

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #13 of 2014-15 Season
For 4 weeks ending 10/03/15

Week Ending 10/03/15
 Report 13 of 14/15 Season

*** Please note: Due to a 53-week crop year, all Nielsen period ending dates have been pushed forward one week.
 This also affects all dates going back as well.**

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

	4 WEEKS ENDING 10/03/15			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-3.1%	1.9%	-1.2%	-6.7%	4.1%	-2.9%
Ref NFC OJ	-2.6%	3.3%	0.6%	-5.9%	4.9%	-1.3%
Ref Recon OJ	-3.0%	-2.0%	-4.9%	-7.7%	1.7%	-6.1%
Total GJ	-4.1%	1.7%	-2.5%	-4.1%	3.1%	-1.1%
Ref NFC GJ	-3.6%	1.1%	-2.6%	-3.7%	3.7%	-0.1%
Shelf Stable GJ	-5.6%	2.8%	-3.0%	-4.0%	0.9%	-3.1%
OJ Drinks	5.2%	8.9%	14.5%	-4.5%	8.4%	3.5%
OJ Blend Drinks	-4.6%	6.1%	1.2%	-3.7%	6.1%	2.1%
GJ Cocktail	-3.2%	9.7%	6.2%	-3.0%	4.0%	0.8%

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

Report Ending Date: 10/03/15
 Issue Date: 10/19/15
 Report 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>NFC OJ</u>												
Gallons	21.44	22.75	21.34	20.44	19.92	20.10	20.75	20.88	-2.6%	310.32	292.07	-5.9%
Price/Gal (\$)	7.50	7.58	7.68	7.75	7.78	7.73	7.69	7.74	3.3%	7.27	7.63	4.9%
Revenues (\$)	160.74	172.50	163.96	158.46	154.94	155.49	159.56	161.72	0.6%	2,257.01	2,227.84	-1.3%
<u>RECON OJ</u>												
Gallons	13.29	13.88	13.01	12.43	12.50	12.36	12.52	12.90	-3.0%	190.49	175.89	-7.7%
Price/Gal (\$)	4.99	4.82	4.96	5.01	4.95	4.94	4.90	4.89	-2.0%	4.87	4.95	1.7%
Revenues (\$)	66.28	66.87	64.48	62.31	61.84	60.98	61.32	63.03	-4.9%	927.35	870.91	-6.1%
<u>Refrigerated OJ</u>												
Gallons	34.74	36.63	34.35	32.87	32.42	32.46	33.26	33.78	-2.7%	500.82	467.97	-6.6%
Price/Gal (\$)	6.54	6.53	6.65	6.72	6.69	6.67	6.64	6.65	1.8%	6.36	6.62	4.1%
Revenues (\$)	227.02	239.37	228.44	220.78	216.77	216.47	220.88	224.75	-1.0%	3,184.35	3,098.76	-2.7%
<u>Frozen OJ</u>												
Gallons	1.62	1.57	1.54	1.55	1.56	1.53	1.46	1.47	-9.4%	23.36	21.24	-9.1%
Price/Gal (\$)	4.82	5.00	4.98	4.98	4.96	4.85	4.99	4.94	2.4%	4.89	4.96	1.3%
Revenues (\$)	7.81	7.84	7.68	7.72	7.72	7.43	7.27	7.24	-7.2%	114.27	105.32	-7.8%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	-16.8%	0.67	0.56	-15.7%
Price/Gal (\$)	8.94	9.19	9.44	9.43	9.06	9.47	9.01	8.84	-1.1%	8.91	9.11	2.3%
Revenues (\$)	0.47	0.39	0.39	0.35	0.33	0.31	0.35	0.39	-17.7%	5.93	5.11	-13.8%
<u>Total Orange Juice</u>												
Gallons	36.41	38.24	35.93	34.46	34.01	34.03	34.76	35.29	-3.1%	524.84	489.77	-6.7%
Price/Gal (\$)	6.46	6.47	6.58	6.64	6.61	6.59	6.57	6.58	1.9%	6.30	6.55	4.1%
Revenues (\$)	235.29	247.60	236.51	228.84	224.83	224.22	228.51	232.38	-1.2%	3,304.56	3,209.19	-2.9%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/03/15
 2013-14 STD: 09/29/13 - 10/04/14

