Florida Citrus Economic & Market Indicators November 2014

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 2014-15 Brazilian season (July - October) were up 7.2% from the previous year with exports to the NAFTA region, Europe and the Far East up 12.1%, 2.2% and 80.8%, respectively.

- Season-to-date through 11/01/2014, Florida FCOJ availability, movement and ending inventories were down 11.9%, 13.7%, and 11.7%, respectively, from last season.

- Season-to-date through 11/01/2014, Florida SSOJ availability, movement and ending inventories were down 2.2%, 6.6%, and 0.7%, respectively, from last season.

- From October through September of the 2013-14 season, U.S. OJ imports and exports were down 0.7% and 5.6% from last season, respectively. Season-to-date though 09/27/2014, Florida OJ exports were down 19.8% (FDOC Processors Report).

- From October through September of the 2013-14 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 6.4%.

- Season-to-date through 11/16/2014, 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 9.5% from the previous season, with the NFC price up 4.9%, the Recon price up 4.0% and the overall OJ price up 4.9%.

- The October average FCOJ Futures price was $1.38/PS, up $.15/PS from last year, while the Rotterdam price was at an estimated $2,000/MT, down $375/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). No prices for 2014/15 released yet.

- Season-to-date through 11/16/2014, fresh orange and specialty citrus shipments were up 6.5%, from last season.

- Season-to-date through September, clementine and tangerine imports were down 55.3% relative to last season. Season-to-date through 11/08/2014, Texas fresh grapefruit shipments were up 50.4% relative to last season.

- Season-to-date through 11/01/2014, Florida FCGJ availability, movement and ending inventory were down 4.2%, 22.2% and 1.5%, respectively.

- Season-to-date through 11/01/2014, Florida SSGJ availability, movement and ending inventory were up 4.8%, down 2.5% and down 0.4%, respectively.

- From October through September of the 2013-14 season, U.S. GJ exports were down 14.9%. Season-to-date through 09/27/2014, Florida GJ exports were down 19.8% (FDOC Processors report).

- Season-to-date through 10/25/2014, 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 3.7% from the previous season, with the overall GJ price up 4.4%.

- Season-to-date through 11/16/2014, Florida fresh grapefruit shipments were up 28.1% from last season, with Domestic/Canadian shipments up 18.8% and offshore shipments up 38.1% (DFVI). Season-to-date through 11/16/2014, shipments to Europe and Japan were up 12.1% and 61.0% respectively.

- For the week ending 11/16/2014 versus the same period last year, the Euro-per-Dollar exchange rate was up 7.6%, while the Yen-per-Dollar was up 16.1%.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July - October)		
	2013-14	2014-15	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	95.3	106.8	+12.1
Europe[c]	370.9	379.2	+2.2
Far East[d]	23.5	42.4	+80.8
Others	24.9	23.1	-7.3
TOTAL	514.5	551.5	+7.2

[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.
SOURCE: SECEX.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 11/1/2014 (FDOC Processor Week 5)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**254.13**	**319.47**	**+25.7**	**319.47**	**274.12**	**-14.2**
Pack from Fruit	**316.41**	**148.18**	**-53.2**	**.72**	**.13**	**-82.3**
Imports [a]	**199.58**	**210.76**	**+5.6**	**27.53**	**32.07**	**+16.5**
Availability	**770.13**	**678.41**	**-11.9**	**347.72**	**306.31**	**-11.9**
Movement	**450.71**	**404.29**	**-10.3**	**37.31**	**32.20**	**-13.7**
Bulk	352.94	317.15	-10.1	28.71	24.06	-16.2
Packaged	97.77	87.13	-10.9	8.60	8.14	-5.3
Ending Inventory	**319.47**	**274.13**	**-14.2**	**310.42**	**274.10**	**-11.7**
Bulk	311.51	265.91	-14.6	301.40	266.36	-11.8
Packaged	7.96	8.21	+3.1	9.02	7.74	-14.2
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD [b]	**36.6**	**35.3**	**-3.7**	**41.6**	**42.6**	**+2.4**

