



# Florida Citrus Economic & Market Indicators

## March, 2009

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<b>Summary Comments.....</b>	<b>1</b>
<b>Oranges &amp; Specialty Fruit</b>	
• Brazil Orange-Juice Exports .....	2
• Florida Orange-Juice Availability, Movement and Inventory.....	3
• U.S. Orange-Juice Imports.....	4
• Non-FDOC Processor FCOJ Disappearance Index.....	5
• U.S. Orange-Juice Exports.....	6
• U.S. Retail Orange-Juice Sales.....	7
• FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices.....	8
• FCOJ Prices.....	9
• FDOC Processor Delivered-In Prices.....	10
• Sao Paulo Processed-Orange Delivered-In Prices.....	11
• Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date.....	12
• Selected Competitive Fresh Fruit Shipments.....	13
<b>Grapefruit</b>	
• Florida Grapefruit-Juice Availability, Movement and Inventory.....	14
• U.S. Grapefruit-Juice Exports.....	15
• U.S. Retail Grapefruit-Juice Sales.....	16
• Florida Fresh Grapefruit Shipments, Season-to-Date.....	17
• Florida Fresh Grapefruit Domestic and Export Certified Shipments.....	18
• Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date.....	19
<b>Foreign Exchange Rates Per \$US.....</b>	<b>20</b>
<b>FDOC Consumer Tracking Study</b>	
• Total Communication Awareness.....	21
• Purchase Trends.....	22
• Consumption.....	23
• Satisfaction.....	24

