

FLORIDA DEPARTMENT OF CITRUS

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

Monthly Topline Report
Report 06 of the 2019-20 Season.
For 4 weeks ending 03/14/20



Week Ending 03/14/20
 Report 06 of the 2019-20 Season.

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

	Week Ending 03/14/20			SEASON YEAR-TO-DATE		
	GALLONS	PRICE	DOLLARS	GALLONS	PRICE	DOLLARS
Total OJ	9.8%	-0.1%	9.7%	-0.3%	0.6%	0.3%
Ref NFC OJ	9.3%	1.1%	10.5%	-0.9%	1.8%	0.9%
Ref Recon OJ	9.4%	-2.6%	6.5%	1.5%	-1.3%	0.2%
Total GJ	2.4%	5.9%	8.4%	-5.4%	5.5%	-0.2%
Ref NFC GJ	0.5%	2.7%	3.3%	-5.7%	2.4%	-3.4%
Shelf Stable GJ	-2.2%	4.5%	2.3%	-14.5%	9.6%	-6.3%
OJ Drinks	7.8%	10.0%	18.6%	-2.4%	9.9%	7.3%
OJ Blend Drinks	-0.8%	-0.3%	-1.0%	-6.5%	-1.0%	7.3%
OJ Blend (100% Juice)	8.4%	-2.2%	6.1%	-0.3%	-0.3%	-0.6%
GJ Blend (100% Juice)	6.9%	3.6%	10.8%	-6.6%	7.2%	0.1%
GJ Cocktail	2.0%	0.1%	2.1%	-10.8%	4.7%	-6.6%

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: 03/14/20
Issue Date: 03/24/20
Report 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Gallons	18.76	15.83	16.26	17.29	19.43	21.30	18.28	20.51	9.3%	114.12	113.07	-0.9%
Price/Gal (\$)	8.39	8.55	8.57	8.43	8.33	8.38	8.47	8.48	1.1%	8.29	8.44	1.8%
Revenues (\$)	157.46	135.36	139.31	145.81	161.90	178.51	154.80	173.98	10.5%	946.18	954.32	0.9%
<u>RECON OJ</u>												
Gallons	10.74	10.12	10.32	10.57	11.03	11.33	10.46	11.74	9.4%	64.47	65.46	1.5%
Price/Gal (\$)	4.93	4.79	4.83	4.82	4.82	4.93	4.90	4.81	-2.6%	4.92	4.85	-1.3%
Revenues (\$)	52.99	48.45	49.87	51.00	53.19	55.85	51.24	56.44	6.5%	316.97	317.60	0.2%
<u>Refrigerated OJ</u>												
Gallons	29.50	25.95	26.59	27.87	30.46	32.63	28.73	32.25	9.3%	178.59	178.53	0.0%
Price/Gal (\$)	7.13	7.08	7.12	7.06	7.06	7.18	7.17	7.14	0.1%	7.07	7.12	0.7%
Revenues (\$)	210.46	183.80	189.19	196.81	215.09	234.36	206.04	230.42	9.5%	1,263.15	1,271.92	0.7%
<u>Frozen OJ</u>												
Gallons	1.20	1.03	1.06	1.11	1.31	1.31	1.17	1.51	25.6%	7.51	7.46	-0.6%
Price/Gal (\$)	4.98	4.93	4.97	5.04	5.08	5.04	4.92	5.03	0.9%	4.96	5.01	1.2%
Revenues (\$)	5.97	5.08	5.24	5.61	6.63	6.62	5.73	7.57	26.8%	37.20	37.41	0.6%
<u>Shelf Stable OJ</u>												
Gallons	1.05	0.92	0.93	0.90	0.92	0.93	0.88	1.09	4.1%	6.13	5.66	-7.7%
Price/Gal (\$)	7.40	7.13	7.18	7.30	7.20	7.11	7.30	7.31	-1.2%	7.43	7.23	-2.6%
Revenues (\$)	7.77	6.55	6.69	6.54	6.62	6.63	6.44	7.99	2.9%	45.51	40.92	-10.1%
<u>Total Orange Juice</u>												
Gallons	31.75	27.90	28.57	29.88	32.68	34.88	30.78	34.85	9.8%	192.23	191.65	-0.3%
Price/Gal (\$)	7.06	7.01	7.04	6.99	6.99	7.10	7.09	7.06	-0.1%	7.00	7.05	0.6%
Revenues (\$)	224.20	195.44	201.12	208.97	228.34	247.62	218.22	245.98	9.7%	1,345.86	1,350.24	0.3%

