



# Florida Citrus Economic & Market Indicators

February, 2005

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## Summary Comments

- For the July through December period of the 2004-05 Brazilian season, ABECitrus FCOJ exports were down 7.0% from last year, with exports to Europe and NAFTA countries down 6.7% and 12.5%, respectively.
- Season-to-date through 01/29/05, Florida OJ movement was down 3.7% from last season; pack from fruit was down 39.9%; imports and miscellaneous supplies were up 72.5%; and inventories were down 5.9%.
- Season-to-date through December, U.S. OJ imports and exports were up 30.1% and 3.4%, respectively. Season-to-date through 01/29/05, Florida OJ exports were down 25.0% (FCPA).
- Season-to-date through 01/22/05, 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 2.4% from the previous season, with the NFC price up 1.8%, the Recon price down 2.8%, the FCOJ price down .2%, and the overall OJ price unchanged.
- The January average FCOJ Futures price was \$.82/PS, up \$.19 from last year. The Florida bulk FCOJ FOB price was \$.92/PS for the week ending 01/22/05, up \$.07 from last year; while the Rotterdam price was at an estimated \$925/MT, down \$175/MT from last year. Season-to-date through 01/29/05, the delivered-in price for early and midseason oranges was up \$.119/PS. The season-to-date delivered-in prices for white and red grapefruit were up \$1.531/PS and \$1.511/PS, respectively.
- Season-to-date through 02/06/05, fresh orange and specialty citrus shipments were down 24.6% from last season's level, with FOB prices up.
- Season-to-date through December, Clementine/tangerine imports were down 19.4%.
- Season-to-date through 01/29/05, Florida GJ availability, movement and the ending inventory level were down 22.2%, 31.0% and 16.5%, respectively.
- Season-to-date through December, U.S. GJ exports were down 19.6%. Season-to-date through 01/29/05, Florida GJ exports were down 47.2% (FCPA).
- Season, season-to-date through 01/22/05, 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 20.7% from last season, with the NFC, Recon and overall prices up 11.9%, 6.7% and 8.5%, respectively.
- Season-to-date through 02/05/05, Florida fresh grapefruit shipments were down 50.3% from last season, with domestic/Canadian shipments down 48.9% and offshore shipments down 51.2% (CAC). Season-to-date through 01/30/05, certified shipments to Japan and Europe were down 41.5% and 63.4%, respectively. Season-to-date through 02/06/05, domestic FOB prices for fresh grapefruit were up 80.3% to 90.1%, depending on variety and region.
- The Euro and Yen continue to be relatively strong. The Euro and Yen continue to be relatively strong.
- Tracking of FDOC Advertising and Consumer Attitudes towards OJ shows:
  - OJ Advertising Recall, both "Any OJ Advertising" and "SPECIFIC OJ Ad," are up significantly from the year-ago period.
  - OJ Replenishment is at the same level as last year, but down from the previous period. However, Intent to Purchase is up from last year.
  - 33% of the panel rate OJ as "One of Your Favorites," which is down from last year by 8 points.

## Brazil Orange-Juice Exports

Country	Season (July-June)			Season-to-Date (July-December)		
	2003-04	2004-05 <sup>e</sup> <sup>a</sup>	Change <sup>a</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Europe</b>	<b>1,370.6</b>	<b>1,232.9</b>	<b>-10.0</b>	<b>768.9</b>	<b>717.2</b>	<b>-6.7</b>
<b>NAFTA</b>	<b>234.4</b>	<b>355.1</b>	<b>+51.5</b>	<b>157.7</b>	<b>138.0</b>	<b>-12.5</b>
<b>Asia</b>	<b>209.7</b>	<b>212.1</b>	<b>+1.1</b>	<b>98.3</b>	<b>90.2</b>	<b>-8.3</b>
<b>Mercosul</b>	<b>3.9</b>	<b>3.9</b>	<b>-1.4</b>	<b>1.8</b>	<b>1.4</b>	<b>-25.1</b>
<b>Others</b>	<b>90.7</b>	<b>79.3</b>	<b>-12.6</b>	<b>43.4</b>	<b>48.9</b>	<b>+12.7</b>
<b>TOTAL</b>	<b>1,909.3</b>	<b>1,883.2</b>	<b>-1.4</b>	<b>1,070.2</b>	<b>995.7</b>	<b>-7.0</b>

<sup>a</sup>FDOC estimates.  
SOURCE: ABECitrus.