[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 11/1/2014 (FDOC Processor Week 5)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**192.00**	**219.28**	**+14.2**	**219.28**	**213.58**	**-2.6**
Pack from Fruit	**519.48**	**484.27**	**-6.8**	**.10**	**.44**	**+340.0**
Imports[a]	**45.09**	**21.36**	**-52.6**	**5.61**	**6.06**	**+8.0**
Availability	**756.57**	**724.92**	**-4.2**	**225.00**	**220.08**	**-2.2**
Movement[b]	**532.07**	**508.05**	**-4.5**	**47.13**	**44.03**	**-6.6**
Bulk	64.13	57.17	-10.9	3.92	3.87	-1.2
Packaged	467.94	450.88	-3.6	43.21	40.16	-7.1
Ending Inventory	**219.28**	**213.58**	**-2.6**	**177.21**	**176.00**	**-0.7**
Bulk	212.63	207.11	-2.6	168.86	169.28	-0.2
Packaged	6.66	6.47	-2.9	8.35	6.72	-19.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**21.4**	**21.9**	**+2.3**	**18.8**	**20.0**	**+6.4**

[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	Volume			Value/SSG[c]		
	Season-to-Date (October – September)					
	2012-13	**2013-14**	**Change**	**2012-13**	**2013-14**	**Change**
	- - million SSE gallons - -		- - % - -	- - $/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	237.32	247.57	+4.3	1.89	1.25	+5.6
CBI[b]	50.05	41.59	-16.9	1.58	1.57	-0.5
Mexico	123.06	120.27	-2.3	1.42	1.56	+9.6
Other	10.08	8.20	-18.7	3.08	2.94	-4.5
TOTAL	**420.51**	**417.63**	**-0.7**	**1.35**	**1.41**	**+4.3**
NFC OJ						
Brazil	49.81	34.39	-31.0	1.50	1.43	-4.5
CBI[b]	.01	.00	N/A	8.15	.00	N/A
Mexico	6.12	7.36	+20.3	2.35	2.45	+4.3
Other	.02	.05	+150.0	5.18	3.49	-32.4
TOTAL	**55.97**	**41.80**	**-25.3**	**1.59**	**1.61**	**+1.2**

[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			Value/SSG[c]		
Season-to-Date (October - September)						
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	**92.98**	**94.43**	**+1.6**	**3.04**	**3.09**	**+1.6**
Europe	**39.04**	**21.78**	**-44.2**	**1.97**	**2.51**	**+27.4**
Japan	**1.09**	**1.22**	**+11.9**	**3.28**	**2.90**	**-11.6**
Other	**36.32**	**42.56**	**+17.2**	**2.81**	**2.83**	**+0.7**
TOTAL	**169.43**	**159.99**	**-5.6**	**2.75**	**2.94**	**+6.9**

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2013-14 season were down 19.8%, season-to-date through 09/27/2014.
[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 - September)		
	2012-13	2013-14	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	**30.0**	**16.0**	**-46.6**
Foreign Imports[b]	**178.6**	**181.1**	**+1.4**
Availability[c]	**208.6**	**197.1**	**-5.5**
Ending Inventory[a]	**16.0**	**16.6**	**+4.5**
Non-FDOC Proc. FCOJ Disappearance[d]	**192.7**	**180.5**	**-6.4**

[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]Partial measure of non-Florida presumed consumption. Omits non-Florida, U.S. production and exports.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