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## Summary Comments

- Over the July through February period of 2008-09, Brazil's OJ exports were down 5.8% from the previous season with exports to NAFTA countries, Europe and the Far East down 41.5%, up 7.4% and down 20.7%, respectively.
- Season-to-date through 03/07/09, Florida OJ availability, movement and ending inventories were up 16.2%, 4.0% and 27.0%, respectively, from last season.
- Season-to-date through January, U.S. OJ imports and exports were down 43.2% and 11.0%, respectively. Season-to-date through 03/07/09, Florida OJ exports were up 49.8% (FDOC Processor report).
- Season-to-date through January, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 50.5%.
- Season-to-date through 02/14/09, 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 1.0% from the previous season, with the NFC price down .7%, the Recon price down 5.7%, the FCOJ price unchanged, and the overall OJ price down 2.5%.
- The February average FCOJ Futures price was \$.69/PS, down \$.59/PS from last year. The Florida bulk FCOJ FOB price was \$.85/PS for the week ending 02/14/09, down \$.62/PS from last year; while the Rotterdam price was at an estimated \$1,300/MT, down \$600/MT from last year.
- Season-to-date through 03/07/09, the delivered-in price for early and midseason oranges was \$1.01/PS, down \$.38/PS from last season; season-to-date delivered-in prices for white and red grapefruit juice were \$.56/PS and \$.63/PS, up \$.07/PS and \$.19/PS from last season, respectively.
- Season-to-date through 03/08/09, fresh orange and specialty citrus shipments were up 13.1% from last season. Domestic FOB prices for 1) early, midseason & Temple oranges, 2) Navel oranges, 3) Valencia oranges, 4) Tangelos, 5) early tangerines and 6) Honey tangerines were down 14.2%, up 1.7%, down 17.9%, down 2.4%, down 8.8% and up 9.1%, respectively.
- Season -to-date through January, clementine/tangerine imports were up 32.6%. Season-to-date through 03/08/09, Texas fresh grapefruit shipments were down 10.6%.
- Season-to-date through 03/07/09, Florida GJ availability, movement and ending inventory were up 2.1%, 3.1% and 1.6%, respectively.
- Season-to-date through January, U.S. GJ exports were up 27.9%. Season-to-date through 03/07/09, Florida GJ exports were up 8.9% (FDOC Processor report).
- Season-to-date through 02/14/09, GJ volume sales in all Nielsen retail outlets were up .7% from last season, with the NFC price down .9%, the RECON price down 2.8% and the overall GJ price down .9%.
- Season-to-date through 03/08/09, Florida fresh grapefruit shipments were down 2.7% from last season, with domestic/Canadian shipments up 11.5% and offshore shipments down 10.1% (CAC). Season-to-date through 03/01/09, certified shipments to Europe and Japan were down 5.1% and 9.9%, respectively. Season-to-date through 03/08/09, domestic FOB prices (CAC) for fresh white and colored grapefruit were down 10.2% and 14.4%, respectively.
- For the week ending 03/16/09 versus the same period last year, the Euro-per-Dollar exchange rate was up 20.9%, while the Yen-per-Dollar was down 3.3%.
- 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-February)		
	2007-08	2008-09	Change
	- - - - - million SSE gallons <sup>a</sup> - - - - -		- % -
<b>NAFTA<sup>b</sup></b>	<b>251.2</b>	<b>147.0</b>	<b>-41.5</b>
<b>Europe<sup>c</sup></b>	<b>812.7</b>	<b>872.5</b>	<b>+7.4</b>
<b>Far East<sup>d</sup></b>	<b>122.7</b>	<b>97.4</b>	<b>-20.7</b>
<b>Others</b>	<b>60.8</b>	<b>57.9</b>	<b>-4.8</b>
<b>TOTAL</b>	<b>1,247.4</b>	<b>1,174.7</b>	<b>-5.8</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 03/07/09 (FDOC Processor Week 23)		
	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>989.5</b>	<b>-10.8</b>	<b>496.0</b>	<b>514.7</b>	<b>+3.8</b>
<b>Imports<sup>a,b</sup></b>	<b>236.3</b>	<b>132.4</b>	<b>-44.0</b>	<b>170.5</b>	<b>57.4</b>	<b>-66.3</b>
<b>Availability</b>	<b>1,708.4</b>	<b>1,746.1</b>	<b>+2.2</b>	<b>1,029.6</b>	<b>1,196.3</b>	<b>+16.2</b>
<b>Movement</b>	<b>1,084.2</b>	<b>1,153.5</b>	<b>+6.4</b>	<b>484.2</b>	<b>503.7</b>	<b>+4.0</b>
FCOJ <sup>c</sup>	537.4	601.3	+11.9	241.6	256.8	+6.3
NFC <sup>d</sup>	546.8	552.2	+1.0	242.6	247.0	+1.8
<b>Ending Inventory</b>	<b>624.2</b>	<b>592.6</b>	<b>-5.1</b>	<b>545.4</b>	<b>692.6</b>	<b>+27.0</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>e</sup></b>	<b>29.9</b>	<b>26.7</b>	<b>-10.8</b>	<b>25.9</b>	<b>31.6</b>	<b>+22.1</b>
<b>Carryover – 13 Weeks<sup>f</sup></b>				<b>25.1</b>	<b>30.6</b>	<b>+21.9</b>
				<b>24.9</b>	<b>31.6</b>	<b>+27.0</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-January)					
	TOTAL OJ			NFC-OJ		
	2007-08	2008-09	Change	2007-08	2008-09	Change
	- - mil. SSE gal. - -		- % -	- - mil. SSE gal. - -		- % -
<b>Brazil</b>	<b>130.4</b>	<b>70.7</b>	<b>-45.8</b>	<b>37.4</b>	<b>33.1</b>	<b>-11.5</b>
<b>CBI</b>	<b>11.4</b>	<b>2.0</b>	<b>-82.4</b>	<b>--</b>	<b>.0</b>	<b>NC</b>
<b>Mexico</b>	<b>16.8</b>	<b>16.5</b>	<b>-1.8</b>	<b>.3</b>	<b>.1</b>	<b>-66.7</b>
<b>Other</b>	<b>3.5</b>	<b>3.0</b>	<b>-14.3</b>	<b>--</b>	<b>--</b>	<b>NC</b>
<b>TOTAL</b>	<b>162.2</b>	<b>92.2</b>	<b>-43.2</b>	<b>37.8</b>	<b>33.2</b>	<b>-12.2</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-January)		
	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>37.5</u></b>	<b><u>32.1</u></b>	<b><u>-14.4</u></b>
<b>Availability<sup>c</sup></b>	<b>80.2</b>	<b>85.4</b>	<b>+6.5</b>
<b>Ending Inventory<sup>a</sup></b>	<b><u>45.0</u></b>	<b><u>32.5</u></b>	<b><u>-27.9</u></b>
<b>Non-FDOC Proc. FCOJ Disappearance<sup>d</sup></b>	<b>35.2</b>	<b>52.9</b>	<b>+50.5</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-January)		
	2007-08	2008-09	Change
	- - - million SSE gallons - - -		- % -
<b>Canada</b>	<b>35.40</b>	<b>23.68</b>	<b>-33.1</b>
<b>Europe</b>	<b>1.74</b>	<b>4.94</b>	<b>+183.9</b>
<b>Japan</b>	<b>.55</b>	<b>1.01</b>	<b>+83.6</b>
<b>Other</b>	<b>5.71</b>	<b>9.00</b>	<b>+57.6</b>
<b>TOTAL</b>	<b>43.39</b>	<b>38.63</b>	<b>-11.0</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 49.8%, season-to-date through 03/07/09.

SOURCE: U.S. Department of Commerce.

