



Florida Citrus Economic & Market Indicators

October, 2007

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Summary Comments

- Over the July through September period of the 2007-08 Brazilian season, ABECitrus FCOJ exports were up 5.1% from the previous season with exports to Europe, NAFTA countries and Asia up 11.5%, 2.0% and 13.7%, respectively.
- Season-to-date through 10/13/07 (2nd week of the 2007-08 season), Florida OJ movement was down 18.2% from last season; pack from fruit was down 43.7%; imports and miscellaneous supplies were up 87.9%; and inventories were down 16.5%.
- For the October-through-August period of the 2006-07 season, U.S. OJ imports were up 32.9% while exports were down 16.9%. Season-to-date through 10/13/07, Florida OJ exports were down 15.5% (FCPA).
- For the October-through-August period of the 2006-07 season, non-FCPA FCOJ disappearance, based on FCOJ inventories and imports, was down 13.2%.
- Season-to-date through 09/29/07 (season final), 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 12.8% from the previous season, with the NFC price up 18.6%, the Recon price up 24.6%, the FCOJ price up 25.7, and the overall OJ price up 21.6%.
- The September average FCOJ Futures price was \$1.25/PS, down \$.50/PS from last year. The Florida bulk FCOJ FOB price was \$1.82/PS for the week ending 09/29/07, the same as last year; while the Rotterdam price was at an estimated \$2,425/MT, up \$125/MT from last year.
- Season-to-date through 10/21/07, fresh orange and specialty citrus shipments were down 32.5% from last season.
- For August, 2007 (first month of the 2007-08 fresh season), clementine/tangerine imports were up 15.8%. Season-to-date through 10/21/07, Texas fresh grapefruit shipments were up 2.8%.
- Season-to-date through 10/13/07, Florida GJ availability, movement and the ending-inventory level were up 38.4%, 16.8% and 39.7%, respectively.
- From October through August, U.S. GJ exports were up 20.8%. Season-to-date through 10/13/07, Florida GJ exports were up 11.5% (FCPA).
- Season-to-date through 09/29/07 (season final), GJ volume sales in all Nielsen retail outlets were down 1.4% from last season, with the NFC price down 1.0% from last season, the RECON price up 1.5% and the overall GJ price up 1.9%.
- Season-to-date through 10/21/07, Florida fresh grapefruit shipments were down 60.5% from last season, with domestic/Canadian shipments down 30.8% and offshore shipments down 76.9% (CAC).
- The Euro continues to be relatively strong. For the week ending 10/26/07 versus the same period last year, the Euro-per-Dollar exchange rate was down 11.8%; the Yen-per-Dollar is down 3.7%.
- Specific OJ ad recall is down directionally 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 significantly vs. same time last year.
- The proportion of frequent OJ users is down significantly vs. same time last year; and the proportion of moderate OJ users is down significantly.
- Key campaign element "provides important nutrients, vitamins, and/or minerals" is down significantly vs. same time last year.

Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-September)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Europe	1,266.1	1,317.0	+4.0	237.5	264.7	+11.5
NAFTA	349.7	315.0	-10.0	51.3	52.3	+2.0
Asia	191.8	222.0	+15.7	37.4	42.5	+13.7
Mercosul	3.6	7.0	+95.1	.3	2.7	+737.9
Others	159.8	165.0	+3.3	49.8	33.3	-33.0
TOTAL	1,970.9	2,025.0	+2.8	376.3	395.6	+5.1

SOURCE: ABECitrus.

Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 10/13/07 (FCPA Week 2)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	446.3	363.1	-18.6	446.3	363.1	-18.6
Pack from Fruit^a	816.1	1,043.2	+27.8	.4	.2	-43.7
Imports^{a,b}	217.3	198.8	-8.5	8.6	16.2	+87.9
Availability	1,479.8	1,605.1	+8.5	455.3	379.5	-16.7
Movement	1,116.7	1,145.5	+2.6	48.8	40.0	-18.2
FCOJ ^c	573.5	599.6	+4.6	25.2	20.3	-19.7
NFC ^d	543.2	545.9	+5	23.6	19.7	-16.5
Ending Inventory	363.1	459.6	+26.6	406.5	339.5	-16.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^e	16.9	20.9	+23.4	16.7	17.0	+2.1
Carryover – 13 Weeks^f				16.8	15.4	-8.6
Carryover – 3 Years^g				17.6	14.7	-16.5

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

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

^cExcludes COJ used in FCOJ.

