Florida Citrus Economic & Market Indicators March 2016

Florida Department of Citrus
Economic and Market Research

Florida Citrus Economic & Market Indicators

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Summary Comments

- Brazil’s OJ exports for 2015-16 Brazilian season (July - February) were down 1.0% from the previous year with exports to the NAFTA region, Europe and the Far East down 14.1%, up 2.5% and up 1.8%, respectively.
- Season-to-date through 2/27/2016, Florida FCOJ availability, movement and ending inventories were down 2.3%, up 20.0%, and down 12.9%, respectively, from last season.
- Season-to-date through 2/27/2016, Florida SSOJ availability, movement and ending inventories were down 4.9%, down 4.9%, and down 5.9%, respectively, from last season.
- For October through January of the 2015-16 season, U.S. OJ imports and exports were down 8.9% and 4.2% from last season, respectively. Season-to-date though 1/27/2016, Florida OJ exports were up 116.7% (FDOC Processors Report).
- For October through January of the 2015-16 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 6.6%.
- Season-to-date through 2/20/2016, 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 4.7% from the previous season, with the NFC price down 0.2%, the Recon price down 1.5% and the overall OJ price was even with the previous season.
- The February average FCOJ Futures price was $1.31/PS, down $0.02/PS from last year, while the Rotterdam price was at an estimated $1,850/MT, down $100/MT from last year.
- Season-to-date through 2/27/2016, season, the delivered-in price for early and midseason oranges was $1.90/PS, down $.04/PS from last season.
- Season to date through 02/14/2016, fresh orange and specialty citrus shipments were down 27.5%, from last season.
- From August through January of the 2015-16 season, clementine and tangerine imports were up 10.6% relative to last season. Season-to-date through 2/27/2016, Texas fresh grapefruit shipments were down 7.2% relative to last season.
- Season-to-date through 2/27/2016, Florida FCGJ availability, movement and ending inventory were down 12.2%, down 11.5%, and down 9.9%, respectively.
- Season-to-date through 2/27/2016, Florida SSGJ availability, movement and ending inventory were up 24.1%, even, and up 65.9%, respectively.
- For October through January of the 2015-16 season, U.S. GJ exports were down 3.7%. Season-to-date through 2/27/2016, Florida GJ exports were down 27.2% (FDOC Processors report).
- Season-to-date through 2/20/2016, 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 4.5% from the previous season, with the overall GJ price up 0.2%.
- Season-to-date through 2/14/2016, Florida fresh grapefruit shipments were down 12.8% from last season, with Domestic/Canadian shipments down 15.5% and offshore shipments down 10.4% (DFVI). Season-to-date through 2/14/2016, shipments to Europe and Japan were down 18.5% and 6.3%, respectively. Season-to-date through 2/14/2016, domestic FOB prices (CAC) for fresh white and colored grapefruit were up 48.5% and 29.7%, respectively.
- For the week ending 02/07/2016 versus the same period last year, the Euro-per-Dollar exchange rate was up 2.9%, while the Yen-per-Dollar was up 0.6%.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July - February)		
	2014-15	2015-16	Change
	- million SSE gallons (a) -		- % -
NAFTA[b, e]	**209.6**	**180.1**	**-14.1**
Europe[c]	**747.6**	**766.4**	**+2.5**
Far East[d]	**81.9**	**83.4**	**+1.8**
Others	**54.2**	**52.2**	**-3.7**
Total	**1,093.3**	**1,082.1**	**-1.0**

[a]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.
[b]U.S., Canada, and Mexico.
[c]Russia, Ukraine, and Turkey are included in Europe.
[d]China, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.
[e] Brazil reported no exports to NAFTA for the month of August.
SOURCE: Secretary of External Commerce - Brazil

Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 02/27/2016 (FDOC Processor Week 21)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**319.5**	**274.1**	**-14.2**	**274.1**	**289.3**	**+5.5**
Pack from Fruit	**148.2**	**120.0**	**-19.0**	**54.9**	**52.0**	**-5.3**
Imports [a]	**210.8**	**259.7**	**+23.2**	**91.8**	**69.7**	**-24.1**
Availability	**678.4**	**653.8**	**-3.6**	**420.7**	**410.9**	**-2.3**
Movement	**404.3**	**364.6**	**-9.8**	**134.7**	**161.7**	**+20.0**
Bulk	317.2	278.2	-12.3	100.8	127.4	+26.4
Packaged	87.1	86.4	-0.8	33.8	34.2	+1.2
Ending Inventory	**274.1**	**289.3**	**+5.5**	**286.1**	**249.2**	**-12.9**
Bulk	265.9	281.4	+5.8	279.1	242.1	-13.3
Packaged	8.2	7.8	-4.9	7.0	7.1	+1.4
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD [b]	**35.3**	**41.3**	**+17.0**	**44.6**	**32.4**	**-27.4**

[a] Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, chilled OJ used in FCOJ, net loss or gain during reprocessing and adjustments.
[b] Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida SSOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 02/27/2016 (FDOC Processor Week 21)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**219.3**	**213.6**	**-2.6**	**213.6**	**228.4**	**+6.9**
Pack from Fruit	**484.3**	**436.2**	**-9.9**	**196.2**	**159.5**	**-18.7**
Imports[a]	**21.4**	**41.7**	**+94.9**	**27.3**	**27.5**	**+0.7**
Availability	**724.9**	**691.5**	**-4.6**	**437.0**	**415.4**	**-4.9**
Movement[b]	**508.0**	**457.0**	**-10.0**	**198.3**	**188.6**	**-4.9**
Bulk	57.2	36.2	-36.7	14.9	13.7	-8.1
Packaged	450.9	420.8	-6.7	183.5	174.9	-4.7
Ending Inventory	**213.6**	**227.8**	**+6.6**	**238.4**	**224.3**	**-5.9**
Bulk	207.1	221.6	+7.0	231.6	216.8	-6.4
Packaged	6.5	6.2	-4.6	6.8	7.5	+10.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**21.9**	**25.9**	**+18.3**	**25.2**	**25.0**	**-0.8**

[a]Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, FCOJ used in chilled OJ, net loss or gain during reprocessing and adjustments.
[b]Excludes evaporated COJ.
[d]Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

U.S. Orange-Juice Imports[a]

Country	Season-to-Date (October - January)					
	Volume			Value/SSG[c]		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- - million SSE gallons - -		- - % - -	- - $/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	136.14	79.78	-41.4	1.22	1.11	-9.0
CBI[b]	1.05	2.73	+160.0	1.50	1.55	+3.3
Mexico	24.73	33.53	+35.6	2.02	1.48	-26.7
Other	2.43	2.49	+2.5	2.89	2.39	-17.3
TOTAL	**164.35**	**118.53**	**-27.9**	**1.37**	**1.25**	**-8.8**
NFC OJ						
Brazil	31.55	28.70	-9.0	1.44	1.49	+3.5
CBI[b]	N/A	N/A	--	N/A	N/A	--
Mexico	0.92	0.98	+6.5	2.11	2.44	+15.6
Other	0.12	0.01	-91.7	3.85	7.23	+87.8
TOTAL	**32.59**	**29.69**	**-8.9**	**1.47**	**1.52**	**+3.4**

[a]Includes OJ with added vitamins and minerals.
[b]Includes Dominican Republic-Central America initiatives.
[c]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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

U.S. Orange-Juice Exports[a,b]

Country	Volume 2014-15	Volume 2015-16	Volume Change	Value/SSG[c] 2014-15	Value/SSG[c] 2015-16	Value/SSG[c] Change
	Season-to-Date (October - January)					
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	28.09	16.22	-42.3	3.14	5.14	+63.7
Europe	1.48	8.60	+481.1	3.23	1.51	-53.3
Japan	0.26	0.23	-11.5	3.67	3.49	-4.9
Other	6.16	9.45	+53.4	3.70	3.50	-5.4
TOTAL	36.00	34.50	-4.2	3.24	3.77	+16.4