# U.S. Retail Orange-Juice Sales

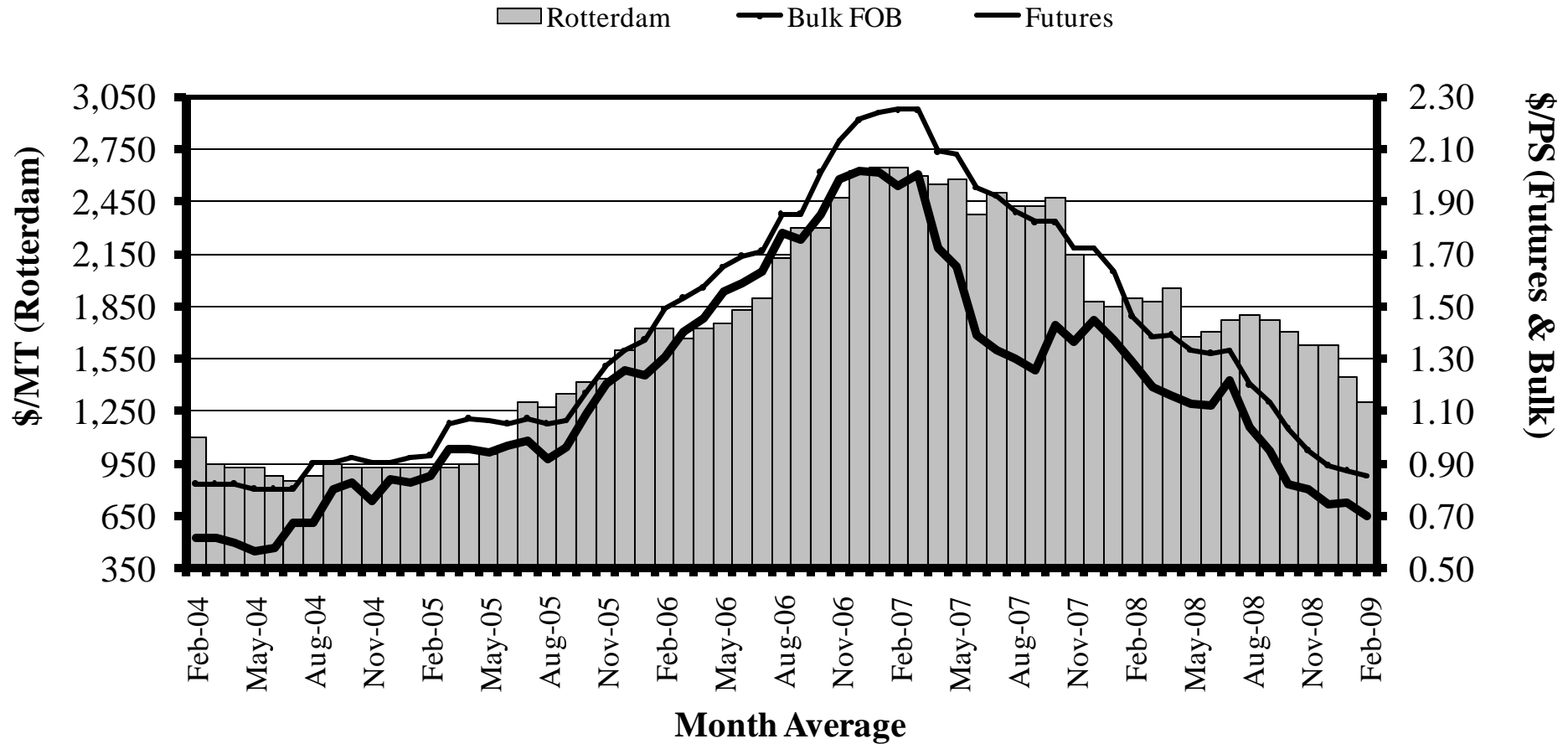
Item	Volume			Price		
	2007-08p	2008-09f	Change	2007-08p	2008-09f	Change
	- million SSE gallons -		- % -	- - \$/SSE gallon - -		- % -
SEASON:						
Refrigerated	565.3	572.1	+1.2	6.01	5.83	-3.0
NFC	322.3	328.5	+1.9	6.73	6.55	-2.7
RECON	243.0	243.6	+2	5.04	4.86	-3.6
FCOJ	48.9	46.8	-4.3	4.68	4.50	-3.8
Shelf 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 02/14/09) <sup>a</sup>						
Refrigerated	228.4	227.1	-.6	6.02	5.85	-2.9
NFC	130.1	127.0	-2.4	6.71	6.66	-.7
RECON	98.3	100.1	+1.8	5.12	4.83	-5.7
FCOJ	20.4	19.3	-5.5	4.66	4.66	0.0
Shelf Stable	2.2	2.2	+.06	6.48	6.73	+3.7
TOTAL	251.0	248.6	-1.0	5.92	5.77	-2.5

<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 February 2004 through February 2009



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

## FCOJ Prices – February<sup>a</sup>

Item	2007-08	2008-09	Change
	- - - - \$/pounds solids - - - -		- - % - -
<b>FCOJ Florida Bulk FOB</b>	<b>1.47</b>	<b>.85</b>	<b>-42.2</b>
<b>FCOJ Futures</b>	<b>1.28</b>	<b>.69</b>	<b>-46.1</b>
	- - - - \$/metric ton - - - -		
<b>FCOJ Rotterdam</b>	<b>1,900</b>	<b>1,300</b>	<b>-31.6</b>

<sup>a</sup>Prices are for the following time periods: Florida Bulk FCOJ FOB – Week ending 02/14/09.