# Florida Orange-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 01/29/05 (FCPA Week 17)		
	2003-04 <sup>a</sup>	2004-05 <sup>e</sup>	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>c</sup></b>	<b>680.5</b>	<b>794.8</b>	<b>+16.8</b>	<b>680.5</b>	<b>794.8</b>	<b>+16.8</b>
<b>Pack from Fruit<sup>d</sup></b>	<b>1,452.4</b>	<b>974.6</b>	<b>-32.9</b>	<b>513.2</b>	<b>308.4</b>	<b>-39.9</b>
<b>Imports<sup>e</sup></b>	<b>96.4</b>	<b>180.3</b>	<b>+87.0</b>	<b>38.7</b>	<b>66.7</b>	<b>+72.5</b>
<b>Availability</b>	<b>2,229.3</b>	<b>1,949.7</b>	<b>-12.5</b>	<b>1,232.4</b>	<b>1,169.9</b>	<b>-5.1</b>
<b>Movement</b>	<b>1,438.6</b>	<b>1,361.6</b>	<b>-5.4</b>	<b>476.6</b>	<b>458.9</b>	<b>-3.7</b>
FCOJ <sup>f</sup>	862.3	810.8	-6.0	285.4	259.0	-9.2
NFC <sup>g</sup>	576.3	550.8	-4.4	191.2	199.9	+4.5
<b>Ending Inventory</b>	<b>790.7</b>	<b>588.1</b>	<b>-25.6</b>	<b>755.9</b>	<b>711.0</b>	<b>-5.9</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover</b>	<b>29.1</b>	<b>22.5</b>	<b>-22.9</b>	<b>27.0</b>	<b>26.3</b>	<b>-2.3</b>

<sup>a</sup>53 weeks.

<sup>b</sup>52 weeks.

<sup>c</sup> 2004-05 beginning inventory adjusted (bulk chilled OJ put on an 11.8° Brix gallon basis).

<sup>d</sup>FCPA members only except for season data which includes an estimate of other Florida production by non-members.

<sup>e</sup>Includes domestic receipts by members of non-Florida product, Florida product received by members from non-members, futures receipts minus deliveries, foreign imports, reprocessed tangerine juice, net loss or gain during reprocessing and adjustments.

<sup>f</sup>Excludes COJ used in FCOJ.

<sup>g</sup>Excludes movement of reconstituted chilled orange juice.

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

Country	Season (October-September)			Season-to-Date (October-December)		
	2003-04	2004-05 <sup>e</sup> <sup>b</sup>	Change <sup>b</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Brazil</b>	<b>154.63</b>	<b>242.50</b>	<b>+56.8</b>	<b>46.97</b>	<b>52.55</b>	<b>+11.9</b>
<b>CBI</b>	<b>55.23</b>	<b>55.23</b>	<b>0.0</b>	<b>3.40</b>	<b>8.32</b>	<b>+144.7</b>
<b>Mexico</b>	<b>8.22</b>	<b>15.00</b>	<b>+82.5</b>	<b>.66</b>	<b>5.32</b>	<b>+906.1</b>
<b>Other</b>	<b>4.27</b>	<b>4.27</b>	<b>0.0</b>	<b>1.19</b>	<b>1.76</b>	<b>+47.9</b>
<b>TOTAL</b>	<b>222.34</b>	<b>317.00</b>	<b>+42.6</b>	<b>52.21</b>	<b>67.94</b>	<b>+30.1</b>

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

<sup>b</sup>FDOC estimates.

SOURCE: U.S. Department of Commerce.

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

Country	Season (October-September)			Season-to-Date (October-December)		
	2003-04	2004-05 <sup>e</sup> <sup>b</sup>	Change <sup>b</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Canada</b>	<b>57</b>	<b>48</b>	<b>-15.8</b>	<b>14.46</b>	<b>16.03</b>	<b>+10.9</b>
<b>Europe</b>	<b>40</b>	<b>35</b>	<b>-12.5</b>	<b>12.47</b>	<b>11.08</b>	<b>-11.1</b>
<b>Japan</b>	<b>7</b>	<b>5</b>	<b>-28.6</b>	<b>1.17</b>	<b>1.37</b>	<b>+17.1</b>
<b>Other</b>	<b>20</b>	<b>16</b>	<b>-20.0</b>	<b>4.32</b>	<b>5.06</b>	<b>+17.1</b>
<b>TOTAL</b>	<b>123</b>	<b>104</b>	<b>-15.4</b>	<b>32.42</b>	<b>33.54</b>	<b>+3.4<sup>c</sup></b>

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

<sup>b</sup>FDOC estimates.

<sup>c</sup>FPCA exports of OJ for the 2004-05 season were down 25.0%, season-to-date thru 01/29/05.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Orange-Juice Sales