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 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>NFC GJ</u>												
Gallons	0.73	0.79	0.76	0.73	0.71	0.70	0.71	0.71	-3.6%	10.05	9.67	-3.7%
Price/Gal (\$)	7.80	7.70	7.91	7.96	7.94	8.01	7.92	7.88	1.1%	7.57	7.85	3.7%
Revenues (\$)	5.72	6.09	5.98	5.84	5.61	5.57	5.60	5.57	-2.6%	76.05	75.96	-0.1%
<u>RECON GJ</u>												
Gallons	0.07	0.07	0.08	0.07	0.08	0.07	0.08	0.07	-2.0%	0.94	0.98	4.5%
Price/Gal (\$)	6.13	6.37	6.08	6.11	5.91	6.31	5.95	6.37	3.9%	6.26	6.16	-1.6%
Revenues (\$)	0.45	0.46	0.46	0.44	0.46	0.45	0.49	0.46	1.8%	5.89	6.05	2.8%
<u>Refrigerated GJ</u>												
Gallons	0.81	0.86	0.83	0.81	0.78	0.77	0.79	0.78	-3.4%	10.99	10.65	-3.0%
Price/Gal (\$)	7.64	7.59	7.74	7.80	7.74	7.85	7.72	7.74	1.2%	7.46	7.70	3.2%
Revenues (\$)	6.17	6.55	6.45	6.28	6.07	6.02	6.08	6.03	-2.2%	81.94	82.01	0.1%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-18.8%	0.31	0.18	-44.1%
Price/Gal (\$)	5.04	5.44	5.36	5.45	5.36	5.29	5.13	5.05	0.2%	4.61	5.25	13.9%
Revenues (\$)	0.07	0.07	0.07	0.07	0.07	0.06	0.06	0.06	-18.7%	1.45	0.92	-36.3%
<u>Shelf Stable GJ</u>												
Gallons	0.30	0.33	0.32	0.31	0.31	0.30	0.29	0.29	-5.6%	4.18	4.02	-4.0%
Price/Gal (\$)	6.39	6.29	6.41	6.55	6.56	6.64	6.58	6.57	2.8%	6.38	6.44	0.9%
Revenues (\$)	1.93	2.05	2.02	2.03	2.05	1.99	1.92	1.87	-3.0%	26.68	25.85	-3.1%
<u>Total Grapefruit Juice</u>												
Gallons	1.12	1.20	1.16	1.13	1.11	1.08	1.09	1.08	-4.1%	15.48	14.85	-4.1%
Price/Gal (\$)	7.27	7.21	7.35	7.43	7.38	7.49	7.38	7.40	1.7%	7.11	7.33	3.1%
Revenues (\$)	8.17	8.68	8.54	8.39	8.20	8.08	8.07	7.97	-2.5%	110.07	108.82	-1.1%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/03/15
2013-14 STD: 09/29/13 - 10/04/14