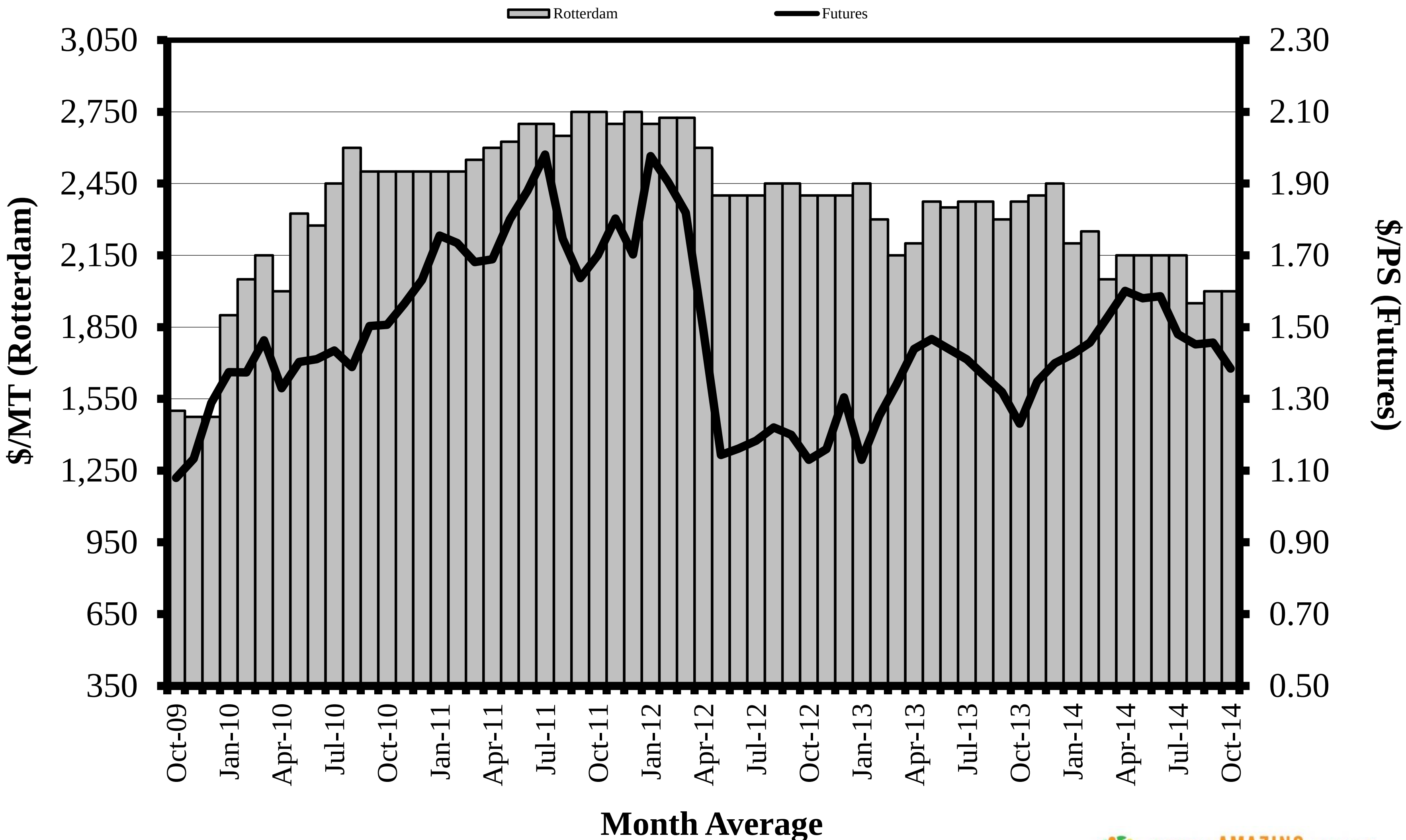
U.S. Retail Orange Juice Sales
Expanded All Outlets Combined (xAOC)[a]

ITEM	Volume			Price		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- $/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
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**	**+2.6**
Shelf Stable	**0.75**	**0.67**	**-10.6**	**8.46**	**8.88**	**+4.9**
TOTAL	**560.76**	**525.05**	**-6.4**	**6.20**	**6.27**	**1.5**
SEASON-TO-DATE through 10/25/14, TOP LINE REPORT #1						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	**39.06**	**35.39**	**-9.4**	**6.22**	**6.53**	**+5.0**
NFC	23.69	21.79	-8.0	7.14	7.49	+4.9
RECON	15.37	13.59	-11.6	4.79	4.98	+4.0
FCOJ	**1.80**	**1.62**	**-10.0**	**4.86**	**4.87**	**+0.2**
Shelf Stable	**0.06**	**0.05**	**-16.7**	**8.47**	**9.29**	**+9.7**
TOTAL	**40.92**	**37.05**	**-9.5**	**6.16**	**6.46**	**+4.9**

[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 CITRUS.

FCOJ Futures & Rotterdam Monthly Average Prices
October 2009 through October 2014



THERE'S AMAZING INSIDE FLORIDA CITRUS.

