

Florida Citrus Economic & Market Indicators October 2016

Florida Department of
Citrus
Economic and Market
Research



Florida Citrus Economic & Market Indicators

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Summary Comments

- Brazil's OJ exports for 2015-16 Brazilian season (July - September) were up 25.9% from the previous year with exports to the NAFTA region, Europe and the Far East up 99.2%, up 12.7% and up 19.8%, respectively.
- Season-to-date through 10/01/16, Florida FCOJ availability, movement and ending inventories were down 10.3%, up 2.2%, and down 25.6% respectively, from last season.
- Season-to-date through 10/01/16, Florida SSOJ availability, movement and ending inventories were down 8.4%, down 3.0%, and down 15.1% respectively, from last season.
- For October through August of the 2015-16 season, U.S. OJ imports and exports were down 14.6% and down 20.1% from last season, respectively. Season-to-date through 10/01/16, Florida OJ exports were up 11.9% (FDOC Processors Report).
- For October through August of the 2015-16 season, Non-FDOC Processor FCOJ disappearance, based on FCOJ inventories and imports, was down 13.9%.
- Season-to-date through 01/23/16, 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 5.4% from the previous season, with the NFC price down 3.5%, the Recon price down 9.5% and the overall OJ price down 5.4%.
- The average FCOJ Futures price was \$1.99/PS up \$0.79/PS from last year, while the Rotterdam price was at an estimated \$2500/MT, up \$700/MT from last year.
- Season-to-date through 02.20.16, the delivered-in price for early and midseason oranges was \$1.89/PS, down \$0.05/PS from last season. Season-to-date through 05.28.16, the delivered-in price for late season oranges was \$2.29/PS, up \$0.13/PS from last season.
- Season to date through 10/09/16, fresh orange and specialty citrus shipments were down 72.7%, from last season.
- From August of the 2016-17 season, clementine and tangerine imports were up 3.4% relative to last season. Season-to-date through 10/15/16, Texas fresh grapefruit shipments were up 133.0% relative to last season.
- Season-to-date through 10/01/16, Florida FCGJ availability, movement and ending inventories were down 20.8%, down 23.5%, and down 13.3% respectively, from last season.
- Season-to-date through 10/01/16, Florida SSGJ availability, movement and ending inventories were down 9.5%, down 6.6%, and up 0.3% respectively, from last season.
- For October through August of the 2015-16 season, U.S. GJ exports were down 14.1%. Season-to-date through 10/01/16, Florida GJ exports were down 29.6% (FDOC Processors report).
- Season-to-date through 01/23/16, 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 3.2% from the previous season, with the overall GJ price down 0.2%.
- Season-to-date through 10/09/16, Florida fresh grapefruit shipments were down 43.0% from last season, with Domestic/Canadian shipments down 39.4% and offshore shipments down 100.0% (DFVI). Shipments to Europe and Japan were down 100.0% and down 100.0%, respectively. Domestic FOB prices (CAC) for red/pink grapefruit were up 49.4%.
- For the month of September versus the same period last year, the Euro/USD, Real/USD, and Yen/USD exchange rates were up 0.3%, down 16.7%, and down 15.1% respectively.

Brazil Orange Juice Exports

Destination	Season-to-Date (July - September)		
	2014-15	2015-16	Change
	-million SSE Gallons ^a -		- % -
NAFTA^b	31.9	63.6	+99.2
Europe^c	242.0	272.7	+12.7
Far East^d	18.5	22.1	+19.8
Others	13.2	26.4	+100.4
Total	305.6	384.8	+25.9

^aAssumes 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.

^bU.S., Canada, and Mexico.

^cRussia, Ukraine, and Turkey are included in Europe.

^dChina, Japan, Taiwan, Hong Kong, Macau, South Korea, North Korea, Philippines, and Vietnam.