Most recent four-week-period is preliminary
2019-20 STD: 09/29/19 - 03/14/20
2018-19 STD: 09/30/18 - 03/16/19

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 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Gallons	0.65	0.58	0.57	0.57	0.59	0.63	0.59	0.65	0.5%	3.83	3.61	-5.7%
Price/Gal (\$)	8.81	9.09	8.96	8.91	8.70	8.82	9.04	9.05	2.7%	8.70	8.91	2.4%
Revenues (\$)	5.73	5.25	5.08	5.10	5.17	5.57	5.36	5.92	3.3%	33.34	32.20	-3.4%
<u>RECON GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.02	236.1%	0.04	0.10	145.5%
Price/Gal (\$)	12.44	15.54	15.51	16.59	16.31	17.78	20.05	20.53	65.0%	11.84	18.39	55.3%
Revenues (\$)	0.09	0.18	0.18	0.20	0.20	0.30	0.45	0.51	454.7%	0.48	1.84	281.3%
<u>Refrigerated GJ</u>												
Gallons	0.66	0.59	0.58	0.58	0.61	0.65	0.62	0.68	3.2%	3.87	3.71	-4.1%
Price/Gal (\$)	8.85	9.21	9.10	9.06	8.85	9.05	9.44	9.47	7.0%	8.74	9.17	4.9%
Revenues (\$)	5.82	5.43	5.27	5.29	5.37	5.87	5.81	6.43	10.4%	33.83	34.04	0.6%
<u>Frozen GJ</u>												
Gallons	0.03	0.04	0.04	0.04	0.04	0.03	0.04	0.04	20.0%	0.14	0.21	51.7%
Price/Gal (\$)	4.51	4.92	4.58	4.58	4.44	4.75	4.48	3.51	-22.2%	4.70	4.38	-6.8%
Revenues (\$)	0.14	0.18	0.17	0.17	0.16	0.15	0.17	0.13	-6.7%	0.66	0.94	41.4%
<u>Shelf Stable GJ</u>												
Gallons	0.23	0.21	0.21	0.20	0.20	0.21	0.21	0.23	-2.2%	1.46	1.24	-14.5%
Price/Gal (\$)	6.74	6.89	6.85	7.01	6.94	7.10	7.00	7.05	4.5%	6.38	6.99	9.6%
Revenues (\$)	1.56	1.44	1.42	1.39	1.37	1.47	1.45	1.60	2.3%	9.29	8.70	-6.3%
<u>Total Grapefruit Juice</u>												
Gallons	0.92	0.84	0.82	0.82	0.84	0.89	0.86	0.94	2.4%	5.47	5.17	-5.4%
Price/Gal (\$)	8.18	8.44	8.33	8.37	8.21	8.44	8.64	8.66	5.9%	8.01	8.45	5.5%
Revenues (\$)	7.52	7.06	6.85	6.85	6.90	7.49	7.44	8.16	8.4%	43.78	43.68	-0.2%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20

