

# Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report  
Report #1 of 2014-15 Season  
For 4 weeks ending 10/25/14

### Expanded All Outlets Combined (xAOC) - Nielsen Retail Sales Summary

	4 WEEKS ENDING 10/25/14			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-9.4%	4.8%	-5.1%	-9.4%	4.8%	-5.1%
Ref NFC OJ	-8.0%	4.8%	-3.6%	-8.0%	4.8%	-3.6%
Ref Recon OJ	-11.6%	3.9%	-8.1%	-11.6%	3.9%	-8.1%
Total GJ	-3.7%	4.4%	0.6%	-3.7%	4.4%	0.6%
Ref NFC GJ	-4.5%	6.3%	1.5%	-4.5%	6.3%	1.5%
Shelf Stable GJ	-2.6%	-0.2%	-2.7%	-2.6%	-0.2%	-2.7%
OJ Drinks	-8.0%	8.3%	-0.4%	-8.0%	8.3%	-0.4%
OJ Blend Drinks	4.0%	2.0%	6.1%	4.0%	2.0%	6.1%
GJ Cocktail	-13.1%	4.4%	-9.3%	-13.1%	4.4%	-9.3%

This is the first report of the 2014-15 season.

#### Orange Juice (OJ) at xAOC:

- Total OJ gallon sales are down 9.4% and dollar sales are down 5.1% for the period.
- At \$6.46/gallon, average OJ price at retail is up 4.8% year-over-year, but completely flat over three periods.
- NFC OJ gallon sales are down 8.0% for the period and Recon OJ gallon sales are down 11.6%.

#### Grapefruit Juice (GJ) at xAOC:

- Total GJ gallon sales are down 3.7% and dollar sales are up 0.6% for the period.
- Average GJ price at retail is \$7.33 per gallon, up 4.4% year-over year and up eight cents from last period.

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 Department of Citrus**  
**ORANGE JUICE SALES**  
**Expanded All Outlets Combined (xAOC)**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

Report Ending Date: 10/25/14  
Issue Date: 11/10/14  
Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC OJ</u></b>												
Gallons	23.69	23.17	21.72	21.05	20.47	21.34	21.68	21.79	-8.0%	23.69	21.79	-8.0%
Price/Gal (\$)	7.14	7.32	7.43	7.47	7.49	7.46	7.45	7.49	4.8%	7.14	7.49	4.8%
Revenues (\$)	169.27	169.65	161.41	157.21	153.37	159.20	161.60	163.26	-3.6%	169.27	163.26	-3.6%
<b><u>RECON OJ</u></b>												
Gallons	15.37	14.41	13.48	13.36	12.91	12.98	13.29	13.59	-11.6%	15.37	13.59	-11.6%
Price/Gal (\$)	4.79	4.83	4.92	4.94	4.95	5.01	5.02	4.98	3.9%	4.79	4.98	3.9%
Revenues (\$)	73.62	69.58	66.38	66.06	63.88	65.08	66.75	67.64	-8.1%	73.62	67.64	-8.1%
<b><u>Refrigerated OJ</u></b>												
Gallons	39.06	37.59	35.20	34.41	33.38	34.32	34.97	35.39	-9.4%	39.06	35.39	-9.4%
Price/Gal (\$)	6.22	6.36	6.47	6.49	6.51	6.54	6.53	6.53	4.9%	6.22	6.53	4.9%
Revenues (\$)	242.89	239.22	227.79	223.27	217.25	224.28	228.34	230.90	-4.9%	242.89	230.90	-4.9%
<b><u>Frozen OJ</u></b>												
Gallons	1.80	1.71	1.66	1.68	1.60	1.62	1.64	1.62	-10.0%	1.80	1.62	-10.0%
Price/Gal (\$)	4.86	4.94	4.90	4.86	4.90	4.85	4.81	4.87	0.2%	4.86	4.87	0.2%
Revenues (\$)	8.74	8.45	8.12	8.18	7.84	7.87	7.87	7.88	-9.8%	8.74	7.88	-9.8%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	-18.0%	0.06	0.05	-18.0%
Price/Gal (\$)	8.47	9.02	9.08	9.20	9.35	9.18	8.87	9.29	9.7%	8.47	9.29	9.7%
Revenues (\$)	0.51	0.45	0.45	0.40	0.37	0.41	0.48	0.46	-10.1%	0.51	0.46	-10.1%
<b><u>Total Orange Juice</u></b>												
Gallons	40.92	39.35	36.91	36.14	35.02	35.98	36.66	37.05	-9.4%	40.92	37.05	-9.4%
Price/Gal (\$)	6.16	6.31	6.40	6.42	6.44	6.46	6.46	6.46	4.8%	6.16	6.46	4.8%
Revenues (\$)	252.14	248.12	236.35	231.85	225.47	232.56	236.69	239.24	-5.1%	252.14	239.24	-5.1%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13

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.

**GRAPEFRUIT JUICE SALES**  
**Expanded All Outlets Combined (xAOC)**  
(Gallons and Revenues in Millions)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC GJ</u></b>												
Gallons	0.77	0.77	0.76	0.72	0.73	0.75	0.74	0.74	-4.5%	0.77	0.74	-4.5%
Price/Gal (\$)	7.42	7.59	7.69	7.80	7.78	7.77	7.79	7.89	6.3%	7.42	7.89	6.3%
Revenues (\$)	5.72	5.84	5.84	5.65	5.65	5.85	5.77	5.81	1.5%	5.72	5.81	1.5%
<b><u>RECON GJ</u></b>												
Gallons	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	17.7%	0.07	0.08	17.7%
Price/Gal (\$)	6.19	6.42	6.54	6.50	6.24	6.20	6.16	6.09	-1.6%	6.19	6.09	-1.6%
Revenues (\$)	0.41	0.45	0.45	0.46	0.45	0.45	0.46	0.47	15.9%	0.41	0.47	15.9%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.84	0.84	0.83	0.79	0.80	0.83	0.82	0.81	-2.7%	0.84	0.81	-2.7%
Price/Gal (\$)	7.33	7.49	7.59	7.69	7.64	7.63	7.64	7.72	5.4%	7.33	7.72	5.4%
Revenues (\$)	6.13	6.29	6.29	6.11	6.10	6.30	6.23	6.29	2.5%	6.13	6.29	2.5%
<b><u>Frozen GJ</u></b>												
Gallons	0.03	0.03	0.03	0.02	0.02	0.02	0.01	0.01	-46.3%	0.03	0.01	-46.3%
Price/Gal (\$)	4.62	4.58	4.53	4.52	4.78	4.87	4.99	5.11	10.8%	4.62	5.11	10.8%
Revenues (\$)	0.12	0.12	0.12	0.10	0.08	0.08	0.07	0.07	-40.5%	0.12	0.07	-40.5%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.32	0.33	0.32	0.33	0.31	0.31	0.31	0.31	-2.6%	0.32	0.31	-2.6%
Price/Gal (\$)	6.42	6.32	6.43	6.33	6.35	6.42	6.35	6.41	-0.2%	6.42	6.41	-0.2%
Revenues (\$)	2.05	2.06	2.07	2.06	1.98	1.99	1.97	1.99	-2.7%	2.05	1.99	-2.7%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.18	1.19	1.18	1.14	1.13	1.15	1.14	1.14	-3.7%	1.18	1.14	-3.7%
Price/Gal (\$)	7.02	7.11	7.20	7.24	7.24	7.27	7.25	7.33	4.4%	7.02	7.33	4.4%
Revenues (\$)	8.30	8.47	8.48	8.27	8.16	8.37	8.27	8.35	0.6%	8.30	8.35	0.6%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13

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.