SOURCE: Secretary of External Commerce - Brazil

Florida FCOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 10/01/16 (FDOC Processor Week 52)		
	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	120.0	92.6	-22.9
Imports^a	210.8	259.7	+23.2	258.7	203.5	-21.3
Availability	678.4	653.8	-3.6	652.8	585.3	-10.3
Movement	404.3	364.6	-9.8	358.3	366.3	+2.2
Bulk	317.2	278.2	-12.3	273.5	285.3	+4.3
Packaged	87.1	86.4	-0.9	84.9	81.0	-4.5
Ending Inventory	274.1	289.3	+5.5	294.3	219.0	-25.6
Bulk	265.9	281.4	+5.8	286.8	212.2	-26.0
Packaged	8.2	7.8	-4.8	7.5	6.8	-9.3
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^b	35.3	41.3	+17.0	42.7	31.1	-27.2

^aAlso 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.

^bSeason-to-date weeks supply based on season-to-date movement.

Florida SSOJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 10/01/16 (FDOC Processor Week 52)		
	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	436.2	361.0	-17.2
Imports^a	21.4	41.7	+95.3	44.4	46.4	+4.5
Availability	724.9	691.5	-4.6	694.2	635.8	-8.4
Movement^b	508.0	457.0	-10.0	440.7	427.5	-3.0
Bulk	57.2	36.2	-36.7	34.9	31.0	-11.0
Packaged	450.9	420.8	-6.7	405.9	396.4	-2.3
Ending Inventory	213.6	227.8	+6.7	238.7	202.8	-15.1
Bulk	207.1	221.6	+7.0	232.3	196.2	-15.5
Packaged	6.5	6.2	-4.5	6.4	6.6	+2.7
	- weeks supply -		- % -	- weeks supply -		- % -
Carry Over - STD^c	21.9	25.9	+18.6	28.2	24.7	-12.4

^aAlso 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.

^bExcludes evaporated COJ.

^cSeason-to-date weeks supply based on season-to-date movement.

U.S. Orange Juice Imports^a

Season-to-Date October - August						
Country	Volume			FOB Value/SSG ^c		
	2014-15	2015-16	Change	2014-15	2015-16	Change
TOTAL OJ						
	- million SSE gallons -		- % -	- million SSE gallons -		- % -
Brazil	281.44	188.48	-33.0	1.14	1.13	-0.9
CBI ^b	28.20	36.36	+28.9	1.46	1.75	+19.9
Mexico	116.44	137.51	+18.1	1.79	1.70	-5.0
Other	5.23	6.03	+15.3	2.82	2.59	-8.2
TOTAL	431.32	368.38	-14.6	1.36	1.42	+4.4
NFC OJ						
Brazil	48.69	48.76	+0.1	1.42	1.44	+1.4
CBI ^b	0.00	0.00	N/A	0.00	0.00	N/A
Mexico	5.66	11.72	+107.1	2.27	2.63	+15.9
Other	0.18	0.08	-55.6	4.11	4.75	+15.6
TOTAL	54.54	60.56	+11.0	1.51	1.67	+10.6

^aIncludes OJ with added vitamins and minerals.

^bIncludes Dominican Republic-Central America initiatives.

^cThe 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 - August						
Country	Volume			FOB Value/SSG ^c		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	59.62	42.59	-28.6	3.82	4.99	+30.6
Europe	16.99	16.76	-1.4	2.25	2.99	+32.9
Japan	0.88	0.78	-11.4	3.41	3.51	+2.9
Other	30.35	26.00	-14.3	3.06	3.50	+14.4
TOTAL	107.84	86.13	-20.1	3.35	4.14	+23.6

^aIncludes OJ with added vitamins and minerals.

^bFDOC Processor exports of OJ for the 2015-16 season were up 116.7%, season-to-date through 02/27/2016.

^cThe 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 - August		
	2014-15	2015-16	Change
- million SSE gallons -			- % -
Beginning Inventory^a	24.2	27.9	+15.2
Foreign Imports^b	<u>141.8</u>	<u>135.7</u>	<u>-4.3</u>
Availability^c	166.0	163.6	-1.5
Ending Inventory^a	<u>14.4</u>	<u>33.0</u>	<u>+129.4</u>
Non-FDOC Processor FCOJ Disappearance^d	151.6	130.5	-13.9

^aNational 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.