2018-19 STD: 09/30/18 - 03/16/19

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 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.85	0.91	0.87	0.81	0.81	0.83	0.81	0.92	7.7%	5.94	5.05	-15.1%
Price/Gal (\$)	5.97	7.40	7.45	7.59	7.65	7.88	8.23	8.30	39.0%	5.63	7.85	39.4%
Revenues (\$)	5.08	6.73	6.46	6.12	6.21	6.58	6.69	7.60	49.7%	33.49	39.66	18.4%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.49	1.18	1.23	1.31	1.45	1.58	1.39	1.52	2.4%	8.79	8.49	-3.3%
Price/Gal (\$)	8.34	8.56	8.55	8.36	8.25	8.37	8.30	8.41	0.8%	8.32	8.37	0.6%
Revenues (\$)	12.40	10.11	10.55	10.97	12.00	13.26	11.50	12.80	3.3%	73.12	71.08	-2.8%
<u>OJ Drinks - % not stated</u>												
Gallons	0.20	0.26	0.26	0.27	0.27	0.26	0.27	0.30	48.3%	0.82	1.63	99.3%
Price/Gal (\$)	5.87	5.85	5.76	5.91	5.81	5.94	5.77	5.74	-2.1%	6.70	5.82	-13.1%
Revenues (\$)	1.18	1.52	1.52	1.57	1.55	1.55	1.56	1.72	45.3%	5.47	9.47	73.1%
<u>Total OJ Drinks</u>												
Gallons	2.54	2.35	2.36	2.38	2.53	2.68	2.47	2.74	7.8%	15.55	15.17	-2.4%
Price/Gal (\$)	7.35	7.81	7.84	7.83	7.80	7.98	8.00	8.08	10.0%	7.21	7.93	9.9%
Revenues (\$)	18.66	18.36	18.53	18.66	19.76	21.38	19.75	22.12	18.6%	112.07	120.20	7.3%
<u>OJ BL Drinks</u>												
Gallons	12.12	11.77	10.97	10.79	10.69	11.09	11.38	12.03	-0.8%	71.59	66.95	-6.5%
Price/Gal (\$)	3.61	3.49	3.56	3.58	3.62	3.55	3.53	3.60	-0.3%	3.61	3.57	-1.0%
Revenues (\$)	43.80	41.05	39.00	38.61	38.65	39.40	40.24	43.34	-1.0%	258.37	239.25	-7.4%
<u>OJ BL (100% Juice)</u>												
Gallons	2.14	1.96	1.95	1.96	2.10	2.22	2.11	2.32	8.4%	12.71	12.67	-0.3%
Price/Gal (\$)	7.70	7.62	7.56	7.53	7.44	7.58	7.57	7.53	-2.2%	7.55	7.53	-0.3%
Revenues (\$)	16.47	14.91	14.71	14.79	15.65	16.86	15.96	17.47	6.1%	96.02	95.44	-0.6%
<u>GJ Cocktail</u>												
Gallons	0.58	0.53	0.51	0.51	0.52	0.53	0.53	0.59	2.0%	3.57	3.18	-10.8%
Price/Gal (\$)	6.27	6.40	6.36	6.25	6.12	6.35	6.33	6.28	0.1%	6.00	6.28	4.7%
Revenues (\$)	3.62	3.41	3.23	3.19	3.20	3.35	3.33	3.70	2.1%	21.41	20.00	-6.6%
<u>GJ BL (100% Juice)</u>												
Gallons	0.09	0.08	0.08	0.09	0.09	0.09	0.09	0.10	6.9%	0.57	0.53	-6.6%
Price/Gal (\$)	6.29	6.60	6.55	6.47	6.51	6.53	6.54	6.51	3.6%	6.08	6.52	7.2%
Revenues (\$)	0.59	0.55	0.55	0.56	0.56	0.59	0.58	0.65	10.8%	3.48	3.49	0.1%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20
2018-19 STD: 09/30/18 - 03/16/19

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
All Outlets Combined (AOC)
NIELSEN SCANTRACK
(Gallons and Revenues in Millions)