**LESS THAN 100% OJ & GJ BEVERAGES**  
**Expanded All Outlets Combined (xAOC)**  
(Gallons and Revenues in Millions)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.72	1.73	1.68	1.74	1.64	1.79	1.74	1.60	-6.8%	1.72	1.60	-6.8%
Price/Gal (\$)	3.82	4.06	4.16	4.10	4.23	4.30	4.21	4.28	12.0%	3.82	4.28	12.0%
Revenues (\$)	6.56	7.01	7.00	7.15	6.93	7.69	7.32	6.85	4.4%	6.56	6.85	4.4%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.61	1.69	1.54	1.48	1.33	1.35	1.42	1.44	-10.6%	1.61	1.44	-10.6%
Price/Gal (\$)	7.07	7.26	7.49	7.43	7.67	7.66	7.52	7.56	6.9%	7.07	7.56	6.9%
Revenues (\$)	11.38	12.26	11.56	10.99	10.19	10.35	10.67	10.88	-4.4%	11.38	10.88	-4.4%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.17	0.16	0.16	0.17	0.17	0.17	0.17	0.18	3.7%	0.17	0.18	3.7%
Price/Gal (\$)	4.21	4.45	4.41	4.19	4.23	4.59	4.80	4.83	14.7%	4.21	4.83	14.7%
Revenues (\$)	0.71	0.70	0.68	0.70	0.71	0.78	0.82	0.85	18.9%	0.71	0.85	18.9%
<b><u>Total OJ Drinks</u></b>												
Gallons	3.50	3.57	3.38	3.39	3.13	3.31	3.33	3.22	-8.0%	3.50	3.22	-8.0%
Price/Gal (\$)	5.34	5.59	5.69	5.56	5.69	5.68	5.65	5.78	8.3%	5.34	5.78	8.3%
Revenues (\$)	18.65	20.21	19.24	18.83	17.83	18.81	18.81	18.58	-0.4%	18.65	18.58	-0.4%
<b><u>OJ BL Drinks</u></b>												
Gallons	16.40	17.73	17.31	18.22	17.42	18.03	17.18	17.05	4.0%	16.40	17.05	4.0%
Price/Gal (\$)	3.04	3.02	3.03	2.93	2.90	2.96	3.08	3.10	2.0%	3.04	3.10	2.0%
Revenues (\$)	49.83	53.51	52.47	53.46	50.49	53.44	52.82	52.85	6.1%	49.83	52.85	6.1%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2.96	3.28	3.09	3.03	2.94	3.09	3.11	2.98	0.6%	2.96	2.98	0.6%
Price/Gal (\$)	6.86	7.02	7.15	7.15	7.12	7.03	7.03	7.14	4.1%	6.86	7.14	4.1%
Revenues (\$)	20.30	23.04	22.05	21.67	20.95	21.72	21.85	21.26	4.7%	20.30	21.26	4.7%
<b><u>GJ Cocktail</u></b>												
Gallons	0.81	0.81	0.79	0.76	0.74	0.73	0.73	0.71	-13.1%	0.81	0.71	-13.1%
Price/Gal (\$)	5.68	5.66	5.88	5.98	5.94	6.01	5.92	5.93	4.4%	5.68	5.93	4.4%
Revenues (\$)	4.62	4.59	4.64	4.56	4.41	4.40	4.33	4.19	-9.3%	4.62	4.19	-9.3%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.13	0.15	0.15	0.15	0.14	0.14	0.14	0.13	-2.5%	0.13	0.13	-2.5%
Price/Gal (\$)	5.99	6.24	6.37	6.24	6.21	6.25	5.82	6.10	1.9%	5.99	6.10	1.9%
Revenues (\$)	0.80	0.92	0.93	0.91	0.87	0.87	0.83	0.80	-0.7%	0.80	0.80	-0.7%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13

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**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**Food, Drug, Mass + Walmart**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

Report Ending Date: 10/25/14  
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Report 1 of 14/15 Season

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<b><u>NFC OJ</u></b>												
Gallons	22.07	21.38	20.04	19.46	18.99	19.76	20.09	20.17	-8.6%	22.07	20.17	-8.6%
Price/Gal (\$)	7.21	7.41	7.52	7.56	7.58	7.55	7.54	7.58	5.1%	7.21	7.58	5.1%
Revenues (\$)	159.21	158.43	150.76	147.14	143.93	149.21	151.54	152.92	-4.0%	159.21	152.92	-4.0%
<b><u>RECON OJ</u></b>												
Gallons	14.11	13.18	12.33	12.20	11.81	11.83	12.05	12.48	-11.5%	14.11	12.48	-11.5%
Price/Gal (\$)	4.71	4.73	4.83	4.86	4.87	4.93	4.94	4.87	3.5%	4.71	4.87	3.5%
Revenues (\$)	66.41	62.38	59.56	59.33	57.53	58.31	59.58	60.82	-8.4%	66.41	60.82	-8.4%
<b><u>Refrigerated OJ</u></b>												
Gallons	36.18	34.57	32.36	31.66	30.80	31.59	32.15	32.65	-9.8%	36.18	32.65	-9.8%
Price/Gal (\$)	6.24	6.39	6.50	6.52	6.54	6.57	6.57	6.55	5.0%	6.24	6.55	5.0%
Revenues (\$)	225.62	220.81	210.32	206.47	201.46	207.52	211.11	213.74	-5.3%	225.62	213.74	-5.3%
<b><u>Frozen OJ</u></b>												
Gallons	1.71	1.63	1.58	1.61	1.53	1.55	1.57	1.55	-9.7%	1.71	1.55	-9.7%
Price/Gal (\$)	4.91	5.01	4.97	4.92	4.96	4.91	4.86	4.92	0.1%	4.91	4.92	0.1%
Revenues (\$)	8.42	8.15	7.84	7.90	7.58	7.60	7.61	7.61	-9.6%	8.42	7.61	-9.6%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	-17.3%	0.06	0.05	-17.3%
Price/Gal (\$)	8.71	9.27	9.38	9.58	9.57	9.50	9.23	9.45	8.6%	8.71	9.45	8.6%
Revenues (\$)	0.49	0.43	0.42	0.38	0.36	0.39	0.45	0.44	-10.2%	0.49	0.44	-10.2%
<b><u>Total Orange Juice</u></b>												
Gallons	37.95	36.24	33.99	33.30	32.36	33.18	33.76	34.24	-9.8%	37.95	34.24	-9.8%
Price/Gal (\$)	6.18	6.33	6.43	6.45	6.47	6.49	6.49	6.48	4.8%	6.18	6.48	4.8%
Revenues (\$)	234.54	229.39	218.59	214.75	209.40	215.51	219.17	221.79	-5.4%	234.54	221.79	-5.4%

Most recent four-week-period is preliminary  
2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen. FDM+Walmart 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), and Walmart.