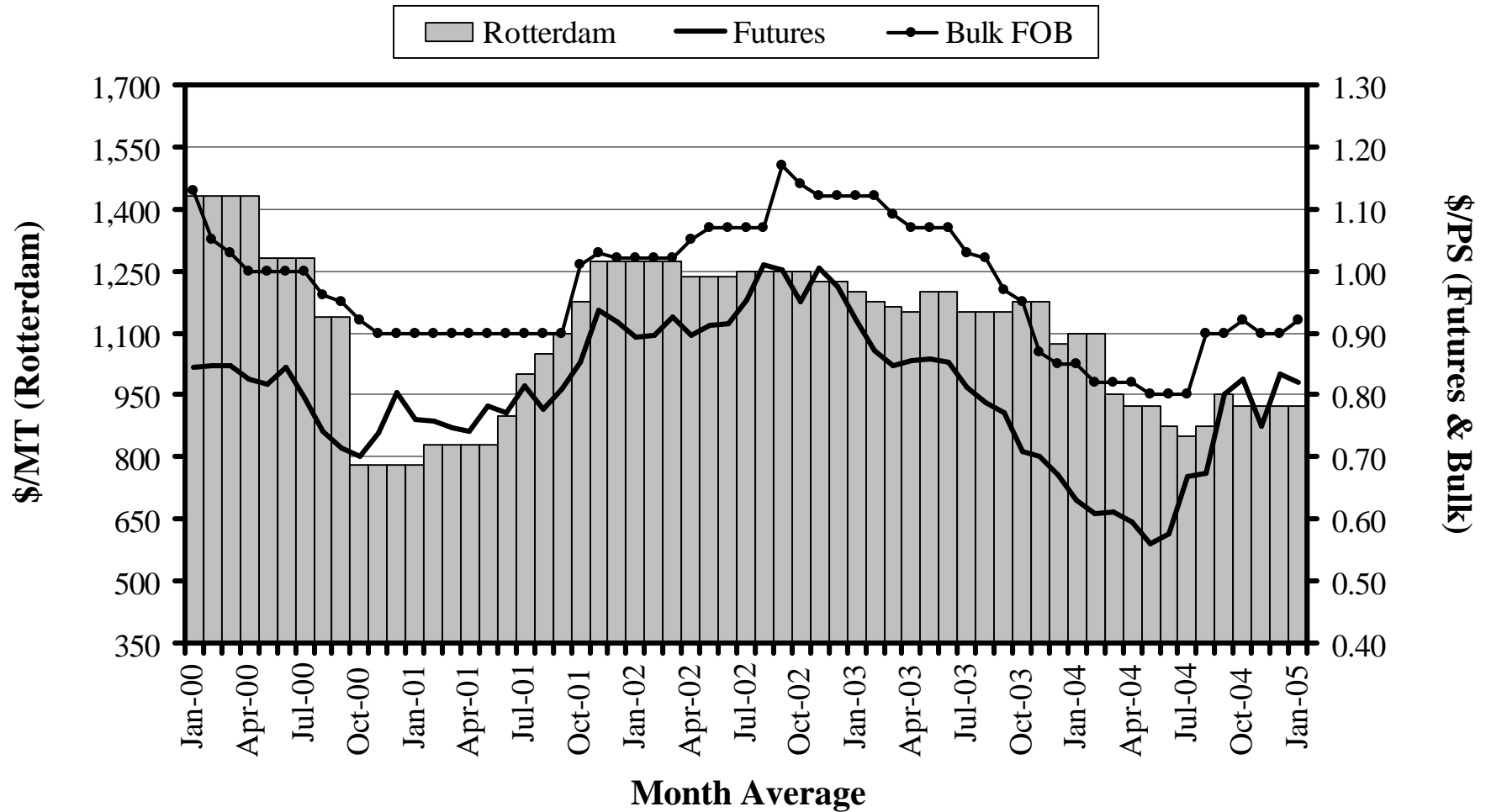
Item	Volume			Price		
	2003-04	2004-05	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Season <sup>a</sup>						
Refrigerated	721.9	738.4	+2	4.56	4.56	NC
NFC	390.6	396.9	+1.6	5.19	5.20	+2
RECON	331.3	341.5	+3.1	3.81	3.82	+3
FCOJ	79.5	59.7	-24.9	3.37	3.37	NC
Shelf Stable	7.4	6.1	-17.6	5.29	5.27	-.4
TOTAL	808.7	804.3	-.5	4.45	4.48	+.7
Season-to-Date (Thru 01/22/05) <sup>b</sup>						
Refrigerated	234.6	233.0	-.7	4.54	4.52	-.4
NFC	128.2	124.1	-3.2	5.11	5.20	+1.8
RECON	106.3	108.8	+2.3	3.84	3.74	-2.8
FCOJ	27.6	23.4	-15.2	3.37	3.36	-.2
Shelf Stable	2.6	2.1	-16.4	5.27	5.40	+2.5
TOTAL	264.8	258.5	-2.4	4.42	4.42	0.0

<sup>a</sup>Season: preliminary 52-weeks ending 10/02/04 for 2003-04 and estimates for 2004-05.

<sup>b</sup>Season-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 January 2000 Thru January 2005



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



## FCOJ and FCGJ Prices – January<sup>a</sup>

Item	2003-04	2004-05	Change
<b>FCOJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Futures</b>	<b>.63</b>	<b>.82</b>	<b>+30.2</b>
<b>Florida Bulk FOB</b>	<b>.85</b>	<b>.92</b>	<b>+8.2</b>
	- - - - \$/metric ton - - - -		
<b>Rotterdam</b>	<b>1,100</b>	<b>925</b>	<b>-15.9</b>
<b>FCGJ</b>	- - - - \$/pounds solids - - - -		- - % - -
<b>Florida Bulk FOB – Red</b>	<b>.71</b>	<b>NA</b>	<b>NA</b>
<b>Florida Bulk FOB – White</b>	<b>.78</b>	<b>NA</b>	<b>NA</b>

<sup>a</sup>Prices are for the following time periods: Futures – January average.