Report Ending Date: 03/14/20
Issue Date: 03/24/20
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	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Gallons	13.22	11.03	11.35	12.11	13.79	15.21	12.67	14.09	6.6%	81.25	79.23	-2.5%
Price/Gal (\$)	8.67	8.86	8.89	8.70	8.56	8.62	8.78	8.80	1.5%	8.51	8.72	2.5%
Revenues (\$)	114.54	97.71	100.87	105.40	118.00	131.10	111.23	124.02	8.3%	691.21	690.62	-0.1%
<u>RECON OJ</u>												
Gallons	6.63	6.40	6.35	6.43	6.65	6.91	6.43	7.31	10.3%	40.38	40.08	-0.8%
Price/Gal (\$)	5.11	4.90	4.98	5.00	5.01	5.16	5.09	4.90	-4.0%	5.06	5.02	-0.7%
Revenues (\$)	33.86	31.37	31.63	32.12	33.27	35.66	32.71	35.83	5.8%	204.17	201.22	-1.4%
<u>Refrigerated OJ</u>												
Gallons	19.85	17.43	17.71	18.54	20.44	22.12	19.10	21.40	7.8%	121.63	119.30	-1.9%
Price/Gal (\$)	7.48	7.41	7.48	7.42	7.40	7.54	7.54	7.47	-0.1%	7.36	7.48	1.6%
Revenues (\$)	148.39	129.08	132.50	137.52	151.27	166.76	143.94	159.85	7.7%	895.37	891.84	-0.4%
<u>Frozen OJ</u>												
Gallons	0.94	0.78	0.78	0.80	0.94	0.95	0.83	1.07	14.5%	5.70	5.37	-5.7%
Price/Gal (\$)	5.10	5.14	5.17	5.30	5.35	5.31	5.17	5.30	3.9%	5.14	5.27	2.6%
Revenues (\$)	4.77	4.00	4.03	4.26	5.03	5.04	4.30	5.68	19.0%	29.29	28.33	-3.2%
<u>Shelf Stable OJ</u>												
Gallons	0.40	0.36	0.35	0.34	0.36	0.39	0.34	0.37	-7.8%	2.39	2.15	-9.9%
Price/Gal (\$)	7.72	7.49	7.55	7.64	7.49	7.20	7.53	7.60	-1.5%	7.85	7.49	-4.6%
Revenues (\$)	3.12	2.72	2.65	2.63	2.66	2.81	2.56	2.84	-9.2%	18.79	16.15	-14.0%
<u>Total Orange Juice</u>												
Gallons	21.19	18.57	18.84	19.69	21.73	23.46	20.27	22.85	7.8%	129.72	126.83	-2.2%
Price/Gal (\$)	7.38	7.31	7.39	7.33	7.32	7.44	7.44	7.37	-0.1%	7.27	7.38	1.5%
Revenues (\$)	156.29	135.80	139.17	144.41	158.97	174.61	150.80	168.36	7.7%	943.44	936.32	-0.8%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20
2018-19 STD: 09/30/18 - 03/16/19

Source: Nielsen. AOC = All Outlets Combined. AOC 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).

GRAPEFRUIT JUICE SALES
All Outlets Combined (AOC)
(Gallons and Revenues in Millions)

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<u>NFC GJ</u>												
Gallons	0.55	0.49	0.48	0.49	0.51	0.55	0.50	0.55	0.4%	3.27	3.09	-5.3%
Price/Gal (\$)	8.91	9.26	9.17	9.09	8.83	8.97	9.25	9.27	4.0%	8.78	9.10	3.6%
Revenues (\$)	4.92	4.52	4.44	4.46	4.54	4.90	4.67	5.14	4.5%	28.71	28.15	-1.9%
<u>RECON GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	147.8%	0.04	0.08	105.5%
Price/Gal (\$)	12.44	15.54	15.51	16.59	16.31	16.57	18.55	19.47	56.5%	11.84	17.39	46.9%
Revenues (\$)	0.09	0.18	0.18	0.20	0.20	0.23	0.29	0.36	287.8%	0.48	1.45	201.9%
<u>Refrigerated GJ</u>												
Gallons	0.56	0.50	0.50	0.50	0.53	0.56	0.52	0.57	2.4%	3.31	3.18	-4.0%
Price/Gal (\$)	8.96	9.41	9.32	9.27	9.01	9.16	9.53	9.60	7.1%	8.82	9.32	5.6%
Revenues (\$)	5.02	4.70	4.62	4.66	4.74	5.13	4.96	5.50	9.7%	29.19	29.61	1.4%
<u>Frozen GJ</u>												
Gallons	0.03	0.04	0.04	0.04	0.04	0.03	0.04	0.04	20.0%	0.14	0.21	51.7%
Price/Gal (\$)	4.51	4.92	4.58	4.58	4.44	4.75	4.48	3.51	-22.2%	4.70	4.38	-6.8%
Revenues (\$)	0.14	0.18	0.17	0.17	0.16	0.15	0.17	0.13	-6.7%	0.66	0.94	41.4%
<u>Shelf Stable GJ</u>												
Gallons	0.13	0.12	0.12	0.12	0.12	0.13	0.12	0.13	1.5%	0.90	0.74	-17.3%
Price/Gal (\$)	7.98	8.03	7.97	8.10	7.80	8.09	8.01	8.11	1.7%	7.19	8.02	11.6%
Revenues (\$)	1.05	0.96	0.94	0.95	0.95	1.02	0.99	1.08	3.2%	6.44	5.94	-7.7%
<u>Total Grapefruit Juice</u>												
Gallons	0.72	0.66	0.65	0.66	0.68	0.72	0.68	0.74	3.0%	4.35	4.13	-4.9%
Price/Gal (\$)	8.59	8.91	8.81	8.80	8.55	8.78	8.98	9.03	5.1%	8.35	8.83	5.7%
Revenues (\$)	6.20	5.84	5.73	5.77	5.85	6.30	6.12	6.71	8.2%	36.29	36.49	0.5%