^bU.S. Department of Commerce, FCOJ imports (excludes bonded product) minus FDOC Processor, FCOJ foreign product imported by members (includes bonded product).

^cBeginning inventory and imports.

^dNon-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 Sales			Dollar Sales			Price/Eq Gallon		
	2013-14	2014-15	Change	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	502.10	468.92	-6.6	3,184.35	3,099.01	-2.7	6.35	6.62	+4.3
NFC	310.64	292.21	-5.9	2,257.01	2,227.84	-1.3	7.27	7.62	+4.8
RECON	191.46	176.71	-7.7	927.35	871.16	-6.1	4.87	4.96	+1.8
FCOJ	23.41	21.35	-8.8	114.27	105.32	-7.8	4.89	4.95	+1.2
Shelf Stable	0.67	0.56	-16.4	5.93	5.11	-13.8	8.89	9.12	+2.6
TOTAL	526.05	490.83	-6.7	3,304.56	3,209.44	-2.9	6.29	6.55	+4.1
Season-to-Date through 10/01/16, Topline Report #13									
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	467.99	443.64	-5.2	3,099.01	2,938.96	-5.2	6.62	6.62	+0.0
NFC	292.07	283.19	-3.0	2,227.84	2,150.45	-3.5	7.63	7.59	-0.4
RECON	175.92	160.45	-8.8	871.16	788.51	-9.5	4.95	4.91	-0.8
FCOJ	21.24	19.41	-8.6	105.32	95.43	-9.4	4.96	4.92	-0.8
Shelf Stable	0.56	0.37	-34.5	5.11	3.28	-35.9	9.11	8.91	-2.2
TOTAL	489.80	463.41	-5.4	3,209.44	3,037.67	-5.4	6.55	6.55	+0.0

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

U.S. Retail NFC Orange Juice Promotional Pricing (xAOC)

Unit Sizes	Average Price Per Unit			Average Price Per Eq. Gallon		
	16 Week Period Ending			16 Week Period Ending		
	10/04/14	10/03/15	10/01/16	10/04/14	10/03/15	10/01/16
Non-Promotional Price						
NFC <11 oz	\$3.99	\$3.94	\$3.87	\$11.95	\$12.18	\$11.86
NFC 11-20 oz	\$1.56	\$1.56	\$1.78	\$16.15	\$15.93	\$15.52
NFC 20-50 oz	\$3.55	\$3.67	\$3.74	\$13.45	\$13.85	\$13.94
NFC 50-70 oz	\$3.72	\$3.84	\$3.80	\$7.74	\$7.95	\$7.83
NFC 70-110 oz	\$5.74	\$6.08	\$5.66	\$8.26	\$8.74	\$8.14
NFC >110 oz	\$6.45	\$6.59	\$6.36	\$6.60	\$6.70	\$6.45
Promotional Price^a						
NFC <11 oz	\$3.59	\$3.49	\$2.71	\$10.43	\$10.25	\$9.93
NFC 11-20 oz	\$1.26	\$1.20	\$1.28	\$13.32	\$13.02	\$13.70
NFC 20-50 oz	\$3.08	\$2.91	\$2.91	\$11.15	\$10.97	\$10.81
NFC 50-70 oz	\$3.01	\$3.09	\$3.08	\$6.52	\$6.70	\$6.68
NFC 70-110 oz	\$5.26	\$5.32	\$5.28	\$7.56	\$7.65	\$7.59
NFC >110 oz	\$6.24	\$6.67	\$6.12	\$6.35	\$7.08	\$6.23

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

U.S. Retail NFC Orange Juice Sales by Unit Size (xAOC)

