

Nielsen Retail Sales OJ, GJ and OJ/GJ Beverages



Week Ending 08/06/16
 Report 11 of 15/16 Season

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

	4 WEEKS ENDING 08/06/16			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	-6.4%	-0.4%	-6.8%	-5.2%	-0.1%	-5.2%
Ref NFC OJ	-5.0%	-0.1%	-5.1%	-2.9%	-0.5%	-3.3%
Ref Recon OJ	-8.3%	-2.3%	-10.4%	-8.5%	-1.0%	-9.4%
Total GJ	-1.0%	-1.4%	-2.4%	-3.4%	-0.1%	-3.5%
Ref NFC GJ	-3.2%	0.4%	-2.8%	-3.9%	-0.1%	-4.0%
Shelf Stable GJ	3.1%	-5.2%	-2.3%	-3.5%	-0.3%	-3.8%
OJ Drinks	2.8%	2.7%	5.6%	3.1%	2.7%	5.9%
OJ Blend Drinks	-5.0%	3.6%	-1.6%	-5.9%	4.0%	-2.2%
OJ Blend (100% Juice)	-11.6%	3.2%	-8.8%	-9.7%	1.5%	-8.3%
GJ Blend (100% Juice)	-3.8%	-1.8%	-5.5%	-4.9%	3.0%	-2.0%
GJ Cocktail	0.5%	-1.1%	-0.7%	-1.9%	2.2%	0.2%

