

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Monthly Topline Report
Report #10 of 2015-16 Season
For 4 weeks ending 07/09/16

Week Ending 07/09/16
 Report 10 of 15/16 Season

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

	4 WEEKS ENDING 07/09/16			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-5.7%	-0.7%	-6.3%	-5.1%	0.0%	-5.1%
Ref NFC OJ	-2.8%	-1.5%	-4.3%	-2.7%	-0.5%	-3.2%
Ref Recon OJ	-10.0%	-0.8%	-10.7%	-8.5%	-0.9%	-9.3%
Total GJ	-0.7%	-1.1%	-1.8%	-3.6%	0.0%	-3.6%
Ref NFC GJ	-0.5%	-0.7%	-1.2%	-4.0%	-0.1%	-4.1%
Shelf Stable GJ	-1.4%	-2.4%	-3.7%	-4.1%	0.2%	-4.0%
OJ Drinks	3.8%	0.9%	4.7%	3.2%	2.7%	6.0%
OJ Blend Drinks	-4.4%	4.3%	-0.3%	-6.0%	4.0%	-2.2%
OJ Blend (100% Juice)	-9.5%	1.6%	-8.0%	-9.5%	1.4%	-8.3%
GJ Blend (100% Juice)	-13.1%	7.2%	-6.8%	-5.0%	3.5%	-1.6%
GJ Cocktail	-0.6%	1.8%	1.2%	-2.2%	2.5%	0.3%

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: 07/09/16
Issue Date: 07/25/16
Report 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>NFC OJ</u>												
Gallons	19.92	25.69	23.09	22.93	22.28	20.90	19.90	19.36	-2.8%	230.34	224.11	-2.7%
Price/Gal (\$)	7.78	7.50	7.60	7.58	7.54	7.63	7.67	7.66	-1.5%	7.60	7.56	-0.5%
Revenues (\$)	154.94	192.68	175.47	173.83	168.11	159.45	152.51	148.32	-4.3%	1,751.08	1,695.16	-3.2%
<u>RECON OJ</u>												
Gallons	12.50	13.83	13.23	13.01	12.26	11.86	11.50	11.25	-10.0%	138.12	126.36	-8.5%
Price/Gal (\$)	4.95	4.95	4.97	4.96	4.95	4.95	4.88	4.91	-0.8%	4.96	4.92	-0.9%
Revenues (\$)	61.84	68.45	65.76	64.58	60.64	58.72	56.18	55.21	-10.7%	685.57	621.78	-9.3%
<u>Refrigerated OJ</u>												
Gallons	32.42	39.53	36.32	35.94	34.54	32.76	31.40	30.61	-5.6%	368.46	350.46	-4.9%
Price/Gal (\$)	6.69	6.61	6.64	6.63	6.62	6.66	6.65	6.65	-0.6%	6.61	6.61	0.0%
Revenues (\$)	216.77	261.12	241.23	238.41	228.75	218.17	208.70	203.52	-6.1%	2,436.65	2,316.94	-4.9%
<u>Frozen OJ</u>												
Gallons	1.56	1.74	1.52	1.50	1.47	1.41	1.37	1.45	-6.5%	16.78	15.40	-8.2%
Price/Gal (\$)	4.96	4.82	4.95	4.96	4.99	4.97	5.00	4.79	-3.5%	4.97	4.93	-0.7%
Revenues (\$)	7.72	8.37	7.55	7.45	7.34	7.00	6.88	6.97	-9.8%	83.37	76.01	-8.8%
<u>Shelf Stable OJ</u>												
Gallons	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.02	-32.0%	0.45	0.29	-34.8%
Price/Gal (\$)	9.06	8.90	9.20	8.90	8.81	9.17	8.57	8.63	-4.8%	9.12	8.90	-2.4%
Revenues (\$)	0.33	0.28	0.25	0.25	0.24	0.23	0.24	0.22	-35.3%	4.07	2.59	-36.4%
<u>Total Orange Juice</u>												
Gallons	34.01	41.30	37.87	37.47	36.04	34.19	32.80	32.09	-5.7%	385.69	366.16	-5.1%
Price/Gal (\$)	6.61	6.53	6.58	6.57	6.56	6.59	6.58	6.57	-0.7%	6.54	6.54	0.0%
Revenues (\$)	224.83	269.77	249.03	246.11	236.33	225.40	215.81	210.70	-6.3%	2,524.09	2,395.54	-5.1%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 07/09/16
2014-15 STD: 11/01/14 - 10/03/15