## GRAPEFRUIT JUICE SALES

**Food, Drug, Mass + Walmart**  
(Gallons and Revenues in Millions)

Report 1 of 14/15 Season

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<b><u>NFC GJ</u></b>												
Gallons	0.77	0.76	0.75	0.72	0.72	0.75	0.74	0.73	-4.5%	0.77	0.73	-4.5%
Price/Gal (\$)	7.44	7.61	7.70	7.82	7.79	7.78	7.80	7.91	6.3%	7.44	7.91	6.3%
Revenues (\$)	5.70	5.81	5.81	5.63	5.63	5.83	5.75	5.79	1.5%	5.70	5.79	1.5%
<b><u>RECON GJ</u></b>												
Gallons	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	17.7%	0.07	0.08	17.7%
Price/Gal (\$)	6.19	6.42	6.54	6.50	6.24	6.20	6.16	6.09	-1.6%	6.19	6.09	-1.6%
Revenues (\$)	0.41	0.45	0.45	0.46	0.45	0.45	0.46	0.47	15.9%	0.41	0.47	15.9%
<b><u>Refrigerated GJ</u></b>												
Gallons	0.83	0.83	0.82	0.79	0.79	0.82	0.81	0.81	-2.8%	0.83	0.81	-2.8%
Price/Gal (\$)	7.34	7.50	7.60	7.70	7.65	7.64	7.65	7.73	5.4%	7.34	7.73	5.4%
Revenues (\$)	6.11	6.26	6.26	6.08	6.08	6.28	6.21	6.26	2.5%	6.11	6.26	2.5%
<b><u>Frozen GJ</u></b>												
Gallons	0.03	0.03	0.03	0.02	0.02	0.02	0.01	0.01	-46.2%	0.03	0.01	-46.2%
Price/Gal (\$)	4.62	4.59	4.54	4.52	4.79	4.88	5.00	5.11	10.7%	4.62	5.11	10.7%
Revenues (\$)	0.12	0.12	0.12	0.10	0.08	0.07	0.07	0.07	-40.4%	0.12	0.07	-40.4%
<b><u>Shelf Stable GJ</u></b>												
Gallons	0.31	0.32	0.32	0.32	0.31	0.31	0.31	0.30	-2.9%	0.31	0.30	-2.9%
Price/Gal (\$)	6.43	6.32	6.43	6.34	6.37	6.42	6.36	6.43	0.0%	6.43	6.43	0.0%
Revenues (\$)	2.02	2.03	2.05	2.03	1.95	1.97	1.94	1.96	-3.0%	2.02	1.96	-3.0%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	1.17	1.18	1.17	1.13	1.12	1.14	1.13	1.13	-3.8%	1.17	1.13	-3.8%
Price/Gal (\$)	7.03	7.12	7.21	7.26	7.26	7.28	7.27	7.35	4.5%	7.03	7.35	4.5%
Revenues (\$)	8.25	8.41	8.43	8.20	8.11	8.32	8.22	8.29	0.5%	8.25	8.29	0.5%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14

2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen. FDM+Walmart 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), and Walmart.

**LESS THAN 100% OJ & GJ BEVERAGES**  
**Food, Drug, Mass + Walmart**  
(Gallons and Revenues in Millions)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1.57	1.57	1.50	1.54	1.43	1.54	1.53	1.38	-12.5%	1.57	1.38	-12.5%
Price/Gal (\$)	3.87	4.15	4.33	4.28	4.39	4.32	4.26	4.32	11.7%	3.87	4.32	11.7%
Revenues (\$)	6.10	6.50	6.49	6.61	6.27	6.67	6.50	5.96	-2.3%	6.10	5.96	-2.3%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1.59	1.67	1.53	1.46	1.31	1.34	1.40	1.42	-10.4%	1.59	1.42	-10.4%
Price/Gal (\$)	7.08	7.28	7.50	7.44	7.69	7.68	7.54	7.57	7.0%	7.08	7.57	7.0%
Revenues (\$)	11.26	12.14	11.45	10.89	10.09	10.25	10.57	10.78	-4.2%	11.26	10.78	-4.2%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	0.17	0.16	0.15	0.17	0.17	0.17	0.17	0.18	4.1%	0.17	0.18	4.1%
Price/Gal (\$)	4.22	4.45	4.41	4.19	4.24	4.59	4.81	4.83	14.5%	4.22	4.83	14.5%
Revenues (\$)	0.71	0.70	0.68	0.70	0.71	0.77	0.82	0.85	19.1%	0.71	0.85	19.1%
<b><u>Total OJ Drinks</u></b>												
Gallons	3.33	3.39	3.18	3.17	2.91	3.05	3.10	2.98	-10.7%	3.33	2.98	-10.7%
Price/Gal (\$)	5.42	5.71	5.86	5.73	5.87	5.80	5.77	5.91	9.0%	5.42	5.91	9.0%
Revenues (\$)	18.06	19.34	18.62	18.20	17.08	17.69	17.89	17.58	-2.6%	18.06	17.58	-2.6%
<b><u>OJ BL Drinks</u></b>												
Gallons	14.61	15.58	15.09	16.08	15.42	15.90	15.14	15.00	2.7%	14.61	15.00	2.7%
Price/Gal (\$)	2.99	2.97	3.00	2.88	2.86	2.92	3.04	3.07	2.7%	2.99	3.07	2.7%
Revenues (\$)	43.73	46.29	45.21	46.36	44.06	46.50	46.10	46.10	5.4%	43.73	46.10	5.4%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2.77	3.11	2.91	2.87	2.79	2.91	2.93	2.80	0.9%	2.77	2.80	0.9%
Price/Gal (\$)	6.88	7.03	7.14	7.15	7.11	7.03	7.01	7.13	3.6%	6.88	7.13	3.6%
Revenues (\$)	19.06	21.84	20.80	20.48	19.88	20.47	20.58	19.93	4.6%	19.06	19.93	4.6%
<b><u>GJ Cocktail</u></b>												
Gallons	0.67	0.68	0.66	0.64	0.62	0.61	0.61	0.59	-13.0%	0.67	0.59	-13.0%
Price/Gal (\$)	5.97	5.92	6.18	6.31	6.28	6.33	6.21	6.26	4.8%	5.97	6.26	4.8%
Revenues (\$)	4.02	4.03	4.09	4.02	3.90	3.87	3.82	3.66	-8.8%	4.02	3.66	-8.8%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	0.12	0.14	0.14	0.14	0.13	0.13	0.13	0.12	-2.0%	0.12	0.12	-2.0%
Price/Gal (\$)	6.12	6.34	6.47	6.36	6.33	6.34	5.90	6.23	1.8%	6.12	6.23	1.8%
Revenues (\$)	0.76	0.88	0.89	0.87	0.83	0.83	0.79	0.76	-0.2%	0.76	0.76	-0.2%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14

