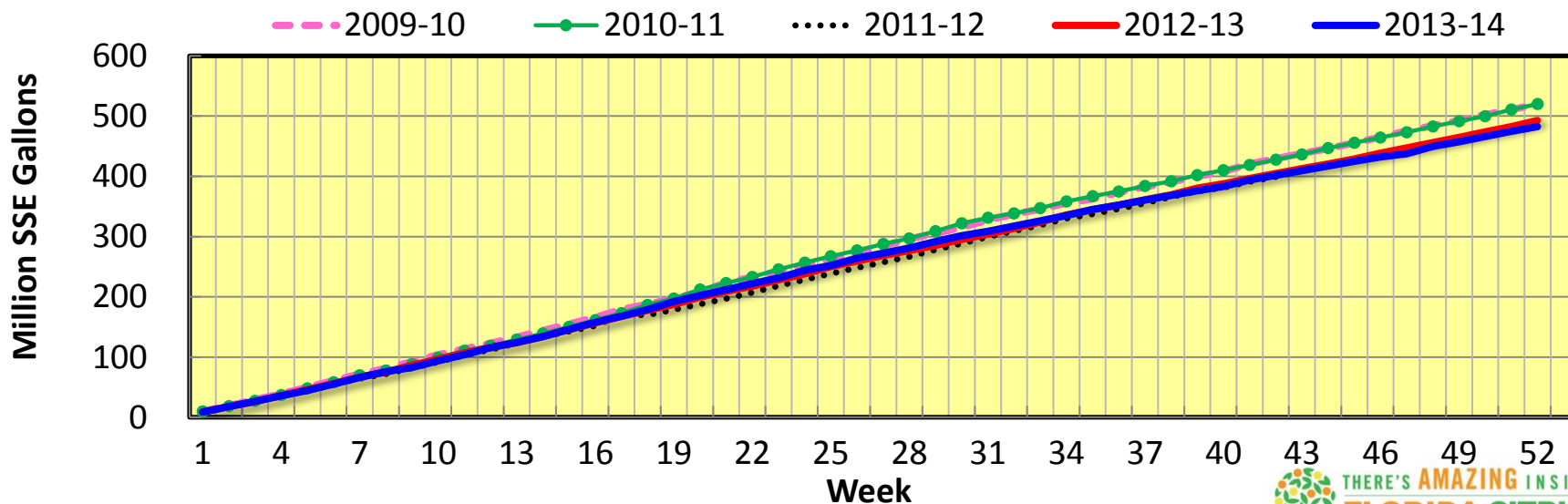
# Florida Orange Juice Movement



# Florida FCOJ Movement



# Florida NFC OJ Movement



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

**Season-to-Date  
(October – August)**

| Country          | Volume                    |               |              | Value/SSG <sup>c</sup> |             |             |
|------------------|---------------------------|---------------|--------------|------------------------|-------------|-------------|
|                  | 2012-13                   | 2013-14       | Change       | 2012-13                | 2013-14     | Change      |
|                  | -- million SSE gallons -- |               | -- % --      | -- \$/SSE gallon --    |             | -- % --     |
| <b>TOTAL OJ</b>  |                           |               |              |                        |             |             |
| Brazil           | 217.53                    | 231.90        | +6.6         | 1.19                   | 1.25        | +5.0        |
| CBI <sup>b</sup> | 46.21                     | 41.53         | -10.1        | 1.56                   | 1.57        | +0.6        |
| Mexico           | 120.64                    | 118.29        | -1.9         | 1.42                   | 1.55        | +9.2        |
| Other            | 9.40                      | 7.62          | -18.9        | 3.08                   | 2.93        | -4.9        |
| <b>TOTAL</b>     | <b>393.78</b>             | <b>399.33</b> | <b>+1.4</b>  | <b>1.35</b>            | <b>1.41</b> | <b>+4.4</b> |
| <b>NFC OJ</b>    |                           |               |              |                        |             |             |
| Brazil           | 46.96                     | 30.52         | -35.0        | 1.51                   | 1.45        | -4.0        |
| CBI <sup>b</sup> | .01                       | .00           | N/A          | 8.15                   | .00         | N/A         |
| Mexico           | 6.12                      | 7.36          | +20.3        | 2.35                   | 2.45        | +4.3        |
| Other            | .03                       | .05           | +66.7        | 5.18                   | 3.50        | -32.4       |
| <b>TOTAL</b>     | <b>53.12</b>              | <b>37.94</b>  | <b>-28.6</b> | <b>1.61</b>            | <b>1.65</b> | <b>+2.5</b> |

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

<sup>b</sup>Includes Dominican Republic-Central America initiatives.

<sup>c</sup>The 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.

SOURCE: U.S. Department of Commerce.