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

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

Report Ending Date: 08/06/16
Issue Date: 08/22/16
Report 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>NFC OJ</u>												
Gallons	20.10	23.09	22.93	22.28	20.90	19.90	19.35	19.10	-5.0%	250.44	243.20	-2.9%
Price/Gal (\$)	7.73	7.60	7.58	7.54	7.63	7.67	7.67	7.72	-0.1%	7.61	7.58	-0.5%
Revenues (\$)	155.49	175.47	173.83	168.11	159.45	152.51	148.39	147.50	-5.1%	1,906.57	1,842.73	-3.3%
<u>RECON OJ</u>												
Gallons	12.36	13.23	13.01	12.26	11.86	11.50	11.26	11.33	-8.3%	150.48	137.69	-8.5%
Price/Gal (\$)	4.94	4.97	4.96	4.95	4.95	4.88	4.91	4.82	-2.3%	4.96	4.91	-1.0%
Revenues (\$)	60.98	65.76	64.58	60.64	58.72	56.18	55.24	54.61	-10.4%	746.56	676.43	-9.4%
<u>Refrigerated OJ</u>												
Gallons	32.46	36.32	35.94	34.54	32.76	31.40	30.61	30.43	-6.3%	400.92	380.89	-5.0%
Price/Gal (\$)	6.67	6.64	6.63	6.62	6.66	6.65	6.65	6.64	-0.4%	6.62	6.61	-0.1%
Revenues (\$)	216.47	241.23	238.41	228.75	218.17	208.70	203.63	202.11	-6.6%	2,653.12	2,519.16	-5.0%
<u>Frozen OJ</u>												
Gallons	1.53	1.52	1.50	1.47	1.41	1.37	1.45	1.40	-8.7%	18.32	16.80	-8.3%
Price/Gal (\$)	4.85	4.95	4.96	4.99	4.97	5.00	4.78	4.78	-1.4%	4.96	4.92	-0.7%
Revenues (\$)	7.43	7.55	7.45	7.34	7.00	6.88	6.93	6.69	-10.0%	90.80	82.66	-9.0%
<u>Shelf Stable OJ</u>												
Gallons	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.02	-33.9%	0.48	0.31	-34.7%
Price/Gal (\$)	9.47	9.20	8.90	8.81	9.17	8.57	8.63	9.23	-2.6%	9.14	8.92	-2.4%
Revenues (\$)	0.31	0.25	0.25	0.24	0.23	0.24	0.22	0.20	-35.6%	4.38	2.79	-36.3%
<u>Total Orange Juice</u>												
Gallons	34.03	37.87	37.47	36.04	34.19	32.80	32.09	31.85	-6.4%	419.72	398.00	-5.2%
Price/Gal (\$)	6.59	6.58	6.57	6.56	6.59	6.58	6.57	6.56	-0.4%	6.55	6.54	-0.1%
Revenues (\$)	224.22	249.03	246.11	236.33	225.40	215.81	210.78	209.00	-6.8%	2,748.30	2,604.61	-5.2%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 08/06/16
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 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>NFC GJ</u>												
Gallons	0.70	0.75	0.76	0.75	0.72	0.71	0.70	0.67	-3.2%	8.26	7.93	-3.9%
Price/Gal (\$)	8.01	7.87	7.82	7.73	7.94	7.89	7.89	8.04	0.4%	7.85	7.84	-0.1%
Revenues (\$)	5.57	5.87	5.94	5.77	5.70	5.63	5.54	5.42	-2.8%	64.79	62.20	-4.0%
<u>RECON GJ</u>												
Gallons	0.07	0.08	0.08	0.08	0.08	0.08	0.07	0.07	-1.2%	0.83	0.83	0.4%
Price/Gal (\$)	6.31	6.58	6.33	6.59	6.58	6.11	6.20	6.63	5.1%	6.16	6.45	4.6%
Revenues (\$)	0.45	0.51	0.52	0.50	0.51	0.48	0.46	0.47	3.8%	5.10	5.36	5.0%
<u>Refrigerated GJ</u>												
Gallons	0.77	0.82	0.84	0.82	0.80	0.79	0.78	0.74	-3.0%	9.09	8.77	-3.5%
Price/Gal (\$)	7.85	7.75	7.68	7.62	7.81	7.71	7.72	7.91	0.7%	7.69	7.71	0.2%
Revenues (\$)	6.02	6.38	6.46	6.27	6.21	6.11	6.01	5.88	-2.3%	69.90	67.57	-3.3%
<u>Frozen GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	17.3%	0.15	0.15	-0.2%
Price/Gal (\$)	5.29	4.40	4.76	4.77	4.77	4.84	3.91	3.71	-29.8%	5.28	4.45	-15.8%
Revenues (\$)	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.05	-17.7%	0.80	0.67	-16.0%
<u>Shelf Stable GJ</u>												
Gallons	0.30	0.31	0.32	0.31	0.31	0.30	0.31	0.31	3.1%	3.44	3.32	-3.5%
Price/Gal (\$)	6.64	6.47	6.46	6.29	6.36	6.48	6.41	6.29	-5.2%	6.41	6.39	-0.3%
Revenues (\$)	1.99	2.00	2.05	1.96	1.98	1.97	1.98	1.94	-2.3%	22.06	21.22	-3.8%
<u>Total Grapefruit Juice</u>												
Gallons	1.08	1.15	1.17	1.15	1.12	1.11	1.10	1.07	-1.0%	12.68	12.25	-3.4%
Price/Gal (\$)	7.49	7.36	7.31	7.23	7.37	7.34	7.30	7.38	-1.4%	7.32	7.31	-0.1%
Revenues (\$)	8.08	8.44	8.58	8.30	8.25	8.15	8.06	7.89	-2.4%	92.78	89.55	-3.5%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 08/06/16
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 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1.62	1.39	1.40	1.44	1.50	1.59	1.68	1.64	1.5%	16.55	16.19	-2.1%
Price/Gal (\$)	4.79	4.86	5.03	4.95	4.95	4.99	4.95	5.11	6.6%	4.57	4.94	8.2%
Revenues (\$)	7.76	6.77	7.06	7.14	7.45	7.94	8.31	8.39	8.2%	75.61	80.03	5.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.40	1.80	1.72	1.63	1.55	1.43	1.37	1.44	3.1%	17.53	18.54	5.7%
Price/Gal (\$)	7.60	7.56	7.67	7.60	7.58	7.75	7.77	7.57	-0.5%	7.56	7.47	-1.1%
Revenues (\$)	10.63	13.63	13.20	12.42	11.73	11.06	10.63	10.91	2.7%	132.53	138.56	4.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.15	0.23	0.20	0.20	0.18	0.17	0.17	0.17	15.5%	1.59	2.06	29.7%
Price/Gal (\$)	4.77	5.15	5.48	5.22	5.44	5.07	5.00	5.05	6.0%	5.19	5.18	-0.3%
Revenues (\$)	0.69	1.16	1.08	1.03	0.97	0.86	0.85	0.85	22.5%	8.24	10.65	29.3%
<u>Total OJ Drinks</u>												
Gallons	3.16	3.42	3.32	3.28	3.23	3.19	3.21	3.25	2.8%	35.67	36.79	3.1%
Price/Gal (\$)	6.03	6.30	6.43	6.29	6.24	6.23	6.15	6.20	2.7%	6.07	6.23	2.7%
Revenues (\$)	19.08	21.23	21.33	20.60	20.14	19.86	19.78	20.15	5.6%	216.38	229.25	5.9%
<u>OJ BL Drinks</u>												
Gallons	16.30	15.95	15.86	15.78	15.67	15.88	15.47	15.48	-5.0%	181.10	170.40	-5.9%
Price/Gal (\$)	3.17	3.30	3.37	3.33	3.33	3.36	3.31	3.28	3.6%	3.17	3.30	4.0%
Revenues (\$)	51.59	52.70	53.49	52.49	52.15	53.29	51.24	50.75	-1.6%	574.99	562.38	-2.2%
<u>OJ BL (100% Juice)</u>												
Gallons	2.67	2.90	2.88	2.81	2.63	2.46	2.47	2.36	-11.6%	32.71	29.55	-9.7%
Price/Gal (\$)	7.27	7.32	7.38	7.31	7.43	7.41	7.35	7.50	3.2%	7.21	7.32	1.5%
Revenues (\$)	19.38	21.19	21.24	20.54	19.57	18.25	18.20	17.66	-8.8%	235.78	216.22	-8.3%
<u>GJ Cocktail</u>												
Gallons	0.73	0.87	0.89	0.78	0.73	0.74	0.75	0.74	0.5%	8.79	8.61	-1.9%
Price/Gal (\$)	6.50	5.65	5.64	6.09	6.31	6.36	6.50	6.43	-1.1%	5.85	5.98	2.2%
Revenues (\$)	4.78	4.92	5.03	4.78	4.59	4.69	4.85	4.75	-0.7%	51.40	51.50	0.2%
<u>GJ BL (100% Juice)</u>												
Gallons	0.16	0.16	0.16	0.18	0.17	0.16	0.16	0.16	-3.8%	1.88	1.79	-4.9%
Price/Gal (\$)	6.59	6.37	6.39	5.97	6.32	6.68	6.71	6.47	-1.8%	6.13	6.32	3.0%
Revenues (\$)	1.08	1.02	1.05	1.09	1.08	1.07	1.04	1.02	-5.5%	11.54	11.31	-2.0%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 08/06/16
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.