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 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>NFC GJ</u>												
Gallons	0.71	0.77	0.75	0.76	0.75	0.72	0.71	0.70	-0.5%	7.56	7.26	-4.0%
Price/Gal (\$)	7.94	7.78	7.87	7.82	7.73	7.94	7.89	7.89	-0.7%	7.83	7.82	-0.1%
Revenues (\$)	5.61	5.95	5.87	5.94	5.77	5.70	5.63	5.55	-1.2%	59.22	56.79	-4.1%
<u>RECON GJ</u>												
Gallons	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.07	-4.1%	0.76	0.76	0.6%
Price/Gal (\$)	5.91	6.74	6.58	6.33	6.59	6.58	6.11	6.20	5.0%	6.15	6.43	4.5%
Revenues (\$)	0.46	0.51	0.51	0.52	0.50	0.51	0.48	0.46	0.7%	4.66	4.90	5.2%
<u>Refrigerated GJ</u>												
Gallons	0.78	0.84	0.82	0.84	0.82	0.80	0.79	0.78	-0.9%	8.32	8.02	-3.6%
Price/Gal (\$)	7.74	7.69	7.75	7.68	7.62	7.81	7.71	7.72	-0.2%	7.68	7.69	0.2%
Revenues (\$)	6.07	6.46	6.38	6.46	6.27	6.21	6.11	6.01	-1.1%	63.88	61.68	-3.4%
<u>Frozen GJ</u>												
Gallons	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.02	20.3%	0.14	0.14	-1.7%
Price/Gal (\$)	5.36	3.90	4.40	4.76	4.77	4.77	4.84	3.91	-27.1%	5.28	4.52	-14.4%
Revenues (\$)	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	-12.3%	0.74	0.62	-15.9%
<u>Shelf Stable GJ</u>												
Gallons	0.31	0.32	0.31	0.32	0.31	0.31	0.30	0.31	-1.4%	3.14	3.01	-4.1%
Price/Gal (\$)	6.56	6.29	6.47	6.46	6.29	6.36	6.48	6.41	-2.4%	6.39	6.40	0.2%
Revenues (\$)	2.05	2.00	2.00	2.05	1.96	1.98	1.97	1.98	-3.7%	20.07	19.28	-4.0%
<u>Total Grapefruit Juice</u>												
Gallons	1.11	1.18	1.15	1.17	1.15	1.12	1.11	1.10	-0.7%	11.60	11.19	-3.6%
Price/Gal (\$)	7.38	7.25	7.36	7.31	7.23	7.37	7.34	7.30	-1.1%	7.30	7.30	0.0%
Revenues (\$)	8.20	8.53	8.44	8.58	8.30	8.25	8.15	8.06	-1.8%	84.70	81.67	-3.6%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 07/09/16

2014-15 STD: 11/01/14 - 10/03/15

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 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.62	1.37	1.39	1.40	1.44	1.50	1.59	1.68	3.3%	14.93	14.55	-2.5%
Price/Gal (\$)	4.81	4.83	4.86	5.03	4.95	4.95	4.99	4.95	2.9%	4.55	4.92	8.3%
Revenues (\$)	7.81	6.59	6.77	7.06	7.14	7.45	7.94	8.30	6.3%	67.86	71.64	5.6%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.33	2.19	1.80	1.72	1.63	1.55	1.43	1.36	2.7%	16.14	17.09	5.9%
Price/Gal (\$)	7.81	7.14	7.56	7.67	7.60	7.58	7.75	7.78	-0.5%	7.55	7.47	-1.2%
Revenues (\$)	10.38	15.65	13.63	13.20	12.42	11.73	11.06	10.61	2.2%	121.90	127.64	4.7%
<u>OJ Drinks - % not stated</u>												
Gallons	0.14	0.23	0.23	0.20	0.20	0.18	0.17	0.17	20.1%	1.44	1.89	31.1%
Price/Gal (\$)	4.80	5.08	5.15	5.48	5.22	5.44	5.07	5.00	4.2%	5.24	5.19	-0.9%
Revenues (\$)	0.68	1.17	1.16	1.08	1.03	0.97	0.86	0.85	25.1%	7.55	9.80	29.9%
<u>Total OJ Drinks</u>												
Gallons	3.09	3.79	3.42	3.32	3.28	3.23	3.19	3.21	3.8%	32.51	33.54	3.2%
Price/Gal (\$)	6.10	6.18	6.30	6.43	6.29	6.24	6.23	6.16	0.9%	6.07	6.23	2.7%
Revenues (\$)	18.88	20.79	21.57	21.33	20.60	20.14	19.86	19.77	4.7%	197.30	209.08	6.0%
<u>OJ BL Drinks</u>												
Gallons	16.18	15.26	15.95	15.86	15.78	15.67	15.88	15.47	-4.4%	164.80	154.92	-6.0%
Price/Gal (\$)	3.18	3.26	3.30	3.37	3.33	3.33	3.36	3.31	4.3%	3.18	3.30	4.0%
Revenues (\$)	51.39	49.75	52.70	53.49	52.49	52.15	53.29	51.25	-0.3%	523.40	511.63	-2.2%
<u>OJ BL (100% Juice)</u>												
Gallons	2.73	2.89	2.90	2.88	2.81	2.63	2.46	2.47	-9.5%	30.04	27.18	-9.5%
Price/Gal (\$)	7.22	7.31	7.32	7.38	7.31	7.43	7.41	7.34	1.6%	7.20	7.30	1.4%
Revenues (\$)	19.69	21.14	21.19	21.24	20.54	19.57	18.25	18.11	-8.0%	216.41	198.47	-8.3%
<u>GJ Cocktail</u>												
Gallons	0.75	0.88	0.87	0.89	0.78	0.73	0.74	0.75	-0.6%	8.05	7.88	-2.2%
Price/Gal (\$)	6.39	5.48	5.65	5.64	6.09	6.31	6.36	6.50	1.8%	5.79	5.94	2.5%
Revenues (\$)	4.80	4.84	4.92	5.03	4.78	4.59	4.69	4.85	1.2%	46.62	46.75	0.3%
<u>GJ BL (100% Juice)</u>												
Gallons	0.18	0.17	0.16	0.16	0.18	0.17	0.16	0.16	-13.1%	1.72	1.63	-5.0%
Price/Gal (\$)	6.26	6.05	6.37	6.39	5.97	6.32	6.68	6.71	7.2%	6.09	6.30	3.5%
Revenues (\$)	1.12	1.05	1.02	1.05	1.09	1.08	1.07	1.04	-6.8%	10.46	10.29	-1.6%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 07/09/16
2014-15 STD: 11/01/14 - 10/03/15