## U.S. Orange-Juice Exports<sup>a,b</sup>

**Season-to-Date  
(October - August)**

| Country       | Volume                      |               |              | Value/SSG <sup>c</sup> |             |              |
|---------------|-----------------------------|---------------|--------------|------------------------|-------------|--------------|
|               | 2012-13                     | 2013-14       | Change       | 2012-13                | 2013-14     | Change       |
|               | - - million SSE gallons - - |               | - % -        | - - \$/SSE gallon - -  |             | - % -        |
| <b>Canada</b> | <b>86.01</b>                | <b>87.30</b>  | <b>+1.50</b> | <b>3.03</b>            | <b>3.09</b> | <b>+2.0</b>  |
| <b>Europe</b> | <b>38.92</b>                | <b>21.39</b>  | <b>-45.0</b> | <b>1.96</b>            | <b>2.48</b> | <b>+26.5</b> |
| <b>Japan</b>  | <b>.94</b>                  | <b>1.12</b>   | <b>+19.1</b> | <b>3.45</b>            | <b>2.89</b> | <b>-16.2</b> |
| <b>Other</b>  | <b>33.69</b>                | <b>40.86</b>  | <b>+21.3</b> | <b>2.81</b>            | <b>2.80</b> | <b>-0.4</b>  |
| <b>TOTAL</b>  | <b>159.56</b>               | <b>150.67</b> | <b>-5.6</b>  | <b>2.73</b>            | <b>2.92</b> | <b>+7.0</b>  |

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

<sup>b</sup>FDOC Processor exports of OJ for the 2013-14 season were down 19.8%, season-to-date through 09/27/2014.

<sup>c</sup>The 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.

SOURCE: U.S. Department of Commerce.

# Non-FDOC Processor FCOJ Disappearance Index

| Item   | Season-to-Date<br>(October - August) |                     |                     |
|--|--------------------------------------|---------------------|---------------------|
|  | 2012-13                              | 2012-13             | Change              |
|  | - million SSE gallons -              |                     | - % -               |
| <b>Beginning Inventory<sup>a</sup></b>                   | <b>30.0</b>                          | <b>16.0</b>         | <b>-46.6</b>        |
| <b>Foreign Imports<sup>b</sup></b>                       | <b><u>158.6</u></b>                  | <b><u>166.6</u></b> | <b><u>+5.1</u></b>  |
| <b>Availability<sup>c</sup></b>                          | <b>188.5</b>                         | <b>182.6</b>        | <b>-3.1</b>         |
| <b>Ending Inventory<sup>a</sup></b>                      | <b><u>17.8</u></b>                   | <b><u>24.7</u></b>  | <b><u>+38.8</u></b> |
| <b>Non-FDOC Proc. FCOJ<br/>Disappearance<sup>d</sup></b> | <b>170.7</b>                         | <b>157.9</b>        | <b>-7.5</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. Retail Orange Juice Sales

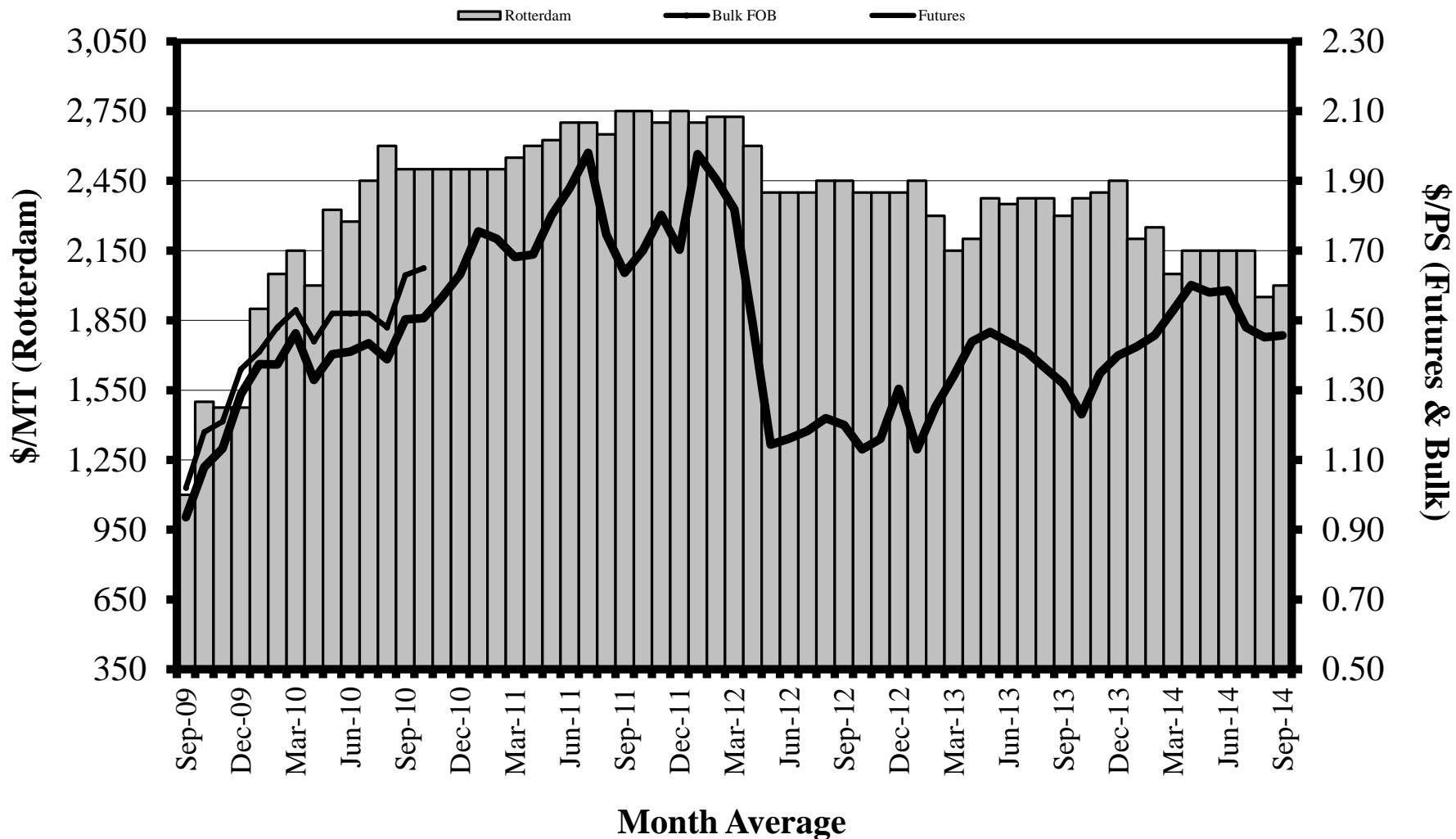
## Expanded All Outlets Combined (xAOC)<sup>a</sup>

