Florida Citrus Economic & Market Indicators
February 2013

Florida Department of Citrus
Economic and Market Research

Florida Citrus Economic & Market Indicators
February 2013

Summary Comments 3

Oranges & Specialty Fruit

- Brazil Orange-Juice Exports 4
- Florida Orange-Juice Availability, Movement and Inventory 5
- Florida Orange-Juice Movement 6
- Florida FCOJ Movement 7
- Florida NFC-OJ Movement 7
- U.S. Orange-Juice Imports 8
- U.S. Orange-Juice Exports 9
- Non-FDOC Processor FCOJ Disappearance Index 10
- U.S. Retail Orange-Juice Sales Expanded All Outlets Combined (xAOC) 11
- FCOJ Futures, Florida Bulk FOB & Rotterdam Monthly Average Prices 12
- FCOJ Prices 13
- FDOC Processor Delivered-In Prices 14
- Sao Paulo Processed Orange Delivered-In Prices 15
- Florida Fresh Orange and Specialty Fruit Shipments and FOB Prices, Season-to-Date 16
- Selected Competitive Fresh Fruit Shipments 17

Grapefruit

- Florida Grapefruit-Juice Availability, Movement and Inventory 18
- Florida Grapefruit-Juice Movement 19
- Florida FCGJ Movement 20
- Florida NFC-GJ Movement 20
- U.S. Grapefruit-Juice Exports 21
- Florida FCGJ Export Movement 22
- Florida NFC-GJ Export Movement 22
- U.S. Retail Grapefruit-Juice Sales (Expanded Outlets XAOC) 23
- Florida Fresh Grapefruit Shipments, Season-to-Date 24
- Florida Fresh Grapefruit Domestic and Export Certified Shipments 25
- Florida Fresh Grapefruit Domestic FOB Prices, Season-to-Date 26

Foreign Exchange Rates Per $US 27

FDOC Consumer Tracking Study

- Total Communication Awareness 28

Summary Comments

- Brazil's OJ exports for July through December (2012-13 Brazilian season) were down 0.1% from the previous year with exports to the NAFTA region, Europe and the Far East up 16.3%, down 2.7% and down 10.7%, respectively.
- Season-to-date through 02/02/13, Florida OJ availability, movement and ending inventories were down 0.2%, up 3.7%, and down 2.7%, respectively, from last season.
- From October through December of the 2012-13 season, U.S. OJ imports and exports were up 20.8% and 4.50% from last season, respectively. Season-to-date though 02/02/13, Florida OJ exports were up 15.9% (FDOC Processors Report).
- From October through December of the 2012-13 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was up 56.0%.
- Season-to-date through 01/19/13, 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 1.2% from the previous season, with the NFC price up 2.1%, the Recon price down 3.2% and the overall OJ price up 1.4%.
- The January average FCOJ Futures price was $1.13/PS, down $.85/PS from last year, while the Rotterdam price was at an estimated $2,450/MT, down $250/MT from last year.
- Season-to-date through 02/02/13, the delivered-in price for early and midseason oranges was $1.34/PS, down $.39/PS from last season.
- Season-to-date through 02/02/13, fresh orange and specialty citrus shipments were down 12.3% from last season.
- Season-to-date through December, clementine and tangerine imports were down 2.2% relative to last season. Season-to-date through 02/03/13, Texas fresh grapefruit shipments were down 5.6%.
- Season-to-date through 02/02/13, Florida GJ availability, movement and ending inventory were down 12.8%, down 9.0% and down 14.5%, respectively.
- For October through December of the 2012-13 season, U.S. GJ exports were down 15.1%. Season-to-date through 02/02/13, Florida GJ exports were down 32.3% (FDOC Processors report).
- Season-to-date through 01/19/13, 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 5.9% from the previous season, with the overall GJ price up 4.1%.
- Season-to-date through 02/02/13, Florida fresh grapefruit shipments were down 10.3% from last season, with Domestic/Canadian shipments down 1.8% and offshore shipments down 17.2% (CAC). Season-to-date through 01/13/13, shipments to Europe and Japan were down 11.7% and 16.5% respectively. Season-to-date domestic FOB prices (CAC) for fresh white grapefruit and for fresh colored grapefruit were up 29.0% and 23.0% respectively.
- For the week ending 02/10/13 versus the same period last year, the Euro-per-Dollar exchange rate was down 2.5%, while the Yen-per-Dollar was up 21.2%.

Brazil Orange-Juice Exports

Destination	Season-to-Date (July - January)		
	2011-12	2012-13	Change
	- - - - - million SSE gallons[a] - - - - -		- % -
NAFTA[b]	186.7	217.1	+16.3
Europe[c]	661.5	643.8	-2.7
Far East[d]	91.6	81.8	-10.7
Others	47.4	43.4	-8.4
TOTAL	987.2	986.1	-0.1

[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.