^dExcludes movement of reconstituted chilled orange juice.

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

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

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

U.S. Orange-Juice Imports^a

Country	Season-to-Date (October – August)		
	2005-06	2006-07	Change
	- - - million SSE gallons - - -		- % -
Brazil	184.45	238.59	+29.4
CBI	45.55	56.46	+24.0
Mexico	44.06	68.98	+56.6
Other	5.77	7.94	+37.6
TOTAL	279.82	371.97	+32.9

^aIncludes OJ with added vitamins and minerals.

SOURCE: U.S. Department of Commerce.

Non-FCPA FCOJ Disappearance Index

Item	Season-to-Date (October – August)		
	2005-06	2006-07	Change
	- million SSE gallons -		- % -
Beginning Inventory^a	72.1	45.4	-37.0
Foreign Imports^b	<u>209.7</u>	<u>210.8</u>	<u>+.5</u>
Availability^c	281.7	256.2	-9.1
Ending Inventory^a	<u>52.1</u>	<u>56.8</u>	<u>+9.0</u>
Non-FCPA FCOJ Disappearance^d	229.7	199.4	-13.2

^aNational Agricultural Statistics Service (NASS), U.S. FCOJ cold storage minus FCPA, FCOJ inventory, as reported in NASS-USDA, “Cold Storage” reports and FCPA weekly reports.

^bU.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FCPA, FCOJ foreign product imported by members (includes bonded product).

^cBeginning inventory and imports.

^dPartial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

U.S. Orange-Juice Exports^a

Country	Season-to-Date (October – August)		
	2005-06	2006-07	Change
	- - - million SSE gallons - - -		- % -
Canada	58.61	66.19	+12.9
Europe	49.24	21.68	-56.0
Japan	3.39	2.83	-16.5
Other	17.29	16.13	-6.7
TOTAL	128.53	106.83	-16.9^b

^aIncludes OJ with added vitamins and minerals.

^bFCPA exports of OJ for the 2007-08 season were down 15.5%, season-to-date through 10/13/07.

SOURCE: U.S. Department of Commerce.