Futures – February average.

Rotterdam – February *Foodnews*.

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

# FDOC Processor Delivered-In Prices

## Report #23 – Week Ending 03/07/09

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>1.413</b>	<b>1.051</b>	<b>-.362</b>	<b>1.389</b>	<b>1.008</b>	<b>-.381</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>.571</b>	<b>.586</b>	<b>+.015</b>	<b>.489</b>	<b>.563</b>	<b>+.074</b>
<b>Red Grapefruit</b>	<b>.426</b>	<b>.687</b>	<b>+.261</b>	<b>.446</b>	<b>.634</b>	<b>+.188</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	February Average		Season-to-Date (July-February) <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>7.38</b>	<b>+61.1</b>	<b>5.88</b>	<b>+40.4</b>
<b>2007-08</b>	<b>7.16</b>	<b>-3.0</b>	<b>6.26</b>	<b>+6.4</b>
<b>2008-09</b>	<b>2.56</b>	<b>-64.2</b>	<b>4.35</b>	<b>-30.4</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 03/08/09			FOB Price thru 03/08/09		
	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>2,276</b>	<b>2,786</b>	<b>+22.4</b>	<b>9.85</b>	<b>8.45</b>	<b>-14.2</b>
<b>Navel</b>	<b>3,504</b>	<b>3,836</b>	<b>+9.5</b>	<b>10.29</b>	<b>10.46</b>	<b>+1.7</b>
<b>Valencia</b>	<b>258</b>	<b>476</b>	<b>+84.5</b>	<b>9.99</b>	<b>8.20</b>	<b>-17.9</b>
<b>Tangelo</b>	<b>714</b>	<b>827</b>	<b>+15.8</b>	<b>9.60</b>	<b>9.37</b>	<b>-2.4</b>
<b>Early Tangerines<sup>b</sup></b>	<b>3,168</b>	<b>3,428</b>	<b>+8.2</b>	<b>13.63</b>	<b>12.43</b>	<b>-8.8</b>
<b>Honey</b>	<b>1,276</b>	<b>1,310</b>	<b>+2.7</b>	<b>13.71</b>	<b>14.96</b>	<b>+9.1</b>
<b>TOTAL</b>	<b>11,196</b>	<b>12,663</b>	<b>+13.1</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 January			STD – 03/08/09		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
153.86	203.98	+32.6	5,001	4,471	-10.6

SOURCE: U.S. Department of Commerce.

SOURCE: Citrus Administrative Committee.

# Florida Grapefruit-Juice Availability, Movement and Inventory

Item	Season (October-September)			Season-to-Date 03/07/09 (FDOC Processor Week 23)		
	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>71.8</b>	<b>-17.9</b>	<b>43.5</b>	<b>43.2</b>	<b>-.7</b>
<b>Availability</b>	<b>144.3</b>	<b>131.1</b>	<b>-9.2</b>	<b>100.4</b>	<b>102.5</b>	<b>+2.1</b>
<b>Movement</b>	<b>85.0</b>	<b>89.6</b>	<b>+5.4</b>	<b>35.3</b>	<b>36.4</b>	<b>+3.1</b>
FCGJ <sup>b</sup>	58.4	61.2	+4.7	25.4	23.7	-6.8
NFC <sup>c</sup>	26.6	28.5	+7.0	9.9	12.7	+28.3
<b>Ending Inventory</b>	<b>59.3</b>	<b>41.4</b>	<b>-30.1</b>	<b>65.1</b>	<b>66.1</b>	<b>+1.6</b>
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
<b>Carryover – STD<sup>d</sup></b>	<b>36.3</b>	<b>24.0</b>	<b>-33.7</b>	<b>42.4</b>	<b>41.8</b>	<b>-1.5</b>
<b>Carryover – 13 Weeks<sup>e</sup></b>				<b>38.5</b>	<b>45.4</b>	<b>+17.8</b>
<b>Carryover – 3 Years<sup>f</sup></b>				<b>51.2</b>	<b>52.0</b>	<b>+1.6</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-January)		
	2007-08	2008-09	Change
- - - million SSE gallons - - -			- % -
<b>Canada</b>	<b>.88</b>	<b>.96</b>	<b>+9.1</b>
<b>Europe</b>	<b>1.75</b>	<b>3.27</b>	<b>+86.9</b>
<b>Japan</b>	<b>1.60</b>	<b>1.11</b>	<b>-30.6</b>
<b>Other</b>	<b>.40</b>	<b>.57</b>	<b>+42.5</b>
<b>TOTAL</b>	<b>4.62</b>	<b>5.91</b>	<b>+27.9</b>

<sup>a</sup>FDOC estimates.