Florida Bulk FCOJ and FCGJ FOB – Week ending 01/22/05.

Rotterdam – January *Foodnews*.

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

**FCPA Delivered-In Prices**  
**(Report #17 – Week Ending 01/29/05)**

Variety	Week Ending			Season-to-Date		
	2003-04	2004-05	Change	2003-04	2004-05	Change
----- \$/PS -----						
<b>Early &amp; Midseason<sup>a</sup></b>	<b>.651</b>	<b>.834</b>	<b>+.183</b>	<b>.650</b>	<b>.769</b>	<b>+.119</b>
<b>Valencias<sup>a</sup></b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>White Grapefruit</b>	<b>.460</b>	<b>2.025</b>	<b>+1.565</b>	<b>.389</b>	<b>1.920</b>	<b>+1.531</b>
<b>Red Grapefruit</b>	<b>.415</b>	<b>2.141</b>	<b>+1.726</b>	<b>.374</b>	<b>1.885</b>	<b>+1.511</b>

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

## Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date Thru 02/06/05

Variety	Shipments			FOB Price		
	2003-04 STD	2004-05 STD	Change	2003-04 STD	2004-05 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	----- \$ -----		- % -
<b>Early &amp; Midseason</b>	<b>2,640</b>	<b>2,282</b>	<b>-13.6</b>	<b>6.42</b>	<b>7.81</b>	<b>+21.7</b>
<b>Navel</b>	<b>4,206</b>	<b>2,868</b>	<b>-31.8</b>	<b>8.73</b>	<b>10.61</b>	<b>+21.5</b>
<b>Valencia</b>	<b>168</b>	<b>52</b>	<b>-69.0</b>	<b>7.08</b>	<b>--</b>	<b>--</b>
<b>Tangelo</b>	<b>634</b>	<b>610</b>	<b>-3.8</b>	<b>8.99</b>	<b>9.09</b>	<b>+1.1</b>
<b>Temple</b>	<b>360</b>	<b>170</b>	<b>-52.8</b>	<b>8.15</b>	<b>8.72</b>	<b>+7.0</b>
<b>Early Tangerines</b>	<b>4,222</b>	<b>3,258</b>	<b>-22.8</b>	<b>11.93<sup>a</sup></b>	<b>15.30</b>	<b>+28.2</b>
<b>Honey</b>	<b>1,220</b>	<b>898</b>	<b>-26.4</b>	<b>14.01</b>	<b>18.04</b>	<b>+28.8</b>
<b>TOTAL</b>	<b>13,450</b>	<b>10,138</b>	<b>-24.6</b>			

<sup>a</sup>Prices 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 - December			STD – 02/06/05		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
145.23	117.01	-19.4	3,974	NA	NA

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 01/29/05 (FCPA Week 17)		
	2003-04 <sup>a</sup>	2004-05 <sup>e</sup>	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Beginning Inventory<sup>c</sup></b>	<b>74.3</b>	<b>65.0</b>	<b>-12.6</b>	<b>74.3</b>	<b>65.0</b>	<b>-12.6</b>
<b>Pack from Fruit<sup>d,e</sup></b>	<b>120.4</b>	<b>28.0</b>	<b>-76.7</b>	<b>28.0</b>	<b>14.7</b>	<b>-47.7</b>
<b>Availability</b>	<b>194.7</b>	<b>93.0</b>	<b>-52.2</b>	<b>102.4</b>	<b>79.7</b>	<b>-22.2</b>
<b>Movement</b>	<b>130.0</b>	<b>75.7</b>	<b>-41.8</b>	<b>40.1</b>	<b>27.7</b>	<b>-31.0</b>
FCGJ <sup>f</sup>	95.6	51.8	-45.8	30.8	21.5	-30.2
NFC <sup>g</sup>	34.4	23.9	-30.5	9.3	6.2	-33.5
<b>Ending Inventory</b>	<b>64.7</b>	<b>17.3</b>	<b>-73.3</b>	<b>62.3</b>	<b>52.0</b>	<b>-16.5</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover</b>	<b>26.4</b>	<b>11.9</b>	<b>-54.9</b>	<b>26.4</b>	<b>31.9</b>	<b>+20.9</b>

<sup>a</sup>53 weeks.

<sup>b</sup>52 weeks.

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

<sup>d</sup>FCPA members only except for season data which includes an estimate of other Florida production by non-members.

<sup>e</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>f</sup>Excludes CGJ used in FCGJ.

<sup>g</sup>Excludes movement of reconstituted chilled grapefruit juice.