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<http://www.fdocgrower.com>

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

Report Ending Date: 08/06/16
Issue Date: 08/22/16
Report 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>NFC OJ</u>												
Gallons	14.13	15.81	15.64	15.39	14.45	13.74	13.37	13.33	-5.7%	174.48	167.11	-4.2%
Price/Gal (\$)	7.80	7.68	7.66	7.62	7.74	7.79	7.79	7.82	0.3%	7.69	7.66	-0.4%
Revenues (\$)	110.22	121.46	119.89	117.29	111.88	107.01	104.17	104.24	-5.4%	1,342.55	1,280.09	-4.7%
<u>RECON OJ</u>												
Gallons	8.08	8.50	8.33	7.81	7.68	7.46	7.36	7.41	-8.4%	96.72	89.04	-7.9%
Price/Gal (\$)	4.75	4.85	4.82	4.81	4.83	4.74	4.80	4.67	-1.7%	4.80	4.77	-0.7%
Revenues (\$)	38.41	41.22	40.14	37.58	37.10	35.41	35.28	34.59	-9.9%	464.54	424.57	-8.6%
<u>Refrigerated OJ</u>												
Gallons	22.22	24.30	23.98	23.20	22.13	21.21	20.73	20.73	-6.7%	271.21	256.15	-5.6%
Price/Gal (\$)	6.69	6.69	6.67	6.68	6.73	6.72	6.73	6.70	0.1%	6.66	6.66	-0.1%
Revenues (\$)	148.63	162.68	160.03	154.87	148.98	142.41	139.45	138.83	-6.6%	1,807.09	1,704.67	-5.7%
<u>Frozen OJ</u>												
Gallons	1.09	1.07	1.07	1.04	1.00	0.97	1.05	1.02	-6.6%	12.87	11.96	-7.1%
Price/Gal (\$)	5.00	5.10	5.11	5.15	5.14	5.19	4.85	4.84	-3.1%	5.17	5.05	-2.3%
Revenues (\$)	5.43	5.49	5.44	5.37	5.14	5.01	5.07	4.92	-9.5%	66.58	60.43	-9.2%
<u>Shelf Stable OJ</u>												
Gallons	0.03	0.02	0.03	0.02	0.02	0.02	0.02	0.02	-37.1%	0.43	0.27	-37.2%
Price/Gal (\$)	9.66	9.44	9.10	9.40	9.44	9.30	9.35	9.62	-0.4%	9.44	9.33	-1.2%
Revenues (\$)	0.29	0.23	0.23	0.21	0.21	0.21	0.19	0.18	-37.3%	4.09	2.54	-38.0%
<u>Total Orange Juice</u>												
Gallons	23.34	25.40	25.07	24.26	23.15	22.19	21.79	21.77	-6.7%	284.51	268.38	-5.7%
Price/Gal (\$)	6.61	6.63	6.61	6.61	6.67	6.65	6.64	6.61	0.0%	6.60	6.59	-0.2%
Revenues (\$)	154.35	168.40	165.70	160.45	154.33	147.63	144.72	143.93	-6.8%	1,877.76	1,767.64	-5.9%