2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen. FDM+Walmart 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), and Walmart.



**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**FOOD (\$2MM+ GROCERY)**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

Report Ending Date: 10/25/14  
Issue Date: 11/10/14  
Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC OJ</u></b>												
Gallons	16.81	16.29	15.49	15.02	14.57	14.93	15.09	15.19	-9.6%	16.81	15.19	-9.6%
Price/Gal (\$)	7.23	7.41	7.47	7.52	7.62	7.61	7.60	7.59	5.0%	7.23	7.59	5.0%
Revenues (\$)	121.50	120.71	115.75	112.96	111.01	113.68	114.70	115.30	-5.1%	121.50	115.30	-5.1%
<b><u>RECON OJ</u></b>												
Gallons	9.89	9.38	8.72	8.67	8.51	8.43	8.58	8.92	-9.8%	9.89	8.92	-9.8%
Price/Gal (\$)	4.66	4.70	4.81	4.80	4.78	4.85	4.89	4.80	3.1%	4.66	4.80	3.1%
Revenues (\$)	46.05	44.10	41.90	41.61	40.70	40.92	42.00	42.84	-7.0%	46.05	42.84	-7.0%
<b><u>Refrigerated OJ</u></b>												
Gallons	26.70	25.67	24.20	23.69	23.08	23.36	23.67	24.11	-9.7%	26.70	24.11	-9.7%
Price/Gal (\$)	6.28	6.42	6.51	6.52	6.57	6.62	6.62	6.56	4.5%	6.28	6.56	4.5%
Revenues (\$)	167.55	164.81	157.65	154.57	151.70	154.60	156.70	158.15	-5.6%	167.55	158.15	-5.6%
<b><u>Frozen OJ</u></b>												
Gallons	1.26	1.19	1.16	1.18	1.12	1.13	1.17	1.15	-8.9%	1.26	1.15	-8.9%
Price/Gal (\$)	5.05	5.16	5.12	5.06	5.12	5.06	4.98	5.06	0.2%	5.05	5.06	0.2%
Revenues (\$)	6.34	6.17	5.94	5.96	5.71	5.73	5.82	5.79	-8.7%	6.34	5.79	-8.7%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.05	0.05	0.04	0.04	0.04	0.04	0.05	0.05	-12.5%	0.05	0.05	-12.5%
Price/Gal (\$)	8.84	9.32	9.42	9.62	9.62	9.57	9.26	9.48	7.2%	8.84	9.48	7.2%
Revenues (\$)	0.46	0.42	0.41	0.37	0.35	0.37	0.44	0.43	-6.2%	0.46	0.43	-6.2%
<b><u>Total Orange Juice</u></b>												
Gallons	28.01	26.91	25.41	24.91	24.23	24.53	24.88	25.30	-9.6%	28.01	25.30	-9.6%
Price/Gal (\$)	6.23	6.37	6.45	6.46	6.51	6.55	6.55	6.50	4.3%	6.23	6.50	4.3%
Revenues (\$)	174.35	171.40	164.01	160.91	157.76	160.70	162.96	164.37	-5.7%	174.35	164.37	-5.7%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

**GRAPEFRUIT JUICE SALES**  
**FOOD (\$2MM+ GROCERY)**  
(Gallons and Revenues in Thousands)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC GJ</u></b>												
Gallons	635.99	629.09	628.00	595.72	601.45	621.21	605.28	599.83	-5.7%	635.99	599.83	-5.7%
Price/Gal (\$)	7.52	7.67	7.74	7.88	7.85	7.84	7.88	7.94	5.7%	7.52	7.94	5.7%
Revenues (\$)	4,780.44	4,826.19	4,858.82	4,692.01	4,721.47	4,868.44	4,766.74	4,765.00	-0.3%	4,780.44	4,765.00	-0.3%
<b><u>RECON GJ</u></b>												
Gallons	66.25	70.54	68.80	70.20	71.82	72.01	74.67	78.01	17.8%	66.25	78.01	17.8%
Price/Gal (\$)	6.18	6.42	6.54	6.49	6.24	6.20	6.16	6.09	-1.6%	6.18	6.09	-1.6%
Revenues (\$)	409.69	452.76	449.68	455.81	448.36	446.44	460.08	474.79	15.9%	409.69	474.79	15.9%
<b><u>Refrigerated GJ</u></b>												
Gallons	702.24	699.64	696.80	665.92	673.27	693.22	679.96	677.84	-3.5%	702.24	677.84	-3.5%
Price/Gal (\$)	7.39	7.55	7.62	7.73	7.68	7.67	7.69	7.73	4.6%	7.39	7.73	4.6%
Revenues (\$)	5,190.13	5,278.95	5,308.49	5,147.82	5,169.83	5,314.88	5,226.82	5,239.79	1.0%	5,190.13	5,239.79	1.0%
<b><u>Frozen GJ</u></b>												
Gallons	10.73	11.51	11.13	12.58	13.08	13.27	13.53	13.20	23.0%	10.73	13.20	23.0%
Price/Gal (\$)	5.14	5.15	5.08	5.06	5.17	5.14	5.13	5.22	1.4%	5.14	5.22	1.4%
Revenues (\$)	55.19	59.32	56.52	63.69	67.63	68.20	69.37	68.83	24.7%	55.19	68.83	24.7%
<b><u>Shelf Stable GJ</u></b>												
Gallons	219.62	233.72	230.14	233.00	224.42	222.45	221.98	219.56	0.0%	219.62	219.56	0.0%
Price/Gal (\$)	6.88	6.70	6.86	6.72	6.75	6.84	6.75	6.87	-0.1%	6.88	6.87	-0.1%
Revenues (\$)	1,510.15	1,565.72	1,579.12	1,566.29	1,515.47	1,520.88	1,499.32	1,507.61	-0.2%	1,510.15	1,507.61	-0.2%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	932.59	944.87	938.06	911.50	910.77	928.95	915.47	910.60	-2.4%	932.59	910.60	-2.4%
Price/Gal (\$)	7.24	7.31	7.40	7.44	7.41	7.43	7.42	7.49	3.3%	7.24	7.49	3.3%
Revenues (\$)	6,755.47	6,903.98	6,944.13	6,777.81	6,752.94	6,903.96	6,795.52	6,816.24	0.9%	6,755.47	6,816.24	0.9%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14