| ITEM                                  | Volume                  |         |        | Price             |         |        |
|---------------------------------------|-------------------------|---------|--------|-------------------|---------|--------|
|                                       | 2012-13                 | 2013-14 | Change | 2012-13           | 2013-14 | Change |
|                                       | - million SSE gallons - |         |        | - \$/SSE gallon - |         |        |
| Preliminary Season Final <sup>b</sup> |                         |         |        |                   |         |        |
| Refrigerated                          | 532.52                  | 501.02  | -5.9   | 6.27              | 6.35    | +1.3   |
| NFC                                   | 320.03                  | 309.95  | -3.1   | 7.25              | 7.27    | +0.3   |
| RECON                                 | 212.49                  | 191.07  | -10.1  | 4.79              | 4.87    | +1.6   |
| FCOJ                                  | 27.49                   | 23.37   | -15.0  | 4.76              | 4.89    | +2.7   |
| Shelf Stable                          | 0.75                    | 0.67    | -10.7  | 8.46              | 8.88    | +5.0   |
| TOTAL                                 | 560.76                  | 525.05  | -6.4   | 6.20              | 6.29    | +1.5   |

<sup>a</sup> Expanded All Outlets Combined (xAOC) is a new Nielsen retail universe. xAOC data are for 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. Walmart data is now point-of sale (POS) data; previously, it was panel data. All periods in this report have been restated with the new POS data. Previous reports will not be compatible with this report.

<sup>b</sup> Actual for 2012-13 and preliminary for 2013-14.

# FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices September 2009 through September 2014



# FCOJ Prices

## September

| Item                  | 2013                             | 2014         | Change       |
|-----------------------|----------------------------------|--------------|--------------|
|                       | - - - - \$/pounds solids - - - - |              | - - % - -    |
| <b>FCOJ Futures</b>   | <b>1.32</b>                      | <b>1.46</b>  | <b>+10.6</b> |
|                       | - - - - \$/metric ton - - - -    |              |              |
| <b>FCOJ Rotterdam</b> | <b>2,300</b>                     | <b>2,000</b> | <b>-13.0</b> |

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

# FDOC Processor Delivered-In Prices

## Report #38 – Week Ending 06/21/14

| Variety                        | SEASON FINAL |         |        |
|--------------------------------|--------------|---------|--------|
|                                | 2012-13      | 2013-14 | Change |
| -----\$/PS-----                |              |         |        |
| Early & Midseason <sup>a</sup> | 1.360        | 1.716   | +.356  |
| Valencias <sup>a</sup>         | 1.665        | 2.377   | +.712  |
| White Grapefruit               | 1.398        | 1.508   | +.110  |
| Red Grapefruit                 | 1.033        | 0.982   | -.051  |

# Sao Paulo Processed Orange Spot Prices

## Monthly Average and Season-to-Date

| Season         | September Average         |                         | Season-to-Date<br>(July-September)<br><sup>a</sup> |                         |
|----------------|---------------------------|-------------------------|--|-------------------------|
|                | Price                     | Change from<br>Year Ago | Price  | Change from<br>Year Ago |
|                | -- \$/box <sup>b</sup> -- | -- % --                 | -- \$/box <sup>b</sup> --                          | -- % --                 |
| <b>2012-13</b> | <b>3.46</b>               | <b>N/A</b>              | <b>3.45</b>  | <b>N/A</b>              |
| <b>2013-14</b> | <b>3.13</b>               | <b>-9.54</b>            | <b>3.02</b>  | <b>-12.28</b>           |
| <b>2014-15</b> | <b>4.34</b>               | <b>+38.66</b>           | <b>4.36</b>  | <b>+44.32</b>           |