FCOJ Prices
October

Item	2013	2014	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Futures	**1.23**	**1.38**	**+12.2**
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	**2,375**	**2,000**	**-15.8**

SOURCES: Intercontinental Exchange, 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[a]	1.360	1.716	+.356
Valencias[a]	1.665	2.377	+.712
White Grapefruit	1.398	1.508	+.110
Red Grapefruit	1.033	0.982	-.051

THERE'S AMAZING INSIDE FLORIDA CITRUS.

Sao Paulo Processed Orange Spot Prices
Monthly Average and Season-to-Date

Season	November Average		Season-to-Date (July-November)	
	Price	Change from Year Ago	Price	Change from Year Ago
	- - $/box[b] - -	- - % - -	- - $/box[b] - -	- - % - -
2012-13	3.15	N/A	3.38	N/A
2013-14	3.48	+10.48	3.19	-5.67
2014-15	3.98	+14.37	4.24	+32.89

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.

THERE'S AMAZING INSIDE FLORIDA CITRUS.

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

Variety	Shipments thru 11/16/14			FOB Price thru 11/16/14		
	2012-13 Season-to-Date	2013-14 Season-to-Date	Change	2012-13 Season-to-Date	2013-14 Season-to-Date	Change
	- - 1,000 4/5-bu. cartons - -		- % -	- - - - - $/carton - - - - -		- % -
Early, Mids & Temples[a]	520	630	+21.2			NA
Navel	420	438	+4.3			NA
Valencia	0	0	NA			NA
Tangelo	8	51	+537.5			NA
Early Tangerines[b]	920	871	-5.3			NA
Honey			NA			NA
TOTAL	1,868	1,990	+6.5			

[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		
2013-14	2014-15	Change	2013-14	2014-15	Change
August – September			STD – 11/08/14		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
210.27	93.99	-55.3	488	734	+50.4

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 11/1/2014 (FDOC Processor Week 5)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**22.10**	**20.66**	**-6.5**	**20.66**	**16.86**	**-8.7**
Pack from Fruit	**29.18**	**22.54**	**-22.8**	**.55**	**.86**	**+55.9**
Imports[a]	**2.79**	**1.25**	**-55.2**	**.04**	**.64**	**++**
Availability	**54.07**	**44.47**	**-17.8**	**21.26**	**20.37**	**-4.2**
Movement[b]	**33.40**	**25.61**	**-23.3**	**2.72**	**2.12**	**-22.2**
Bulk	33.00	25.25	-23.5	2.61	2.10	-19.4
Packaged	.41	.36	-12.1	.12	.02	-84.3
Ending Inventory	**20.66**	**18.86**	**-8.7**	**18.53**	**18.25**	**-1.5**
Bulk	20.60	18.82	-8.6	18.47	18.22	-1.4
Packaged	.06	.04	-40.2	.06	.03	-50.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**32.2**	**38.3**	**+18.9**	**34.1**	**43.0**	**+26.2**

[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 11/1/2014 (FDOC Processor Week 5)		
	2012-13	2013-14	Change	2013-14	2014-15	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	**12.13**	**11.19**	**-7.7**	**11.19**	**12.19**	**+8.9**
Pack from Fruit	**20.53**	**19.29**	**-6.1**	**.39**	**.00**	**-100+**
Imports [a]	**.97**	**.03**	**-100+**	**-.01**	**-.05**	**-100+**
Availability	**33.63**	**30.52**	**-9.3**	**11.58**	**12.13**	**+4.8**
Movement	**19.23**	**16.79**	**-12.7**	**1.37**	**1.34**	**-2.5**
Bulk	4.57	4.40	-3.7	.19	.06	-71.0
Packaged	14.66	12.39	-15.5	1.18	1.28	+8.8
Ending Inventory	**11.19**	**12.19**	**+8.9**	**10.21**	**10.16**	**-0.4**
Bulk	10.95	11.95	+9.1	9.97	9.91	-0.6
Packaged	.24	.24	-1.8	.24	.25	+4.7
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD [b]	**30.3**	**37.8**	**+25.6**	**37.3**	**37.9**	**+1.6**

[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] Excludes evaporated CGJ.
[d] Season-to-date weeks supply based on season-to-date movement.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