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2015-16 season were up 116.7%, season-to-date through 02/27/2016.
[c]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.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October - January)		
	2014-15	2015-16	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	24.2	27.9	+15.3
Foreign Imports[b]	52.8	50.5	-4.4
Availability[c]	77.0	78.4	+1.8
Ending Inventory[a]	19.0	16.6	-12.6
Non-FDOC Proc. FCOJ Disappearance[d]	58.0	61.8	+6.6

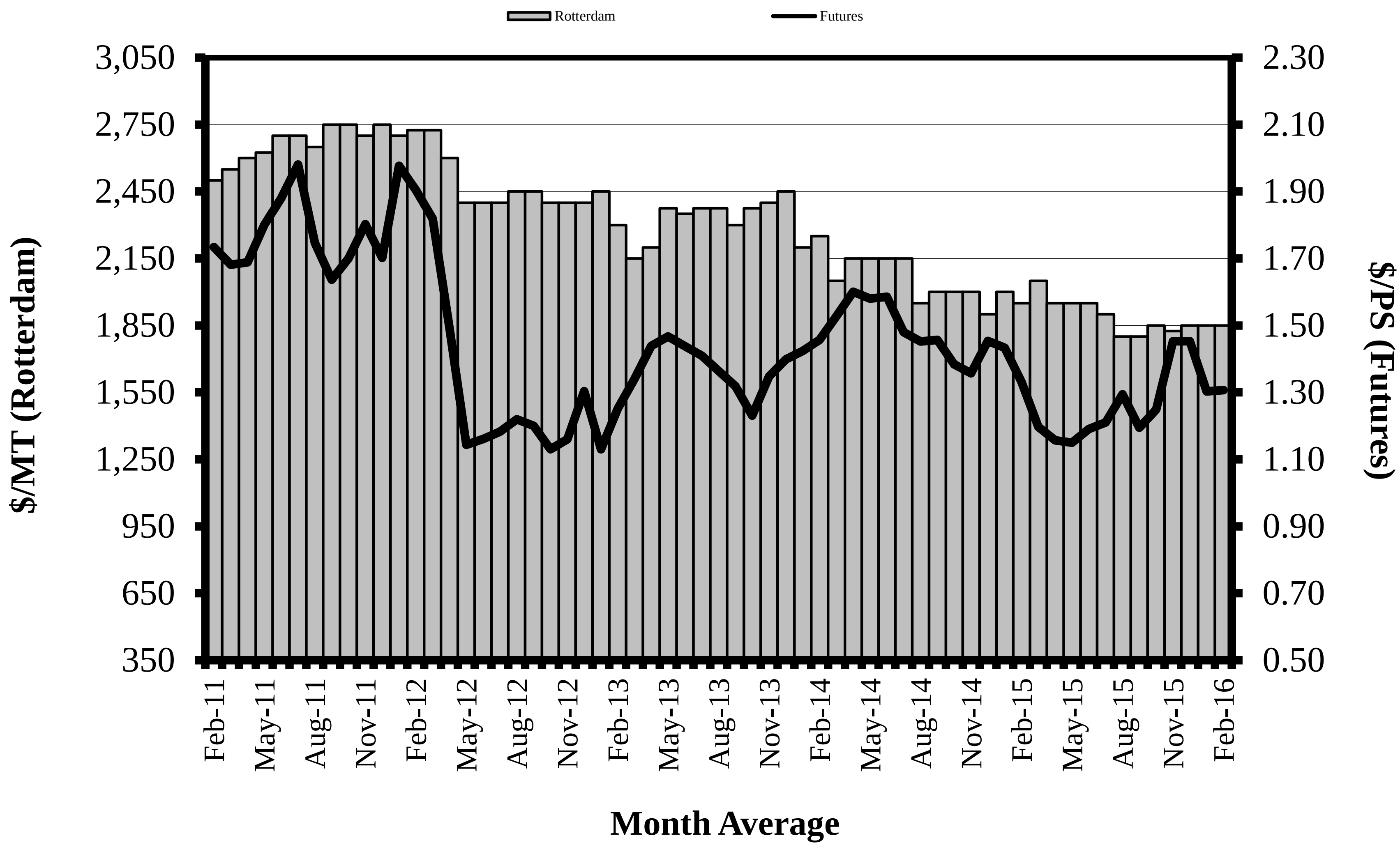
[a]National Agricultural Statistics Service (NASS), U.S. FCOJ cold storage minus FDOC Processor, FCOJ inventory, as reported in NASS-USDA, “Cold Storage” reports and FDOC Processor weekly reports.
[b]U.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FDOC Processor, FCOJ foreign product imported by members (includes bonded product).
[c]Beginning inventory and imports.
[d]Non-FDOC Processor FCOJ Disappearance is a partial Measure of non-Florida presumed consumption that does not include U.S. production from States other than Florida or U.S. exports.