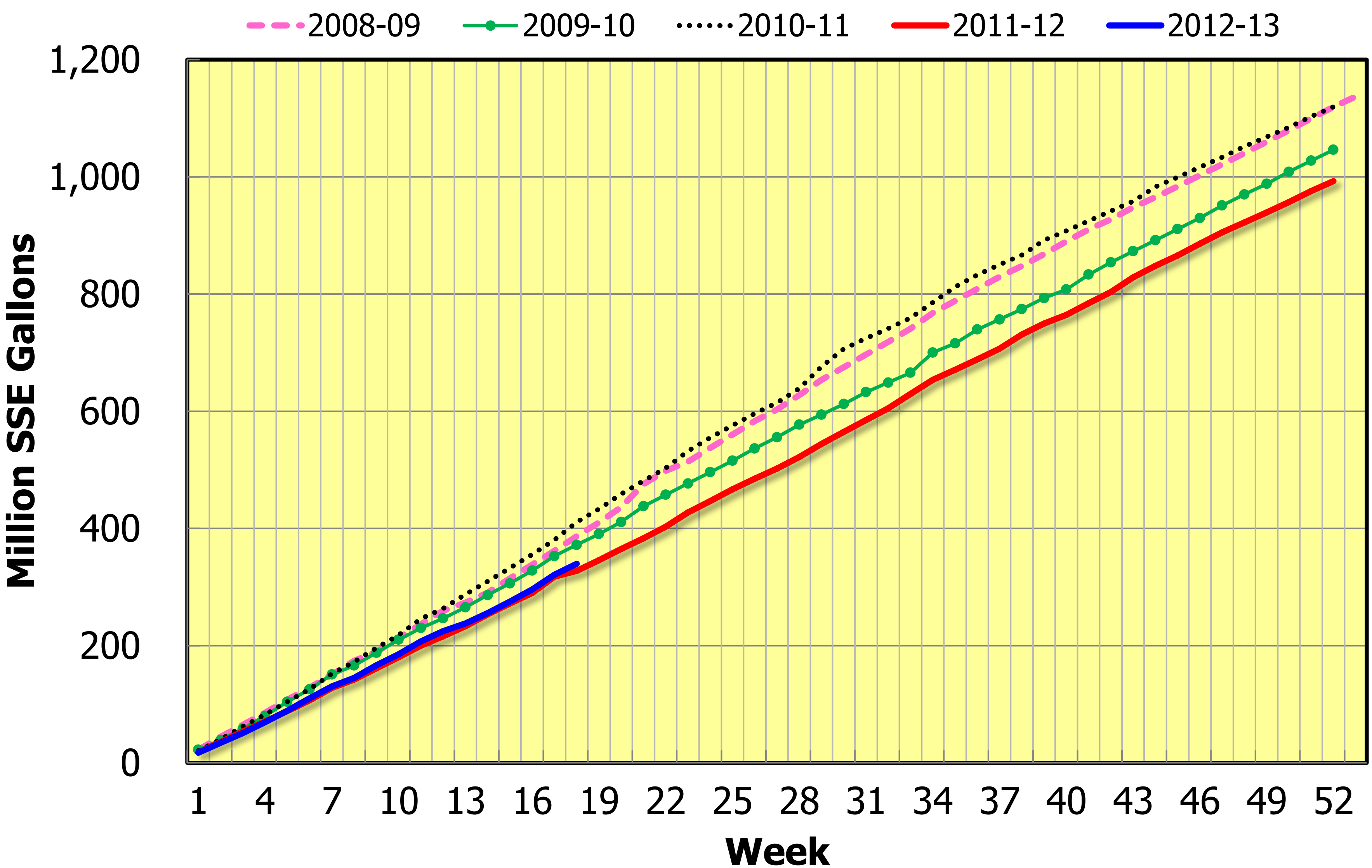
SOURCE: SECEX.

Florida Orange-Juice Availability, Movement and Inventory

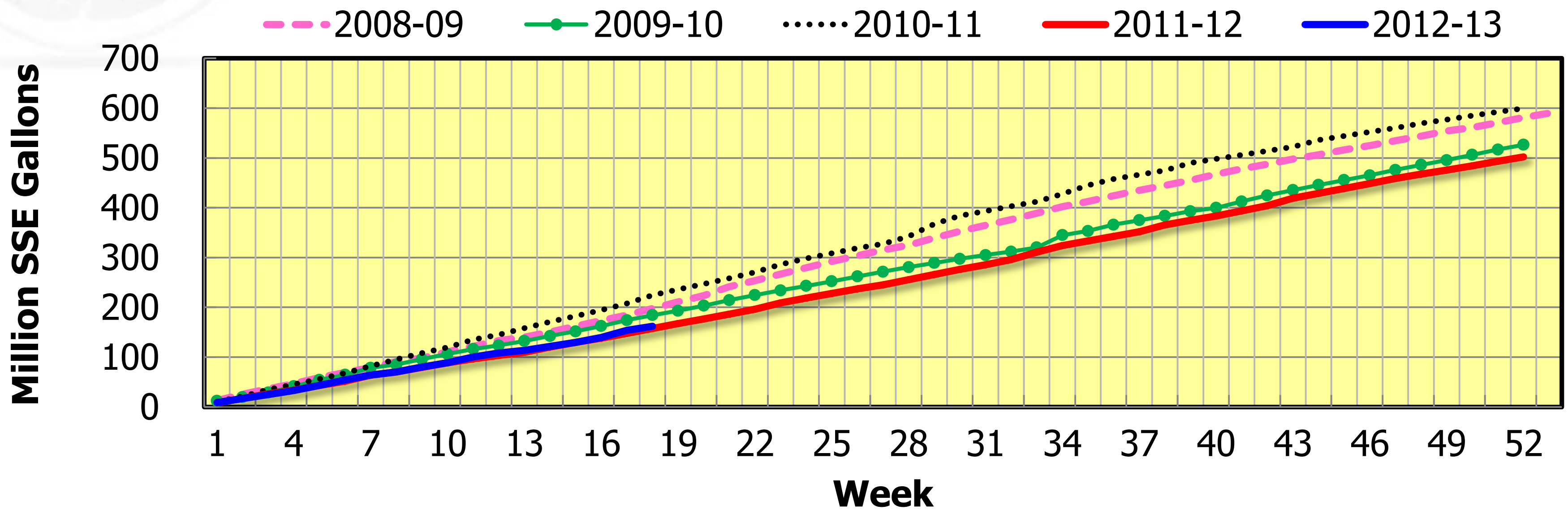
Item	Season (October-September)			Season-to-Date 02/02/2013 (FDOC Processor Week 18)		
	2011-12	2012-13f	Change	2011-12	2012-13	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**391.2**	**433.5**	**+10.8**	**391.2**	**433.6**	**+10.8**
Pack from Fruit[a]	**926.6**	**872.3**	**-5.9**	**376.9**	**325.7**	**-13.6**
Imports	**109.3**	**115.9**	**+6.0**	**67.7**	**75.0**	**+10.7**
Availability	**1,427.1**	**1,421.7**	**-0.4**	**835.8**	**834.2**	**-0.2**
Movement	**993.6**	**1,024.0**	**+3.1**	**327.4**	**339.6**	**+3.7**
FCOJ	501.8	506.8	+1.0	157.6	162.0	+2.8
NFC[b]	491.7	517.2	+5.2	169.8	177.6	+4.6
Ending Inventory	**433.5**	**397.7**	**-8.3**	**508.4**	**494.6**	**-2.7**
FCOJ	247.0	235.4	-4.7	273.5	291.3	+6.5
COJ	186.6	162.3	-13.0	234.9	203.3	-13.5
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**22.7**	**20.2**	**-11.0**	**28.0**	**26.2**	**-6.2**
FCOJ[c]	25.6	24.2	-5.6	31.2	32.4	+3.6
COJ[c]	19.7	16.3	-17.3	23.7	19.4	-18.3

f = forecast (season estimates for 2012-13 reflect the latest USDA-FASS crop forecast released on February 8th, 2013).
[a]FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.
[b]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.
[c]Excludes movement of reconstituted chilled orange juice and evaporated COJ.
[d]Season-to-date weeks supply based on season-to-date movement.
[e]Season forecast estimates for 2012-13 reflect the latest USDA crop forecast figures released in February 2013.