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 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.66	1.46	1.49	1.59	1.62	1.62	1.63	1.53	-8.0%	21.63	19.71	-8.9%
Price/Gal (\$)	4.23	4.71	4.75	4.73	4.81	4.79	4.75	4.78	13.2%	4.05	4.60	13.6%
Revenues (\$)	7.01	6.86	7.10	7.52	7.81	7.76	7.77	7.29	4.1%	87.60	90.67	3.5%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.37	1.58	1.54	1.42	1.33	1.40	1.41	1.61	17.6%	21.15	20.55	-2.8%
Price/Gal (\$)	7.62	7.63	7.51	7.63	7.81	7.60	7.79	7.73	1.5%	7.27	7.59	4.3%
Revenues (\$)	10.43	12.07	11.57	10.82	10.38	10.63	10.96	12.45	19.3%	153.84	155.94	1.4%
<u>OJ Drinks - % not stated</u>												
Gallons	0.12	0.16	0.14	0.14	0.14	0.15	0.17	0.17	46.4%	1.41	1.93	36.6%
Price/Gal (\$)	4.88	5.41	5.58	5.34	4.80	4.77	5.04	5.16	5.6%	4.65	5.18	11.3%
Revenues (\$)	0.58	0.87	0.80	0.76	0.68	0.69	0.85	0.89	54.6%	6.56	9.98	52.0%
<u>Total OJ Drinks</u>												
Gallons	3.15	3.20	3.18	3.15	3.09	3.16	3.21	3.31	5.2%	44.19	42.19	-4.5%
Price/Gal (\$)	5.73	6.19	6.13	6.07	6.10	6.03	6.10	6.24	8.9%	5.61	6.08	8.4%
Revenues (\$)	18.02	21.33	19.46	19.10	18.88	19.08	19.58	20.64	14.5%	248.01	256.59	3.5%
<u>OJ BL Drinks</u>												
Gallons	16.95	16.51	16.13	16.27	16.18	16.30	16.31	16.18	-4.6%	221.90	213.59	-3.7%
Price/Gal (\$)	3.08	3.28	3.28	3.24	3.18	3.17	3.24	3.26	6.1%	3.00	3.19	6.1%
Revenues (\$)	52.13	54.11	52.86	52.63	51.39	51.59	52.88	52.76	1.2%	666.37	680.62	2.1%
<u>OJ BL (100% Juice)</u>												
Gallons	3.04	3.04	2.79	2.71	2.73	2.67	2.77	2.74	-9.7%	41.34	38.21	-7.6%
Price/Gal (\$)	7.07	7.13	7.32	7.31	7.22	7.27	7.21	7.27	2.7%	6.98	7.21	3.4%
Revenues (\$)	21.48	21.65	20.42	19.84	19.69	19.38	19.95	19.92	-7.3%	288.43	275.65	-4.4%
<u>GJ Cocktail</u>												
Gallons	0.71	0.81	0.76	0.75	0.75	0.73	0.72	0.69	-3.2%	10.51	10.19	-3.0%
Price/Gal (\$)	5.92	5.92	6.15	6.27	6.39	6.50	6.56	6.50	9.7%	5.72	5.94	4.0%
Revenues (\$)	4.21	4.79	4.66	4.69	4.80	4.78	4.70	4.47	6.2%	60.07	60.57	0.8%
<u>GJ BL (100% Juice)</u>												
Gallons	0.16	0.18	0.18	0.17	0.18	0.16	0.18	0.15	-3.5%	2.53	2.21	-12.8%
Price/Gal (\$)	6.06	5.92	5.95	6.27	6.26	6.59	6.32	6.56	8.2%	6.01	6.18	2.8%
Revenues (\$)	0.97	1.09	1.09	1.03	1.12	1.08	1.11	1.01	4.4%	15.23	13.66	-10.3%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/03/15
2013-14 STD: 09/29/13 - 10/04/14

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

<http://www.fdocgrower.com>

Florida Department of Citrus
ORANGE JUICE SALES
FOOD (\$2MM+ GROCERY)
NIELSEN SCANTRACK