U.S. Retail Orange Juice Sales
Expanded All Outlets Combined (xAOC)[a]

ITEM	Volume			Price		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		%	- $/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	**502.10**	**468.92**	**-6.6**	**6.35**	**6.62**	**+4.3**
NFC	310.64	292.21	-5.9	7.27	7.62	+4.8
RECON	191.46	176.71	-7.7	4.87	4.96	+1.8
FCOJ	**23.41**	**21.35**	**-8.8**	**4.89**	**4.95**	**+1.2**
Shelf Stable	**0.67**	**0.56**	**-16.4**	**8.89**	**9.12**	**+2.6**
TOTAL	**526.05**	**490.83**	**-6.7**	**6.29**	**6.55**	**+4.1**
SEASON-TO-DATE through 02/20/2016, TOP LINE REPORT #5						
	2014-15	**2015-16**	**Change**	**2014-15**	**2015-16**	**Change**
Refrigerated	**193.99**	**185.21**	**-4.5**	**6.59**	**6.58**	**-0.1**
NFC	122.10	118.74	-2.7	7.53	7.52	-0.2
RECON	71.88	66.47	-7.5	4.99	4.91	-1.5
FCOJ	**8.90**	**8.19**	**-8.0**	**4.96**	**4.93**	**-0.7**
Shelf Stable	**0.24**	**0.16**	**-34.6**	**9.05**	**8.97**	**-0.8**
TOTAL	**203.13**	**193.56**	**-4.7**	**6.52**	**6.52**	**-0.1**

a 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.

FCOJ Futures & Rotterdam Monthly Average Prices
February 2011 through February 2016



THERE'S AMAZING INSIDE FLORIDA CITRUS.

FCOJ Prices
February

Item	2015	2016	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Futures	**1.33**	**1.31**	**-1.5**
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	**1,950**	**1,850**	**-5.1**

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

FDOC Processor Delivered-In Prices
Report #21– Week Ending 02/27/16

Variety	STD Prices Reported for Canner's A		
	2014-15	2015-16	Change
	- - - - - - - - - -$/PS - - - - - - - - - -		
Early & Midseason[a]	**$1.94**	**$1.90**	**-2.1**
Valencias[b]	**0**	**0**	**--**
White Grapefruit	**$1.27**	**$1.81**	**+42.5**
Red Grapefruit	**$0.77**	**$1.85**	**+140.3**

[a]Final priced, combined for STD, Spot & Contract for Week.
[b]Spot & Contract.
N/D – withheld to avoid disclosing data for individual operations.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Sao Paulo Processed Orange Spot Prices

Monthly Average and Season-to-Date

Season	February Average		Season-to-Date (Jul - Feb)[a]	
	Price	Change from Year Ago	Price	Change from Year Ago
	- - $/box[b] - -	- - % - -	- - $/box[b] - -	- - % - -
2013-14	3.82	+26.1	3.36	+4.7
2014-15	3.62	-5.2	4.07	+21.1
2015-16	3.47	-4.1	3.37	-17.2