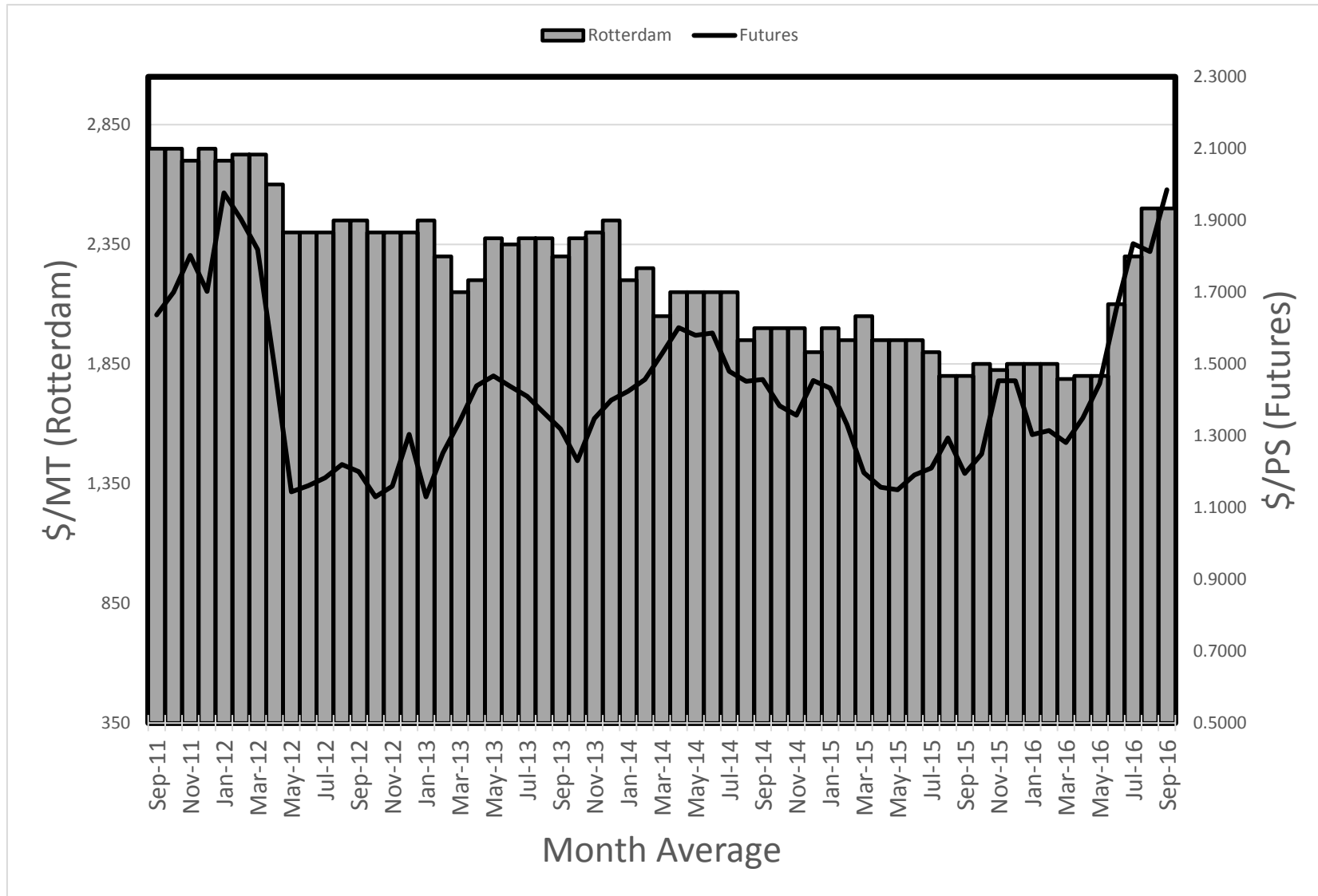
Unit Sizes	Dollar Sales			Gallon Sales		
	16 Week Period Ending			16 Week Period Ending		
	10/04/14	10/03/15	10/01/16	10/04/14	10/03/15	10/01/16
NFC <11 oz	\$9,566,031	\$10,010,451	\$10,327,442	813,934	845,263	885,784
NFC 11-20 oz	\$24,828,275	\$28,840,573	\$30,314,908	1,623,770	1,924,639	2,022,186
NFC 20-50 oz	\$7,144,124	\$7,559,340	\$8,489,017	540,505	559,348	626,337
NFC 50-70 oz	\$421,654,048	\$417,681,414	\$396,473,332	59,204,418	57,032,761	54,202,270
NFC 70-110 oz	\$120,625,076	\$124,699,657	\$127,192,354	14,958,663	14,921,214	15,915,719
NFC >110 oz	\$50,409,083	\$42,911,912	\$30,813,715	7,673,517	6,375,601	4,787,840
% Sold on Promotion^a						
NFC <11 oz	11.3%	15.3%	8.8%	12.8%	17.6%	10.4%
NFC 11-20 oz	26.5%	28.1%	26.4%	30.4%	32.4%	28.9%
NFC 20-50 oz	8.5%	9.4%	9.8%	10.1%	11.6%	12.3%
NFC 50-70 oz	46.4%	45.9%	40.9%	50.6%	50.2%	44.8%
NFC 70-110 oz	26.0%	31.9%	25.6%	27.7%	34.9%	27.0%
NFC >110 oz	11.8%	8.6%	7.7%	12.2%	8.2%	8.0%