U.S. Retail Orange-Juice Sales^a

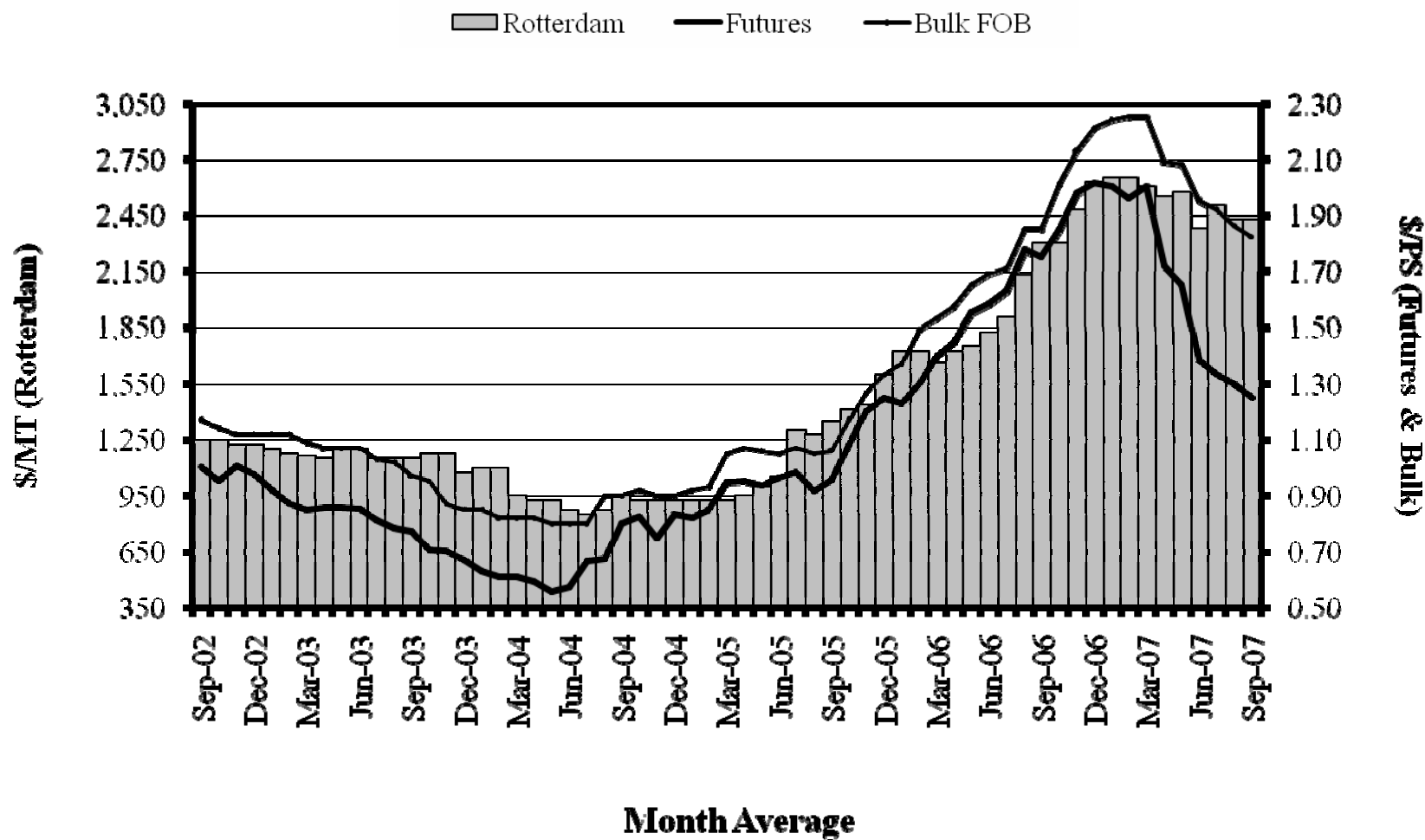
Item	Volume			Price		
	2005-06	2006-07p	Change	2005-06	2006-07p	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	675.7	588.8	-12.9	4.80	5.83	+21.5
NFC	372.4	336.8	-9.6	5.44	6.45	+18.6
RECON	303.3	251.9	-16.9	4.01	4.99	+24.6
FCOJ	62.1	54.6	-12.1	3.46	4.35	+25.7
Shelf Stable	6.3	5.7	-11.0	5.64	6.16	+9.3
TOTAL	744.2	649.0	-12.8	4.69	5.70	+21.6

Item	Volume			Price		
	2006-07p	2007-08f	Change	2006-07p	2007-08f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Refrigerated	588.8	591.8	+5	5.83	6.04	+3.6
NFC	336.8	338.7	+6	6.45	6.66	+3.3
RECON	251.9	253.1	+5	4.99	5.21	+4.4
FCOJ	54.6	49.1	-10.1	4.35	4.69	+7.8
Shelf Stable	5.7	5.6	-1.8	6.16	6.34	+2.9
TOTAL	649.0	646.4	-.4	5.70	5.96	+4.6

^aActual for 2005-06, preliminary for 2006-07, and forecast for 2007-08.

SOURCE: ACNielsen—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 September 2002 through September 2007



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

FCOJ, NFC-OJ and FCGJ Prices –September^a

Item	2005-06	2006-07	Change
	- - - - \$/pounds solids - - - -		- - % - -
FCOJ Florida Bulk FOB	1.82	1.82	NC
FCOJ Futures	1.75	1.25	-28.6
NFC-OJ Futures	--	1.56	--
	- - - - \$/metric ton - - - -		
FCOJ Rotterdam	2,300	2,425	+5.4
	- - - - \$/pounds solids - - - -		- - % - -
FCGJ Florida Bulk FOB:			
Red	NA	NA	NA
White	NA	NA	NA

^aPrices are for the following time periods: Florida Bulk FCOJ and FCGJ FOB – Week ending 09/29/07.

Futures – September average.

Rotterdam – September *Foodnews*.

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

FCPA Delivered-In Prices
(Report #36 – Week Ending 06/09/07)

Variety	Week Ending			Season-to-Date		
	2005-06	2006-07	Change	2005-06	2006-07	Change
----- \$/PS -----						
Early & Midseason^{a,b}	1.251	2.089	+.838	1.135	1.949	+.814
Valencias^a	1.505	NA	NA	1.469	2.225	+.756
White Grapefruit	NA	NA	NA	2.343	.695	-1.648
Red Grapefruit	NA	NA	NA	1.875	.658	-1.217

^aFinal priced, combined.