## U.S. Grapefruit-Juice Exports

Country	Season (October-September)			Season-to-Date (October-December)		
	2003-04	2004-05 <sup>e</sup>	Change <sup>a</sup>	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
<b>Canada</b>	<b>3.38</b>	<b>2.10</b>	<b>-37.9</b>	<b>.78</b>	<b>.84</b>	<b>+7.7</b>
<b>Europe</b>	<b>21.45</b>	<b>13.20</b>	<b>-38.5</b>	<b>6.11</b>	<b>3.02</b>	<b>-50.6</b>
<b>Japan</b>	<b>15.93</b>	<b>9.70</b>	<b>-39.1</b>	<b>2.18</b>	<b>3.30</b>	<b>+51.4</b>
<b>Other</b>	<b>1.54</b>	<b>1.0</b>	<b>-35.1</b>	<b>.53</b>	<b>.57</b>	<b>+7.5</b>
<b>TOTAL</b>	<b>42.31</b>	<b>26.0</b>	<b>-38.5</b>	<b>9.61</b>	<b>7.73</b>	<b>-19.6<sup>b</sup></b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FPCA exports of GJ for the 2004-05 season were down 47.2%, season to-date thru 01/29/05.

SOURCE: U.S. Department of Commerce.

## U.S. Retail Grapefruit-Juice Sales

Item	Volume			Price		
	2003-04	2004-05	Change	2003-04	2004-05	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
Season <sup>a</sup>						
NFC	17.2	11.7	-32.0	5.33	6.13	+15.0
RECON	15.5	11.6	-25.2	4.56	5.37	+17.8
FCGJ	1.6	.7	-56.3	3.44	4.25	+23.5
TOTAL	34.2	24.0	-29.8	4.90	5.76	+17.6
Season-to-Date (Thru 01/22/05) <sup>b</sup>						
NFC	5.2	4.0	-24.2	5.29	5.92	+11.9
RECON	4.9	4.0	-18.2	4.49	4.79	+6.7
FCGJ	.5	.5	-9.2	3.42	3.36	-1.8
TOTAL	10.6	8.4	-20.7	4.83	5.24	+8.5

<sup>a</sup>Season: preliminary 52-weeks ending 10/02/04 for 2003-04 and estimates for 2004-05.

<sup>b</sup>Season-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)

Variety	Domestic & Canadian			Offshore Exports			TOTAL		
	03-04 <sup>a</sup>	04-05 <sup>e</sup> <sup>b</sup>	Change <sup>b</sup>	03-04 <sup>a</sup>	04-05 <sup>e</sup> <sup>b</sup>	Change <sup>b</sup>	03-04 <sup>a</sup>	04-05 <sup>e</sup> <sup>b</sup>	Change <sup>b</sup>
	- 1,000 4/5-bu. cartons -		- % -	- 1,000 4/5-bu. cartons -		- % -	- 1,000 4/5-bu. Cartons -		- % -
<b>TOTAL</b>	<b>10,775</b>	<b>6,200</b>	<b>-42.5</b>	<b>19,575</b>	<b>10,600</b>	<b>-45.8</b>	<b>30,350</b>	<b>16,800</b>	<b>-44.6</b>

<sup>a</sup>Citrus Administrative Committee.

<sup>b</sup>FDOC estimates.



## Florida Fresh Grapefruit Shipments, Season-to-Date Thru 02/05/05<sup>a</sup>

Variety	Domestic & Canadian			Offshore Exports			TOTAL		
	03-04	04-05p	Change	03-04	04-05p	Change	03-04	04-05p	Change
	- 1,000 4/5-bu. cartons -		- % -	- 1,000 4/5-bu. cartons -		- % -	- 1,000 4/5-bu. Cartons -		- % -
<b>TOTAL</b>	<b>6,717</b>	<b>3,435</b>	<b>-48.9</b>	<b>10,545</b>	<b>5,145</b>	<b>-51.2</b>	<b>17,262</b>	<b>8,580</b>	<b>-50.3</b>

<sup>a</sup>Citrus Administrative Committee – actual for 2003-04 and preliminary for 2004-05.

## Florida Fresh Grapefruit Domestic and Export Shipments

Country	Season (August - July)			Season-to-Date (August 1 – January 30)		
	2003-04	2004-05e <sup>a</sup>	Change <sup>a</sup>	2003-04	2004-05	Change
	- thousand cartons -		- % -	- thousand cartons -		- % -
<b>United States</b>	<b>8,995</b>	<b>5,100</b>	<b>-43.3</b>	<b>5,360</b>	<b>2,779</b>	<b>-48.2</b>
<b>Canada</b>	<b>1,780</b>	<b>1,100</b>	<b>-38.2</b>	<b>1,060</b>	<b>488</b>	<b>-54.0</b>
<b>Europe</b>	<b>6,909</b>	<b>4,300</b>	<b>-37.8</b>	<b>4,089</b>	<b>1,496</b>	<b>-63.4</b>
<b>Japan</b>	<b>12,123</b>	<b>5,975</b>	<b>-50.7</b>	<b>5,273</b>	<b>3,085</b>	<b>-41.5</b>
<b>Other</b>	<b>543</b>	<b>325</b>	<b>-40.1</b>	<b>247</b>	<b>42</b>	<b>-83.0</b>
<b>TOTAL</b>	<b>30,350</b>	<b>16,800</b>	<b>-44.6</b>	<b>16,029</b>	<b>7,890</b>	<b>-50.8</b>

<sup>a</sup>FDOC estimates.