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

^aPromotional prices includes features, displays, and combined feature and display prices. Temporary price reductions (TPR) are not included in promotional prices.

FCOJ Futures & Rotterdam Monthly Average Prices

September 2011 through September 2016



FCOJ Prices September

Item	2015	2016	Change
- \$ / PS -			- % -
FCOJ Futures	1.1950	1.9853	+66.1
- \$ / MT -			
FCOJ Rotterdam	1800	2500	+38.9

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

FDOC Processor Delivered-In Prices

Variety	STD Prices Reported for Canner's A		
	2014-15	2015-16	Change
	- \$ / PS -		- % -
Early & Midseason Oranges ^a	\$1.94	\$1.89	-2.4
Late Season Oranges ^b	\$2.16	\$2.29	+5.9
White Grapefruit ^c	\$1.34	\$1.83	+36.4
Red/Pink Grapefruit ^c	\$0.97	\$1.89	+93.9

^a 2015-16 Season final price from 02.20.16. 2014-15 Season final price from 03.07.15.

^b 2015-16 Season final price from 05.28.16. 2014-15 Season final price from 06.20.15.

^c 2015-16 Season final price from 04.23.16. 2014-15 Season final price from 05.16.15.

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

Season	September Average		Season-to-Date ^a (July - September)	
	Price	Change from Year Ago	Price	Change from Year Ago
	- \$ / box ^b -	- % -	- \$ / box ^b -	- % -
2014-15	4.34		4.36	
2015-16	3.11	-28.3	3.13	-28.3
2016-17	6.23	+100.3	6.15	+96.7

^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 through 10/09/16			FOB Price through 10/09/16		
	2015-16 STD	2016-17 STD	Change	2015-16 STD	2016-17 STD	Change
	- 1,000 of 4/5 bu. cartons -		- % -	- \$ / carton -		- % -
Early & Mid Oranges	65	10	-85.2	19.79	17.60	-11.1
Navel	26	9	-65.4	22.14	23.26	+5.1
Valencia	17	0	-100.0	15.10	0.00	-100.0
Tangelo	0	0	N/A	15.22	0.00	-100.0
Early Tangerines ^a	174	59	-66.4	22.84	27.41	+20.0
Honey / Murcotts	0	0	N/A	0.00	0.00	N/A
Royal Tangerines / Temples	0	0	N/A	22.12	0.00	-100.0
TOTAL	282	77	-72.7			

Source: Fresh fruit shipments as reported by FDACS. FOB prices as released by the Citrus Administrative Committee.