Report Ending Date: 10/03/15
 Issue Date: 10/19/15
 Report 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>NFC OJ</u>												
Gallons	14.91	15.85	14.95	14.31	14.04	14.13	14.30	14.32	-4.0%	218.32	203.11	-7.0%
Price/Gal (\$)	7.64	7.69	7.76	7.84	7.83	7.80	7.80	7.83	2.4%	7.38	7.71	4.5%
Revenues (\$)	114.00	121.84	116.00	112.25	109.94	110.22	111.54	112.11	-1.7%	1,611.67	1,566.21	-2.8%
<u>RECON OJ</u>												
Gallons	8.62	8.97	8.52	8.07	8.16	8.08	8.23	8.49	-1.5%	122.81	113.44	-7.6%
Price/Gal (\$)	4.84	4.62	4.76	4.85	4.78	4.75	4.71	4.72	-2.6%	4.75	4.79	0.9%
Revenues (\$)	41.74	41.45	40.52	39.14	38.96	38.41	38.72	40.04	-4.1%	582.82	543.29	-6.8%
<u>Refrigerated OJ</u>												
Gallons	23.53	24.82	23.47	22.38	22.19	22.22	22.53	22.81	-3.1%	341.12	316.54	-7.2%
Price/Gal (\$)	6.62	6.58	6.67	6.76	6.71	6.69	6.67	6.67	0.8%	6.43	6.66	3.6%
Revenues (\$)	155.75	163.29	156.52	151.39	148.90	148.63	150.26	152.15	-2.3%	2,194.49	2,109.50	-3.9%
<u>Frozen OJ</u>												
Gallons	1.15	1.09	1.08	1.09	1.10	1.09	1.02	1.03	-10.3%	16.36	14.92	-8.8%
Price/Gal (\$)	5.01	5.29	5.21	5.20	5.16	5.00	5.20	5.12	2.4%	5.09	5.17	1.5%
Revenues (\$)	5.76	5.76	5.63	5.65	5.69	5.43	5.29	5.29	-8.2%	83.36	77.16	-7.4%
<u>Shelf Stable OJ</u>												
Gallons	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.04	-16.2%	0.59	0.51	-14.5%
Price/Gal (\$)	9.34	9.42	9.68	9.62	9.65	9.66	9.29	9.13	-2.3%	9.26	9.41	1.6%
Revenues (\$)	0.44	0.37	0.37	0.33	0.30	0.29	0.32	0.36	-18.1%	5.49	4.77	-13.1%
<u>Total Orange Juice</u>												
Gallons	24.73	25.94	24.58	23.50	23.32	23.34	23.58	23.88	-3.4%	358.08	331.97	-7.3%
Price/Gal (\$)	6.55	6.53	6.61	6.70	6.64	6.61	6.61	6.61	0.9%	6.38	6.60	3.5%
Revenues (\$)	161.94	169.42	162.51	157.36	154.89	154.35	155.87	157.80	-2.6%	2,283.33	2,191.42	-4.0%

Most recent four-week-period is preliminary
 2014-15 STD: 09/28/14 - 10/03/15
 2013-14 STD: 09/29/13 - 10/04/14

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 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>NFC GJ</u>												
Gallons	598.55	637.23	613.32	597.67	574.08	564.13	569.72	572.03	-4.4%	8,266.84	7,853.04	-5.0%
Price/Gal (\$)	7.87	7.87	8.00	8.06	8.04	8.12	8.05	7.97	1.2%	7.66	7.96	4.0%
Revenues (\$)	4,713.47	5,013.41	4,904.21	4,815.88	4,616.17	4,580.46	4,588.78	4,557.13	-3.3%	63,298.40	62,544.16	-1.2%
<u>RECON GJ</u>												
Gallons	73.80	72.67	76.21	72.65	77.98	71.18	81.84	72.31	-2.0%	940.22	982.18	4.5%
Price/Gal (\$)	6.13	6.37	6.08	6.11	5.91	6.31	5.95	6.37	3.9%	6.26	6.16	-1.6%
Revenues (\$)	452.35	463.26	463.63	443.75	460.45	449.28	486.67	460.41	1.8%	5,886.42	6,050.63	2.8%
<u>Refrigerated GJ</u>												
Gallons	672.35	709.90	689.53	670.32	652.06	635.30	651.56	644.34	-4.2%	9,207.06	8,835.22	-4.0%
Price/Gal (\$)	7.68	7.71	7.78	7.85	7.79	7.92	7.79	7.79	1.4%	7.51	7.76	3.3%
Revenues (\$)	5,165.82	5,476.66	5,367.83	5,259.63	5,076.62	5,029.73	5,075.45	5,017.54	-2.9%	69,184.81	68,594.78	-0.9%
<u>Frozen GJ</u>												
Gallons	13.37	13.64	12.43	13.45	12.85	11.94	12.27	11.84	-11.4%	156.21	172.85	10.7%
Price/Gal (\$)	5.16	5.46	5.38	5.46	5.38	5.30	5.13	5.05	-2.1%	5.12	5.28	3.1%
Revenues (\$)	68.99	74.47	66.90	73.45	69.10	63.30	62.92	59.80	-13.3%	800.04	912.64	14.1%
<u>Shelf Stable GJ</u>												
Gallons	214.15	230.91	222.00	219.94	224.97	213.59	210.72	210.68	-1.6%	2,984.97	2,858.59	-4.2%
Price/Gal (\$)	6.84	6.69	6.86	7.00	6.89	7.01	6.90	6.82	-0.2%	6.79	6.84	0.7%
Revenues (\$)	1,463.98	1,544.31	1,522.41	1,538.92	1,549.31	1,496.47	1,454.34	1,437.27	-1.8%	20,257.18	19,539.05	-3.5%
<u>Total Grapefruit Juice</u>												
Gallons	899.87	954.45	924.33	904.65	890.93	861.91	875.74	867.89	-3.6%	12,348.23	11,872.30	-3.9%
Price/Gal (\$)	7.44	7.43	7.53	7.60	7.52	7.65	7.54	7.51	0.9%	7.31	7.50	2.7%
Revenues (\$)	6,698.79	7,095.44	6,959.33	6,877.55	6,701.20	6,595.86	6,599.73	6,520.58	-2.7%	90,242.04	89,079.73	-1.3%