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
(Gallons and Revenues in Millions)

Report Ending Date: 07/09/16
Issue Date: 07/25/16
Report 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>NFC OJ</u>												
Gallons	14.04	17.58	15.81	15.64	15.39	14.45	13.74	13.36	-4.8%	160.35	153.77	-4.1%
Price/Gal (\$)	7.83	7.59	7.68	7.66	7.62	7.74	7.79	7.79	-0.5%	7.69	7.65	-0.5%
Revenues (\$)	109.94	133.50	121.46	119.89	117.29	111.88	107.01	104.11	-5.3%	1,232.34	1,175.79	-4.6%
<u>RECON OJ</u>												
Gallons	8.16	8.95	8.50	8.33	7.81	7.68	7.46	7.35	-9.9%	88.64	81.62	-7.9%
Price/Gal (\$)	4.78	4.83	4.85	4.82	4.81	4.83	4.74	4.79	0.3%	4.81	4.78	-0.6%
Revenues (\$)	38.96	43.26	41.22	40.14	37.58	37.10	35.41	35.24	-9.5%	426.13	389.94	-8.5%
<u>Refrigerated OJ</u>												
Gallons	22.19	26.54	24.30	23.98	23.20	22.13	21.21	20.71	-6.7%	248.99	235.40	-5.5%
Price/Gal (\$)	6.71	6.66	6.69	6.67	6.68	6.73	6.72	6.73	0.3%	6.66	6.65	-0.1%
Revenues (\$)	148.90	176.76	162.68	160.03	154.87	148.98	142.41	139.35	-6.4%	1,658.46	1,565.73	-5.6%
<u>Frozen OJ</u>												
Gallons	1.10	1.26	1.07	1.07	1.04	1.00	0.97	1.05	-4.6%	11.78	10.95	-7.1%
Price/Gal (\$)	5.16	4.89	5.10	5.11	5.15	5.14	5.19	4.86	-5.8%	5.19	5.07	-2.3%
Revenues (\$)	5.69	6.14	5.49	5.44	5.37	5.14	5.01	5.11	-10.2%	61.15	55.55	-9.2%
<u>Shelf Stable OJ</u>												
Gallons	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.02	-36.0%	0.40	0.25	-37.2%
Price/Gal (\$)	9.65	9.24	9.44	9.10	9.40	9.44	9.30	9.35	-3.1%	9.43	9.31	-1.2%
Revenues (\$)	0.30	0.26	0.23	0.23	0.21	0.21	0.21	0.19	-38.0%	3.80	2.36	-38.0%
<u>Total Orange Juice</u>												
Gallons	23.32	27.82	25.40	25.07	24.26	23.15	22.19	21.78	-6.6%	261.18	246.60	-5.6%
Price/Gal (\$)	6.64	6.58	6.63	6.61	6.61	6.67	6.65	6.64	0.0%	6.60	6.58	-0.2%
Revenues (\$)	154.89	183.17	168.40	165.70	160.45	154.33	147.63	144.64	-6.6%	1,723.41	1,623.63	-5.8%

Most recent four-week-period is preliminary
2015-16 STD: 10/04/15 - 07/09/16
2014-15 STD: 11/01/14 - 10/03/15