Most recent four-week-period is preliminary

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2018-19 STD: 09/30/18 - 03/16/19

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

Report 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.65	0.60	0.56	0.53	0.54	0.55	0.53	0.59	-9.2%	4.45	3.30	-25.8%
Price/Gal (\$)	6.85	7.12	7.00	7.07	7.01	7.07	7.28	7.24	5.7%	6.41	7.11	10.9%
Revenues (\$)	4.47	4.29	3.94	3.72	3.79	3.90	3.84	4.29	-4.0%	28.53	23.48	-17.7%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.13	0.91	0.95	1.01	1.14	1.25	1.08	1.18	4.8%	6.81	6.62	-2.8%
Price/Gal (\$)	8.45	8.68	8.65	8.39	8.27	8.42	8.33	8.47	0.2%	8.40	8.42	0.3%
Revenues (\$)	9.54	7.94	8.24	8.52	9.40	10.54	8.99	10.01	5.0%	57.17	55.69	-2.6%
<u>OJ Drinks - % not stated</u>												
Gallons	0.15	0.19	0.20	0.20	0.20	0.19	0.19	0.22	47.0%	0.75	1.20	59.6%
Price/Gal (\$)	6.27	6.26	6.15	6.39	6.24	6.41	6.23	6.15	-1.8%	6.87	6.26	-8.9%
Revenues (\$)	0.94	1.21	1.22	1.25	1.24	1.25	1.21	1.35	44.3%	5.17	7.52	45.4%
<u>Total OJ Drinks</u>												
Gallons	1.93	1.71	1.71	1.74	1.88	2.00	1.80	1.99	3.4%	12.01	11.12	-7.4%
Price/Gal (\$)	7.74	7.86	7.82	7.77	7.69	7.85	7.80	7.85	1.4%	7.56	7.80	3.1%
Revenues (\$)	14.94	13.45	13.40	13.49	14.43	15.69	14.03	15.65	4.8%	90.87	86.69	-4.6%
<u>OJ BL Drinks</u>												
Gallons	5.77	5.84	5.37	5.28	5.14	5.46	5.61	5.89	2.1%	35.34	32.75	-7.3%
Price/Gal (\$)	3.79	3.64	3.72	3.73	3.79	3.75	3.66	3.72	-1.8%	3.78	3.73	-1.4%
Revenues (\$)	21.83	21.28	19.98	19.69	19.49	20.47	20.55	21.88	0.3%	133.60	122.07	-8.6%
<u>OJ BL (100% Juice)</u>												
Gallons	1.53	1.38	1.39	1.39	1.52	1.61	1.52	1.64	7.8%	9.10	9.07	-0.3%
Price/Gal (\$)	7.69	7.69	7.72	7.70	7.61	7.81	7.78	7.71	0.3%	7.54	7.72	2.4%
Revenues (\$)	11.73	10.63	10.70	10.70	11.57	12.59	11.82	12.67	8.1%	68.59	70.03	2.1%
<u>GJ Cocktail</u>												
Gallons	0.33	0.30	0.28	0.28	0.30	0.30	0.29	0.32	-1.6%	2.05	1.78	-13.1%
Price/Gal (\$)	7.25	7.31	7.30	7.13	6.84	7.24	7.26	7.20	-0.7%	6.78	7.16	5.6%
Revenues (\$)	2.36	2.21	2.05	2.03	2.07	2.19	2.13	2.30	-2.3%	13.91	12.77	-8.2%
<u>GJ BL (100% Juice)</u>												
Gallons	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-2.3%	0.27	0.22	-18.6%
Price/Gal (\$)	7.55	7.69	7.69	7.59	7.54	7.60	7.70	7.69	1.8%	6.96	7.64	9.7%
Revenues (\$)	0.30	0.29	0.27	0.27	0.28	0.29	0.28	0.30	-0.6%	1.90	1.69	-10.7%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20
2018-19 STD: 09/30/18 - 03/16/19

Source: Nielsen. AOC = All Outlets Combined. AOC 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).