SOURCE: Florida Department of Citrus.

## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date Thru 02/06/05

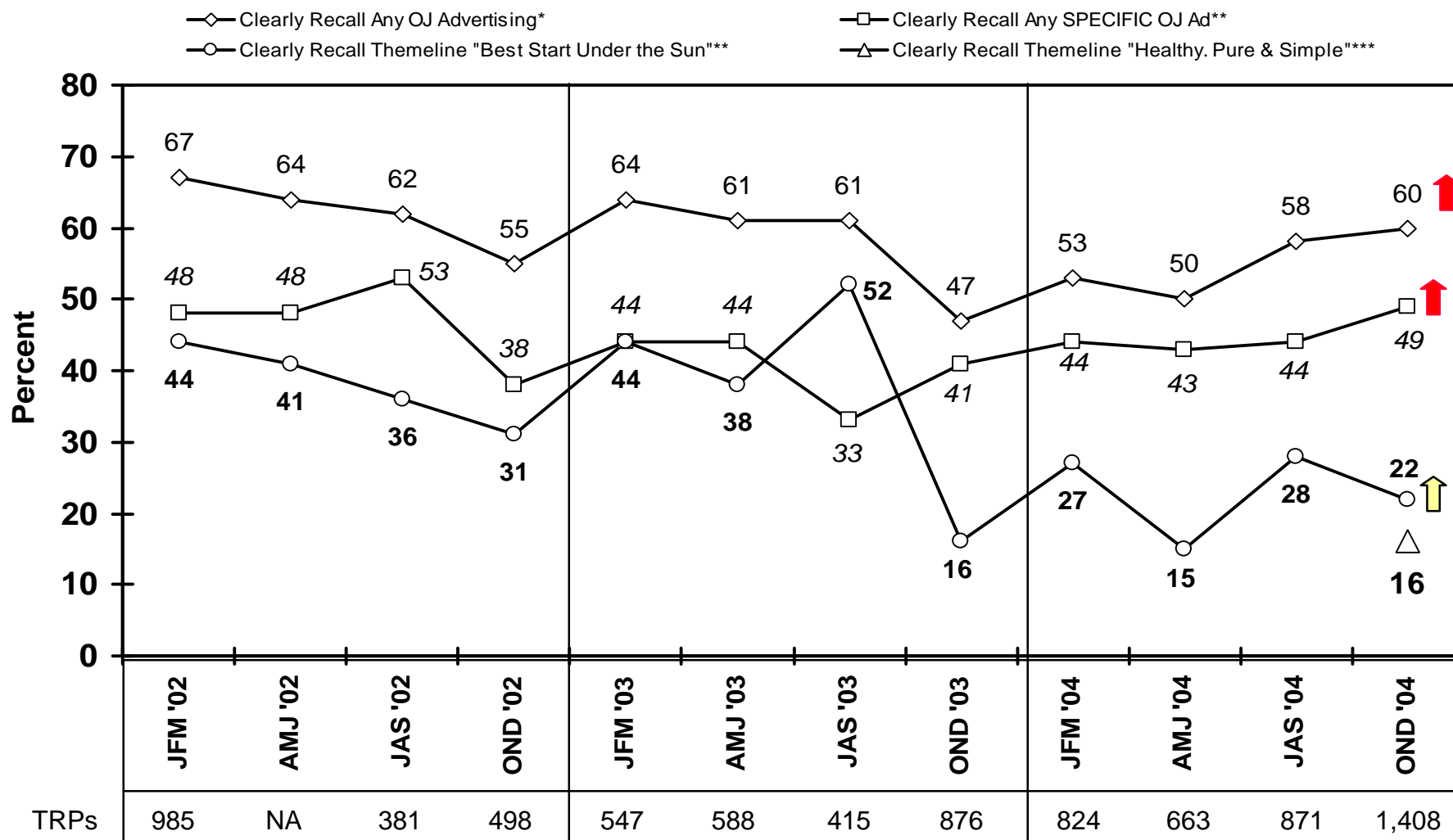
Variety	FOB Price		
	2003-04 STD	2004-05 STD	Change
	----- \$ -----		-- % --
<b>GULF COAST</b>			
White	7.71	13.90	+80.3
Colored	7.58	14.04	+85.2
<b>INDIAN RIVER</b>			
White	8.47	--	--
Colored	8.22	14.88	+81.0
<b>SUNRIDGE</b>			
White	7.42	--	--
Colored	7.26	13.80	+90.1

SOURCE: Citrus Administrative Committee.