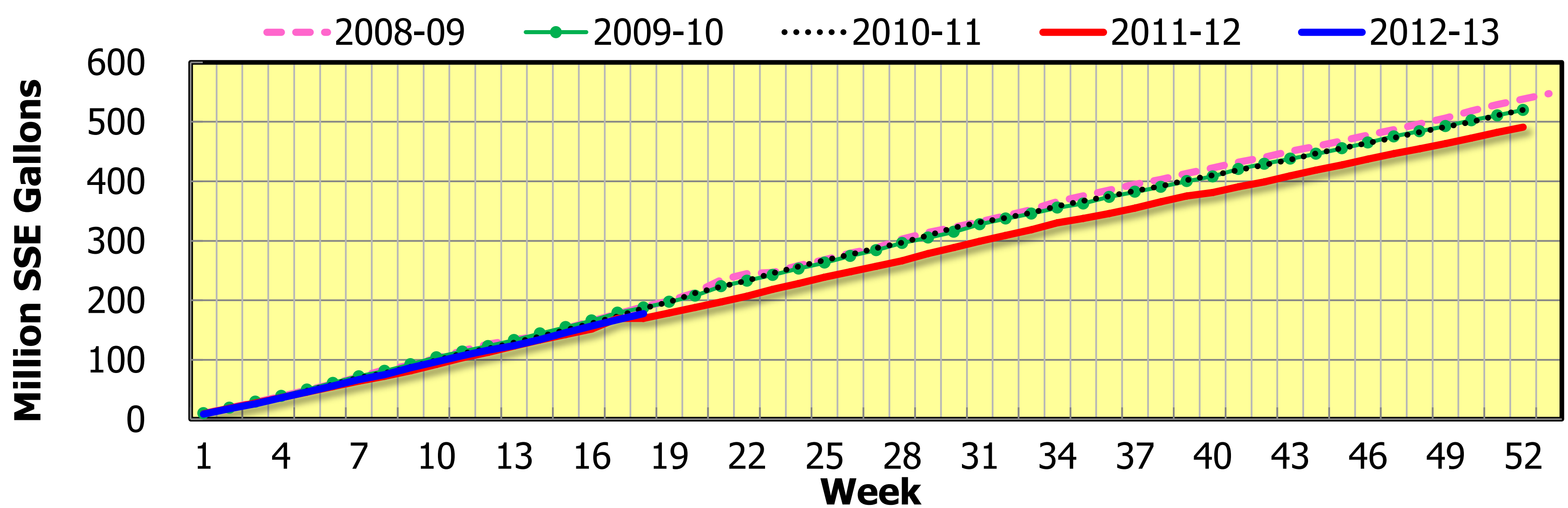
Florida Orange Juice Movement



Florida FCOJ Movement



Florida NFC OJ Movement



U.S. Orange-Juice Imports[a]

Season-to-Date

(October - December)

Country	Volume			Value/SSG[c]		
	2011-12	2012-13	Change	2011-12	2012-13	Change
	- - million SSE gallons - -		- - % - -	- - $/SSE gallon - -		- - % - -
TOTAL OJ						
Brazil	72.67	89.28	+22.9	1.63	1.26	-22.7
CBI[b]	5.06	7.10	+40.3	1.84	1.72	-6.5
Mexico	14.89	17.15	+15.2	1.43	1.58	+10.5
Other	3.50	2.59	-26.0	2.64	3.33	+26.1
TOTAL	**96.12**	**116.12**	**+20.8**	**1.64**	**1.38**	**-15.9**
NFC OJ						
Brazil	24.88	25.67	+3.2	1.71	1.56	-8.8
CBI[b]	.01	.00	--	2.21	.00	--
Mexico	.19	.14	-26.3	2.35	2.37	+.9
Other	--	.01	--	7.08	5.91	-16.5
TOTAL	**25.08**	**25.81**	**+2.9**	**1.71**	**1.57**	**-8.2**

[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.

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

Season-to-Date
(October – December)

Country	Volume			Value/SSG[c]		
	2011-12	2012-13	Change	2011-12	2012-13	Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	**20.86**	**23.27**	**+11.55**	**3.43**	**3.03**	**-11.66**
Europe	**2.78**	**1.10**	**-60.43**	**2.31**	**3.49**	**+51.08**
Japan	**0.23**	**0.29**	**+26.09**	**3.55**	**3.66**	**+3.10**
Other	**5.71**	**6.25**	**+9.46**	**3.17**	**3.11**	**-1.89**
TOTAL	**29.58**	**30.91**	**+4.50**	**3.28**	**3.07**	**-6.40**

[a]Includes OJ with added vitamins and minerals.
[b]FDOC Processor exports of OJ for the 2012-13 season were up +15.9%, season-to-date through 02/02/2013.
[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.

Non-FDOC Processor FCOJ Disappearance Index

Item	Season-to-Date (October - December)		
	2011-12	2012-13	Change
	- million SSE gallons -		- % -
Beginning Inventory[a]	31.0	30.0	-3.2
Foreign Imports[b]	26.0	46.7	+79.2
Availability[c]	57.0	76.6	+34.4
Ending Inventory[a]	21.3	20.9	-1.8
Non-FDOC Proc. FCOJ Disappearance[d]	35.7	55.8	+56.0

[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.