[a] Unweighted average of monthly prices.
[b] 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 2/14/16[1]			FOB Price thru 2/14/16[1]		
	2014-15 STD	2015-16 STD	Change	2014-15 STD	2015-16 STD	Change
	- - 1,000 4/5-bu. cartons - -		- % -	- - - - - $/carton - - - - -		- % -
Early, Mids & Temples[a]	**2,425**	**2,138**	**-11.8**	**13.44**	**14.27**	**+6.2**
Navel	**1,623**	**1,046**	**-35.6**	**18.95**	**19.59**	**+3.4**
Valencia	**79**	**194**	**+145.6**	**14.31**	**14.50**	**+1.3**
Tangelo	**593**	**412**	**-30.5**	**13.28**	**15.36**	**+15.7**
Early Tangerines[b]	**1,801**	**1,062**	**-41.0**	**19.44**	**24.24**	**+24.7**
Honey	**600**	**315**	**-47.5**	**22.74**	**27.71**	**+21.9**
TOTAL	**7,121**	**5,166**	**-27.5**			

[1]Based on most recent release of fresh fruit shipments as reported by FDACS
[a]Prices for Early & Mids.
[b]Prices for Sunburst
SOURCE: Citrus Administrative Committee

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2014-15	2015-16	Change	2014-15	2015-16	Change
August - January			STD – 02/27/2016		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
267.0	295.2	+10.6	3,967	3,683	-7.2

SOURCE: U.S. Department of Commerce.

SOURCE: Texas Valley Citrus Committee.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida FCGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 02/27/2016 (FDOC Processor Week 21)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**20.6**	**18.8**	**-8.7**	**18.8**	**16.1**	**-14.4**
Pack from Fruit	**22.5**	**17.7**	**-21.3**	**10.5**	**9.8**	**-6.7**
Imports[a]	**0**	**0**	**--**	**0**	**0**	**--**
Availability	**43.1**	**36.5**	**-15.3**	**29.4**	**25.8**	**-12.2**
Movement	**25.6**	**23.6**	**-7.8**	**7.8**	**6.9**	**-11.5**
Bulk	25.3	23.4	-7.5	7.8	6.8	-12.8
Packaged	0.4	0.2	-50.0	0.1	0.1	+0.0
Ending Inventory	**18.9**	**16.1**	**-14.8**	**23.3**	**21.0**	**-9.9**
Bulk	18.8	16.1	-14.4	23.3	20.9	-10.3
Packaged	0	0	--	0	0	--
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[b]	**38.3**	**35.5**	**-7.3**	**62.41**	**64.0**	**+2.6**

[a]Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, chilled GJ used in FCGJ, net loss or gain during reprocessing and adjustments.
[b]Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 02/27/2016 (FDOC Processor Week 21)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**11.2**	**12.2**	**+8.9**	**12.2**	**9.6**	**-21.3**
Pack from Fruit	**19.3**	**14.9**	**-22.8**	**4.9**	**10.2**	**+108.2**
Imports [a]	**0.0**	**1.1**	**+100**	**-0.1**	**1.3**	**+1400**
Availability	**30.5**	**28.1**	**-7.9**	**17.0**	**21.1**	**+24.1**
Movement	**16.8**	**16.9**	**+0.6**	**6.5**	**6.5**	**-0.0**
Bulk	4.4	4.5	+2.3	1.1	1.5	+36.4
Packaged	12.4	12.4	0.0	5.4	5.0	-7.4
Ending Inventory	**12.2**	**9.5**	**-22.1**	**8.8**	**14.6**	**+65.9**
Bulk	11.9	9.3	-21.8	8.5	14.4	+69.4
Packaged	0.2	0.2	0.0	0.3	0.2	-33.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD [b]	**37.7**	**29.4**	**-22.0**	**28.7**	**47.1**	**+64.1**

[a] Also includes domestic receipts by members of non-Florida product, foreign imports, reprocessed tangerine juice, FCGJ used in chilled GJ, net loss or gain during reprocessing and adjustments.
[b] Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

U.S. Grapefruit-Juice Exports[a,b]