Most recent four-week-period is preliminary
2015-16 STD: 10/04/15 - 08/06/16
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 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>NFC GJ</u>												
Gallons	564.13	607.56	617.25	606.31	588.40	584.03	574.11	546.35	-3.2%	6,711.29	6,476.01	-3.5%
Price/Gal (\$)	8.12	7.94	7.90	7.82	8.05	7.98	7.98	8.17	0.7%	7.96	7.92	-0.4%
Revenues (\$)	4,580.46	4,826.63	4,877.27	4,742.16	4,735.95	4,660.73	4,580.79	4,465.30	-2.5%	53,398.25	51,294.70	-3.9%
<u>RECON GJ</u>												
Gallons	71.18	77.74	82.52	76.12	77.09	79.20	74.77	70.33	-1.2%	828.03	831.60	0.4%
Price/Gal (\$)	6.31	6.58	6.33	6.59	6.58	6.11	6.20	6.63	5.1%	6.16	6.45	4.6%
Revenues (\$)	449.28	511.23	522.04	501.69	507.27	483.86	463.72	466.43	3.8%	5,103.55	5,360.70	5.0%
<u>Refrigerated GJ</u>												
Gallons	635.30	685.30	699.76	682.43	665.49	663.24	648.88	616.69	-2.9%	7,539.31	7,307.61	-3.1%
Price/Gal (\$)	7.92	7.79	7.72	7.68	7.88	7.76	7.77	8.00	1.0%	7.76	7.75	-0.1%
Revenues (\$)	5,029.73	5,337.86	5,399.30	5,243.86	5,243.21	5,144.60	5,044.51	4,931.72	-1.9%	58,501.79	56,655.39	-3.2%
<u>Frozen GJ</u>												
Gallons	11.94	12.82	12.27	13.12	11.81	12.58	15.54	14.08	17.9%	148.74	151.09	1.6%
Price/Gal (\$)	5.30	4.40	4.76	4.77	4.77	4.85	3.91	3.71	-30.0%	5.31	4.45	-16.3%
Revenues (\$)	63.30	56.48	58.36	62.59	56.40	60.95	60.79	52.28	-17.4%	789.92	671.65	-15.0%
<u>Shelf Stable GJ</u>												
Gallons	213.59	219.72	223.34	225.76	223.46	217.00	221.84	219.69	2.9%	2,437.19	2,385.67	-2.1%
Price/Gal (\$)	7.01	6.69	6.67	6.42	6.54	6.71	6.61	6.53	-6.7%	6.83	6.58	-3.6%
Revenues (\$)	1,496.47	1,469.26	1,490.71	1,448.73	1,460.64	1,455.92	1,465.62	1,435.41	-4.1%	16,647.44	15,708.21	-5.6%
<u>Total Grapefruit Juice</u>												
Gallons	861.91	919.77	937.24	922.89	902.47	894.58	888.11	851.95	-1.2%	10,128.67	9,861.32	-2.6%
Price/Gal (\$)	7.65	7.47	7.42	7.33	7.50	7.46	7.41	7.55	-1.4%	7.50	7.42	-1.1%
Revenues (\$)	6,595.86	6,873.59	6,958.51	6,764.40	6,770.25	6,671.73	6,581.78	6,428.15	-2.5%	75,959.41	73,131.42	-3.7%

Most recent four-week-period is preliminary
2015-16 STD: 10/04/15 - 08/06/16
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 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	1,149.47	1,014.63	1,002.00	1,045.41	1,087.60	1,138.58	1,198.29	1,147.65	-0.2%	11,651.13	11,657.88	0.1%
Price/Gal (\$)	5.04	5.02	5.20	5.10	5.16	5.22	5.14	5.23	3.9%	4.74	5.13	8.2%
Revenues (\$)	5,790.08	5,091.27	5,213.51	5,327.55	5,608.86	5,948.00	6,164.99	6,006.10	3.7%	55,264.66	59,839.97	8.3%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1,092.44	1,353.05	1,263.38	1,238.18	1,187.12	1,089.58	1,047.24	1,116.30	2.2%	13,078.28	13,861.67	6.0%
Price/Gal (\$)	7.46	7.58	7.76	7.60	7.58	7.75	7.76	7.52	0.9%	7.61	7.52	-1.2%
Revenues (\$)	8,145.38	10,250.64	9,802.21	9,408.07	9,000.99	8,448.17	8,127.66	8,394.86	3.1%	99,570.25	104,300.28	4.8%
<u>OJ Drinks - % not stated</u>												
Gallons	142.34	223.56	195.30	196.66	176.18	167.92	168.43	166.05	16.7%	1,490.83	2,040.19	36.8%
Price/Gal (\$)	4.76	5.15	5.49	5.22	5.44	5.07	5.01	5.06	6.3%	5.19	5.18	-0.2%
Revenues (\$)	677.38	1,151.73	1,071.88	1,027.02	958.76	851.74	843.14	839.83	24.0%	7,738.52	10,567.01	36.6%
<u>Total OJ Drinks</u>												
Gallons	2,384.25	2,591.25	2,460.68	2,480.25	2,450.89	2,396.08	2,413.95	2,430.00	1.9%	26,220.24	27,559.74	5.1%
Price/Gal (\$)	6.13	6.37	6.54	6.36	6.35	6.36	6.27	6.27	2.3%	6.20	6.34	2.2%
Revenues (\$)	14,612.84	15,974.22	16,087.60	15,762.65	15,568.60	15,247.90	15,135.80	15,240.78	4.3%	162,573.43	174,707.26	7.5%
<u>OJ BL Drinks</u>												
Gallons	8,474.69	7,909.84	7,754.17	7,782.48	7,951.00	8,158.05	8,202.08	8,154.76	-3.8%	91,079.92	86,431.00	-5.1%
Price/Gal (\$)	3.14	3.35	3.37	3.35	3.33	3.32	3.30	3.27	4.1%	3.19	3.30	3.4%
Revenues (\$)	26,647.54	26,530.94	26,149.74	26,064.84	26,470.03	27,107.33	27,093.32	26,702.18	0.2%	290,922.98	285,591.98	-1.8%
<u>OJ BL (100% Juice)</u>												
Gallons	1,740.91	1,936.33	1,892.33	1,861.25	1,766.32	1,646.47	1,678.42	1,568.58	-9.9%	21,730.21	19,791.24	-8.9%
Price/Gal (\$)	7.37	7.24	7.27	7.18	7.31	7.36	7.25	7.41	0.6%	7.24	7.22	-0.4%
Revenues (\$)	12,825.18	14,023.04	13,754.34	13,364.30	12,916.97	12,113.59	12,168.26	11,622.65	-9.4%	157,404.32	142,838.02	-9.3%
<u>GJ Cocktail</u>												
Gallons	425.32	402.99	410.00	431.08	415.89	435.16	444.84	441.99	3.9%	4,621.56	4,585.61	-0.8%
Price/Gal (\$)	7.24	6.91	6.90	6.68	6.88	6.96	7.18	7.05	-2.6%	6.74	6.84	1.4%
Revenues (\$)	3,078.76	2,784.86	2,826.99	2,879.26	2,862.11	3,029.05	3,192.70	3,115.92	1.2%	31,171.45	31,360.49	0.6%
<u>GJ BL (100% Juice)</u>												
Gallons	96.19	96.56	95.49	111.78	103.58	94.73	91.72	91.82	-4.5%	1,150.70	1,083.19	-5.9%
Price/Gal (\$)	6.94	6.49	6.59	5.85	6.25	6.40	6.50	6.28	-9.5%	6.60	6.25	-5.2%
Revenues (\$)	667.63	626.39	629.19	653.62	647.53	605.81	596.28	576.59	-13.6%	7,589.45	6,771.54	-10.8%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 08/06/16
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.