^aPrices for Sunburst.

Selected Competitive Fresh Fruit Shipments

U.S. Clementine and Tangerine Imports			Texas Fresh Grapefruit Shipments		
2015-16	2016-17	Change	2015-16	2016-17	Change
August			STD - 10/15/16		
- million pounds -		- % -	- thousand 7/10 bu. Cartons -		- % -
46.7	48.3	+3.4	97	226	+133.0
Source: U.S. Department of Commerce.			Source: Texas Valley Citrus Committee.		

Florida FCGJ Availability, Movement and Inventory

Item	Prior Season Comparison (October - September)			Season-to-Date 10/01/16 (FDOC Processor Week 52)		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	20.6	18.8	-8.6	18.8	16.1	-14.7
Pack from Fruit	22.5	17.7	-21.6	17.7	12.9	-27.3
Imports^a	0.0	0.0	N/A	0.0	0.0	N/A
Availability	43.1	36.5	-15.4	36.5	28.9	-20.8
Movement	25.6	23.6	-8.0	23.1	17.7	-23.5
Bulk	25.3	23.4	-7.4	22.9	17.6	-23.3
Packaged	0.4	0.2	-52.9	0.2	0.1	-45.8
Ending Inventory	18.9	16.1	-14.6	16.5	14.3	-13.3
Bulk	18.8	16.1	-14.7	16.5	14.2	-13.4
Packaged	0.0	0.0	+13.3	0.0	0.1	+34.3
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	38.3	35.5	-7.2	37.1	42.1	+13.2

^aAlso 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.

^bSeason-to-date weeks supply based on season-to-date movement.

Florida SSGJ Availability, Movement and Inventory

Item	Prior Season Comparison			Season-to-Date: 10/01/16		
	Oct- Sep			FDOC Processor Week 52		
	2013-14	2014-15	Change	2014-15	2015-16	Change
	- million PS -		- % -	- million PS -		- % -
Beginning Inventory	11.2	12.2	+8.9	12.2	9.6	-21.4
Pack from Fruit	19.3	14.9	-23.0	14.9	14.0	-5.7
Imports^a	0.0	1.1	+2775.0	0.9	1.7	+94.9
Availability	30.5	28.1	-7.9	27.9	25.2	-9.5
Movement	16.8	16.9	+0.4	16.5	15.5	-6.6
Bulk	4.4	4.5	+2.5	4.4	3.5	-19.9
Packaged	12.4	12.4	-0.3	12.2	12.0	-1.8
Ending Inventory	12.2	9.5	-21.8	9.6	9.6	+0.3
Bulk	11.9	9.3	-22.1	9.4	9.5	+1.1
Packaged	0.2	0.2	-10.8	0.2	0.1	-38.1
	- - weeks supply - -		- % -	- - weeks supply - -		- % -
Carry Over^b	37.7	29.4	-22.2	30.3	32.5	+7.3

^aAlso 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.

^bSeason-to-date weeks supply based on season-to-date movement.

U.S. Grapefruit Juice Exports^{a,b}

Season-to-Date October - August						
Country	Volume			FOB Value/SSG ^c		
	2014-15	2015-16	Change	2014-15	2015-16	Change
	- million SSE gallons -		- % -	- \$/SSE gallon -		- % -
Canada	1.48	1.64	+10.8	4.33	3.65	-15.7
Europe	4.12	4.00	-2.9	2.83	2.94	+3.9
Japan	2.44	1.41	-42.2	4.15	5.44	+31.1
Other	2.02	1.59	-21.3	4.40	4.96	+12.7
TOTAL	10.06	8.64	-14.1	3.69	3.85	+4.3

^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.