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

<sup>b</sup> 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 thru 06/15/14       |               |              | FOB Price thru 06/01/14   |              |        |
|------------------------------------|-------------------------------|---------------|--------------|---------------------------|--------------|--------|
|                                    | 2012-13                       | 2013-14       | Change       | 2012-13                   | 2013-14      | Change |
|                                    | Season Final                  | Season Final  |              | Season Final              | Season Final |        |
|                                    | - - 1,000 4/5-bu. cartons - - |               | - % -        | - - - - \$/carton - - - - |              | - % -  |
| Early, Mids & Temples <sup>a</sup> | 2,820                         | 2,514         | -10.9        | 11.42                     | 12.88        | +12.8  |
| Navel                              | 2,668                         | 2,094         | -21.5        | 15.13                     | 16.18        | +6.9   |
| Valencia                           | 3,218                         | 3,464         | +7.6         | 11.58                     | 14.61        | +26.2  |
| Tangelo                            | 788                           | 582           | -26.1        | 11.96                     | 12.50        | +4.5   |
| Early Tangerines <sup>b</sup>      | 2,304                         | 2,044         | -11.3        | 17.56                     | 18.71        | +6.5   |
| Honey                              | 1,664                         | 1,372         | -17.5        | 18.88                     | 20.34        | +7.7   |
| <b>TOTAL</b>                       | <b>13,462</b>                 | <b>12,070</b> | <b>-10.3</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<br>Tangerine Imports |         |        | Texas Fresh<br>Grapefruit Shipments |         |        |
|--|---------|--------|-------------------------------------|---------|--------|
| 2013-14                                  | 2014-15 | Change | 2012-13                             | 2013-14 | Change |
| August                                   |         |        | Season Final                        |         |        |
| - - - - million pounds - - - -           |         | - % -  | - - thousand 7/10-bu. cartons - -   |         | - % -  |
| 39.60                                    | 46.75   | +18.1  | 5,637                               | 5,252   | -6.8   |

SOURCE: U.S. Department of Commerce.

SOURCE: Texas Valley Citrus Committee.

# Florida Grapefruit Juice Availability, Movement and Inventory

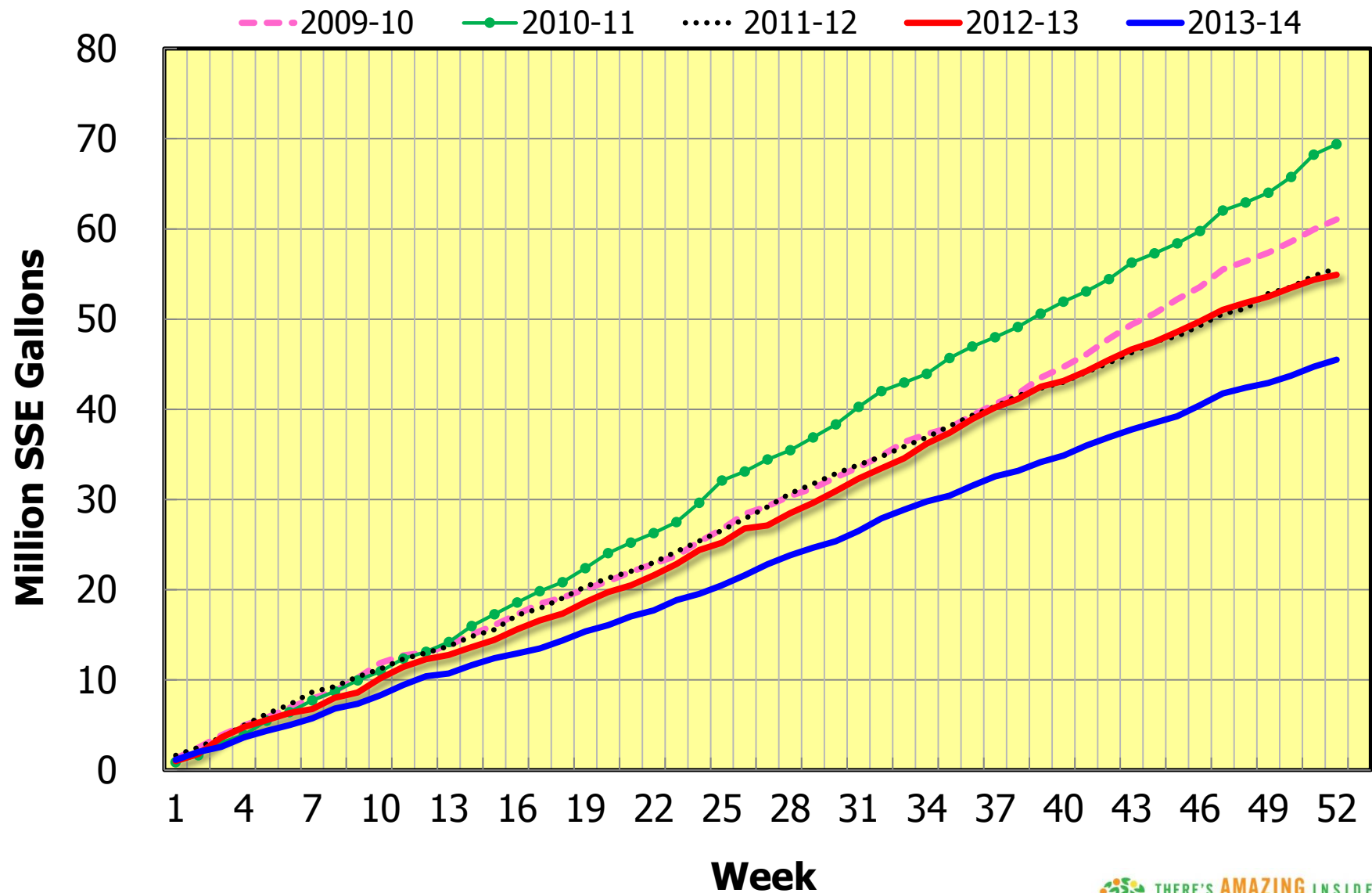
| Item                                     | SEASON FINAL<br>(FDOC Processor Week 52) |              |               |
|--|--|--------------|---------------|
|  | 2012-13                                  | 2013-14      | Change        |
|  | - million SSE gallons -                  |              | - % -         |
| <b>Beginning Inventory</b>               | <b>39.6</b>                              | <b>36.8</b>  | <b>-6.9</b>   |
| <b>Pack from Fruit</b>                   | <b>57.5</b>                              | <b>48.4</b>  | <b>-15.9</b>  |
| <b>Receipts &amp; Losses<sup>a</sup></b> | <b>0.6</b>                               | <b>(0.3)</b> | <b>-144.9</b> |
| <b>Availability</b>                      | <b>97.7</b>                              | <b>84.9</b>  | <b>-13.1</b>  |
| <b>Movement</b>                          | <b>60.8</b>                              | <b>49.0</b>  | <b>-19.4</b>  |
| FCGJ                                     | 38.6                                     | 29.6         | -23.3         |
| SSGJ                                     | 22.2                                     | 19.4         | -12.7         |
| <b>Ending Inventory</b>                  | <b>36.8</b>                              | <b>35.9</b>  | <b>-2.5</b>   |
| FCGJ                                     | 23.9                                     | 21.8         | -8.7          |
| SSGJ                                     | 12.9                                     | 14.1         | +8.9          |
|  | - - weeks supply - -                     |              | - % -         |
| <b>Carryover – STD<sup>b</sup></b>       | <b>31.5</b>                              | <b>38.1</b>  | <b>+21.0</b>  |
| FCGJ <sup>b</sup>                        | 32.2                                     | 38.3         | +19.0         |
| SSGJ <sup>b</sup>                        | 30.3                                     | 37.7         | +24.7         |