Most recent four-week-period is preliminary

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2013-14 STD: 09/29/13 - 10/04/14

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

Report 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,136.73	1,032.68	1,049.90	1,119.72	1,151.00	1,149.47	1,169.53	1,090.57	-4.1%	15,076.76	13,911.22	-7.7%
Price/Gal (\$)	4.32	4.89	4.97	4.97	5.10	5.04	4.97	5.06	17.2%	4.22	4.79	13.4%
Revenues (\$)	4,911.01	5,054.61	5,220.28	5,564.47	5,871.07	5,790.08	5,807.92	5,522.77	12.5%	63,656.49	66,595.35	4.6%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,041.61	1,175.20	1,145.68	1,045.89	1,014.80	1,092.44	1,090.68	1,214.32	16.6%	15,806.55	15,383.28	-2.7%
Price/Gal (\$)	7.63	7.66	7.65	7.77	7.73	7.46	7.71	7.70	1.0%	7.32	7.63	4.1%
Revenues (\$)	7,944.87	9,006.17	8,760.52	8,125.69	7,847.58	8,145.38	8,405.10	9,354.51	17.7%	115,755.81	117,329.86	1.4%
<u>OJ Drinks - % not stated</u>												
Gallons	106.00	151.70	139.46	139.32	138.95	142.34	164.84	170.32	60.7%	1,274.92	1,825.99	43.2%
Price/Gal (\$)	4.89	5.43	5.56	5.33	4.79	4.76	5.03	5.15	5.5%	4.64	5.17	11.4%
Revenues (\$)	517.84	823.83	775.69	743.20	665.87	677.38	829.29	877.87	69.5%	5,921.56	9,445.68	59.5%
<u>Total OJ Drinks</u>												
Gallons	2,284.34	2,359.58	2,335.04	2,304.93	2,304.75	2,384.25	2,425.05	2,475.20	8.4%	32,158.23	31,120.49	-3.2%
Price/Gal (\$)	5.85	6.31	6.32	6.26	6.24	6.13	6.20	6.37	8.7%	5.76	6.21	7.8%
Revenues (\$)	13,373.73	16,017.39	14,756.49	14,433.36	14,384.51	14,612.84	15,042.32	15,755.14	17.8%	185,333.86	193,370.89	4.3%
<u>OJ BL Drinks</u>												
Gallons	8,734.02	8,089.18	8,194.75	8,398.32	8,533.01	8,474.69	8,392.35	8,419.59	-3.6%	114,992.52	107,891.86	-6.2%
Price/Gal (\$)	3.08	3.31	3.28	3.20	3.14	3.14	3.23	3.21	4.4%	2.97	3.20	7.9%
Revenues (\$)	26,858.08	26,788.62	26,851.89	26,878.64	26,788.88	26,647.54	27,114.90	27,026.71	0.6%	341,004.05	345,064.60	1.2%
<u>OJ BL (100% Juice)</u>												
Gallons	1,962.58	1,994.47	1,845.82	1,799.93	1,821.19	1,740.91	1,772.63	1,799.32	-8.3%	28,194.17	25,302.15	-10.3%
Price/Gal (\$)	7.20	7.15	7.32	7.32	7.23	7.37	7.30	7.28	1.1%	7.07	7.25	2.6%
Revenues (\$)	14,135.63	14,267.25	13,505.01	13,177.58	13,167.39	12,825.18	12,935.66	13,103.49	-7.3%	199,276.67	183,443.47	-7.9%
<u>GJ Cocktail</u>												
Gallons	386.66	430.56	412.21	419.49	437.98	425.32	405.84	391.72	1.3%	5,501.08	5,419.11	-1.5%
Price/Gal (\$)	6.73	6.69	6.97	7.09	7.10	7.24	7.40	7.26	7.9%	6.62	6.83	3.2%
Revenues (\$)	2,600.91	2,881.48	2,871.51	2,975.33	3,109.79	3,078.76	3,001.50	2,843.09	9.3%	36,404.47	37,016.05	1.7%
<u>GJ BL (100% Juice)</u>												
Gallons	92.07	111.92	113.57	98.13	111.16	96.19	108.76	87.32	-5.2%	1,560.22	1,346.78	-13.7%
Price/Gal (\$)	6.71	6.32	6.32	6.81	6.41	6.94	6.48	6.94	3.4%	6.47	6.61	2.1%
Revenues (\$)	617.36	707.89	718.32	668.31	712.06	667.63	704.84	605.56	-1.9%	10,094.72	8,899.85	-11.8%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/03/15
2013-14 STD: 09/29/13 - 10/04/14