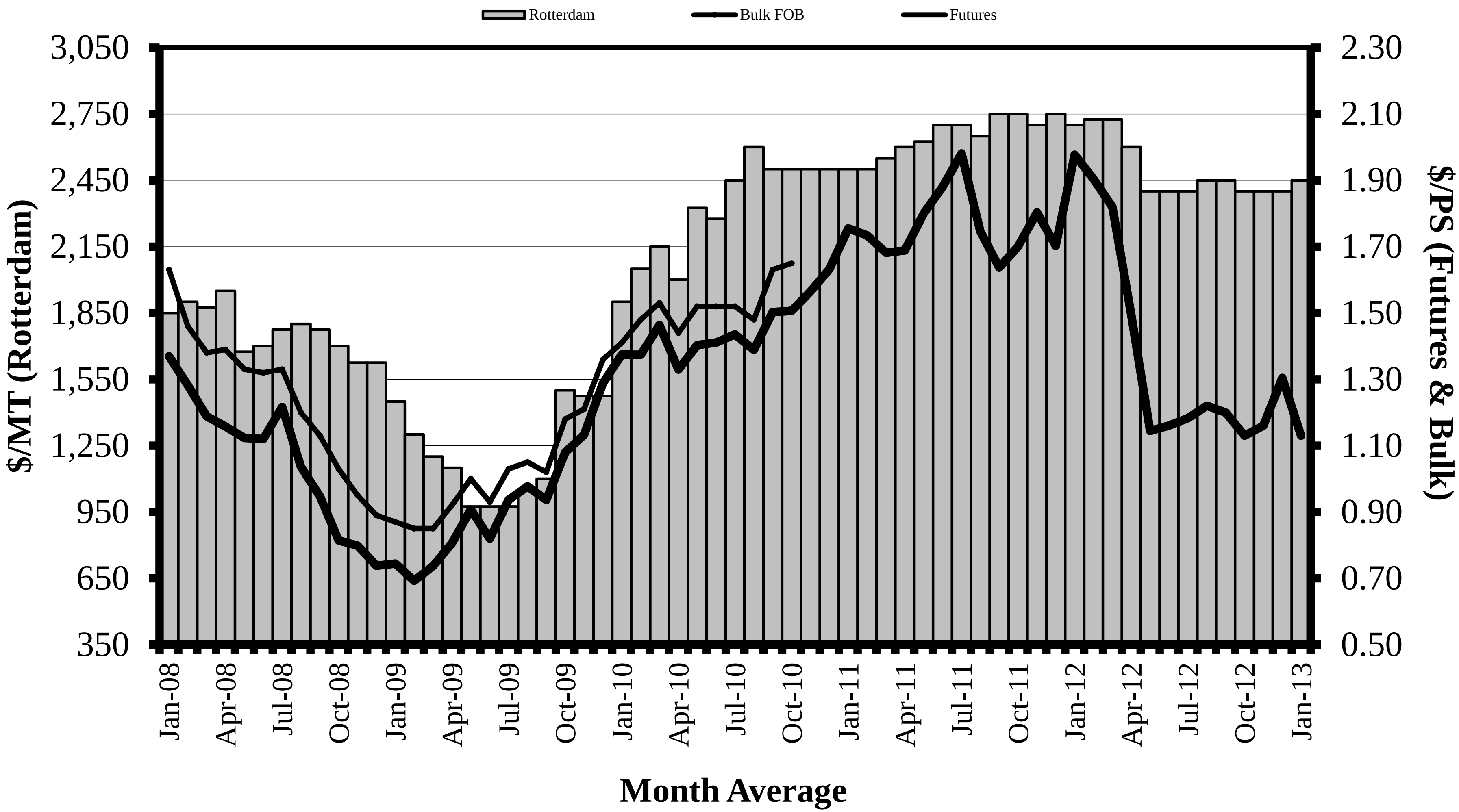
U.S. Retail Orange Juice Sales
Expanded All Outlets Combined (xAOC)[a]

Item	Volume			Price		
	2011-12	2012-13f	Change	2011-12	2012-13f	Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
SEASON:						
Refrigerated	**535.39**	**532.93**	**-0.5**	**6.31**	**6.37**	**+1.1**
NFC	315.41	326.06	+3.4	7.18	7.32	+2.0
RECON	219.98	206.87	-6.0	5.05	4.87	-3.5
FCOJ	**31.94**	**29.88**	**-6.4**	**4.75**	**4.67**	**-1.8**
Shelf Stable	**1.93**	**1.44**	**-25.2**	**8.41**	**9.53**	**+13.3**
TOTAL	**569.26**	**564.25**	**-0.9**	**6.23**	**6.29**	**+1.1**
SEASON-TO-DATE: (through 01/19/2013)[a]						
Refrigerated	**177.06**	**176.47**	**-0.3**	**6.21**	**6.29**	**+1.3**
NFC	102.00	106.54	+4.5	7.08	7.23	+2.1
RECON	75.06	69.93	-6.8	5.04	4.87	-3.2
FCOJ	**11.08**	**9.63**	**-13.1**	**4.76**	**4.72**	**-0.8**
Shelf Stable	**0.66**	**0.48**	**-27.9**	**8.20**	**8.64**	**+5.4**
TOTAL	**188.80**	**186.58**	**-1.2**	**6.13**	**6.22**	**+1.4**

f = forecast (season estimates for 2012-13 reflect the latest USDA-FASS crop forecast released on February 8th, 2013).

[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, Florida Bulk FOB & Rotterdam Monthly Average Prices
January 2008 through January 2013



FCOJ Prices
January

Item	2012	2013	Change
	- - - - $/pounds solids - - - -		- - % - -
FCOJ Futures	1.98	1.13	-43.0
	- - - - $/metric ton - - - -		
FCOJ Rotterdam	2,700	2,450	-9.3

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

FDOC Processor Delivered-In Prices

Report #18– Week Ending 02/02/13

Variety	Week Ending			Season-to-Date		
	2011-12	2012-13	Change	2011-12	2012-13	Change
	$/PS					
Early & Midseason[a,b]	1.830	1.436	-0.393	1.722	1.335	-0.387
Valencias[a]	NA	NA	NA	NA	NA	NA
White Grapefruit	1.463	1.404	-0.060	1.405	1.061	-0.344
Red Grapefruit	1.612	1.238	-0.374	1.457	0.924	-0.534

[a]Final priced, combined.
[b]Season final.