All volumes in the table reflect Single Strength Gallons using a standard conversion factor of 10 brix (SSG=.865PS).

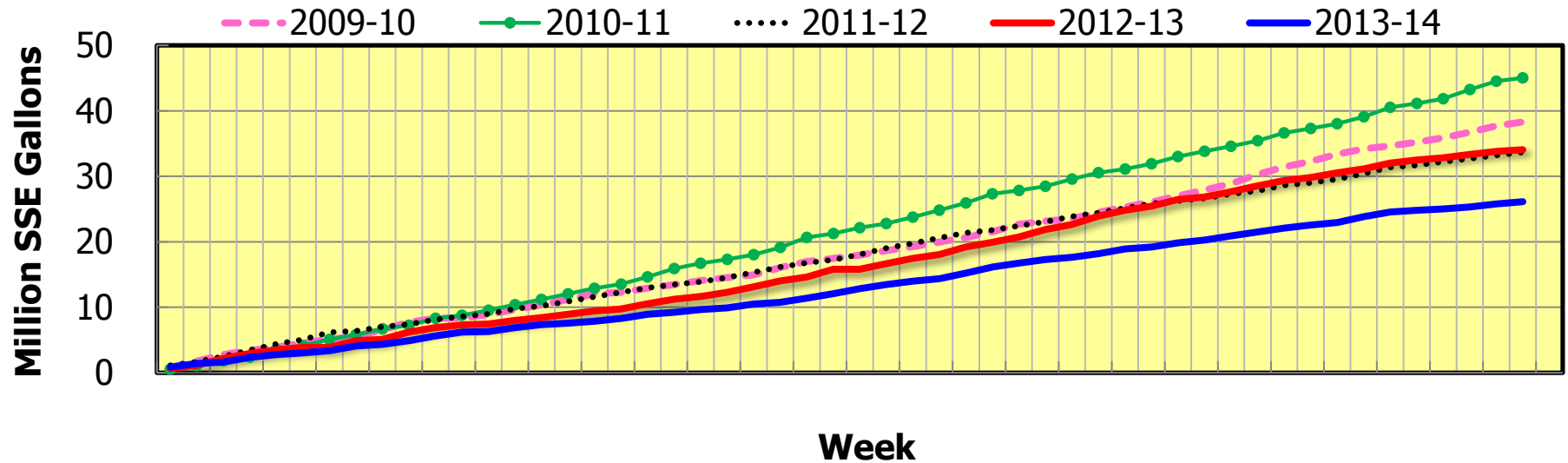
a Includes net gain/loss, foreign imports, domestic receipts, chilled GJ used in FCGJ, and FCGJ used in SSGJ.

b Season-to-date weeks supply based on season-to-date movement.