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 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>NFC GJ</u>												
Gallons	574.08	624.16	607.56	617.25	606.31	588.40	584.03	574.11	0.0%	6,147.16	5,929.66	-3.5%
Price/Gal (\$)	8.04	7.85	7.94	7.90	7.82	8.05	7.98	7.98	-0.8%	7.94	7.90	-0.6%
Revenues (\$)	4,616.17	4,896.57	4,826.63	4,877.27	4,742.16	4,735.95	4,660.73	4,581.24	-0.8%	48,817.79	46,829.85	-4.1%
<u>RECON GJ</u>												
Gallons	77.98	75.03	77.74	82.52	76.12	77.09	79.20	74.77	-4.1%	756.85	761.26	0.6%
Price/Gal (\$)	5.91	6.74	6.58	6.33	6.59	6.58	6.11	6.20	5.0%	6.15	6.43	4.5%
Revenues (\$)	460.45	505.94	511.23	522.04	501.69	507.27	483.86	463.72	0.7%	4,654.27	4,894.27	5.2%
<u>Refrigerated GJ</u>												
Gallons	652.06	699.19	685.30	699.76	682.43	665.49	663.24	648.88	-0.5%	6,904.01	6,690.92	-3.1%
Price/Gal (\$)	7.79	7.73	7.79	7.72	7.68	7.88	7.76	7.77	-0.1%	7.75	7.73	-0.2%
Revenues (\$)	5,076.62	5,402.51	5,337.86	5,399.30	5,243.86	5,243.21	5,144.60	5,044.95	-0.6%	53,472.06	51,724.12	-3.3%
<u>Frozen GJ</u>												
Gallons	12.85	16.29	12.82	12.27	13.12	11.81	12.58	15.54	20.9%	136.80	137.01	0.2%
Price/Gal (\$)	5.38	3.90	4.40	4.76	4.77	4.77	4.85	3.91	-27.2%	5.31	4.52	-14.9%
Revenues (\$)	69.10	63.49	56.48	58.36	62.59	56.40	60.95	60.79	-12.0%	726.62	619.37	-14.8%
<u>Shelf Stable GJ</u>												
Gallons	224.97	228.48	219.72	223.34	225.76	223.46	217.00	221.84	-1.4%	2,223.60	2,165.98	-2.6%
Price/Gal (\$)	6.89	6.43	6.69	6.67	6.42	6.54	6.71	6.61	-4.1%	6.81	6.59	-3.3%
Revenues (\$)	1,549.31	1,469.01	1,469.26	1,490.71	1,448.73	1,460.64	1,455.92	1,465.62	-5.4%	15,150.97	14,272.80	-5.8%
<u>Total Grapefruit Juice</u>												
Gallons	890.93	945.54	919.77	937.24	922.89	902.47	894.58	888.11	-0.3%	9,266.76	9,009.37	-2.8%
Price/Gal (\$)	7.52	7.34	7.47	7.42	7.33	7.50	7.46	7.41	-1.5%	7.49	7.40	-1.1%
Revenues (\$)	6,701.20	6,943.71	6,873.59	6,958.51	6,764.40	6,770.25	6,671.73	6,582.23	-1.8%	69,363.55	66,703.72	-3.8%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 07/09/16

2014-15 STD: 11/01/14 - 10/03/15

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 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,151.00	997.42	1,014.63	1,002.00	1,045.41	1,087.60	1,138.58	1,198.21	4.1%	10,501.65	10,510.16	0.1%
Price/Gal (\$)	5.10	5.03	5.02	5.20	5.10	5.16	5.22	5.14	0.9%	4.71	5.12	8.7%
Revenues (\$)	5,871.07	5,018.09	5,091.27	5,213.51	5,327.55	5,608.86	5,948.00	6,164.04	5.0%	49,474.58	53,832.93	8.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,014.80	1,617.04	1,353.05	1,263.38	1,238.18	1,187.12	1,089.58	1,043.77	2.9%	11,985.84	12,741.90	6.3%
Price/Gal (\$)	7.73	7.25	7.58	7.76	7.60	7.58	7.75	7.77	0.5%	7.63	7.53	-1.3%
Revenues (\$)	7,847.58	11,726.42	10,250.64	9,802.21	9,408.07	9,000.99	8,448.17	8,111.69	3.4%	91,424.87	95,889.45	4.9%
<u>OJ Drinks - % not stated</u>												
Gallons	138.95	228.40	223.56	195.30	196.66	176.18	167.92	168.43	21.2%	1,348.49	1,874.14	39.0%
Price/Gal (\$)	4.79	5.09	5.15	5.49	5.22	5.44	5.07	5.01	4.5%	5.24	5.19	-0.9%
Revenues (\$)	665.87	1,162.02	1,151.73	1,071.88	1,027.02	958.76	851.74	843.14	26.6%	7,061.15	9,727.18	37.8%
<u>Total OJ Drinks</u>												
Gallons	2,304.75	2,842.87	2,591.25	2,460.68	2,480.25	2,450.89	2,396.08	2,410.41	4.6%	23,835.99	25,126.20	5.4%
Price/Gal (\$)	6.24	6.30	6.37	6.54	6.36	6.35	6.36	6.27	0.5%	6.21	6.35	2.2%
Revenues (\$)	14,384.51	15,780.55	16,493.63	16,087.60	15,762.65	15,568.60	15,247.90	15,118.87	5.1%	147,960.60	159,449.55	7.8%
<u>OJ BL Drinks</u>												
Gallons	8,533.01	7,550.04	7,909.84	7,754.17	7,782.48	7,951.00	8,158.05	8,202.58	-3.9%	82,605.23	78,276.75	-5.2%
Price/Gal (\$)	3.14	3.36	3.35	3.37	3.35	3.33	3.32	3.30	5.2%	3.20	3.31	3.4%
Revenues (\$)	26,788.88	25,388.84	26,530.94	26,149.74	26,064.84	26,470.03	27,107.33	27,100.27	1.2%	264,275.45	258,896.75	-2.0%
<u>OJ BL (100% Juice)</u>												
Gallons	1,821.19	1,950.26	1,936.33	1,892.33	1,861.25	1,766.32	1,646.47	1,673.03	-8.1%	19,989.30	18,217.26	-8.9%
Price/Gal (\$)	7.23	7.25	7.24	7.27	7.18	7.31	7.36	7.26	0.4%	7.23	7.20	-0.4%
Revenues (\$)	13,167.39	14,132.47	14,023.04	13,754.34	13,364.30	12,916.97	12,113.59	12,139.47	-7.8%	144,579.14	131,186.58	-9.3%
<u>GJ Cocktail</u>												
Gallons	437.98	426.42	402.99	410.00	431.08	415.89	435.16	444.43	1.5%	4,196.23	4,143.20	-1.3%
Price/Gal (\$)	7.10	6.47	6.91	6.90	6.68	6.88	6.96	7.18	1.1%	6.69	6.82	1.8%
Revenues (\$)	3,109.79	2,760.08	2,784.86	2,826.99	2,879.26	2,862.11	3,029.05	3,190.13	2.6%	28,092.69	28,242.00	0.5%
<u>GJ BL (100% Juice)</u>												
Gallons	111.16	109.30	96.56	95.49	111.78	103.58	94.73	91.72	-17.5%	1,054.51	991.37	-6.0%
Price/Gal (\$)	6.41	5.95	6.49	6.59	5.85	6.25	6.40	6.50	1.5%	6.56	6.25	-4.8%
Revenues (\$)	712.06	650.40	626.39	629.19	653.62	647.53	605.81	596.28	-16.3%	6,921.82	6,194.95	-10.5%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 07/09/16
2014-15 STD: 11/01/14 - 10/03/15