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

Season-to-Date

(October – September)

Country	Volume			Value/SSG[c]		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	1.97	1.68	-14.7	4.97	4.81	-3.2
Europe	6.25	5.66	-9.44	3.58	3.57	-0.3
Japan	4.28	3.17	-25.9	3.41	3.51	+2.9
Other	2.30	2.08	-9.6	4.43	4.41	-0.5
TOTAL	14.80	12.59	-14.9	3.85	3.83	-0.5

[a] SOURCE: U.S. Department of Commerce.
[b]FDOC Processor exports of GJ for the 2013-14 season were down 19.8%, season-to-date through 09/27/2014.
[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.

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

ITEM	Volume			Price		
	2012-13	2013-14	Change	2012-13	2013-14	Change
	- million SSE gallons -		%	- $/SSE gallon -		%
FULL SEASON RESULTS for the PREVIOUS TWO SEASONS						
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
FCGJ	**27.49**	**23.37**	**-15.0**	**4.76**	**4.89**	**+2.6**
Shelf Stable	**0.75**	**0.67**	**-10.6**	**8.46**	**8.88**	**+4.9**
TOTAL	**560.76**	**525.05**	**-6.4**	**6.20**	**6.27**	**1.5**
SEASON-TO-DATE through 10/25/14, TOP LINE REPORT #1						
	2013-14	2014-15	Change	2013-14	2014-15	Change
Refrigerated	**0.84**	**0.81**	**-2.7**	**7.33**	**7.72**	**5.4**
NFC	0.77	0.74	-4.5	7.42	7.89	+6.3
RECON	0.07	0.08	17.7	6.19	6.09	-1.6
FCGJ	**0.03**	**0.01**	**-46.3**	**4.62**	**5.11**	**10.8**
Shelf Stable	**0.32**	**0.31**	**-2.6**	**6.42**	**6.41**	**-0.2**
TOTAL	**1.18**	**1.14**	**-3.7**	**7.02**	**7.33**	**+4.4**

[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 11/16/14

Shipments/Variety	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	- - - - 1,000 4/5-bu. Cartons - - - -		- % -
Domestic & Canadian – All	**982**	**1,167**	**+18.8**
White	**10**	**15**	**+50.0**
Colored	**973**	**1,151**	**+18.3**
Offshore Exports – All	**911**	**1,258**	**+38.1**
White	**158**	**302**	**+90.6**
Colored	**752**	**956**	**+27.1**
TOTAL - All	**1,893**	**2,424**	**+28.1**
White	**168**	**316**	**+88.2**
Colored	**1,725**	**2,108**	**+22.2**

SOURCE: DFVI, Florida Dept of Agriculture

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 11/16/14

Country	2013-14 SEASON TO DATE	2014-15 SEASON TO DATE	Change
	- - - - - thousand cartons	- - - - -	- - % - -
United States	837	991	+18.3
Canada	145	176	+21.2
Europe	439	492	+12.1
Japan	382	616	+61.0
Other	89	149	+67.4
TOTAL	1,893	2,424	+28.1

Source: Florida Department of Citrus

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 11/16/14

Variety	FOB Price		
	2013-14 STD	2014-15 STD	Change
	- - - - - - - - $/carton- - - - - - - -		- - % - -
TOTAL			
White	**NA**	**NA**	**NA**
Colored	**NA**	**NA**	**NA**

SOURCE: Citrus Administrative Committee.

THERE'S AMAZING INSIDE FLORIDA GRAPEFRUIT.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2009	0.7190	1.9924	93.58
2010	0.7546	1.7535	87.78
2011	0.7188	1.6698	79.70
2012	0.7781	1.9508	79.79
2013	0.7532	2.1546	97.58
2013 (thru 11/16/2013)	0.7560	2.1304	96.86
2014 (thru 11/16/2014)	0.7458	2.3106	103.99
% Change	-1.3	+8.5	+7.4
WEEK ENDING 11/16/2014			
2013	0.7454	2.3160	99.44
2014	0.8021	2.5634	115.41
% Change	+7.6	+10.7	+16.1

THERE'S AMAZING INSIDE FLORIDA CITRUS.