Sao Paulo Processed Orange Spot Prices

Monthly Average and Season-to-Date

Season	January Average		Season-to-Date (July – January)[a]	
	Price	Change From Year Ago	Price	Change From Year Ago
	- - $/box[b] - -	- - % - -	- - $/box[b] - -	- - % - -
2010-11	9.30	+115.8	8.89	+169.7
2011-12[c]	Data not available			
2012-13	2.88	NA	3.23	NA

[a] Unweighted average of monthly prices.
[b] In U.S. dollars as reported at the CEPEA website.
[c] Minimum prices were set at $R10 per box, or $5.70/box. CEPEA did not published prices for "ORANGE - DELIVERED IN CITRUS PLANT (Spot Market)" from April 2011 to June 2012. In the 2011-12 season, processors did not trade their fruit in the spot market, only through annual contracts. In the 2011-12 season, producers negotiated with the industry (by contract) a minimum value during the season of R$10.00/box (USD $5.70/box) and they should receive a bonus at the end of the season (July 2012) based on the international price of the OJ.
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 02/02/13			FOB Price thru 02/02/13		
	2011-12 STD	2012-13 STD	Change	2011-12 STD	2012-13 STD	Change
	- 1,000 4/5-bu. cartons -		- % -	- - - - $/carton - - - -		- % -
Early, Mids & Temples[a]	2,406	2,394	-0.5	11.41	11.44	+0.3
Navel	3,254	2,604	-20.0	13.19	14.07	+6.7
Valencia	54	84	+55.6	12.50	10.67	-14.6
Tangelo	642	787	+22.6	11.50	11.72	+1.9
Early Tangerines[b]	2,940	2,306	-21.6	13.96	17.96	+28.7
Honey	1,064	906	-14.8	16.31	18.77	+15.1
TOTAL	10,360	9,081	-12.3			

[a]Prices for Early & Mids.

[b]Prices for Sunburst.

SOURCE: Citrus Administrative Committee.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2011-12	2012-13	Change	2011-12	2012-13	Change
August - December			STD – 02/03/13		
- - - - million pounds - - - -		- % -	- - thousand 7/10-bu. cartons - -		- % -
179.72	175.69	-2.2	3,215	3,034	-5.6

SOURCE: U.S. Department of Commerce.

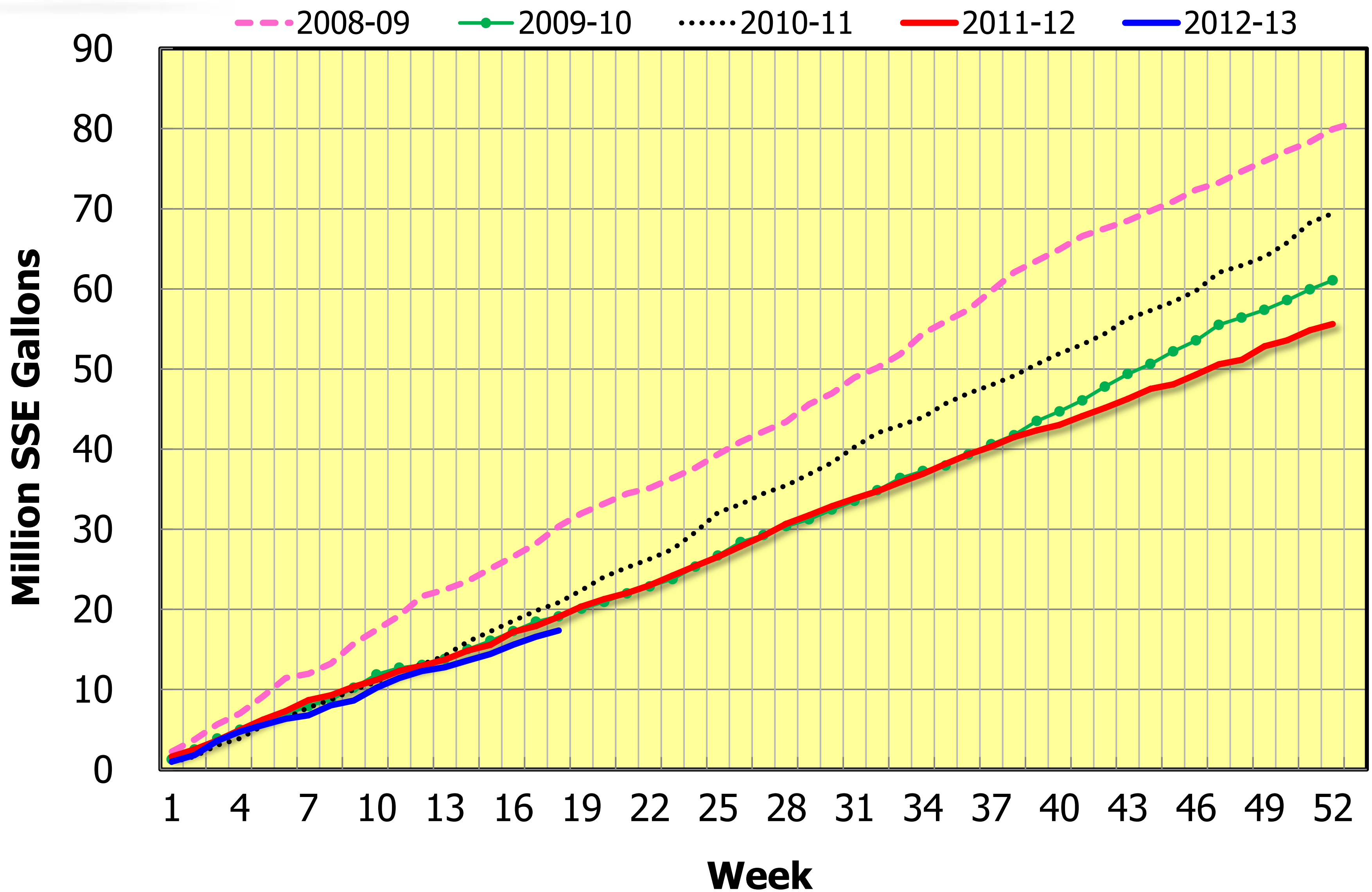
SOURCE: Citrus Administrative Committee.