2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

**LESS THAN 100% OJ & GJ BEVERAGES**  
**FOOD (\$2MM+ GROCERY)**  
(Gallons and Revenues in Thousands)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	1,189.84	1,240.69	1,173.13	1,216.59	1,124.34	1,204.07	1,200.04	1,076.35	-9.5%	1,189.84	1,076.35	-9.5%
Price/Gal (\$)	3.99	4.17	4.41	4.35	4.48	4.39	4.30	4.35	9.1%	3.99	4.35	9.1%
Revenues (\$)	4,744.86	5,177.22	5,167.99	5,291.05	5,041.93	5,280.32	5,165.06	4,684.61	-1.3%	4,744.86	4,684.61	-1.3%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	1,186.24	1,266.69	1,170.79	1,130.96	1,009.64	1,023.67	1,084.72	1,100.80	-7.2%	1,186.24	1,100.80	-7.2%
Price/Gal (\$)	7.20	7.26	7.40	7.35	7.67	7.67	7.52	7.54	4.7%	7.20	7.54	4.7%
Revenues (\$)	8,543.66	9,201.26	8,661.09	8,317.38	7,744.12	7,852.73	8,157.21	8,299.62	-2.9%	8,543.66	8,299.62	-2.9%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	166.16	143.02	138.87	151.83	152.67	155.45	157.25	160.26	-3.6%	166.16	160.26	-3.6%
Price/Gal (\$)	4.22	4.43	4.35	4.11	4.17	4.54	4.77	4.80	13.7%	4.22	4.80	13.7%
Revenues (\$)	701.04	633.06	603.61	624.04	636.35	705.99	749.61	768.73	9.7%	701.04	768.73	9.7%
<b><u>Total OJ Drinks</u></b>												
Gallons	2,542.23	2,650.40	2,482.79	2,499.38	2,286.65	2,383.19	2,442.00	2,337.41	-8.1%	2,542.23	2,337.41	-8.1%
Price/Gal (\$)	5.50	5.66	5.81	5.69	5.87	5.81	5.76	5.88	6.9%	5.50	5.88	6.9%
Revenues (\$)	13,989.57	15,135.19	14,432.69	14,232.47	13,422.40	13,839.04	14,071.88	13,752.96	-1.7%	13,989.57	13,752.96	-1.7%
<b><u>OJ BL Drinks</u></b>												
Gallons	8,868.00	8,813.65	8,890.99	9,502.36	9,131.99	9,419.06	8,913.31	8,613.80	-2.9%	8,868.00	8,613.80	-2.9%
Price/Gal (\$)	2.94	3.04	3.01	2.88	2.82	2.90	3.08	3.09	5.3%	2.94	3.09	5.3%
Revenues (\$)	26,048.89	26,776.35	26,751.27	27,383.06	25,771.58	27,351.16	27,460.93	26,630.73	2.2%	26,048.89	26,630.73	2.2%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	2,033.36	2,302.73	2,157.38	2,114.19	2,006.63	2,017.78	2,016.26	1,941.69	-4.5%	2,033.36	1,941.69	-4.5%
Price/Gal (\$)	7.02	7.02	7.12	7.14	7.22	7.18	7.16	7.28	3.7%	7.02	7.28	3.7%
Revenues (\$)	14,264.42	16,164.23	15,358.06	15,092.28	14,492.74	14,482.02	14,443.63	14,131.44	-0.9%	14,264.42	14,131.44	-0.9%
<b><u>GJ Cocktail</u></b>												
Gallons	392.08	426.11	431.48	424.57	420.79	408.07	408.75	377.17	-3.8%	392.08	377.17	-3.8%
Price/Gal (\$)	6.78	6.57	6.72	6.80	6.72	6.82	6.66	6.79	0.2%	6.78	6.79	0.2%
Revenues (\$)	2,657.63	2,801.52	2,900.80	2,885.01	2,826.49	2,781.26	2,721.33	2,561.82	-3.6%	2,657.63	2,561.82	-3.6%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	68.94	83.23	81.40	82.89	80.91	77.87	80.73	67.31	-2.4%	68.94	67.31	-2.4%
Price/Gal (\$)	6.78	7.04	7.31	7.07	6.99	7.06	6.32	6.99	3.1%	6.78	6.99	3.1%
Revenues (\$)	467.66	586.22	594.61	586.38	565.23	549.63	509.83	470.61	0.6%	467.66	470.61	0.6%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen. Food data consists of POS data for U.S. grocery stores doing \$2 million and greater annual sales.

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010  
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<http://www.fdocgrower.com>

**Florida Department of Citrus**  
**ORANGE JUICE SALES**  
**WALMART**  
**NIELSEN SCANTRACK**  
(Gallons and Revenues in Millions)

Report Ending Date: 10/25/14  
Issue Date: 11/10/14  
Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC OJ</u></b>												
Gallons	4.15	4.00	3.67	3.64	3.60	3.90	3.95	4.00	-3.6%	4.15	4.00	-3.6%
Price/Gal (\$)	6.92	7.21	7.47	7.45	7.21	7.13	7.13	7.30	5.6%	6.92	7.30	5.6%
Revenues (\$)	28.74	28.85	27.38	27.08	25.98	27.82	28.21	29.24	1.8%	28.74	29.24	1.8%
<b><u>RECON OJ</u></b>												
Gallons	3.83	3.44	3.27	3.19	2.97	3.08	3.16	3.23	-15.7%	3.83	3.23	-15.7%
Price/Gal (\$)	4.66	4.65	4.73	4.89	4.97	4.98	4.90	4.93	5.9%	4.66	4.93	5.9%
Revenues (\$)	17.82	15.99	15.47	15.61	14.76	15.35	15.45	15.91	-10.7%	17.82	15.91	-10.7%
<b><u>Refrigerated OJ</u></b>												
Gallons	7.98	7.44	6.94	6.82	6.57	6.99	7.11	7.23	-9.4%	7.98	7.23	-9.4%
Price/Gal (\$)	5.83	6.03	6.17	6.26	6.20	6.18	6.14	6.24	7.0%	5.83	6.24	7.0%
Revenues (\$)	46.56	44.84	42.85	42.69	40.74	43.17	43.65	45.16	-3.0%	46.56	45.16	-3.0%
<b><u>Frozen OJ</u></b>												
Gallons	0.43	0.41	0.39	0.40	0.39	0.39	0.38	0.39	-10.4%	0.43	0.39	-10.4%
Price/Gal (\$)	4.49	4.51	4.48	4.47	4.48	4.47	4.45	4.45	-0.8%	4.49	4.45	-0.8%
Revenues (\$)	1.93	1.83	1.75	1.81	1.74	1.74	1.69	1.72	-11.2%	1.93	1.72	-11.2%
<b><u>Shelf Stable OJ</u></b>												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-83.4%	0.00	0.00	-83.4%
Price/Gal (\$)	7.09	7.91	8.11	8.35	8.13	8.37	8.28	8.49	19.8%	7.09	8.49	19.8%
Revenues (\$)	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-80.1%	0.03	0.01	-80.1%
<b><u>Total Orange Juice</u></b>												
Gallons	8.41	7.85	7.33	7.23	6.96	7.37	7.49	7.62	-9.5%	8.41	7.62	-9.5%
Price/Gal (\$)	5.77	5.95	6.08	6.16	6.10	6.09	6.06	6.15	6.7%	5.77	6.15	6.7%
Revenues (\$)	48.52	46.68	44.61	44.50	42.48	44.91	45.35	46.88	-3.4%	48.52	46.88	-3.4%