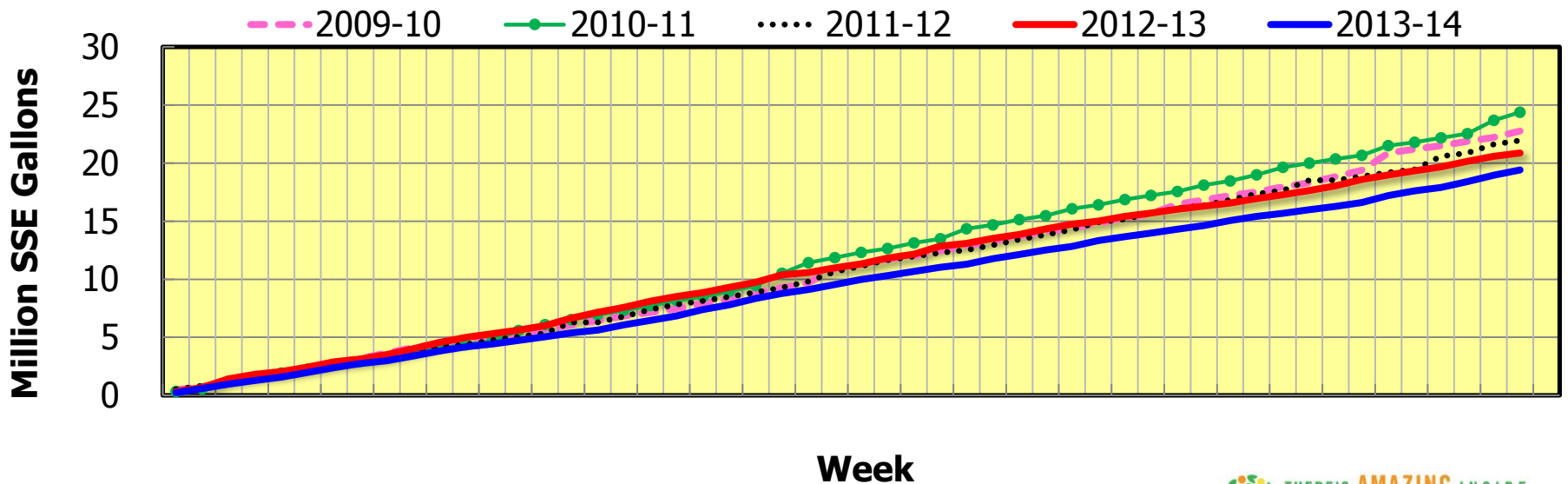
# Florida Grapefruit Juice Movement



# Florida FCGJ Movement



# Florida NFC GJ Movement



# U.S. Grapefruit-Juice Exports<sup>a,b</sup>

Season-to-Date

(October – August)

| Country      | Volume                      |              |              | Value/SSG <sup>c</sup> |             |             |
|--------------|-----------------------------|--------------|--------------|------------------------|-------------|-------------|
|              | 2012-13                     | 2013-14      | Change       | 2012-13                | 2013-14     | Change      |
|              | - - million SSE gallons - - |              | - % -        | - - \$/SSE gallon - -  |             | - % -       |
| Canada       | 1.83                        | 1.58         | -13.7        | 4.95                   | 4.78        | -3.4        |
| Europe       | 5.71                        | 4.89         | -14.4        | 3.64                   | 3.73        | +2.5        |
| Japan        | 4.08                        | 2.95         | -27.7        | 3.41                   | 3.50        | +2.6        |
| Other        | 2.16                        | 1.89         | -12.5        | 4.31                   | 4.23        | -1.9        |
| <b>TOTAL</b> | <b>13.78</b>                | <b>11.31</b> | <b>-17.9</b> | <b>3.85</b>            | <b>3.90</b> | <b>+1.3</b> |

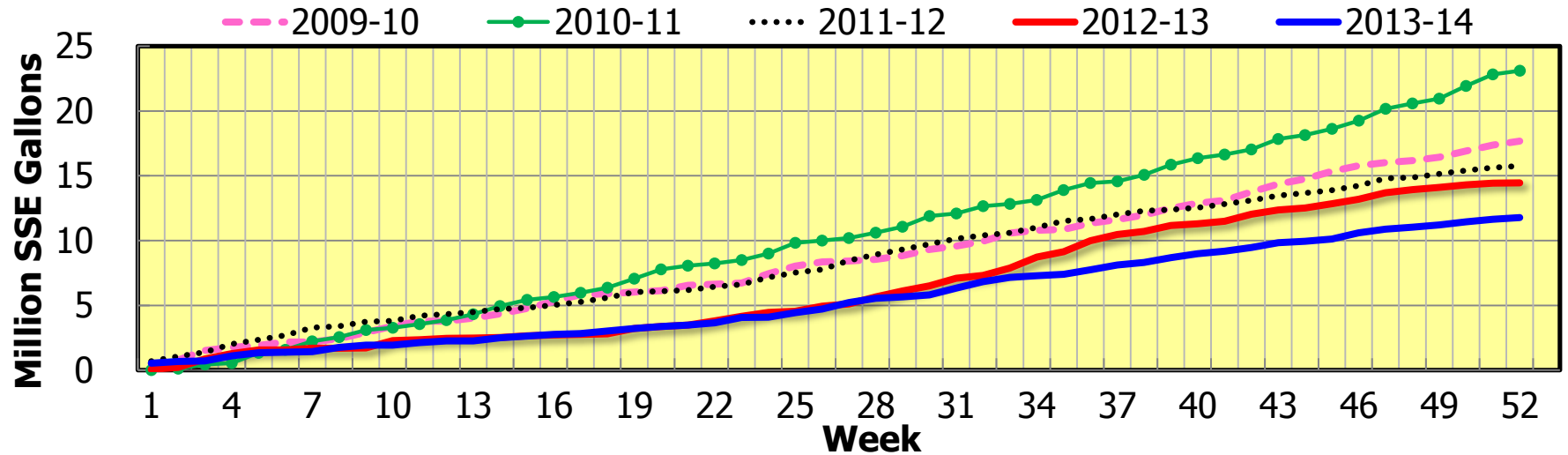
<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2013-14 season were down 19.9%, season-to-date through 09/27/2014.