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
 (Prices in dollars and Promotion in %ACV)

Report Ending Date: 07/09/16
 Issue Date: 07/25/16
 Report 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>NFC OJ</u>												
Average Promo Price	6.90	6.70	6.90	6.76	6.70	6.87	6.76	6.85	-0.7%	6.82	6.73	-1.4%
Price Reduction	93	96	96	97	97	95	94	93	0.0%	94	95	1.2%
Feature & Disp	28	34	34	39	37	35	35	30	7.1%	37	33	-9.3%
Display w/o Fea	28	27	31	28	34	31	32	24	-14.3%	29	28	-3.8%
Feature w/o Disp	86	89	92	92	91	89	89	86	0.0%	90	90	-0.3%
<u>RECON OJ</u>												
Average Promo Price	4.16	4.18	4.32	4.18	4.07	4.11	3.86	4.12	-1.0%	4.15	4.09	-1.5%
Price Reduction	76	77	82	87	77	73	79	76	0.0%	78	78	0.1%
Feature & Disp	13	11	12	9	7	10	8	11	-15.4%	13	9	-26.8%
Display w/o Fea	20	16	18	16	15	14	14	16	-20.0%	19	15	-22.5%
Feature w/o Disp	62	63	66	59	56	68	56	67	8.1%	62	61	-1.9%
<u>Refrigerated OJ</u>												
Average Promo Price	6.06	6.08	6.14	6.01	6.07	6.16	5.91	6.06	0.0%	6.03	5.99	-0.5%
Price Reduction	95	97	98	98	98	96	96	96	1.1%	95	97	1.4%
Feature & Disp	35	37	38	41	40	37	38	35	0.0%	41	36	-11.5%
Display w/o Fea	38	35	37	35	39	37	38	33	-13.2%	38	34	-8.8%
Feature w/o Disp	89	92	93	93	93	90	90	90	1.1%	93	91	-1.3%
<u>Frozen OJ</u>												
Average Promo Price	4.19	3.45	4.44	4.34	4.09	4.00	3.91	3.28	-21.7%	4.38	3.96	-9.5%
Price Reduction	41	49	54	54	49	43	42	54	31.7%	48	49	1.3%
Feature & Disp	1	0	0	1	0	0	0	1	0.0%	1	0	-50.0%
Display w/o Fea	1	2	1	1	1	1	1	1	0.0%	1	1	10.0%
Feature w/o Disp	14	13	7	13	13	10	10	18	28.6%	9	12	28.6%
<u>Shelf Stable OJ</u>												
Average Promo Price	8.39	8.38	8.75	7.49	7.88	8.21	7.78	7.83	-6.7%	7.90	7.99	1.2%
Price Reduction	12	15	6	14	6	5	6	10	-16.7%	10	8	-17.5%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Feature w/o Disp	1	0	0	0	4	4	3	0	-100.0%	1	1	0.0%
<u>Total OJ</u>												
Average Promo Price	6.03	5.99	6.11	5.98	6.04	6.13	5.88	5.96	-1.2%	6.00	5.95	-0.8%
Price Reduction	96	97	98	99	98	97	96	96	0.0%	96	97	0.8%
Feature & Disp	36	37	38	41	40	37	38	35	-2.8%	41	36	-11.7%
Display w/o Fea	39	36	38	35	39	37	38	34	-12.8%	38	35	-8.2%
Feature w/o Disp	90	92	93	93	93	90	90	90	0.0%	93	91	-1.4%