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
(863) 537-3999

<http://www.fdocgrower.com>

**Florida Department of Citrus
ORANGE JUICE PROMOTIONS
FOOD (\$2MM+ Grocery Stores)
NIELSEN SCANTRACK**

Report Ending Date: 10/03/15
Issue Date: 10/19/15
Report 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>NFC OJ</u>												
Average Promo Price	6.74	6.88	6.99	7.00	6.90	6.88	6.93	6.95	3.1%	6.58	6.85	4.0%
Price Reduction	93	94	94	93	93	93	94	95	2.2%	93	94	0.7%
Feature & Disp	39	41	38	39	28	37	34	35	-10.3%	39	36	-6.2%
Display w/o Fea	29	34	34	30	28	30	26	26	-10.3%	31	29	-7.2%
Feature w/o Disp	89	89	91	86	86	90	88	88	-1.1%	89	90	0.6%
<u>RECON OJ</u>												
Average Promo Price	4.27	3.72	4.06	4.23	4.16	3.98	3.83	3.93	-8.0%	4.13	4.10	-0.8%
Price Reduction	73	82	77	75	76	72	72	74	1.4%	76	77	1.5%
Feature & Disp	15	12	15	10	13	10	11	12	-20.0%	15	12	-20.0%
Display w/o Fea	23	19	24	17	20	16	16	16	-30.4%	20	18	-9.6%
Feature w/o Disp	61	54	68	59	62	65	68	66	8.2%	63	63	-0.5%
<u>Refrigerated OJ</u>												
Average Promo Price	5.92	5.89	6.10	6.23	6.06	6.02	6.03	6.02	1.7%	5.85	6.03	3.1%
Price Reduction	96	95	95	95	95	95	96	96	0.0%	95	95	-0.1%
Feature & Disp	43	44	42	43	35	41	38	39	-9.3%	43	41	-5.5%
Display w/o Fea	39	41	43	38	38	38	34	34	-12.8%	40	37	-6.8%
Feature w/o Disp	91	92	93	90	89	92	90	90	-1.1%	92	92	-0.2%
<u>Frozen OJ</u>												
Average Promo Price	3.92	4.54	4.32	4.29	4.19	3.60	4.11	3.99	1.8%	4.37	4.27	-2.3%
Price Reduction	49	40	41	43	41	48	40	48	-2.0%	48	47	-1.8%
Feature & Disp	2	0	1	1	1	1	1	0	-100.0%	0	1	166.7%
Display w/o Fea	1	1	1	1	1	5	1	1	0.0%	1	1	30.8%
Feature w/o Disp	17	6	7	7	14	15	10	12	-29.4%	10	10	-5.9%
<u>Shelf Stable OJ</u>												
Average Promo Price	7.79	7.56	9.11	8.26	8.39	8.28	7.33	7.03	-9.8%	7.97	7.82	-1.9%
Price Reduction	18	16	6	9	12	4	15	10	-44.4%	10	10	-6.0%
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	1	2	1	1	1	6	5		3	2	-23.5%
<u>Total OJ</u>												
Average Promo Price	5.88	5.88	6.07	6.20	6.03	5.95	6.00	5.98	1.7%	5.82	5.99	3.0%
Price Reduction	96	96	96	97	96	95	96	97	1.0%	96	96	0.0%
Feature & Disp	44	44	42	43	36	41	38	40	-9.1%	43	41	-5.5%
Display w/o Fea	40	41	43	38	39	41	35	35	-12.5%	40	38	-6.5%
Feature w/o Disp	91	92	93	90	90	92	90	90	-1.1%	92	92	-0.2%