Florida Grapefruit-Juice Availability, Movement and Inventory

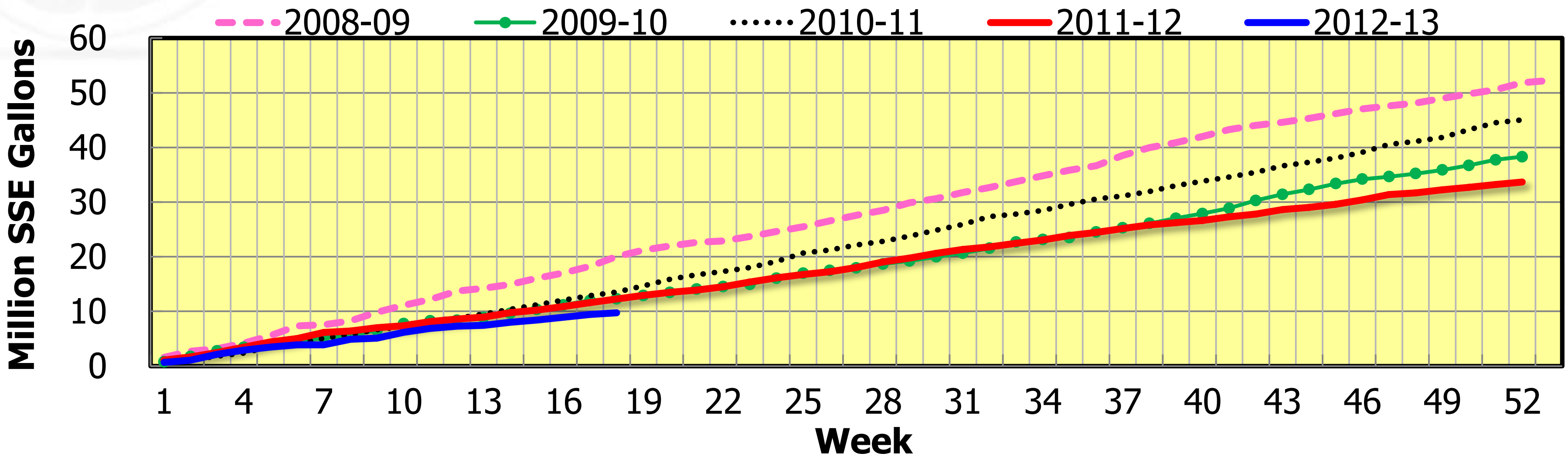
Item	Season (October-September)			Season-to-Date 02/02/13 (FDOC Processor Week 18)		
	2011-12	2012-13f	Change	2011-12	2012-13	Change
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Beginning Inventory	**33.1**	**36.5**	**+10.2**	**33.1**	**36.5**	**+10.5**
Pack from Fruit[a]	**60.4**	**61.1**	**+1.2**	**26.1**	**15.1**	**-42.2**
Availability	**93.5**	**97.6**	**+4.4**	**59.2**	**51.6**	**-12.8**
Movement	**57.0**	**57.9**	**+1.5**	**19.1**	**17.3**	**-9.0**
FCGJ	33.7	30.3	-10.0	12.3	9.8	-20.6
NFC[b]	23.3	27.6	+18.2	6.8	7.6	+11.8
Ending Inventory	**36.5**	**39.7**	**+8.8**	**40.1**	**34.3**	**-14.5**
FCGJ	22.5	26.8	+19.1	23.9	22.2	-6.9
CGJ	13.9	12.8	-7.7	16.2	12.1	-25.7
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carryover – STD[c]	**33.2**	**35.6**	**+7.2**	**37.8**	**35.6**	**-6.0**
FCGJ[c]	34.8	41.3	+18.8	35.0	41.0	+17.2
CGJ[c]	31.0	24.2	-21.9	37.9	26.4	-30.3

f = forecast (season estimates for 2012-13 reflect the latest USDA-FASS crop forecast released on February 8th, 2013).
[a]FDOC Processor non-member Florida product included in pack from fruit for season data but included in imports for season-to-date data.
[b]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.
[c]Excludes movement of reconstituted chilled grapefruit juice and evaporated CGJ.
[d]Season-to-date weeks supply based on season-to-date movement.