^bSeason final.

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

Variety	Shipments thru 10/21/07			FOB Price thru 10/21/07		
	2006-07 STD	2007-08 STD	Change	2006-07 STD	2007-08 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - \$/carton - - - -		- % -
Early, Mids & Temples^a	228	118	-48.2	NA	15.25	NA
Navel	508	306	-39.8	NA	15.59	NA
Valencia	0	0	--	NA	NA	NA
Tangelo	0	1	--	NA	NA	NA
Early Tangerines^b	589	469	-20.4	NA	NA	NA
Honey	0	0	--	NA	NA	NA
TOTAL	1,325	894	-32.5			

^aPrices for Early & Mids.

^bPrices 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 August			STD – 10/21/07		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
17.11	19.81	+15.8	109	112	+2.8

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 10/13/07 (FCPA Week 2)		
	2006-07	2007-08e	Change	2006-07	2007-08	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	41.0	56.9	+38.8	41.0	56.9	+38.8
Pack from Fruit^a	89.8	75.4	-16.0	.1	.0	-100.0
Availability	130.8	132.3	+1.1	41.1	56.8	+38.4
Movement	73.9	79.0	+6.9	2.4	2.8	+16.8
FCGJ ^b	50.3	54.5	+8.3	1.4	2.1	+48.7
NFC ^c	23.6	24.5	+3.8	.9	.6	-31.5
Ending Inventory	56.9	53.3	-6.3	38.7	54.0	+39.7
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD^d	40.0	35.1	-12.4	32.6	39.0	+19.6
Carryover – 13 Weeks^e				39.0	38.8	-.5
Carryover – 3 Years^f				30.5	42.5	+39.7

^aIncludes 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.

^bExcludes CGJ used in FCGJ.

^cExcludes movement of reconstituted chilled grapefruit juice.

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

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

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

U.S. Grapefruit-Juice Exports

Country	Season-to-Date (October – August)		
	2005-06	2006-07	Change
	- - - million SSE gallons - - -		- % -
Canada	2.85	2.22	-22.1
Europe	7.82	9.72	+24.3
Japan	3.55	5.26	+48.2
Other	1.48	1.77	+19.6
TOTAL	15.71	18.97	+20.8

^aFDOC estimates.

^bFCPA exports of GJ for the 2007-08 season were up 11.5%, season-to-date through 10/13/07.

SOURCE: U.S. Department of Commerce.

U.S. Retail Grapefruit-Juice Sales^a

Item	Volume			Price		
	2005-06	2006-07p	Change	2005-06	2006-07p	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	9.0	9.4	+4.0	7.05	6.98	-1.0
RECON	11.5	11.2	-2.3	5.72	5.81	+1.5
FCGJ	1.5	1.0	-28.0	3.32	3.89	+17.2
TOTAL	22.0	21.6	-1.4	6.11	6.22	+1.9

Item	Volume			Price		
	2006-07p	2007-08f	Change	2006-07p	2007-08f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
NFC	9.4	10.1	+7.4	6.98	6.73	-3.6
RECON	11.2	10.7	-4.5	5.81	6.03	+3.8
FCGJ	1.0	.8	-20.0	3.89	3.99	+2.6
TOTAL	21.6	21.5	-.5	6.22	6.26	+.6

^aActual for 2005-06, preliminary for 2006-07, and forecast for 2007-08.

SOURCE: ACNielsen—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 10/21/07

Shipments/ Variety	2006-07	2007-08	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
Domestic & Canadian – All	360	249	-30.8
White	8	8	NC
Colored	352	241	-31.5
Offshore Exports – All	653	151	-76.9
White	216	22	-89.8
Colored	437	129	-70.5
TOTAL - All	1,013	400	-60.5
White	224	30	-86.6
Colored	789	370	-53.1

SOURCE: Citrus Administrative Committee, preliminary.