## Foreign Exchange Rates

Date	Euro Per \$US	Yen Per \$US
<b>ANNUAL</b>		
<b>2001</b>	<b>1.11700</b>	<b>121.55551</b>
<b>2002</b>	<b>1.06106</b>	<b>125.21937</b>
<b>2003</b>	<b>0.88540</b>	<b>115.97995</b>
<b>2004</b>	<b>0.80510</b>	<b>108.17451</b>
<b>2005 (Thru 02/11/05)</b>	<b>0.76490</b>	<b>103.56690</b>
<b>WEEK ENDING 02/11/05</b>		
<b>2004</b>	<b>0.79126</b>	<b>105.64000</b>
<b>2005</b>	<b>0.77983</b>	<b>104.95714</b>
<b>% Change</b>	<b>-1.4%</b>	<b>-0.6%</b>

## Percentage Recalling Any FDOC OJ Advertising\*



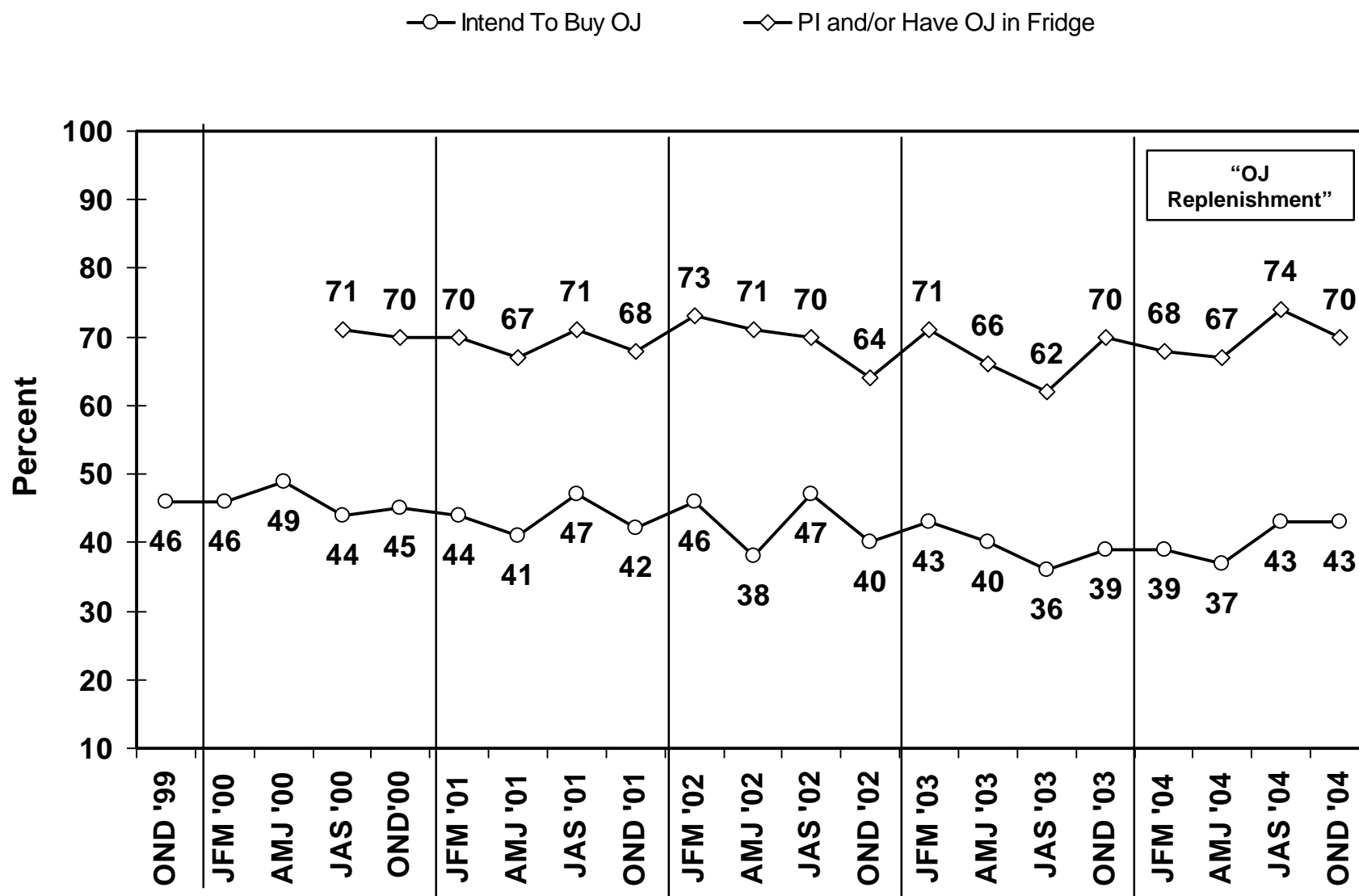
\*Recall of FDOC Themelines for OJ is included. \*\*Recall of Specific OJ Ads (excluding themelines) and Recall of Themeline "Best Start Under the Sun" provided since inception of Moms campaign in JFM '02. NOTE: Themeline NOT spoken in "Health Drink" ad, aired May – Oct '04.