U.S. Retail Grapefruit Juice Sales

Expanded All Outlets Combined (xAOC)^a

Item	Volume Sales			Dollar Sales			Price/Eq Gallon		
	2013-14	2014-15	Change	2013-14	2014-15	Change	2013-14	2014-15	Change
	- million SSE gallons -		- % -	- million dollars -		- % -	- \$/SSE gallon -		- % -
Full Season Results for the Previous Two Seasons									
Refrigerated	10.99	10.66	-3.0	81.94	82.05	+0.1	7.46	7.70	+3.2
NFC	10.05	9.67	-3.8	76.05	75.96	-0.1	7.57	7.86	+3.8
RECON	0.94	0.98	+4.3	5.89	6.09	+3.4	6.27	6.21	-0.8
FCOJ	0.31	0.18	-41.9	1.45	0.92	-36.6	4.68	5.11	+9.3
Shelf Stable	4.18	4.02	-3.8	26.68	25.84	-3.1	6.38	6.43	+0.7
TOTAL	15.48	14.85	-4.1	110.07	108.86	-1.1	7.11	7.33	+3.1
Season-to-Date through 10/01/16, Topline Report #13									
	2014-15	2015-16	Change	2014-15	2015-16	Change	2014-15	2015-16	Change
Refrigerated	10.66	10.27	-3.6	82.05	79.33	-3.3	7.70	7.72	+0.3
NFC	9.67	9.29	-3.9	75.96	73.00	-3.9	7.85	7.85	+0.0
RECON	0.98	0.98	-0.8	6.09	6.33	+3.9	6.19	6.48	+4.7
FCOJ	0.18	0.18	+1.4	0.92	0.78	-16.0	5.25	4.36	-17.1
Shelf Stable	4.02	3.91	-2.6	25.85	24.98	-3.4	6.44	6.39	-0.7
TOTAL	14.85	14.38	-3.2	108.86	105.20	-3.4	7.33	7.32	-0.2

Source: Nielsen. xAOC = Expanded All Outlets Combined. xAOC data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales, drug stores doing \$1 million and greater annual sales, mass merchandisers (like Target), Walmart, club (Sam's and BJ's), dollar stores (Dollar General, Family Dollar and Fred's), and military/DECA.

Florida Fresh Grapefruit Shipments Season-to-Date through 10/09/16

Destination/Variety	2015-16 STD	2016-17 STD	Change
- 1,000 4/5-bu. cartons -			- % -
Domestic & Canadian - All	137	83	-39.4
White	0	0	N/A
Red/Pink	137	83	-39.4
Offshore Exports - All	9	0	-100.0
White	0	0	N/A
Red/Pink	9	0	-100.0
TOTAL - All	146	83	-43.0
White	0	0	N/A
Red/Pink	146	83	-43.0

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Shipments Season-to-Date through 10/09/16

Country	2015-16 STD	2016-17 STD	Change
- 1,000 4/5-bu. cartons -			- % -
United States	109	77	-29.3
Canada	28	6	-79.3
Europe	8	0	-100.0
Japan	1	0	-100.0
Other	0	0	N/A
TOTAL - All	146	83	-43.0

Source: DFVI, Florida Dept. of Agriculture

Florida Fresh Grapefruit Domestic FOB Prices
Season-to-Date through 10/09/16

Variety	FOB Price		
	2015-16	2016-17	Change
	STD	STD	
	- \$ / carton -		- % -
TOTAL^a	15.82	N/A	N/A
White	15.44	N/A	N/A
Red/Pink	15.82	23.64	+49.4

^aWeighted average based on FDACS reporting of fresh fruit shipments.
Source: Citrus Administrative Committee

Foreign Exchange Rates Per USD

Date	Euro	Real	Yen
Annual			
2011	0.7189	1.673	79.72
2012	0.7780	1.953	79.80
2013	0.7532	2.156	97.56
2014	0.7536	2.353	105.84
2015	0.9013	3.329	121.02
2015 (through September	0.8972	3.158	120.88
2016 (through September	0.8958	3.557	108.73
% Change	-0.2	+12.6	-10.1
Average for Month of September			
2015	0.8898	3.906	120.14
2016	0.8922	3.255	102.03
% Change	+0.3	-16.7	-15.1