Most recent four-week-period is preliminary
 2014-15 STD: 09/28/14 - 10/03/15
 2013-14 STD: 09/29/13 - 10/04/14
 Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
<u>NFC GJ</u>												
Average Promo Price	6.83	7.00	7.14	7.15	7.03	7.10	7.09	7.09	3.8%	6.72	7.02	4.4%
Price Reduction	69	79	71	72	65	68	72	73	5.8%	73	72	-1.4%
Feature & Disp	2	4	2	2	2	2	3	3	50.0%	3	2	-11.1%
Display w/o Fea	9	8	7	8	7	5	6	7	-22.2%	7	7	-10.3%
Feature w/o Disp	32	51	37	48	44	33	53	34	6.3%	39	42	7.9%
<u>RECON GJ</u>												
Average Promo Price	3.50	8.33	3.38	3.20	3.09	8.05	4.94	5.41	54.6%	5.60	4.92	-12.1%
Price Reduction	7	8	7	7	7	2	18	2	-71.4%	5	6	12.9%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	0	0	1	0		0	0	
Feature w/o Disp	0	0	0	0	0	0	0	0		2	0	-100.0%
<u>Refrigerated GJ</u>												
Average Promo Price	6.72	7.04	7.01	7.04	6.76	7.10	6.82	7.08	5.4%	6.68	6.92	3.6%
Price Reduction	69	79	71	72	65	69	73	73	5.8%	74	72	-1.6%
Feature & Disp	2	4	2	2	2	2	3	3	50.0%	3	2	-11.1%
Display w/o Fea	9	8	7	8	7	5	6	7	-22.2%	8	7	-11.1%
Feature w/o Disp	32	51	37	48	44	33	53	34	6.3%	39	42	7.7%
<u>Frozen GJ</u>												
Average Promo Price	5.23	5.28	4.73	5.02	4.86	5.16	4.86	4.06	-22.4%	4.90	4.99	1.7%
Price Reduction	2	1	2	2	3	3	3	4	100.0%	3	2	-14.7%
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	0	0	0	0	0	0		0	0	-100.0%
<u>Shelf Stable GJ</u>												
Average Promo Price	6.00	5.96	5.96	6.13	5.86	6.27	6.12	5.88	-2.0%	5.95	5.94	-0.2%
Price Reduction	43	55	43	43	52	42	49	50	16.3%	45	46	2.6%
Feature & Disp	0	0	0	0	1	1	0	1		0	0	33.3%
Display w/o Fea	3	3	2	3	3	2	2	3	0.0%	2	2	19.2%
Feature w/o Disp	16	7	5	6	10	13	4	11	-31.3%	11	7	-36.7%
<u>TL GJ</u>												
Average Promo Price	6.60	6.84	6.89	6.94	6.61	6.98	6.72	6.86	3.9%	6.56	6.77	3.2%
Price Reduction	79	86	80	78	80	79	81	83	5.1%	83	82	-1.2%
Feature & Disp	3	4	2	2	3	3	3	3	0.0%	3	3	-20.9%
Display w/o Fea	12	11	9	10	10	7	8	10	-16.7%	10	9	-5.6%
Feature w/o Disp	47	55	42	53	51	44	55	42	-10.6%	46	47	1.0%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/03/15