Most recent four-week-period is preliminary
 2015-16 STD: 10/04/15 - 07/09/16
 2014-15 STD: 11/01/14 - 10/03/15
 Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
<u>NFC GJ</u>												
Average Promo Price	7.03	6.92	7.01	6.97	6.82	7.00	6.85	6.94	-1.3%	6.99	6.87	-1.8%
Price Reduction	65	72	78	78	75	71	70	73	12.3%	72	74	2.9%
Feature & Disp	2	2	3	2	3	2	5	2	0.0%	2	3	4.2%
Display w/o Fea	7	5	7	8	8	6	10	5	-28.6%	7	7	-2.9%
Feature w/o Disp	44	41	40	38	42	41	48	48	9.1%	42	42	-0.7%
<u>RECON GJ</u>												
Average Promo Price	3.09	6.78	3.48	3.65	6.19	5.94	5.23	3.75	21.4%	4.56	4.70	2.9%
Price Reduction	7	2	7	7	7	10	18	8	14.3%	6	8	45.6%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	0	0	0	1	2	0	0	0	0	0
Feature w/o Disp	0	0	0	0	0	0	1	0	0	1	1	0
<u>Refrigerated GJ</u>												
Average Promo Price	6.76	6.92	6.90	6.78	6.80	6.96	6.66	6.73	-0.4%	6.89	6.76	-1.9%
Price Reduction	65	72	78	78	76	74	73	73	12.3%	73	75	2.8%
Feature & Disp	2	2	3	2	3	2	5	2	0.0%	2	3	4.2%
Display w/o Fea	7	5	7	8	8	6	10	6	-14.3%	7	7	-2.9%
Feature w/o Disp	44	41	40	38	42	41	49	48	9.1%	42	42	-0.5%
<u>Frozen GJ</u>												
Average Promo Price	4.86	2.80	3.02	3.73	4.76	4.76	4.24	2.82	-42.0%	5.08	3.74	-26.3%
Price Reduction	3	11	8	2	3	3	3	12	300.0%	2	6	226.3%
Feature & Disp	0	0	0	0	0	0	0	0	0	0	0	0
Display w/o Fea	0	0	0	0	0	0	0	0	0	0	0	0
Feature w/o Disp	0	0	0	0	0	0	0	6	0	1	1	0
<u>Shelf Stable GJ</u>												
Average Promo Price	5.86	5.14	6.07	6.17	5.37	5.15	5.66	5.55	-5.3%	5.89	5.58	-5.3%
Price Reduction	52	45	41	38	49	34	38	40	-23.1%	46	42	-9.5%
Feature & Disp	1	0	0	0	1	1	0	0	-100.0%	0	0	0.0%
Display w/o Fea	3	2	2	3	3	3	1	1	-66.7%	2	2	-8.3%
Feature w/o Disp	10	22	9	6	9	31	11	17	70.0%	6	12	106.7%
<u>TL GJ</u>												
Average Promo Price	6.61	6.53	6.78	6.71	6.55	6.69	6.53	6.45	-2.4%	6.75	6.55	-2.9%
Price Reduction	80	81	85	83	85	81	80	80	0.0%	82	82	0.9%
Feature & Disp	3	2	3	2	4	3	5	3	0.0%	3	3	16.0%
Display w/o Fea	10	7	9	11	11	9	12	7	-30.0%	9	9	-1.1%
Feature w/o Disp	51	58	45	42	47	56	52	52	2.0%	47	48	3.2%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 07/09/16

2014-15 STD: 11/01/14 - 10/03/15

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ Grocery Stores)

(Prices in dollars and Promotion in %ACV)