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

Report Ending Date: 08/06/16
Issue Date: 08/22/16
Report 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>NFC OJ</u>												
Average Promo Price	6.88	6.90	6.76	6.70	6.87	6.76	6.85	6.87	-0.1%	6.83	6.74	-1.3%
Price Reduction	93	96	97	97	95	94	93	94	1.1%	94	95	1.2%
Feature & Disp	37	34	39	37	35	35	31	33	-10.8%	37	33	-9.2%
Display w/o Fea	30	31	28	34	31	32	25	26	-13.3%	29	28	-4.4%
Feature w/o Disp	90	92	92	91	89	89	86	91	1.1%	90	90	-0.2%
<u>RECON OJ</u>												
Average Promo Price	3.98	4.32	4.18	4.07	4.11	3.86	4.13	3.82	-4.0%	4.14	4.06	-1.7%
Price Reduction	72	82	87	77	73	79	76	76	5.6%	78	78	0.6%
Feature & Disp	10	12	9	7	10	8	12	10	0.0%	12	9	-24.1%
Display w/o Fea	16	18	16	15	14	14	16	16	0.0%	18	15	-20.7%
Feature w/o Disp	65	66	59	56	68	56	68	55	-15.4%	62	60	-3.1%
<u>Refrigerated OJ</u>												
Average Promo Price	6.02	6.14	6.01	6.07	6.16	5.91	6.06	5.88	-2.3%	6.03	5.98	-0.7%
Price Reduction	95	98	98	98	96	96	96	96	1.1%	95	97	1.3%
Feature & Disp	41	38	41	40	37	38	36	36	-12.2%	41	36	-11.3%
Display w/o Fea	38	37	35	39	37	38	34	35	-7.9%	38	34	-8.5%
Feature w/o Disp	92	93	93	93	90	90	90	94	2.2%	93	92	-1.0%
<u>Frozen OJ</u>												
Average Promo Price	3.60	4.44	4.34	4.09	4.00	3.91	3.29	3.22	-10.6%	4.31	3.90	-9.6%
Price Reduction	48	54	54	49	43	42	54	50	4.2%	48	49	1.5%
Feature & Disp	1	0	1	0	0	0	1	1	0.0%	1	0	-42.9%
Display w/o Fea	5	1	1	1	1	1	1	1	-80.0%	1	1	-20.0%
Feature w/o Disp	15	7	13	13	10	10	18	13	-13.3%	10	12	22.6%
<u>Shelf Stable OJ</u>												
Average Promo Price	8.28	8.75	7.49	7.88	8.21	7.78	7.85	8.37	1.1%	7.94	8.03	1.2%
Price Reduction	4	6	14	6	5	6	10	6	50.0%	9	8	-14.9%
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	1	0	0	4	4	3	0	0	-100.0%	1	1	-6.7%
<u>Total OJ</u>												
Average Promo Price	5.95	6.11	5.98	6.04	6.13	5.88	5.96	5.80	-2.5%	5.99	5.94	-1.0%
Price Reduction	95	98	99	98	97	96	96	96	1.1%	96	97	0.9%
Feature & Disp	41	38	41	40	37	38	36	36	-12.2%	41	36	-11.5%
Display w/o Fea	41	38	35	39	37	38	34	36	-12.2%	38	35	-8.6%
Feature w/o Disp	92	93	93	93	90	90	90	94	2.2%	93	92	-1.1%