<sup>b</sup>FDOC Processor exports of GJ for the 2008-09 season were up 8.9%, season-to-date through 03/07/09.

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 02/14/09) <sup>a</sup>						
NFC	4.59	4.90	+6.6	6.85	6.79	-.9
RECON	3.19	2.97	-6.8	5.92	5.76	-2.8
FCGJ	.35	.31	-9.1	4.10	4.23	+3.2
TOTAL	8.13	8.18	+.7	6.37	6.32	-.9

<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 03/08/09

Shipments/ Variety	2007-08	2008-09	Change
	----- 1,000 4/5-bu. cartons -----		-- % --
<b>Domestic &amp; Canadian – All</b>	<b>5,062</b>	<b>5,644</b>	<b>+11.5</b>
White	184	177	-3.8
Colored	4,878	5,467	+12.1
<b>Offshore Exports – All</b>	<b>9,599</b>	<b>8,627</b>	<b>-10.1</b>
White	2,565	1,932	-24.7
Colored	7,034	6,695	-4.8
<b>TOTAL - All</b>	<b>14,661</b>	<b>14,271</b>	<b>-2.7</b>
White	2,749	2,109	-23.3
Colored	11,912	12,162	+2.1

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 03/01/09

Country	2007-08 STD	2008-09 STD	Change
- thousand cartons -			- % -
United States	4,062	4,587	+12.9
Canada	751	793	+5.7
Europe	3,507	3,327	-5.1
Japan	5,106	4,599	-9.9
Other	270	151	-44.1
<b>TOTAL</b>	<b>13,696</b>	<b>13,457</b>	<b>-1.7</b>

SOURCE: Florida Department of Citrus.

## Florida Fresh Grapefruit Domestic FOB Prices Season-to-Date through 03/08/09

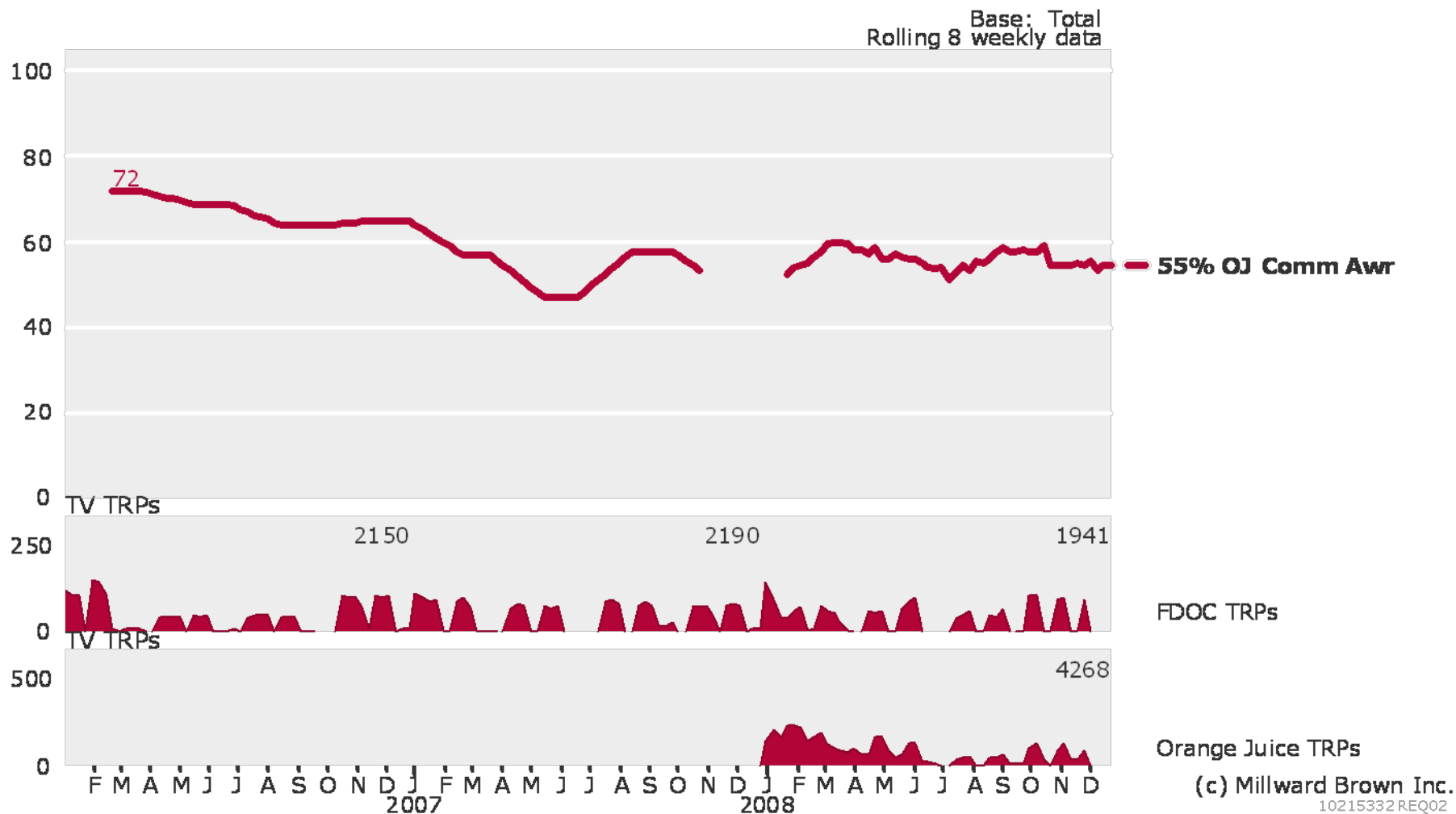
Variety	FOB Price		
	2007-08 STD	2008-09 STD	Change
	----- \$/carton-----		-- % --
<b>TOTAL</b>			
<b>White</b>	<b>10.49</b>	<b>9.42</b>	<b>-10.2</b>
<b>Colored</b>	<b>10.94</b>	<b>9.36</b>	<b>-14.4</b>