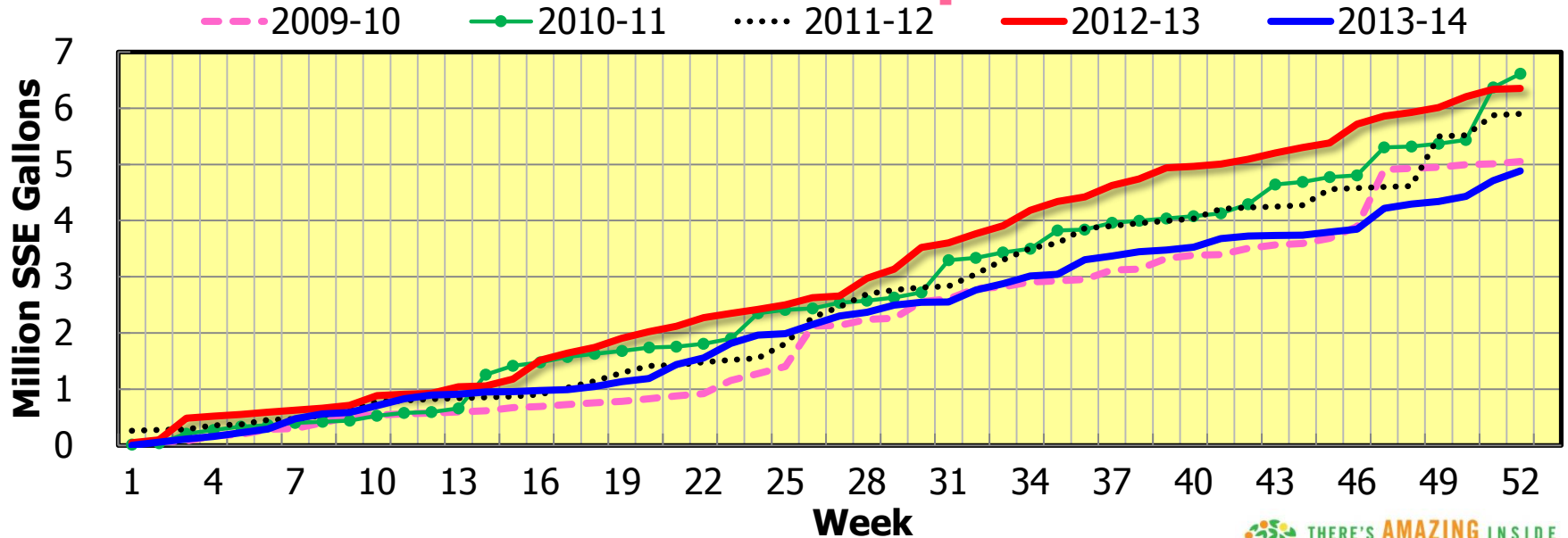
<sup>c</sup>The FOB value of the products reported by the exporter, which does not include duties, freight, custom fees or other charges, divided by the reported number of single strength gallons.

SOURCE: U.S. Department of Commerce.

# Florida FCGJ Export Movement



# Florida NFC GJ Export Movement



# U.S. Retail Grapefruit Juice Sales

## Expanded All Outlets Combined (xAOC)<sup>a</sup>

| ITEM                                  | Volume                  |         |        | Price             |         |        |
|---------------------------------------|-------------------------|---------|--------|-------------------|---------|--------|
|                                       | 2012-13                 | 2013-14 | Change | 2012-13           | 2013-14 | Change |
|                                       | - million SSE gallons - |         | %      | - \$/SSE gallon - |         | %      |
| Preliminary Season Final <sup>b</sup> |                         |         |        |                   |         |        |
| Refrigerated                          | 11.60                   | 10.96   | -5.5   | 7.41              | 7.45    | +0.5   |
| NFC                                   | 10.64                   | 10.03   | -5.7   | 7.53              | 7.56    | +0.4   |
| RECON                                 | 0.97                    | 0.94    | -3.1   | 6.09              | 6.26    | +2.7   |
| FCGJ                                  | 0.39                    | 0.32    | -19.0  | 4.46              | 4.61    | +3.3   |
| Shelf Stable                          | 5.04                    | 4.21    | -16.4  | 6.03              | 6.39    | +5.9   |
| TOTAL                                 | 17.04                   | 15.49   | -9.1   | 6.94              | 7.10    | +2.4   |

<sup>a</sup> Expanded All Outlets Combined (xAOC) is a new Nielsen retail universe. xAOC data are for 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. Walmart data is now point-of sale (POS) data; previously, it was panel data. All periods in this report have been restated with the new POS data. Previous reports will not be compatible with this report.