Most recent four-week-period is preliminary  
2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13  
Source: Nielsen

## GRAPEFRUIT JUICE SALES WALMART

(Gallons and Revenues in Thousands)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC GJ</u></b>												
Gallons	105.68	110.85	109.58	106.51	103.85	109.06	109.29	113.92	7.8%	105.68	113.92	7.8%
Price/Gal (\$)	7.04	7.35	7.42	7.44	7.46	7.48	7.52	7.68	9.1%	7.04	7.68	9.1%
Revenues (\$)	743.87	815.05	813.26	792.94	775.07	815.55	821.97	874.68	17.6%	743.87	874.68	17.6%
<b><u>RECON GJ</u></b>												
Gallons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	
Price/Gal (\$)										0.00	0.00	
Revenues (\$)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	
<b><u>Refrigerated GJ</u></b>												
Gallons	105.68	110.85	109.58	106.51	103.85	109.06	109.29	113.92	7.8%	105.68	113.92	7.8%
Price/Gal (\$)	7.04	7.35	7.42	7.44	7.46	7.48	7.52	7.68	9.1%	7.04	7.68	9.1%
Revenues (\$)	743.87	815.05	813.26	792.94	775.07	815.55	821.97	874.68	17.6%	743.87	874.68	17.6%
<b><u>Frozen GJ</u></b>												
Gallons	15.12	15.19	15.17	8.46	3.34	2.01	1.16	0.71	-95.3%	15.12	0.71	-95.3%
Price/Gal (\$)	4.16	4.16	4.14	3.72	3.35	3.25	3.50	3.35	-19.4%	4.16	3.35	-19.4%
Revenues (\$)	62.82	63.13	62.82	31.49	11.20	6.51	4.07	2.37	-96.2%	62.82	2.37	-96.2%
<b><u>Shelf Stable GJ</u></b>												
Gallons	93.60	85.63	86.51	85.13	80.93	82.77	82.63	84.29	-9.9%	93.60	84.29	-9.9%
Price/Gal (\$)	5.37	5.28	5.27	5.28	5.28	5.28	5.28	5.29	-1.6%	5.37	5.29	-1.6%
Revenues (\$)	502.54	451.71	456.27	449.50	427.37	436.83	436.34	445.49	-11.4%	502.54	445.49	-11.4%
<b><u>Total Grapefruit Juice</u></b>												
Gallons	214.40	211.67	211.26	200.10	188.12	193.84	193.08	198.92	-7.2%	214.40	198.92	-7.2%
Price/Gal (\$)	6.11	6.28	6.31	6.37	6.45	6.49	6.54	6.65	8.9%	6.11	6.65	8.9%
Revenues (\$)	1,309.23	1,329.88	1,332.34	1,273.93	1,213.64	1,258.89	1,262.37	1,322.54	1.0%	1,309.23	1,322.54	1.0%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14

2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010  
(863) 537-3999

<http://www.fdocgrower.com>

## LESS THAN 100% OJ & GJ BEVERAGES WALMART

(Gallons and Revenues in Thousands)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>OJ Drinks 0-39.99%</u></b>												
Gallons	342.49	266.34	271.59	281.67	256.99	290.31	284.56	261.46	-23.7%	342.49	261.46	-23.7%
Price/Gal (\$)	3.41	3.90	3.84	3.72	3.71	3.73	3.75	3.89	14.0%	3.41	3.89	14.0%
Revenues (\$)	1,168.41	1,037.86	1,044.02	1,047.85	953.36	1,083.78	1,067.30	1,016.55	-13.0%	1,168.41	1,016.55	-13.0%
<b><u>OJ Drinks 40-99.99%</u></b>												
Gallons	340.01	345.13	306.68	289.65	263.09	265.57	264.01	274.30	-19.3%	340.01	274.30	-19.3%
Price/Gal (\$)	6.55	7.10	7.66	7.66	7.68	7.69	7.69	7.70	17.4%	6.55	7.70	17.4%
Revenues (\$)	2,228.73	2,448.79	2,350.52	2,218.56	2,019.52	2,041.11	2,030.12	2,110.99	-5.3%	2,228.73	2,110.99	-5.3%
<b><u>OJ Drinks - % not stated</u></b>												
Gallons	1.20	0.93	1.99	2.30	2.40	2.39	2.38	2.26	87.7%	1.20	2.26	87.7%
Price/Gal (\$)	3.38	4.18	5.83	5.69	5.67	6.20	6.61	6.87	103.5%	3.38	6.87	103.5%
Revenues (\$)	4.06	3.89	11.62	13.11	13.63	14.80	15.74	15.52	281.9%	4.06	15.52	281.9%
<b><u>Total OJ Drinks</u></b>												
Gallons	683.71	612.39	580.27	573.62	522.48	558.27	550.94	538.02	-21.3%	683.71	538.02	-21.3%
Price/Gal (\$)	4.97	5.70	5.87	5.72	5.72	5.62	5.65	5.84	17.4%	4.97	5.84	17.4%
Revenues (\$)	3,401.21	3,490.54	3,406.16	3,279.51	2,986.50	3,139.69	3,113.17	3,143.06	-7.6%	3,401.21	3,143.06	-7.6%
<b><u>OJ BL Drinks</u></b>												
Gallons	5,540.16	6,532.14	5,933.07	6,275.68	5,986.63	6,122.75	5,926.78	6,068.12	9.5%	5,540.16	6,068.12	9.5%
Price/Gal (\$)	2.99	2.79	2.88	2.81	2.81	2.88	2.88	2.95	-1.2%	2.99	2.95	-1.2%
Revenues (\$)	16,553.20	18,247.37	17,103.64	17,612.87	16,846.94	17,622.64	17,049.63	17,912.93	8.2%	16,553.20	17,912.93	8.2%
<b><u>OJ BL (100% Juice)</u></b>												
Gallons	624.57	657.96	635.53	629.19	668.70	743.25	762.68	732.15	17.2%	624.57	732.15	17.2%
Price/Gal (\$)	6.34	6.86	6.97	6.98	6.63	6.52	6.50	6.58	3.8%	6.34	6.58	3.8%
Revenues (\$)	3,958.25	4,513.44	4,428.83	4,390.38	4,435.88	4,848.12	4,955.09	4,817.39	21.7%	3,958.25	4,817.39	21.7%
<b><u>GJ Cocktail</u></b>												
Gallons	242.97	217.17	194.74	184.67	174.22	178.56	181.28	182.71	-24.8%	242.97	182.71	-24.8%
Price/Gal (\$)	4.52	4.47	4.84	5.01	5.02	5.03	5.02	4.99	10.4%	4.52	4.99	10.4%
Revenues (\$)	1,097.55	969.91	942.22	925.34	874.47	897.91	909.55	911.37	-17.0%	1,097.55	911.37	-17.0%
<b><u>GJ BL (100% Juice)</u></b>												
Gallons	54.90	54.78	55.81	53.67	49.75	52.50	52.83	54.12	-1.4%	54.90	54.12	-1.4%
Price/Gal (\$)	5.28	5.27	5.26	5.27	5.28	5.27	5.27	5.28	0.1%	5.28	5.28	0.1%
Revenues (\$)	289.81	288.56	293.42	283.11	262.50	276.60	278.54	285.92	-1.3%	289.81	285.92	-1.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14