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

Report Ending Date: 03/14/20
 Issue Date: 03/24/20
 Report 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Gallons	12.39	10.41	10.72	11.42	12.96	14.27	11.90	13.20	6.5%	76.20	74.46	-2.3%
Price/Gal (\$)	8.61	8.80	8.83	8.65	8.51	8.59	8.74	8.76	1.8%	8.44	8.67	2.7%
Revenues (\$)	106.65	91.67	94.63	98.70	110.34	122.56	103.92	115.63	8.4%	643.28	645.78	0.4%
<u>RECON OJ</u>												
Gallons	6.49	6.21	6.20	6.26	6.45	6.71	6.23	7.09	9.3%	39.59	38.93	-1.6%
Price/Gal (\$)	5.09	4.90	4.95	4.97	4.99	5.13	5.06	4.87	-4.3%	5.05	4.99	-1.1%
Revenues (\$)	33.03	30.44	30.72	31.10	32.15	34.38	31.52	34.56	4.6%	199.97	194.43	-2.8%
<u>Refrigerated OJ</u>												
Gallons	18.88	16.63	16.92	17.68	19.41	20.97	18.12	20.29	7.5%	115.79	113.39	-2.1%
Price/Gal (\$)	7.40	7.34	7.41	7.34	7.34	7.48	7.47	7.40	0.0%	7.28	7.41	1.7%
Revenues (\$)	139.68	122.11	125.35	129.80	142.50	156.94	135.45	150.19	7.5%	843.25	840.22	-0.4%
<u>Frozen OJ</u>												
Gallons	0.92	0.77	0.77	0.79	0.93	0.94	0.82	1.05	14.3%	5.61	5.30	-5.5%
Price/Gal (\$)	5.10	5.14	5.18	5.31	5.36	5.32	5.17	5.31	4.3%	5.13	5.28	2.9%
Revenues (\$)	4.69	3.97	3.99	4.22	4.97	4.98	4.25	5.59	19.2%	28.79	28.00	-2.7%
<u>Shelf Stable OJ</u>												
Gallons	0.38	0.35	0.34	0.33	0.34	0.37	0.32	0.35	-6.0%	2.23	2.05	-7.9%
Price/Gal (\$)	7.12	7.09	7.10	7.02	6.97	6.65	7.03	7.07	-0.7%	7.24	6.97	-3.7%
Revenues (\$)	2.68	2.47	2.38	2.29	2.35	2.47	2.29	2.51	-6.6%	16.10	14.28	-11.3%
<u>Total Orange Juice</u>												
Gallons	20.18	17.74	18.03	18.80	20.68	22.28	19.27	21.70	7.5%	123.62	120.74	-2.3%
Price/Gal (\$)	7.29	7.24	7.31	7.25	7.25	7.38	7.37	7.30	0.1%	7.18	7.31	1.7%
Revenues (\$)	147.06	128.54	131.72	136.30	149.82	164.38	141.98	158.29	7.6%	888.14	882.50	-0.6%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20
 2018-19 STD: 09/30/18 - 03/16/19