2013-14 STD: 09/29/13 - 10/04/14

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 13 of 14/15 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	10/04/14	04/18/15	05/16/15	06/13/15	07/11/15	08/08/15	09/05/15	10/03/15		2013-14	2014-15	% Change
OJ Drinks 0-39.99%												
Average Promo Price	3.91	4.59	4.56	4.72	4.45	4.70	4.30	4.56	16.6%	3.84	4.42	15.3%
Price Reduction	76	75	76	82	77	78	78	80	5.3%	76	74	-2.2%
Feature & Disp	18	16	12	13	16	14	14	14	-22.2%	13	12	-8.3%
Display w/o Fea	40	34	39	43	40	44	42	40	0.0%	34	36	5.1%
Feature w/o Disp	63	54	44	57	64	55	57	60	-4.8%	60	57	-5.5%
OJ Drinks 40-99.99%												
Average Promo Price	6.85	6.95	6.98	7.18	7.04	6.76	7.01	7.05	2.9%	6.64	6.97	4.9%
Price Reduction	70	81	78	78	75	66	77	80	14.3%	75	76	1.8%
Feature & Disp	7	9	13	11	7	13	7	10	42.9%	9	10	11.9%
Display w/o Fea	11	12	13	10	8	10	11	8	-27.3%	12	10	-16.4%
Feature w/o Disp	45	48	56	53	46	56	49	52	15.6%	48	52	7.7%
OJ Drinks - % not stated												
Average Promo Price	3.70	4.34	4.74	4.29	4.46	4.78	4.47	4.74	28.1%	3.78	4.40	16.2%
Price Reduction	2	18	18	18	18	18	17	17	750.0%	3	14	334.1%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	1	2	2	2	2	2	1	3	200.0%	1	2	53.3%
Feature w/o Disp	0	4	5	6	5	6	9	8		1	4	575.0%
Total OJ Drinks												
Average Promo Price	5.36	5.91	5.96	5.97	5.71	5.86	5.72	6.02	12.3%	5.38	5.91	9.8%
Price Reduction	89	92	92	92	92	91	92	92	3.4%	91	91	-0.2%
Feature & Disp	23	23	24	23	22	26	21	22	-4.3%	21	21	0.7%
Display w/o Fea	46	43	47	48	44	50	49	46	0.0%	43	43	1.3%
Feature w/o Disp	71	66	71	75	76	82	78	75	5.6%	72	75	3.6%
OJ BL Drinks												
Average Promo Price	2.52	2.82	2.75	2.68	2.61	2.70	2.91	2.68	6.3%	2.44	2.73	11.6%
Price Reduction	95	96	96	96	95	95	96	96	1.1%	95	95	0.4%
Feature & Disp	32	30	36	36	38	39	41	31	-3.1%	31	31	-1.2%
Display w/o Fea	71	71	70	71	73	71	71	69	-2.8%	72	67	-6.6%
Feature w/o Disp	76	76	82	84	80	79	81	81	6.6%	74	78	4.1%
OJ BL (100% Juice)												
Average Promo Price	6.54	6.51	6.80	6.77	6.47	6.65	6.72	6.85	4.7%	6.41	6.67	4.0%
Price Reduction	89	90	88	88	89	86	87	88	-1.1%	89	88	-0.9%
Feature & Disp	13	17	14	13	14	9	11	10	-23.1%	16	13	-18.6%
Display w/o Fea	15	17	16	17	16	14	15	14	-6.7%	19	16	-14.0%
Feature w/o Disp	76	77	75	74	72	70	77	71	-6.6%	77	75	-3.1%
GJ Cocktail												
Average Promo Price	5.94	5.89	5.98	6.64	6.15	6.75	7.04	6.95	17.0%	5.85	6.06	3.5%
Price Reduction	62	71	65	68	70	65	66	66	6.5%	66	66	0.2%
Feature & Disp	3	4	3	7	4	5	4	8	166.7%	3	4	48.6%
Display w/o Fea	13	15	15	17	20	18	18	18	38.5%	15	15	-1.0%
Feature w/o Disp	34	24	22	29	17	32	19	24	-29.4%	21	23	11.9%
GJ BL (100% Juice)												
Average Promo Price	5.59	5.54	4.81	5.37	5.02	5.51	5.10	5.77	3.2%	5.16	5.35	3.7%
Price Reduction	30	48	26	35	41	27	38	37	23.3%	38	34	-10.8%
Feature & Disp	0	0	1	0	2	1	1	0		1	0	-14.3%
Display w/o Fea	1	1	1	1	1	1	1	1	0.0%	2	1	-28.6%
Feature w/o Disp	15	6	8	10	10	11	9	4	-73.3%	12	7	-42.9%

Most recent four-week-period is preliminary

2014-15 STD: 09/28/14 - 10/03/15

2013-14 STD: 09/29/13 - 10/04/14

Source: Nielsen