Report 10 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	07/11/15	01/23/16	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16		2014-15	2015-16	% Change
OJ Drinks 0-39.99%												
Average Promo Price	4.45	4.54	4.57	4.95	4.84	4.93	5.05	4.73	6.3%	4.39	4.82	9.7%
Price Reduction	77	75	79	76	82	84	85	83	7.8%	73	80	9.0%
Feature & Disp	16	6	9	7	8	10	12	11	-31.3%	11	9	-24.8%
Display w/o Fea	40	31	37	33	33	36	38	43	7.5%	34	35	1.2%
Feature w/o Disp	64	54	57	50	58	54	69	67	4.7%	57	54	-5.1%
OJ Drinks 40-99.99%												
Average Promo Price	7.04	6.58	6.96	7.06	6.91	6.90	6.97	7.02	-0.3%	6.98	6.83	-2.1%
Price Reduction	75	84	80	69	78	79	76	66	-12.0%	77	76	-1.0%
Feature & Disp	7	9	9	6	8	12	10	4	-42.9%	10	8	-25.5%
Display w/o Fea	8	9	11	9	14	11	10	7	-12.5%	10	10	-7.7%
Feature w/o Disp	46	52	53	44	43	57	57	44	-4.3%	52	48	-6.4%
OJ Drinks - % not stated												
Average Promo Price	4.46	4.50	4.46	5.12	4.72	5.34	4.95	4.73	6.1%	4.32	4.84	12.2%
Price Reduction	18	17	12	17	18	17	16	15	-16.7%	13	16	26.2%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	2	2	1	1	2	2	2	1	-50.0%	2	2	-11.8%
Feature w/o Disp	5	6	8	6	6	5	8	6	20.0%	3	6	90.3%
Total OJ Drinks												
Average Promo Price	5.71	5.99	6.03	6.25	6.04	6.08	6.04	5.78	1.2%	5.93	6.03	1.7%
Price Reduction	92	93	89	89	92	91	93	91	-1.1%	91	91	0.6%
Feature & Disp	22	15	17	12	15	21	22	15	-31.8%	20	16	-22.9%
Display w/o Fea	44	37	45	39	43	43	44	47	6.8%	42	41	-0.7%
Feature w/o Disp	76	73	74	66	69	76	81	78	2.6%	74	71	-3.5%
OJ BL Drinks												
Average Promo Price	2.61	2.94	2.90	2.78	2.87	2.78	2.89	2.83	8.4%	2.72	2.79	2.7%
Price Reduction	95	95	96	95	95	94	96	97	2.1%	95	95	-0.1%
Feature & Disp	38	21	38	31	29	42	40	35	-7.9%	29	30	2.7%
Display w/o Fea	73	53	66	68	70	72	72	66	-9.6%	66	64	-2.9%
Feature w/o Disp	80	81	84	82	77	85	86	83	3.8%	77	79	2.7%
OJ BL (100% Juice)												
Average Promo Price	6.47	6.62	6.69	6.48	6.40	6.61	6.52	6.54	1.1%	6.64	6.45	-2.9%
Price Reduction	89	86	91	90	89	88	88	88	-1.1%	89	88	-1.6%
Feature & Disp	14	9	9	13	8	9	9	7	-50.0%	14	9	-36.8%
Display w/o Fea	16	9	13	13	15	13	14	14	-12.5%	17	12	-25.9%
Feature w/o Disp	72	74	73	79	66	68	65	72	0.0%	76	71	-6.5%
GJ Cocktail												
Average Promo Price	6.15	5.20	6.42	6.23	5.80	6.01	6.43	6.66	8.3%	5.80	6.00	3.4%
Price Reduction	70	69	68	67	77	69	69	70	0.0%	67	70	5.4%
Feature & Disp	4	3	6	5	5	4	6	6	50.0%	4	5	48.6%
Display w/o Fea	20	15	17	14	15	16	24	27	35.0%	14	18	28.1%
Feature w/o Disp	17	28	26	25	22	17	31	30	76.5%	23	25	11.5%
GJ BL (100% Juice)												
Average Promo Price	5.02	4.64	5.29	5.46	4.87	4.84	5.02	5.43	8.2%	5.32	5.06	-4.8%
Price Reduction	41	44	37	31	48	34	29	32	-22.0%	34	39	15.1%
Feature & Disp	2	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	1	2	2	1	1	0.0%	1	1	8.3%
Feature w/o Disp	10	17	6	3	8	25	12	10	0.0%	7	10	58.5%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 07/09/16

2014-15 STD: 11/01/14 - 10/03/15

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 07/11/15	This Year 52 weeks ending 07/09/16
GALLONS (millions)		
Total OJ	493,712,905	470,266,748
Ref NFC OJ	294,159,939	285,845,700
Ref Recon OJ	177,318,865	164,153,847
Frozen OJ	21,648,478	19,861,328
SS OJ	585,621	405,885
DOLLARS (millions)		
Total OJ	\$3,221,447,288	\$3,080,886,694
Ref NFC OJ	\$2,228,090,261	\$2,171,924,658
Ref Recon OJ	\$881,066,023	\$807,373,775
Frozen OJ	\$106,948,864	\$97,954,657
SS OJ	\$5,342,152	\$3,633,616
AVG PRICE PER GALLON		
Total OJ	\$6.52	\$6.55
Ref NFC OJ	\$7.57	\$7.60
Ref Recon OJ	\$4.97	\$4.92
Frozen OJ	\$4.94	\$4.93
SS OJ	\$9.12	\$8.95
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	59.6%	60.8%
Ref Recon OJ	35.9%	34.9%
Frozen OJ	4.4%	4.2%
SS OJ	0.1%	0.1%
SHARE OF DOLLARS		
Total OJ	100.0%	100.0%
Ref NFC OJ	69.2%	70.5%
Ref Recon OJ	27.4%	26.2%
Frozen OJ	3.3%	3.2%
SS OJ	0.2%	0.1%

Source: Nielsen FDOC Custom Database

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined 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. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Time Periods: 52 wks ending 07/09/16 and 52 wks ending 07/11/15