Florida Fresh Grapefruit Domestic and Export Shipments Season-to-Date through 09/30/07

Country	2006-07 STD	2007-08 STD	Change
	- thousand cartons -		- % -
United States	0	16	--
Canada	0	5	--
Europe	0	0	--
Japan	0	8	--
Other	0	0	--
TOTAL	0	28	--

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 10/21/07

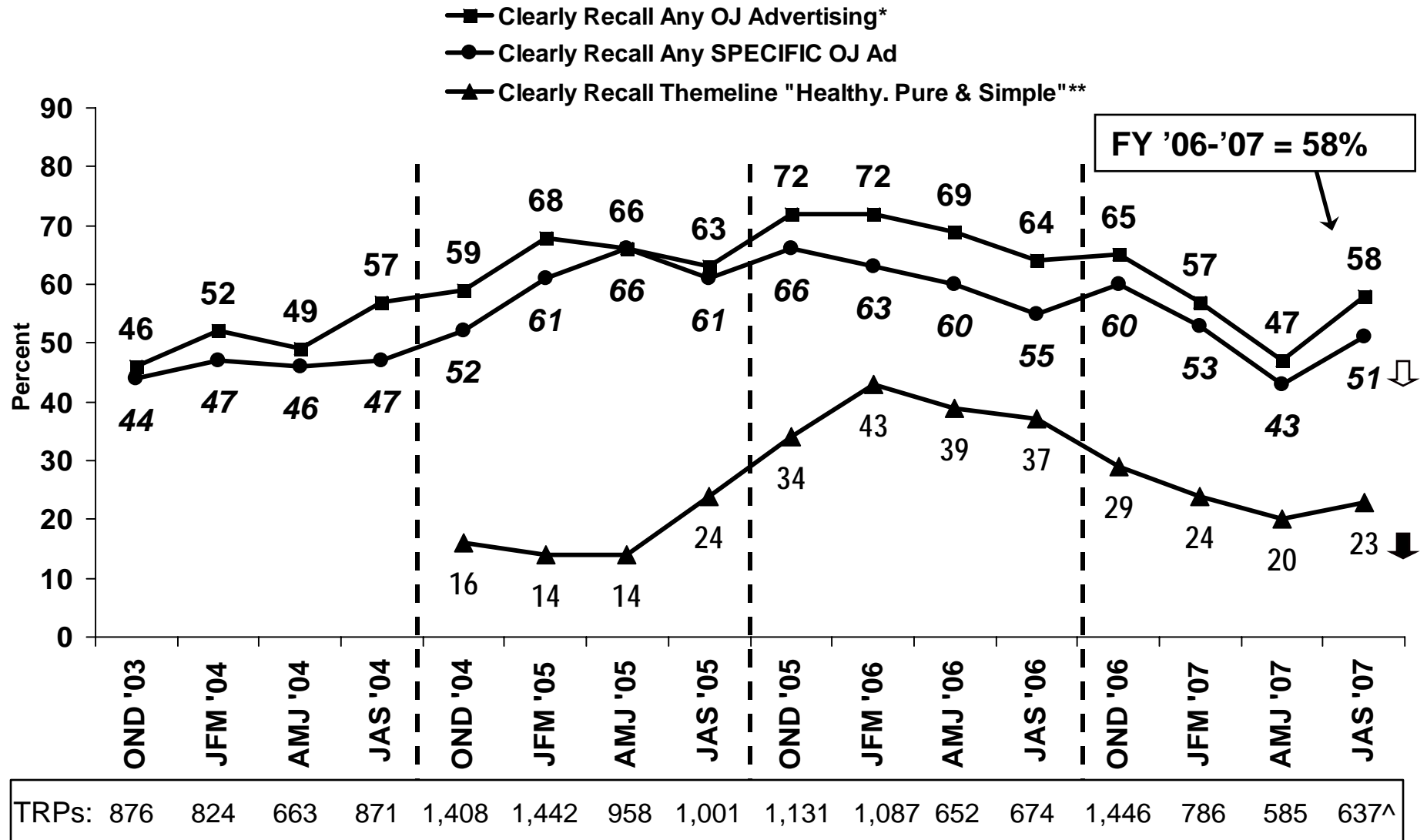
Variety	FOB Price		
	2006-07 STD	2007-08 STD	Change
	----- \$/carton-----		-- % --
TOTAL			
White	NA	NA	NA
Colored	NA	17.32	NA