Most recent four-week-period is preliminary
2015-16 STD: 10/04/15 - 08/06/16
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 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
<u>NFC GJ</u>												
Average Promo Price	7.10	7.01	6.97	6.82	7.00	6.85	6.95	7.02	-1.1%	7.00	6.88	-1.7%
Price Reduction	68	78	78	75	71	70	73	66	-2.9%	71	73	2.4%
Feature & Disp	2	3	2	3	2	5	2	2	0.0%	2	2	3.8%
Display w/o Fea	5	7	8	8	6	10	6	4	-20.0%	7	7	-2.7%
Feature w/o Disp	33	40	38	42	41	48	48	36	9.1%	42	42	0.0%
<u>RECON GJ</u>												
Average Promo Price	8.05	3.48	3.65	6.19	5.94	5.23	3.80	10.32	28.2%	4.88	5.21	6.8%
Price Reduction	2	7	7	7	10	18	8	2	0.0%	5	8	44.1%
Feature & Disp	0	0	0	0	0	0	0	0		0	0	
Display w/o Fea	0	0	0	0	1	2	0	0		0	0	
Feature w/o Disp	0	0	0	0	0	1	0	0		0	1	
<u>Refrigerated GJ</u>												
Average Promo Price	7.10	6.90	6.78	6.80	6.96	6.66	6.74	7.04	-0.8%	6.91	6.79	-1.8%
Price Reduction	69	78	78	76	74	73	74	66	-4.3%	72	74	2.3%
Feature & Disp	2	3	2	3	2	5	2	2	0.0%	2	2	3.8%
Display w/o Fea	5	7	8	8	6	10	6	4	-20.0%	7	7	-4.0%
Feature w/o Disp	33	40	38	42	41	49	48	36	9.1%	42	42	0.2%
<u>Frozen GJ</u>												
Average Promo Price	5.16	3.02	3.73	4.76	4.76	4.24	2.82	2.72	-47.3%	5.09	3.65	-28.3%
Price Reduction	3	8	2	3	3	3	11	12	300.0%	2	7	231.8%
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	6	0		0	1	
<u>Shelf Stable GJ</u>												
Average Promo Price	6.27	6.07	6.17	5.37	5.15	5.66	5.56	5.55	-11.5%	5.92	5.58	-5.9%
Price Reduction	42	41	38	49	34	38	40	47	11.9%	46	42	-7.7%
Feature & Disp	1	0	0	1	1	0	0	0	-100.0%	0	0	-33.3%
Display w/o Fea	2	2	3	3	3	1	1	2	0.0%	2	2	-7.7%
Feature w/o Disp	13	9	6	9	31	11	17	9	-30.8%	7	12	82.2%
<u>TL GJ</u>												
Average Promo Price	6.98	6.78	6.71	6.55	6.69	6.53	6.45	6.60	-5.4%	6.77	6.56	-3.1%
Price Reduction	79	85	83	85	81	80	81	81	2.5%	81	82	1.1%
Feature & Disp	3	3	2	4	3	5	3	2	-33.3%	3	3	10.7%
Display w/o Fea	7	9	11	11	9	12	7	6	-14.3%	9	9	-2.0%
Feature w/o Disp	44	45	42	47	56	52	52	39	-11.4%	47	48	1.9%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 08/06/16