Created: 07/20/16

Orange Juice Sales at xAOC - by Region

Gallons										
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 07/09/16			4 WEEKS ENDING 07/11/15	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 07/09/16	% of Total	% Chg	4 WEEKS ENDING 07/11/15	% of Total
TOTAL US - XAOC										
TL OJ	470,266,748		-4.7%	493,712,905		32,090,701		-5.7%	34,013,870	
TL OJ REF NFC	285,845,700		-2.8%	294,159,939		19,359,426		-2.8%	19,922,821	
TL OJ REF RECON	164,153,847		-7.4%	177,318,865		11,251,655		-10.0%	12,498,127	
NORTHEAST REGION - XAOC										
TL OJ	92,666,084	19.7%	-6.7%	99,349,785	20.1%	6,384,953	19.9%	-6.1%	6,798,977	20.0%
TL OJ REF NFC	73,281,758	15.6%	-4.5%	76,732,479	15.5%	5,056,944	15.8%	-3.9%	5,261,927	15.5%
TL OJ REF RECON	17,235,571	3.7%	-14.6%	20,186,466	4.1%	1,174,294	3.7%	-13.7%	1,360,449	4.0%
SOUTH REGION - XAOC										
TL OJ	181,338,671	38.6%	-3.7%	188,336,527	38.1%	12,510,224	39.0%	-4.4%	13,087,361	38.5%
TL OJ REF NFC	105,447,806	22.4%	-2.3%	107,899,953	21.9%	7,189,941	22.4%	-2.2%	7,348,702	21.6%
TL OJ REF RECON	69,600,752	14.8%	-5.4%	73,539,495	14.9%	4,864,859	15.2%	-7.4%	5,251,550	15.4%
WEST REGION - XAOC										
TL OJ	98,208,788	20.9%	-1.4%	99,593,405	20.2%	6,712,816	20.9%	-5.5%	7,105,154	20.9%
TL OJ REF NFC	53,116,617	11.3%	-1.4%	53,878,966	10.9%	3,568,327	11.1%	-3.1%	3,681,711	10.8%
TL OJ REF RECON	39,415,750	8.4%	-0.8%	39,719,999	8.0%	2,715,860	8.5%	-8.7%	2,975,458	8.7%
MIDWEST REGION - XAOC										
TL OJ	97,834,576	20.8%	-7.8%	106,086,398	21.5%	6,467,482	20.2%	-7.5%	6,992,567	20.6%
TL OJ REF NFC	53,709,499	11.4%	-2.9%	55,300,866	11.2%	3,524,973	11.0%	-2.1%	3,601,404	10.6%
TL OJ REF RECON	37,955,113	8.1%	-13.5%	43,857,380	8.9%	2,499,014	7.8%	-14.1%	2,907,884	8.5%

Dollars										
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 07/09/16			4 WEEKS ENDING 07/11/15	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 07/09/16	% of Total	% Chg	4 WEEKS ENDING 07/11/15	% of Total
TOTAL US - XAOC										
TL OJ	\$3,080,886,694		-4.4%	\$3,221,447,288		\$210,704,063		-6.3%	\$224,830,457	
TL OJ REF NFC	\$2,171,924,658		-2.5%	\$2,228,090,261		\$148,317,316		-4.3%	\$154,936,050	
TL OJ REF RECON	\$807,373,775		-8.4%	\$881,066,023		\$55,205,463		-10.7%	\$61,837,353	
NORTHEAST REGION - XAOC										
TL OJ	\$609,685,596	19.8%	-5.9%	\$648,088,837	20.1%	\$42,288,854	20.1%	-6.7%	\$45,332,025	20.2%
TL OJ REF NFC	\$512,393,665	16.6%	-4.1%	\$534,400,379	16.6%	\$35,682,052	16.9%	-4.8%	\$37,479,227	16.7%
TL OJ REF RECON	\$85,079,654	2.8%	-14.7%	\$99,745,947	3.1%	\$5,742,416	2.7%	-16.1%	\$6,841,688	3.0%
SOUTH REGION - XAOC										
TL OJ	\$1,175,340,196	38.1%	-4.0%	\$1,224,626,907	38.0%	\$80,710,235	38.3%	-5.6%	\$85,489,534	38.0%
TL OJ REF NFC	\$808,849,010	26.3%	-2.3%	\$827,507,255	25.7%	\$55,264,076	26.2%	-4.1%	\$57,649,871	25.6%
TL OJ REF RECON	\$336,372,602	10.9%	-7.6%	\$363,895,665	11.3%	\$23,291,716	11.1%	-8.6%	\$25,496,376	11.3%
WEST REGION - XAOC										
TL OJ	\$672,117,543	21.8%	-0.8%	\$677,338,188	21.0%	\$46,236,996	21.9%	-5.0%	\$48,675,158	21.6%
TL OJ REF NFC	\$442,440,270	14.4%	0.1%	\$442,015,235	13.7%	\$30,250,637	14.4%	-3.1%	\$31,203,659	13.9%
TL OJ REF RECON	\$201,188,329	6.5%	-1.7%	\$204,722,788	6.4%	\$13,966,325	6.6%	-8.0%	\$15,183,525	6.8%
MIDWEST REGION - XAOC										
TL OJ	\$622,240,820	20.2%	-7.0%	\$669,083,871	20.8%	\$41,344,615	19.6%	-8.4%	\$45,133,718	20.1%
TL OJ REF NFC	\$406,268,562	13.2%	-3.7%	\$421,677,319	13.1%	\$26,976,988	12.8%	-5.0%	\$28,384,434	12.6%
TL OJ REF RECON	\$185,079,297	6.0%	-13.0%	\$212,769,734	6.6%	\$12,216,802	5.8%	-14.7%	\$14,322,298	6.4%

Source: Nielsen Scanning Data

Universe: Expanded All Outlets Combined (xAOC) is a Nielsen-defined 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. Beginning with June 2012 reports, Walmart data is point-of sale (POS) data; previously, it was panel data.

Created: 7/20/2016