2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen

Florida Department of Citrus; P.O.Box 9010; Bartow, FL 33831-9010  
(863) 537-3999

<http://www.fdccgrower.com>

**Florida Department of Citrus**  
**ORANGE JUICE PROMOTIONS**  
**FOOD (\$2MM+ Grocery Stores)**  
**NIELSEN SCANTRACK**  
(Prices in dollars and Promotion in %ACV)

Report Ending Date: 10/25/14  
Issue Date: 11/10/14  
Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC OJ</u></b>												
Average Promo Price	6.41	6.63	6.64	6.63	6.76	6.79	6.70	6.64	3.6%	6.41	6.64	3.6%
Price Reduction	92	93	93	94	93	93	93	93	1.1%	92	93	1.1%
Feature & Disp	38	43	42	41	35	38	38	35	-7.9%	38	35	-7.9%
Display w/o Fea	34	32	33	33	31	30	29	29	-14.7%	34	29	-14.7%
Feature w/o Disp	92	91	89	89	87	89	89	90	-2.2%	92	90	-2.2%
<b><u>RECON OJ</u></b>												
Average Promo Price	4.11	4.07	4.20	4.19	4.05	4.14	4.34	4.20	2.2%	4.11	4.20	2.2%
Price Reduction	73	77	74	78	81	75	77	81	11.0%	73	81	11.0%
Feature & Disp	21	20	16	19	12	11	15	17	-19.0%	21	17	-19.0%
Display w/o Fea	19	25	20	25	20	19	22	20	5.3%	19	20	5.3%
Feature w/o Disp	71	63	69	70	59	62	68	55	-22.5%	71	55	-22.5%
<b><u>Refrigerated OJ</u></b>												
Average Promo Price	5.70	5.83	5.92	5.83	5.89	6.01	5.95	5.81	1.9%	5.70	5.81	1.9%
Price Reduction	94	95	95	95	95	95	96	95	1.1%	94	95	1.1%
Feature & Disp	45	47	45	46	39	41	43	40	-11.1%	45	40	-11.1%
Display w/o Fea	42	43	41	41	39	39	38	37	-11.9%	42	37	-11.9%
Feature w/o Disp	93	95	93	93	91	91	91	92	-1.1%	93	92	-1.1%
<b><u>Frozen OJ</u></b>												
Average Promo Price	4.25	4.33	4.33	4.38	4.51	4.52	4.03	4.14	-2.6%	4.25	4.14	-2.6%
Price Reduction	54	44	43	49	49	56	51	50	-7.4%	54	50	-7.4%
Feature & Disp	0	0	1	0	0	0	2	1		0	1	
Display w/o Fea	1	1	1	1	1	1	2	1	0.0%	1	1	0.0%
Feature w/o Disp	11	7	10	9	9	10	17	8	-27.3%	11	8	-27.3%
<b><u>Shelf Stable OJ</u></b>												
Average Promo Price	7.15	7.55	7.78	8.51	8.08	8.63	7.67	8.04	12.4%	7.15	8.04	12.4%
Price Reduction	6	11	9	9	10	10	17	7	16.7%	6	7	16.7%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	3	3	4	2	1	3	2	1	-66.7%	3	1	-66.7%
<b><u>Total OJ</u></b>												
Average Promo Price	5.67	5.81	5.89	5.80	5.86	5.98	5.91	5.77	1.8%	5.67	5.77	1.8%
Price Reduction	95	96	96	96	96	97	97	96	1.1%	95	96	1.1%
Feature & Disp	45	47	45	46	39	41	43	40	-11.1%	45	40	-11.1%
Display w/o Fea	43	44	42	42	40	39	39	38	-11.6%	43	38	-11.6%
Feature w/o Disp	93	95	93	93	91	91	91	92	-1.1%	93	92	-1.1%

Most recent four-week-period is preliminary  
2014-15 STD: 09/28/14 - 10/25/14  
2013-14 STD: 09/29/13 - 10/26/13  
Source: Nielsen