<sup>b</sup> Actual for 2012-13 and preliminary for 2013-14.

# Florida Fresh Grapefruit Shipments, Season-to-Date through 07/31/14

| Shipments/Variety                     | 2012-13<br>SEASON FINAL | 2013-14<br>SEASON FINAL | Change       |
|---------------------------------------|-------------------------|-------------------------|--------------|
| - - - - 1,000 4/5-bu. Cartons - - - - |                         |                         | - % -        |
| <b>Domestic &amp; Canadian – All</b>  | <b>7,074</b>            | <b>6,113</b>            | <b>-13.6</b> |
| White                                 | 147                     | 103                     | -29.9        |
| Colored                               | 6,927                   | 6,010                   | -13.2        |
| <b>Offshore Exports – All</b>         | <b>7,198</b>            | <b>5,995</b>            | <b>-16.7</b> |
| White                                 | 1,541                   | 1,167                   | -24.3        |
| Colored                               | 5,657                   | 4,828                   | -14.7        |
| <b>TOTAL - All</b>                    | <b>14,272</b>           | <b>12,108</b>           | <b>-15.2</b> |
| White                                 | 1,688                   | 1,270                   | -24.8        |
| Colored                               | 12,584                  | 10,838                  | -13.9        |

SOURCE: DFVI, Florida Dept of Agriculture



# Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 07/31/14

| Country                              | 2012-13<br>SEASON FINAL | 2013-14<br>SEASON FINAL | Change       |
|--------------------------------------|-------------------------|-------------------------|--------------|
| - - - - - thousand cartons - - - - - |                         |                         | - - % - -    |
| United States                        | 5,988                   | 5,126                   | -14.4        |
| Canada                               | 1,087                   | 987                     | -9.2         |
| Europe                               | 2,917                   | 2,609                   | -10.6        |
| Japan                                | 3,894                   | 2,898                   | -25.6        |
| Other                                | 386                     | 488                     | +26.4        |
| <b>TOTAL</b>                         | <b>14,272</b>           | <b>12,108</b>           | <b>-15.2</b> |

Source: Florida Department of Citrus

# Florida Fresh Grapefruit Domestic FOB Prices

## Season-to-Date through 06/01/14

| Variety               | FOB Price               |                         |              |
|-----------------------|-------------------------|-------------------------|--------------|
|                       | 2012-13<br>Season Final | 2013-14<br>Season Final | Change       |
| ----- \$/carton ----- |                         |                         | --- % ---    |
| <b>TOTAL</b>          |                         |                         |              |
| <b>White</b>          | <b>12.37</b>            | <b>13.82</b>            | <b>+11.7</b> |
| <b>Colored</b>        | <b>11.61</b>            | <b>10.98</b>            | <b>-5.4</b>  |

SOURCE: Citrus Administrative Committee

## Foreign Exchange Rates Per \$US

| Date                          | Euro          | Real          | Yen           |
|-------------------------------|---------------|---------------|---------------|
| <b>ANNUAL</b>                 |               |               |               |
| <b>2009</b>                   | <b>0.7190</b> | <b>1.9924</b> | <b>93.58</b>  |
| <b>2010</b>                   | <b>0.7546</b> | <b>1.7535</b> | <b>87.78</b>  |
| <b>2011</b>                   | <b>0.7188</b> | <b>1.6698</b> | <b>79.70</b>  |
| <b>2012</b>                   | <b>0.7781</b> | <b>1.9508</b> | <b>79.79</b>  |
| <b>2013</b>                   | <b>0.7532</b> | <b>2.1546</b> | <b>97.58</b>  |
| <b>2013</b> (thru 10/12/2013) | <b>0.7585</b> | <b>2.1188</b> | <b>96.67</b>  |
| <b>2014</b> (thru 10/12/2014) | <b>0.7400</b> | <b>2.2894</b> | <b>103.19</b> |
| <b>% Change</b>               | <b>-2.4</b>   | <b>+8.1</b>   | <b>+6.7</b>   |
| <b>WEEK ENDING 10/12/2014</b> |               |               |               |
| <b>2013</b>                   | <b>0.7378</b> | <b>2.1981</b> | <b>97.48</b>  |
| <b>2014</b>                   | <b>0.7919</b> | <b>2.4154</b> | <b>108.47</b> |
| <b>% Change</b>               | <b>+7.3</b>   | <b>+9.9</b>   | <b>+11.3</b>  |