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 03/16/08)	<b>0.67393</b>	<b>1.74623</b>	<b>106.63510</b>
<b>2009</b> (thru 03/16/09)	<b>0.76910</b>	<b>2.33794</b>	<b>92.75904</b>
<b>% Change</b>	<b>+14.1</b>	<b>+33.9</b>	<b>-13.0</b>
<b>WEEK ENDING 03/16/09</b>			
<b>2008</b>	<b>0.64617</b>	<b>1.69884</b>	<b>101.46834</b>
<b>2009</b>	<b>0.78117</b>	<b>2.33830</b>	<b>98.09851</b>
<b>% Change</b>	<b>+20.9</b>	<b>+37.6</b>	<b>-3.3</b>

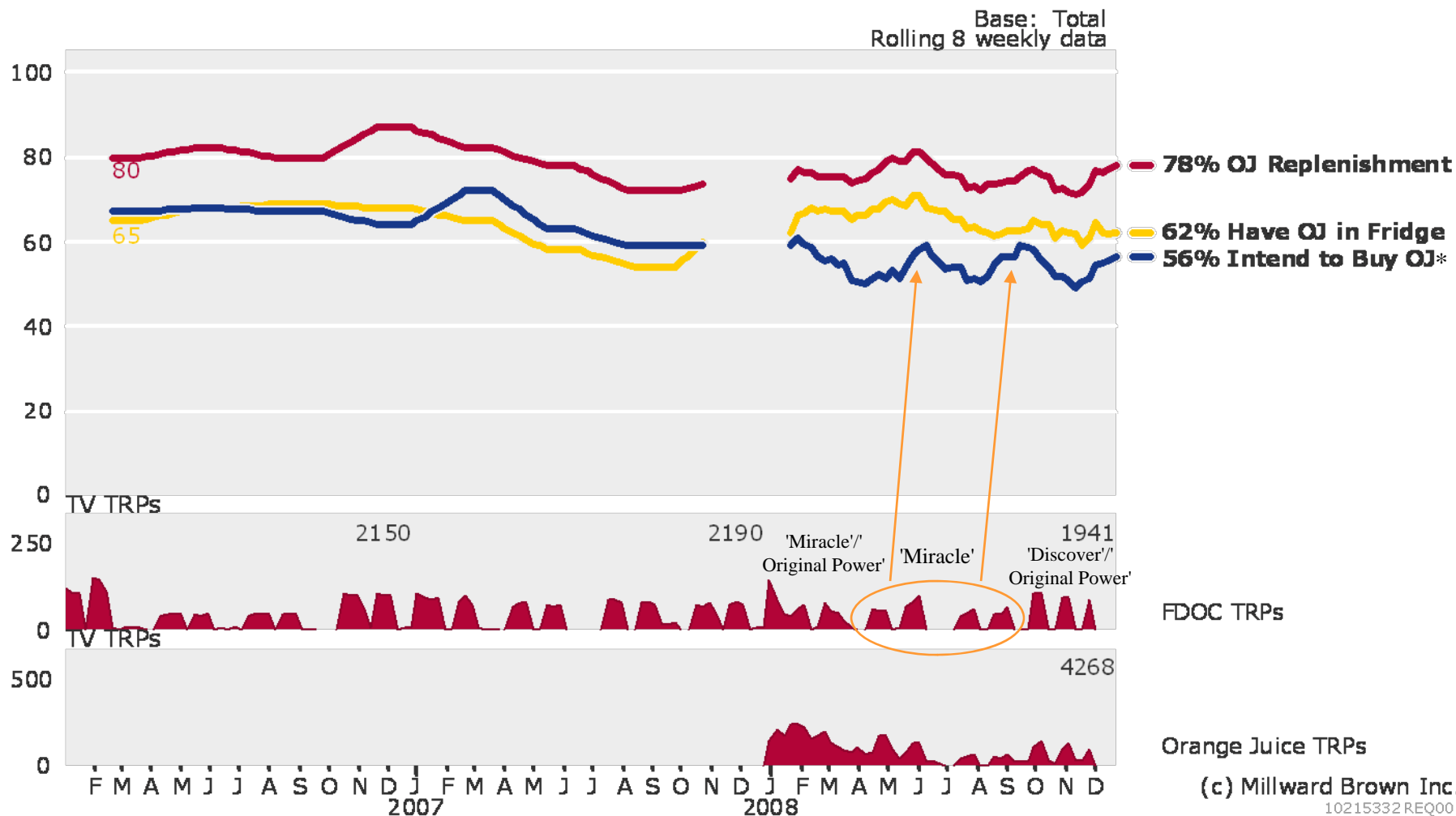
# Total Communication Awareness



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.