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 11 of 15/16 Season

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4	Season-to-Date		
	08/08/15	02/20/16	03/19/16	04/16/16	05/14/16	06/11/16	07/09/16	08/06/16		2014-15	2015-16	% Change
OJ Drinks 0-39.99%												
Average Promo Price	4.70	4.57	4.95	4.84	4.93	5.05	4.75	4.98	6.0%	4.42	4.83	9.3%
Price Reduction	78	79	76	82	84	85	83	83	6.4%	74	80	8.8%
Feature & Disp	14	9	7	8	10	12	12	14	0.0%	12	9	-21.3%
Display w/o Fea	44	37	33	33	36	38	45	44	0.0%	35	36	1.5%
Feature w/o Disp	55	57	50	58	54	69	66	69	25.5%	57	55	-2.6%
OJ Drinks 40-99.99%												
Average Promo Price	6.76	6.96	7.06	6.91	6.90	6.97	7.01	6.92	2.4%	6.96	6.84	-1.7%
Price Reduction	66	80	69	78	79	76	67	73	10.6%	76	76	0.0%
Feature & Disp	13	9	6	8	12	10	5	12	-7.7%	10	8	-22.6%
Display w/o Fea	10	11	9	14	11	10	7	9	-10.0%	10	10	-7.9%
Feature w/o Disp	56	53	44	43	57	57	44	52	-7.1%	52	49	-6.5%
OJ Drinks - % not stated												
Average Promo Price	4.78	4.46	5.12	4.72	5.34	4.95	4.73	4.57	-4.4%	4.36	4.82	10.5%
Price Reduction	18	12	17	18	17	16	15	17	-5.6%	13	16	22.2%
Feature & Disp	0	0	0	0	0	0	0	0	0.0%	0	0	0.0%
Display w/o Fea	2	1	1	2	2	2	2	2	0.0%	2	2	-10.5%
Feature w/o Disp	6	8	6	6	5	8	6	5	-16.7%	3	6	73.0%
Total OJ Drinks												
Average Promo Price	5.86	6.03	6.25	6.04	6.08	6.04	5.78	6.04	3.1%	5.92	6.03	1.8%
Price Reduction	91	89	89	92	91	93	91	92	1.1%	91	91	0.6%
Feature & Disp	26	17	12	15	21	22	17	25	-3.8%	21	17	-19.8%
Display w/o Fea	50	45	39	43	43	44	49	49	-2.0%	42	42	-0.4%
Feature w/o Disp	82	74	66	69	76	81	78	76	-7.3%	74	71	-3.9%
OJ BL Drinks												
Average Promo Price	2.70	2.90	2.78	2.87	2.78	2.89	2.83	2.84	5.2%	2.71	2.79	2.9%
Price Reduction	95	96	95	95	94	96	97	96	1.1%	95	95	0.0%
Feature & Disp	39	38	31	29	42	40	37	33	-15.4%	30	30	1.2%
Display w/o Fea	71	66	68	70	72	72	67	72	1.4%	66	65	-2.3%
Feature w/o Disp	79	84	82	77	85	86	83	81	2.5%	77	79	2.7%
OJ BL (100% Juice)												
Average Promo Price	6.65	6.69	6.48	6.40	6.61	6.52	6.54	6.49	-2.4%	6.64	6.45	-2.9%
Price Reduction	86	91	90	89	88	88	88	88	2.3%	89	88	-1.2%
Feature & Disp	9	9	13	8	9	9	8	7	-22.2%	13	9	-35.2%
Display w/o Fea	14	13	13	15	13	14	14	14	0.0%	16	12	-23.9%
Feature w/o Disp	70	73	79	66	68	65	72	64	-8.6%	75	70	-6.7%
GJ Cocktail												
Average Promo Price	6.75	6.42	6.23	5.80	6.01	6.43	6.68	6.28	-7.0%	5.89	6.03	2.4%
Price Reduction	65	68	67	77	69	69	70	76	16.9%	66	71	6.4%
Feature & Disp	5	6	5	5	4	6	6	6	20.0%	4	5	45.0%
Display w/o Fea	18	17	14	15	16	24	28	28	55.6%	14	19	31.8%
Feature w/o Disp	32	26	25	22	17	31	30	29	-9.4%	24	26	8.9%
GJ BL (100% Juice)												
Average Promo Price	5.51	5.29	5.46	4.87	4.84	5.02	5.42	5.32	-3.4%	5.34	5.09	-4.7%
Price Reduction	27	37	31	48	34	29	32	44	63.0%	33	39	18.6%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	2	2	1	1	1	0.0%	1	1	7.7%
Feature w/o Disp	11	6	3	8	25	12	10	12	9.1%	7	10	51.3%

Most recent four-week-period is preliminary

2015-16 STD: 10/04/15 - 08/06/16

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

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 08/08/15	This Year 52 weeks ending 08/06/16
GALLONS (millions)		
Total OJ	492,545,493	468,081,747
Ref NFC OJ	293,593,016	284,831,636
Ref Recon OJ	176,801,691	163,131,814
Frozen OJ	21,572,173	19,723,556
SS OJ	578,614	394,753
DOLLARS (millions)		
Total OJ	\$3,218,824,939	\$3,065,747,234
Ref NFC OJ	\$2,228,772,454	\$2,164,003,583
Ref Recon OJ	\$878,245,703	\$801,042,536
Frozen OJ	\$106,527,905	\$97,178,320
SS OJ	\$5,278,888	\$3,522,807
AVG PRICE PER GALLON		
Total OJ	\$6.54	\$6.55
Ref NFC OJ	\$7.59	\$7.60
Ref Recon OJ	\$4.97	\$4.91
Frozen OJ	\$4.94	\$4.93
SS OJ	\$9.12	\$8.92
SHARE OF GALLONS		
Total OJ	100.0%	100.0%
Ref NFC OJ	59.6%	60.9%
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%	70.6%
Ref Recon OJ	27.3%	26.1%
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 08/06/16 and 52 wks ending 08/08/15