Country	Volume 2014-15	Volume 2015-16	Volume Change	Value/SSG[c] 2014-15	Value/SSG[c] 2015-16	Value/SSG[c] Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	0.49	0.57	+16.3	4.76	3.35	-29.6
Europe	1.50	1.53	+2.0	2.97	2.92	-1.7
Japan	0.76	0.76	0.0	3.16	3.67	+16.1
Other	0.51	0.28	-45.1	4.58	11.08	+141.9
TOTAL	3.25	3.13	-3.7	3.54	3.90	+10.2

Season-to-Date (October - January)

[a] SOURCE: U.S. Department of Commerce.
[b]FDOC Processor exports of GJ for the 2015-16 season were down 27.2%, season-to-date through 02/27/2016.
[c]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.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

U.S. Retail Grapefruit Juice Sales
Expanded All Outlets Combined (xAOC)[a]

ITEM	Volume			Price		
	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		%	- $/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
Refrigerated	**10.99**	**10.69**	**-2.7**	**7.45**	**7.70**	**+3.4**
NFC	10.10	9.75	-3.5	7.57	7.86	+3.8
RECON	5.11	4.97	-2.7	6.34	6.36	+0.3
FCGJ	**0.32**	**0.18**	**-43.8**	**4.61**	**5.25**	**+13.9**
Shelf Stable	**10.99**	**10.69**	**-2.7**	**7.45**	**7.70**	**+3.4**
TOTAL	**15.53**	**14.90**	**-4.1**	**7.11**	**7.33**	**+3.1**
SEASON-TO-DATE through 02/20/2016, TOP LINE REPORT #5						
	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	**4.16**	**3.99**	**-4.0**	**7.66**	**7.67**	**-0.1**
NFC	3.78	3.62	-4.3	7.81	7.79	-0.2
RECON	0.38	0.37	-1.1	6.21	6.50	+4.6
FCGJ	**0.07**	**0.07**	**-3.0**	**5.19**	**4.47**	**-14.0**
Shelf Stable	**1.56**	**1.46**	**-6.2**	**6.34**	**6.41**	**+1.1**
TOTAL	**5.79**	**5.53**	**-4.5**	**7.27**	**7.29**	**+0.2**

a 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.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Shipments, Season-to-Date through 02/14/2016[1]

Shipments/Variety	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
	- - - - 1,000 4/5-bu. Cartons - - - -		- % -
Domestic & Canadian – All	**3,821**	**3,230**	**-15.5**
White	**77**	**57**	**-26.0**
Colored	**3,745**	**3,172**	**-15.3**
Offshore Exports – All	**4,162**	**3,730**	**-10.4**
White	**769**	**790**	**2.7**
Colored	**3,393**	**2,940**	**-13.4**
TOTAL - All	**7,983**	**6,960**	**-12.8**
White	**846**	**847**	**0.1**
Colored	**7,138**	**6,113**	**-14.4**

SOURCE: DFVI, Florida Dept of Agriculture

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 02/14/16[1]

Country	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
	- - - - - thousand cartons	- - - - -	- - % - -
United States	3,219	2,710	-15.8
Canada	603	521	-13.6
Europe	1,823	1,485	-18.5
Japan	1,940	1,817	-6.3
Other	397	427	+7.6
TOTAL	7,983	6,960	-12.8

[1]Based on most recent release of fresh fruit shipments as reported by FDACS
Source: Florida Department of Citrus

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 02/14/2016[1]

Variety	FOB Price		
	2014-15 Season-to-Date	2015-16 Season-to-Date	Change
	- - - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	**10.92**	**16.22**	**+48.5**
Colored	**10.82**	**14.03**	**+29.7**

[1]Based on most recent release of fresh fruit shipments as reported by FDACS

SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2011	0.7188	1.6698	79.70
2012	0.7781	1.9508	79.79
2013	0.7532	2.1546	97.58
2014	0.7535	2.3475	105.84
2015	0.9012	3.3310	121.03
2015 (thru 03/06/2015)	0.8724	2.7374	118.66
2016 (thru 03/06/2016)	0.9111	3.9885	116.33
% Change	+4.4	+45.7	-2.0
WEEK ENDING 03/06/2016			
2015	0.8982	2.9107	119.80
2016	0.9148	3.8614	113.59
% Change	+1.8	+32.7	-5.2