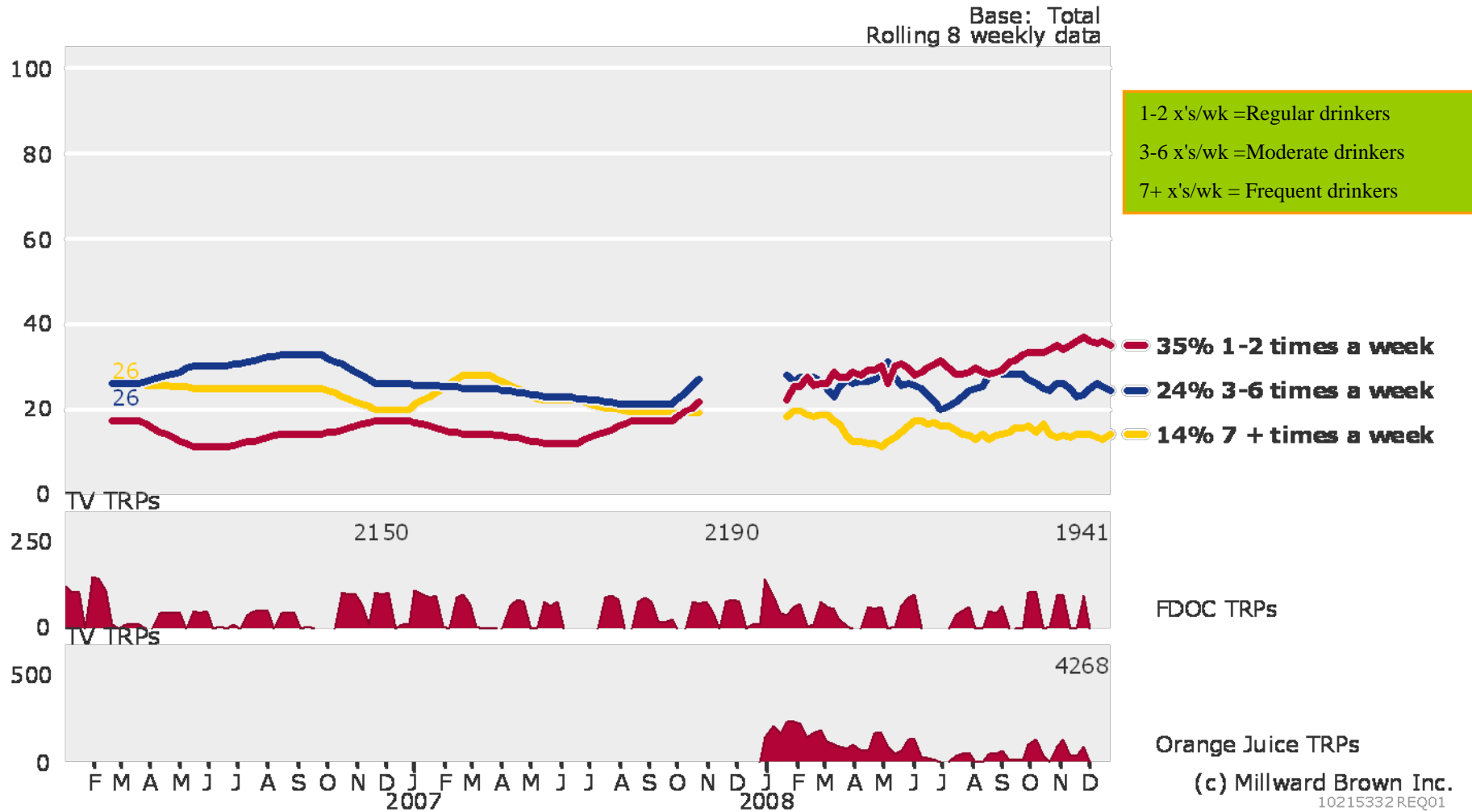
# Purchase Trends



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

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