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per \$US

Date	Euro	Real	Yen
ANNUAL			
2003	0.88540	3.11678	115.97995
2004	0.80510	2.92629	108.17451
2005	0.80453	2.43480	110.12445
2006	0.79703	2.17995	116.33664
2006 (thru 10/26/06)	0.80322	2.18544	116.10529
2007 (thru 10/26/07)	0.74087	1.99004	119.08987
% Change	-7.8	-8.9	+2.6
WEEK ENDING 10/26/07			
2006	0.79443	2.14451	118.89500
2007	0.70089	1.80723	114.49557
% Change	-11.8	-15.7	-3.7

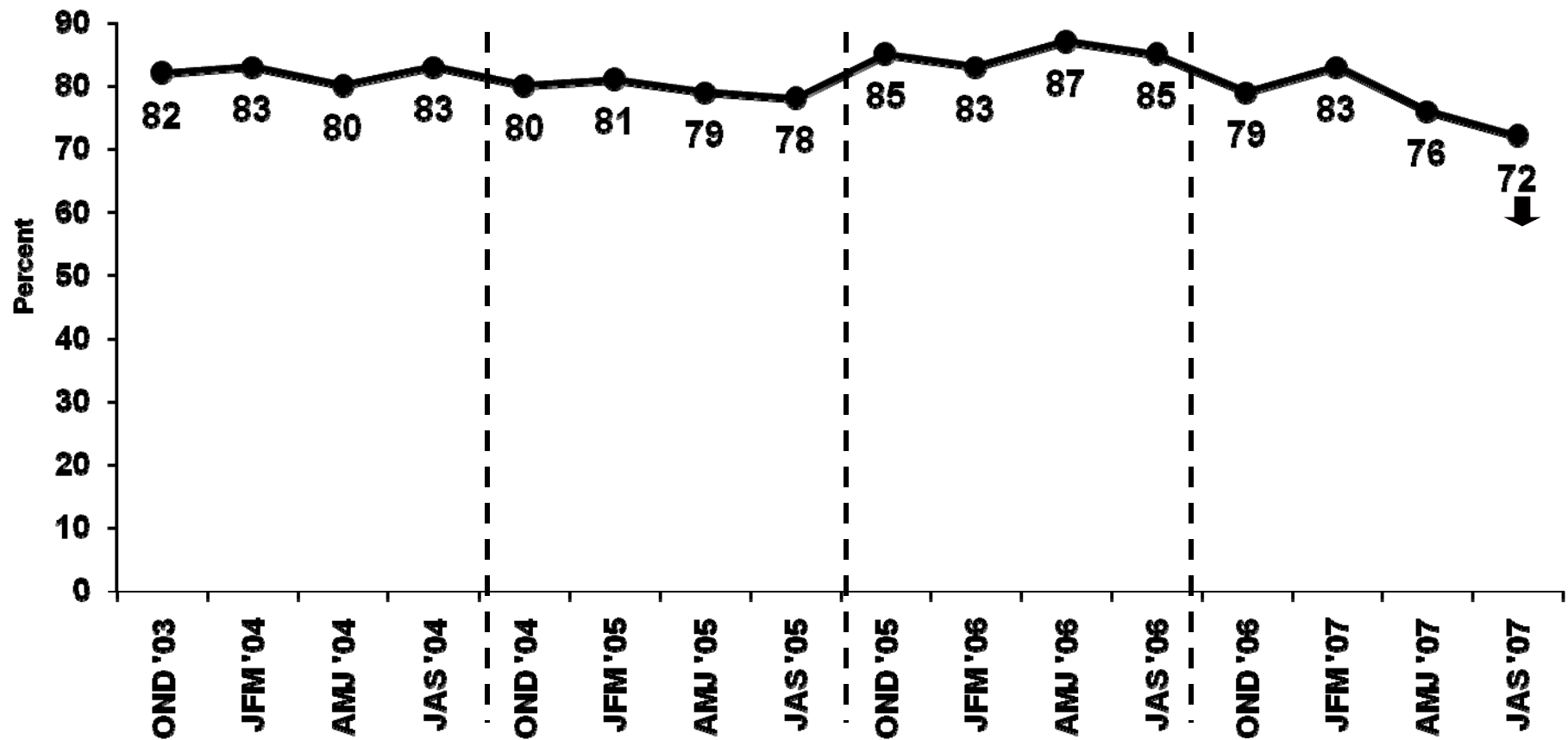
Recall of FDOC OJ Advertising*



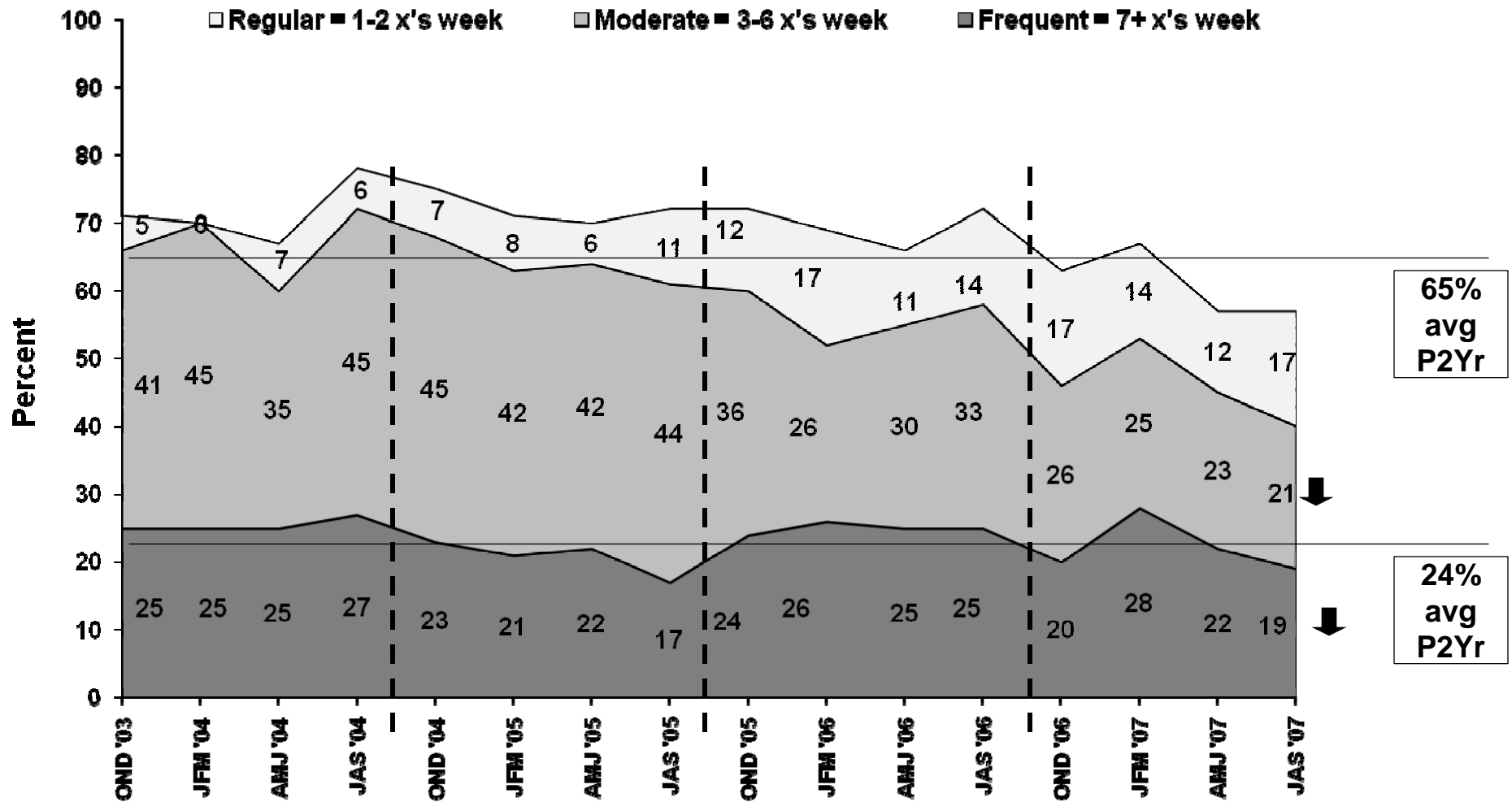
*Recall of FDOC Themelines for OJ is included. "Best Start Under the Sun" was the themeline from JFM '02 through February '04. "Drink Florida Orange Juice Everyday" was the themeline for March-Oct '04; this themeline was not tracked. **New themeline "Healthy. Pure & Simple" added November 2004; shown 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)