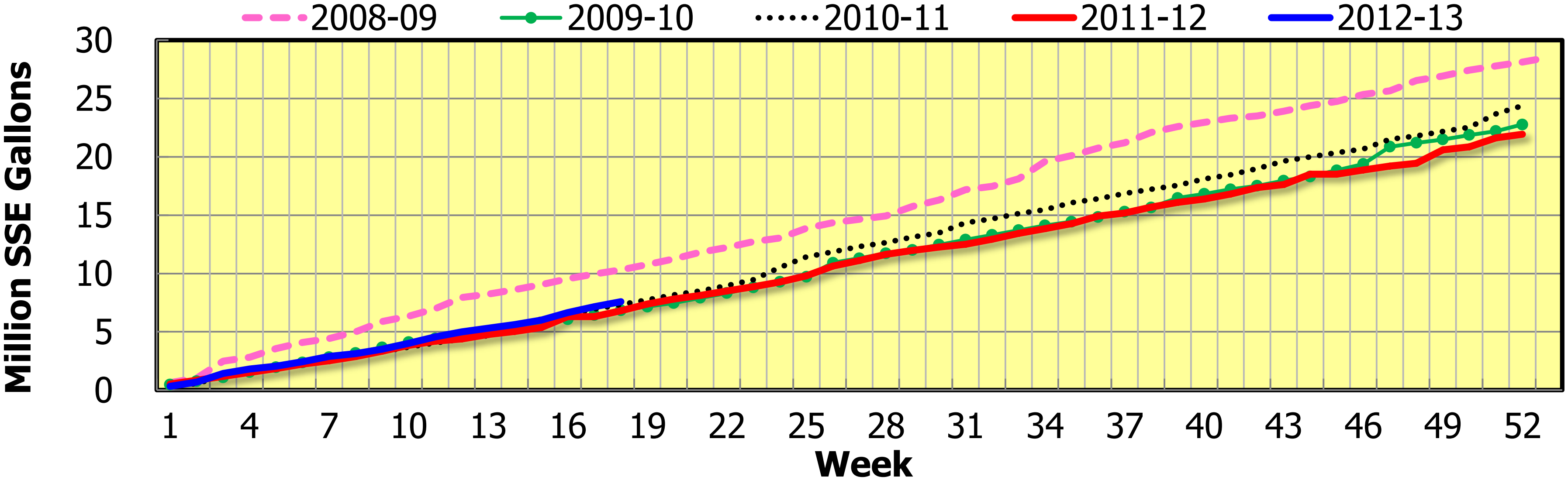
Florida Grapefruit Juice Movement



Florida FCGJ Movement



Florida NFC GJ Movement



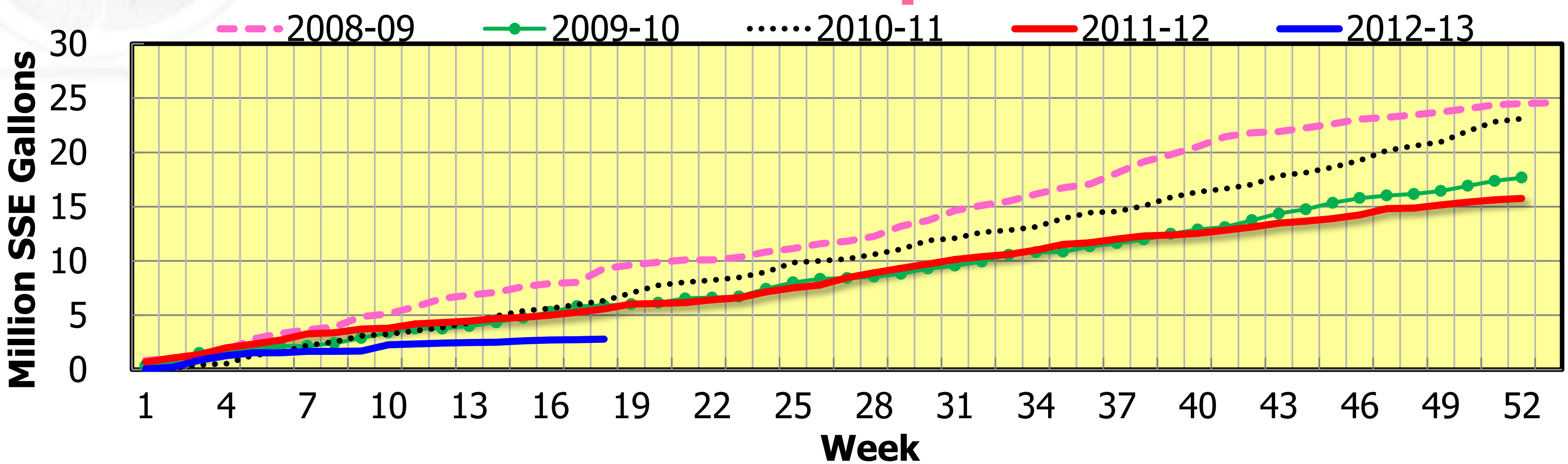
U.S. Grapefruit-Juice Exports[a,b]

Country	Volume			Value/SSG[c]		
	2011-12	2012-13	Change	2011-12	2012-13	Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
Canada	0.49	0.51	+4.1	4.85	4.66	-3.9
Europe	0.79	1.10	+39.2	3.86	3.23	-16.3
Japan	1.20	0.78	-35.0	4.31	4.57	+6.0
Other	0.69	0.30	-56.5	3.71	4.27	+15.1
TOTAL	3.17	2.69	-15.1	4.15	4.00	-3.6

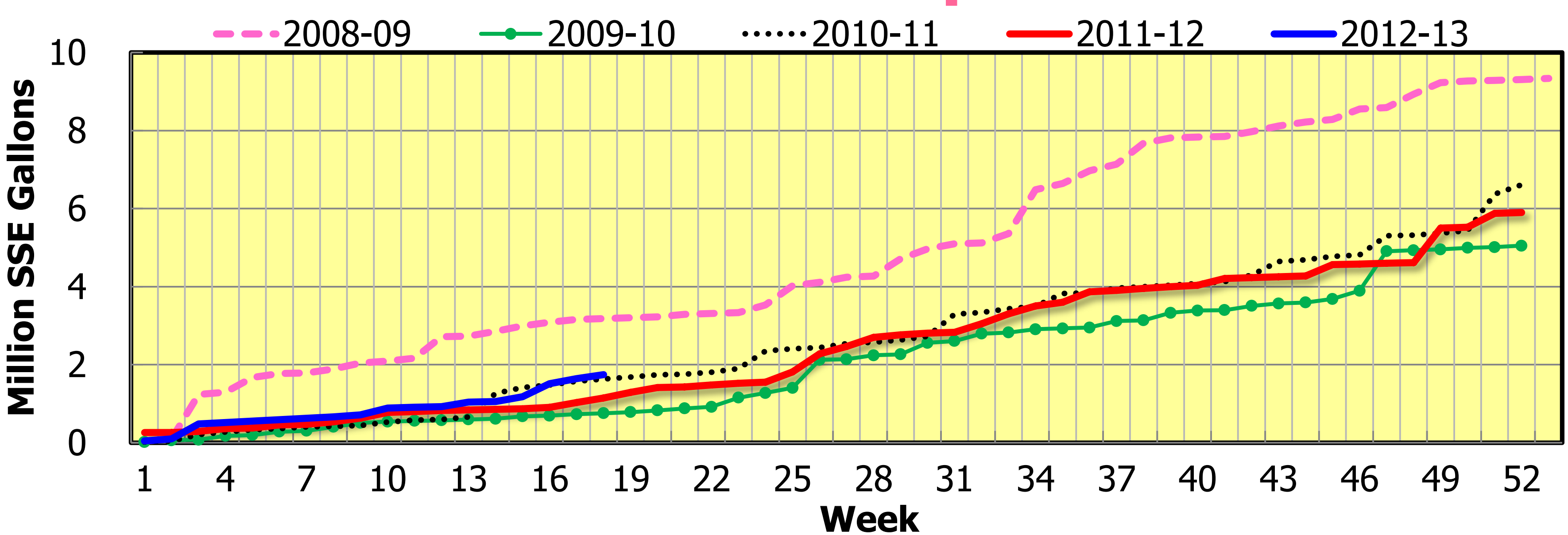
Season-to-Date (October - December)

[a]FDOC estimates.
[b]FDOC Processor exports of GJ for the 2012-13 season were down -32.3%, season-to-date through 02/02/2013.
[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.