# Consumption



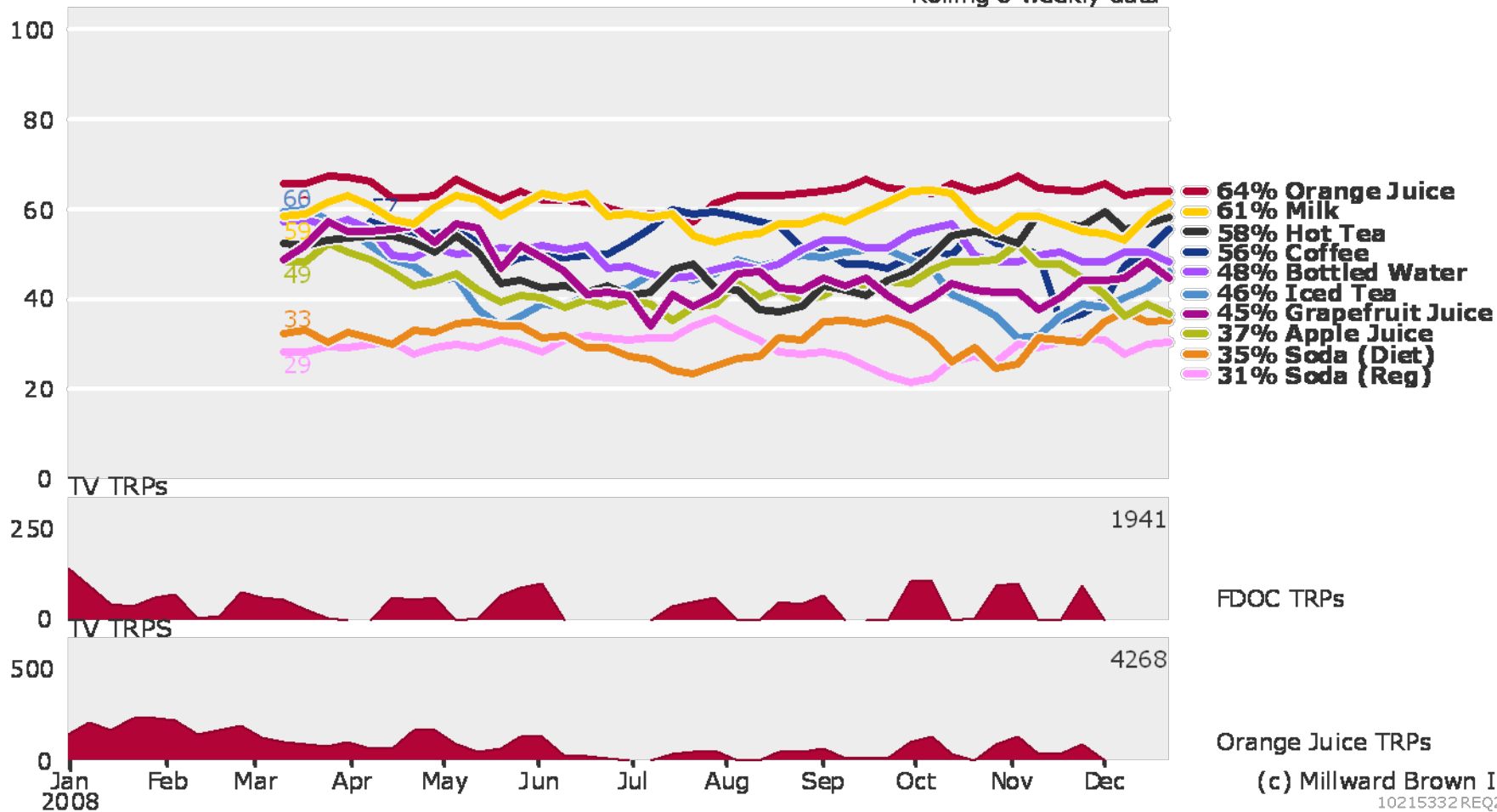
Q1: How often would you say you consume the following beverages?

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.