## GRAPEFRUIT JUICE PROMOTIONS

### FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b><u>NFC GJ</u></b>												
Average Promo Price	6.51	6.78	6.75	6.81	6.98	7.00	6.83	6.76	3.8%	6.51	6.76	3.8%
Price Reduction	68	79	73	61	74	77	69	66	-2.9%	68	66	-2.9%
Feature & Disp	3	3	3	2	1	3	2	2	-33.3%	3	2	-33.3%
Display w/o Fea	8	8	9	6	7	7	8	6	-25.0%	8	6	-25.0%
Feature w/o Disp	40	49	34	34	30	35	31	39	-2.5%	40	39	-2.5%
<b><u>RECON GJ</u></b>												
Average Promo Price	6.61	6.61	4.79	7.92	3.62	3.57	3.46	3.42	-48.3%	6.61	3.42	-48.3%
Price Reduction	6	2	3	3	6	2	7	7	16.7%	6	7	16.7%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	0	0	5	0	2	6	0	0		0	0	
<b><u>Refrigerated GJ</u></b>												
Average Promo Price	6.51	6.78	6.72	6.82	6.87	6.90	6.71	6.63	1.8%	6.51	6.63	1.8%
Price Reduction	70	79	74	62	74	77	69	67	-4.3%	70	67	-4.3%
Feature & Disp	3	3	3	2	1	3	2	2	-33.3%	3	2	-33.3%
Display w/o Fea	9	8	9	7	8	8	8	6	-33.3%	9	6	-33.3%
Feature w/o Disp	40	48	34	34	30	35	31	39	-2.5%	40	39	-2.5%
<b><u>Frozen GJ</u></b>												
Average Promo Price	4.85	4.66	4.82	4.73	4.76	4.98	5.25	5.24	8.0%	4.85	5.24	8.0%
Price Reduction	4	2	2	2	2	3	3	2	-50.0%	4	2	-50.0%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	0	0		0	0	
Feature w/o Disp	0	0	0	0	0	0	0	0		0	0	
<b><u>Shelf Stable GJ</u></b>												
Average Promo Price	6.04	5.83	6.04	5.87	5.70	5.98	5.82	6.06	0.3%	6.04	6.06	0.3%
Price Reduction	41	51	42	46	47	44	41	48	17.1%	41	48	17.1%
Feature & Disp	0	0	0	0	0	1	0	0		0	0	
Display w/o Fea	2	2	2	2	2	3	2	2	0.0%	2	2	0.0%
Feature w/o Disp	20	21	10	4	6	11	11	13	-35.0%	20	13	-35.0%
<b><u>TL GJ</u></b>												
Average Promo Price	6.45	6.61	6.63	6.62	6.68	6.77	6.55	6.53	1.2%	6.45	6.53	1.2%
Price Reduction	80	87	83	83	81	81	79	80	0.0%	80	80	0.0%
Feature & Disp	4	3	4	2	2	4	2	2	-50.0%	4	2	-50.0%
Display w/o Fea	10	10	10	9	9	10	11	8	-20.0%	10	8	-20.0%
Feature w/o Disp	48	60	42	36	34	43	42	46	-4.2%	48	46	-4.2%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14

2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen



## LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

### FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 1 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	10/26/13	05/10/14	06/07/14	07/05/14	08/02/14	08/30/14	09/27/14	10/25/14		2012-13	2013-14	% Change
<b>OJ Drinks 0-39.99%</b>												
Average Promo Price	3.64	3.64	4.12	3.93	4.11	4.08	3.88	4.06	11.5%	3.64	4.06	11.5%
Price Reduction	76	79	78	72	76	72	77	74	-2.6%	76	74	-2.6%
Feature & Disp	14	13	14	16	16	17	20	12	-14.3%	14	12	-14.3%
Display w/o Fea	35	39	39	39	41	37	39	34	-2.9%	35	34	-2.9%
Feature w/o Disp	60	61	55	66	65	66	67	62	3.3%	60	62	3.3%
<b>OJ Drinks 40-99.99%</b>												
Average Promo Price	6.49	6.63	6.68	6.64	6.81	6.92	6.82	6.81	4.9%	6.49	6.81	4.9%
Price Reduction	72	80	74	77	62	65	81	77	6.9%	72	77	6.9%
Feature & Disp	10	10	9	15	5	11	7	9	-10.0%	10	9	-10.0%
Display w/o Fea	10	14	13	16	11	9	11	15	50.0%	10	15	50.0%
Feature w/o Disp	52	48	52	59	42	52	40	55	5.8%	52	55	5.8%
<b>OJ Drinks - % not stated</b>												
Average Promo Price	3.84	3.74	3.84	3.66	3.93	3.81	4.20	4.04	5.2%	3.84	4.04	5.2%
Price Reduction	5	4	4	4	4	4	5	4	-20.0%	5	4	-20.0%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	1	1	2	2	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	0	1	0	1	0	1	0	1	0.0%	0	1	0.0%
<b>Total OJ Drinks</b>												
Average Promo Price	5.20	5.26	5.52	5.35	5.34	5.40	5.36	5.62	8.1%	5.20	5.62	8.1%
Price Reduction	90	91	91	91	91	88	92	90	0.0%	90	90	0.0%
Feature & Disp	23	22	21	28	21	26	26	20	-13.0%	23	20	-13.0%
Display w/o Fea	43	49	47	51	48	43	45	44	2.3%	43	44	2.3%
Feature w/o Disp	75	71	67	78	72	76	73	74	-1.3%	75	74	-1.3%
<b>OJ BL Drinks</b>												
Average Promo Price	2.47	2.52	2.60	2.34	2.19	2.41	2.57	2.60	5.3%	2.47	2.60	5.3%
Price Reduction	95	96	95	95	95	95	96	95	0.0%	95	95	0.0%
Feature & Disp	28	33	35	41	42	38	30	31	10.7%	28	31	10.7%
Display w/o Fea	74	76	79	78	76	78	73	67	-9.5%	74	67	-9.5%
Feature w/o Disp	74	83	80	83	81	79	75	79	6.8%	74	79	6.8%
<b>OJ BL (100% Juice)</b>												
Average Promo Price	6.23	6.36	6.36	6.40	6.56	6.57	6.53	6.69	7.4%	6.23	6.69	7.4%
Price Reduction	88	90	90	91	91	91	89	87	-1.1%	88	87	-1.1%
Feature & Disp	12	20	18	22	14	15	13	12	0.0%	12	12	0.0%
Display w/o Fea	18	21	22	23	20	19	16	18	0.0%	18	18	0.0%
Feature w/o Disp	73	81	79	78	76	82	76	68	-6.8%	73	68	-6.8%
<b>GJ Cocktail</b>												
Average Promo Price	5.94	5.60	5.99	6.19	5.57	6.12	5.88	6.20	4.4%	5.94	6.20	4.4%
Price Reduction	57	75	65	66	68	66	60	65	14.0%	57	65	14.0%
Feature & Disp	2	3	4	4	4	4	4	5	150.0%	2	5	150.0%
Display w/o Fea	14	17	18	18	17	14	14	11	-21.4%	14	11	-21.4%
Feature w/o Disp	23	13	16	20	24	21	35	17	-26.1%	23	17	-26.1%
<b>GJ BL (100% Juice)</b>												
Average Promo Price	5.48	5.49	5.73	5.65	5.24	5.74	5.27	5.97	8.9%	5.48	5.97	8.9%
Price Reduction	19	30	31	33	36	36	27	26	36.8%	19	26	36.8%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	1	1	1	0	0	0	0	0	-100.0%	1	0	-100.0%
Feature w/o Disp	15	18	10	3	4	9	11	11	-26.7%	15	11	-26.7%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/25/14

2013-14 STD: 09/29/13 - 10/26/13

Source: Nielsen