\*\*\*New themeline "Healthy. Pure & Simple" added November 2004 and present in "Island" and "Natural Remedies" ads (spoken in :30 second ad, shown but not spoken in :15 ad). TRPs are for target of Adults 35+ as of May 2004.

↑ = Significantly higher than year ago at 90% confidence level. ↑ = Directionally higher than year ago at 80% confidence level.

SOURCE: Data Development Worldwide.

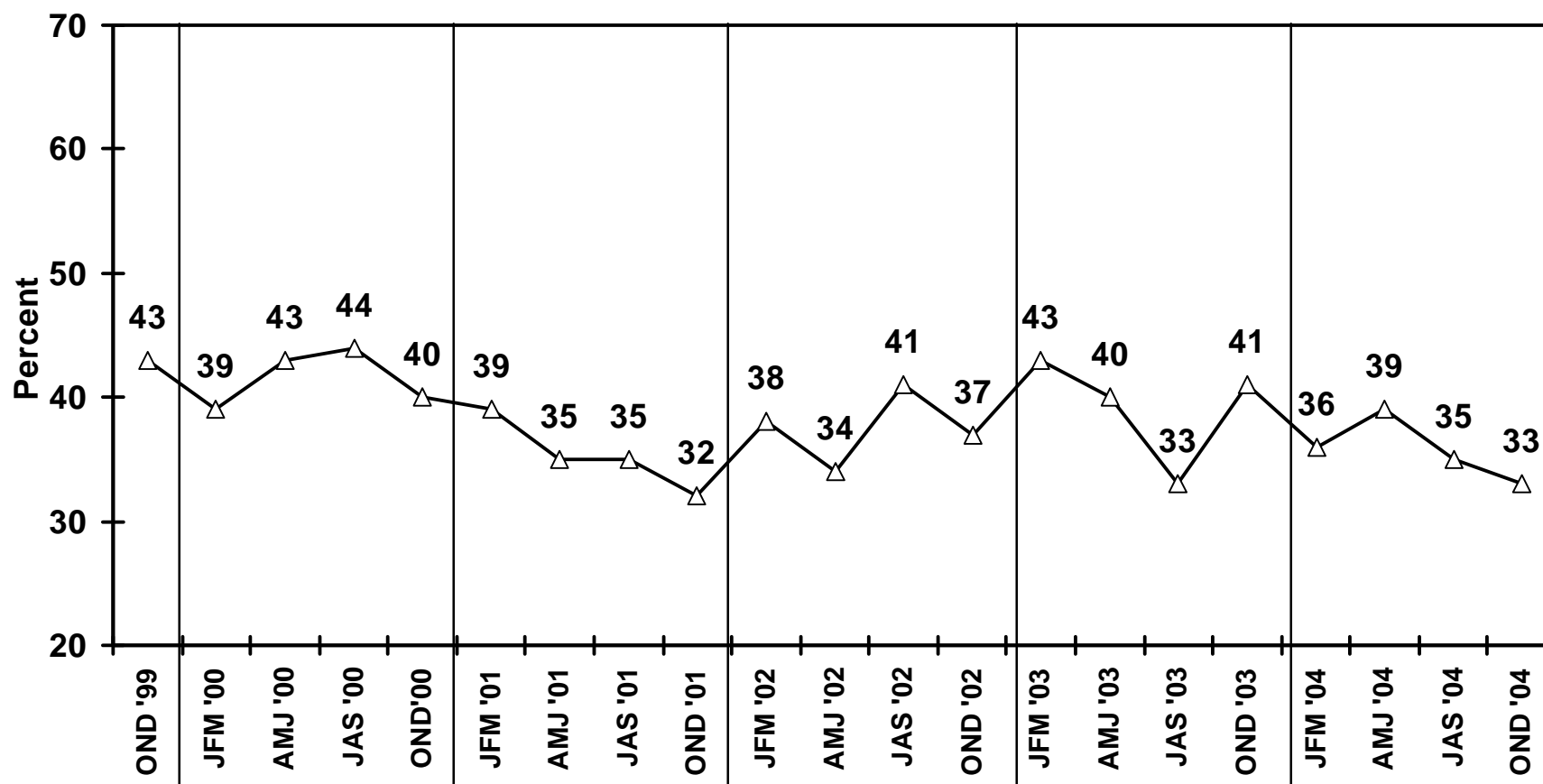
## Intending to Purchase Orange Juice on Next Shopping Trip



SOURCE: Data Development Worldwide.

## How Would You Rate Orange Juice For “Being One of Your Favorites?”

% Rating 9 or 10 on a 10-Point Scale



= Significantly lower than year ago at 90% confidence level.

SOURCE: Data Development Worldwide.