Florida FCGJ Export Movement



Florida NFC GJ Export Movement



U.S. Retail Grapefruit Juice Sales (Expanded Outlets XAOC)[a]

Item	Volume			Price		
	2011-12	2012-13f	Change	2011-12	2012-13f	Change
	- - million SSE gallons - -		- % -	- - $/SSE gallon - -		- % -
SEASON:[c]						
Refrigerated	**12.17**	**11.93**	**-1.8**	**7.24**	**7.38**	**+2.0**
NFC	11.54	11.34	-1.8	7.30	7.45	+2.0
RECON	0.63	0.59	-1.8	6.01	6.12	+2.2
FCGJ	**0.43**	**0.43**	**+0.7**	**4.50**	**4.46**	**-0.8**
Shelf Stable	**6.10**	**6.12**	**+0.4**	**5.79**	**5.74**	**-0.5**
TOTAL	**18.70**	**18.48**	**-0.9**	**6.70**	**6.77**	**-1.1**
SEASON-TO-DATE: (through 01/19/2013)[b]						
Refrigerated	**3.78**	**3.63**	**-3.8**	**7.14**	**7.36**	**+3.1**
NFC	3.61	3.34	-7.4	7.21	7.47	+3.7
RECON	0.16	0.29	+74.2	5.61	6.00	+7.0
FCGJ	**0.13**	**0.12**	**-3.3**	**4.52**	**4.43**	**-1.8**
Shelf Stable	**1.86**	**1.66**	**-10.4**	**5.53**	**5.85**	**+5.9**
TOTAL	**5.76**	**5.42**	**-5.9**	**6.56**	**6.83**	**+4.1**

f = forecast (season estimates for 2012-13 reflect the latest USDA-FASS crop forecast released on February 8th, 2013).

[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.

Florida Fresh Grapefruit Shipments, Season-to-Date through 02/02/13

Shipments/Variety	2011-12 STD	2012-13 STD	Change
	----- 1,000 4/5-bu. Cartons -----		---- % ----
Domestic & Canadian - All	**4,458**	**4,378**	**-1.8**
White	**104**	**84**	**-19.2**
Colored	**4,354**	**4,294**	**-1.4**
Offshore Exports - All	**5,408**	**4,476**	**-17.2**
White	**1,238**	**952**	**-23.1**
Colored	**4,170**	**3,524**	**-15.5**
TOTAL - All	**9,866**	**8,854**	**-10.3**
White	**1,342**	**1,036**	**-22.8**
Colored	**8,524**	**7,818**	**-8.3**

SOURCE: Citrus Administrative Committee, preliminary.

Florida Fresh Grapefruit Domestic and Export Certified Shipments, Season-to-Date through 01/13/13

Country	2011-12 STD	2012-13 STD	Change
	- thousand cartons -		- % -
United States	3,139	3,076	-2.0
Canada	535	573	+7.1
Europe	1,772	1,565	-11.7
Japan	2,161	1,804	-16.5
Other	175	193	+10.3
TOTAL	7,782	7,211	-7.3

SOURCE: Florida Department of Citrus.

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 01/13/13

Variety	FOB Price		
	2011-12 STD	2012-13 STD	Change
	- - - - - - - - $/carton- - - - - - -		- - % - -
TOTAL			
White	11.09	14.31	+29.0
Colored	10.25	12.61	+23.0

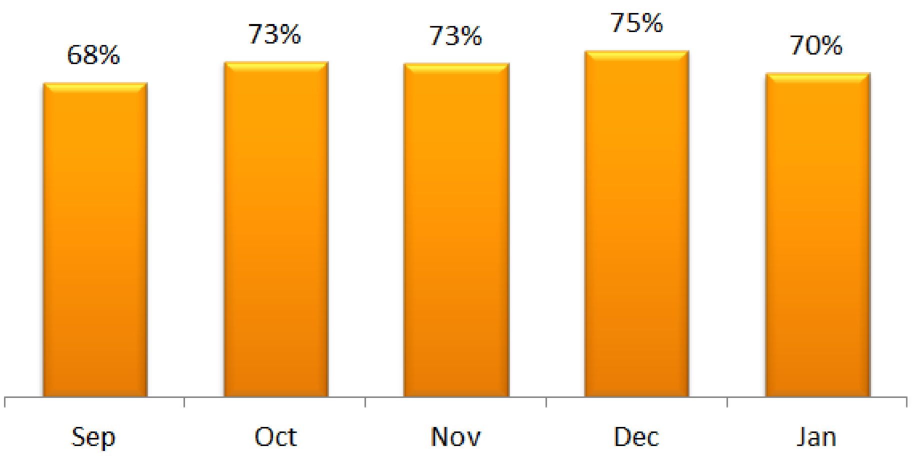
SOURCE: Citrus Administrative Committee.

Foreign Exchange Rates Per $US

Date	Euro	Real	Yen
ANNUAL			
2008	0.6832	1.8291	103.42
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
2012 (thru 02/10/2012)	0.7716	1.7772	76.84
2013 (thru 02/10/2013)	0.7495	2.0196	89.85
% Change	-2.9	+13.6	+16.9
WEEK ENDING 02/10/2013			
2012	0.7589	1.7186	76.71
2013	0.7402	1.9806	93.01
% Change	-2.5	+15.24	+21.2

Total Communication Awareness

- Seven in ten (70%) recall hearing, seeing or reading something about 100% Orange Juice recently, down slightly from the 75% reported in December.



Q10. Have you seen, heard or read anything about 100% OJ anywhere recently? (Base: Total Respondents)