Created: 08/18/16

Orange Juice Sales at xAOC - by Region

	Gallons									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 08/06/16			4 WEEKS ENDING 08/08/15	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 08/06/16	% of Total	% Chg	4 WEEKS ENDING 08/08/15	% of Total
TOTAL US - XAOC										
TL OJ	468,081,747		-5.0%	492,545,493		31,846,654		-6.4%	34,027,408	
TL OJ REF NFC	284,831,636		-3.0%	293,593,016		19,095,450		-5.0%	20,104,313	
TL OJ REF RECON	163,131,814		-7.7%	176,801,691		11,329,903		-8.3%	12,357,221	
NORTHEAST REGION - XAOC										
TL OJ	92,075,101	19.7%	-6.9%	98,914,012	20.1%	6,143,875	19.3%	-8.8%	6,733,605	19.8%
TL OJ REF NFC	72,813,899	15.6%	-4.8%	76,505,636	15.5%	4,794,989	15.1%	-8.9%	5,261,595	15.5%
TL OJ REF RECON	17,134,513	3.7%	-14.3%	19,985,822	4.1%	1,199,102	3.8%	-7.8%	1,300,160	3.8%
SOUTH REGION - XAOC										
TL OJ	180,659,131	38.6%	-4.0%	188,149,410	38.2%	12,433,236	39.0%	-5.1%	13,105,246	38.5%
TL OJ REF NFC	105,157,277	22.5%	-2.4%	107,785,944	21.9%	7,139,856	22.4%	-3.8%	7,424,189	21.8%
TL OJ REF RECON	69,269,049	14.8%	-5.8%	73,495,283	14.9%	4,861,285	15.3%	-6.4%	5,193,276	15.3%
WEST REGION - XAOC										
TL OJ	97,843,256	20.9%	-1.6%	99,471,432	20.2%	6,779,364	21.3%	-5.2%	7,148,504	21.0%
TL OJ REF NFC	52,973,473	11.3%	-1.5%	53,761,523	10.9%	3,604,209	11.3%	-3.8%	3,747,176	11.0%
TL OJ REF RECON	39,224,247	8.4%	-1.3%	39,726,695	8.1%	2,772,862	8.7%	-6.6%	2,969,314	8.7%
MIDWEST REGION - XAOC										
TL OJ	97,295,325	20.8%	-7.9%	105,658,320	21.5%	6,473,441	20.3%	-7.7%	7,013,618	20.6%
TL OJ REF NFC	53,610,972	11.5%	-2.9%	55,185,107	11.2%	3,543,395	11.1%	-2.8%	3,644,341	10.7%
TL OJ REF RECON	37,554,176	8.0%	-13.8%	43,580,373	8.8%	2,491,997	7.8%	-13.9%	2,892,984	8.5%

	Dollars									
	52 Weeks			52 Weeks YA		4 WEEKS ENDING 08/06/16			4 WEEKS ENDING 08/08/15	
	52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 WEEKS ENDING 08/06/16	% of Total	% Chg	4 WEEKS ENDING 08/08/15	% of Total
TOTAL US - XAOC										
TL OJ	\$3,065,747,234		-4.8%	\$3,218,824,939		\$208,999,619		-6.8%	\$224,215,627	
TL OJ REF NFC	\$2,164,003,583		-2.9%	\$2,228,772,454		\$147,500,802		-5.1%	\$155,490,955	
TL OJ REF RECON	\$801,042,536		-8.8%	\$878,245,703		\$54,613,284		-10.4%	\$60,983,978	
NORTHEAST REGION - XAOC										
TL OJ	\$606,007,904	19.8%	-6.2%	\$646,357,114	20.1%	\$41,013,547	19.6%	-8.2%	\$44,686,225	19.9%
TL OJ REF NFC	\$509,579,903	16.6%	-4.5%	\$533,527,884	16.6%	\$34,347,779	16.4%	-7.6%	\$37,157,447	16.6%
TL OJ REF RECON	\$84,358,149	2.8%	-14.7%	\$98,915,955	3.1%	\$5,820,651	2.8%	-11.0%	\$6,541,236	2.9%
SOUTH REGION - XAOC										
TL OJ	\$1,169,925,894	38.2%	-4.5%	\$1,224,612,629	38.0%	\$80,332,258	38.4%	-6.3%	\$85,742,955	38.2%
TL OJ REF NFC	\$806,211,882	26.3%	-2.7%	\$828,281,277	25.7%	\$55,368,118	26.5%	-4.6%	\$58,012,484	25.9%
TL OJ REF RECON	\$333,848,051	10.9%	-8.1%	\$363,288,831	11.3%	\$22,923,770	11.0%	-9.9%	\$25,449,459	11.4%
WEST REGION - XAOC										
TL OJ	\$669,848,671	21.8%	-1.1%	\$677,566,439	21.1%	\$46,530,383	22.3%	-4.8%	\$48,857,277	21.8%
TL OJ REF NFC	\$441,260,914	14.4%	-0.3%	\$442,619,898	13.8%	\$30,576,273	14.6%	-3.8%	\$31,782,638	14.2%
TL OJ REF RECON	\$200,304,156	6.5%	-2.0%	\$204,443,448	6.4%	\$14,010,743	6.7%	-6.2%	\$14,934,552	6.7%
MIDWEST REGION - XAOC										
TL OJ	\$618,554,433	20.2%	-7.4%	\$667,926,524	20.8%	\$41,033,151	19.6%	-8.3%	\$44,746,670	20.0%
TL OJ REF NFC	\$405,096,646	13.2%	-4.0%	\$421,794,005	13.1%	\$27,124,840	13.0%	-4.3%	\$28,335,616	12.6%
TL OJ REF RECON	\$182,857,964	6.0%	-13.6%	\$211,674,310	6.6%	\$11,846,285	5.7%	-15.8%	\$14,067,253	6.3%

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.

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