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 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Gallons	0.54	0.48	0.47	0.48	0.50	0.53	0.49	0.54	0.4%	3.19	3.01	-5.4%
Price/Gal (\$)	8.91	9.27	9.17	9.09	8.84	8.98	9.26	9.26	4.0%	8.78	9.10	3.6%
Revenues (\$)	4.80	4.41	4.33	4.35	4.42	4.77	4.55	5.01	4.5%	27.98	27.43	-1.9%
<u>RECON GJ</u>												
Gallons	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	147.8%	0.04	0.08	105.6%
Price/Gal (\$)	12.44	15.54	15.51	16.59	16.31	16.57	18.55	19.47	56.5%	11.84	17.39	46.9%
Revenues (\$)	0.09	0.18	0.18	0.20	0.20	0.23	0.29	0.36	287.8%	0.48	1.45	202.0%
<u>Refrigerated GJ</u>												
Gallons	0.55	0.49	0.48	0.49	0.51	0.55	0.51	0.56	2.4%	3.23	3.10	-4.0%
Price/Gal (\$)	8.95	9.42	9.33	9.28	9.02	9.17	9.54	9.60	7.2%	8.82	9.33	5.7%
Revenues (\$)	4.89	4.59	4.51	4.54	4.62	5.00	4.84	5.37	9.8%	28.46	28.89	1.5%
<u>Frozen GJ</u>												
Gallons	0.03	0.04	0.04	0.04	0.04	0.03	0.04	0.04	20.0%	0.14	0.21	51.7%
Price/Gal (\$)	4.51	4.92	4.58	4.58	4.44	4.75	4.48	3.51	-22.2%	4.70	4.38	-6.8%
Revenues (\$)	0.14	0.18	0.17	0.17	0.16	0.15	0.17	0.13	-6.7%	0.66	0.94	41.4%
<u>Shelf Stable GJ</u>												
Gallons	0.13	0.12	0.12	0.12	0.12	0.13	0.12	0.13	1.7%	0.89	0.74	-17.0%
Price/Gal (\$)	7.97	8.02	7.97	8.10	7.80	8.09	8.01	8.11	1.8%	7.18	8.01	11.7%
Revenues (\$)	1.05	0.96	0.94	0.95	0.95	1.02	0.99	1.08	3.6%	6.41	5.94	-7.3%
<u>Total Grapefruit Juice</u>												
Gallons	0.71	0.64	0.64	0.64	0.67	0.70	0.67	0.73	3.1%	4.26	4.05	-4.9%
Price/Gal (\$)	8.58	8.90	8.81	8.80	8.55	8.78	8.97	9.02	5.1%	8.34	8.82	5.8%
Revenues (\$)	6.08	5.73	5.62	5.66	5.73	6.17	6.00	6.58	8.3%	35.53	35.76	0.7%

Most recent four-week-period is preliminary
2019-20 STD: 09/29/19 - 03/14/20
2018-19 STD: 09/30/18 - 03/16/19

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 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>OJ Drinks 0-39.99%</u>												
Gallons	0.60	0.55	0.52	0.48	0.49	0.51	0.48	0.54	-11.1%	4.16	3.02	-27.4%
Price/Gal (\$)	6.43	6.74	6.63	6.69	6.64	6.72	6.93	6.88	7.1%	6.03	6.75	11.9%
Revenues (\$)	3.88	3.72	3.44	3.23	3.28	3.40	3.33	3.69	-4.8%	25.09	20.37	-18.8%
<u>OJ Drinks 40-99.99%</u>												
Gallons	1.06	0.88	0.92	0.98	1.10	1.20	1.04	1.13	6.7%	6.42	6.36	-1.0%
Price/Gal (\$)	8.47	8.67	8.63	8.37	8.23	8.43	8.32	8.48	0.1%	8.40	8.41	0.1%
Revenues (\$)	8.99	7.59	7.92	8.16	9.03	10.09	8.64	9.60	6.7%	53.92	53.43	-0.9%
<u>OJ Drinks - % not stated</u>												
Gallons	0.15	0.19	0.20	0.19	0.20	0.19	0.19	0.22	46.5%	0.75	1.19	59.3%
Price/Gal (\$)	6.26	6.24	6.12	6.35	6.20	6.38	6.17	6.09	-2.7%	6.86	6.22	-9.4%
Revenues (\$)	0.93	1.20	1.20	1.24	1.23	1.24	1.19	1.33	42.6%	5.14	7.42	44.2%
<u>Total OJ Drinks</u>												
Gallons	1.81	1.62	1.63	1.65	1.79	1.90	1.71	1.89	4.1%	11.33	10.57	-6.7%
Price/Gal (\$)	7.61	7.72	7.69	7.64	7.57	7.76	7.69	7.75	1.8%	7.43	7.69	3.4%
Revenues (\$)	13.80	12.51	12.56	12.62	13.54	14.72	13.16	14.62	5.9%	84.15	81.22	-3.5%
<u>OJ BL Drinks</u>												
Gallons	5.66	5.74	5.28	5.19	5.04	5.36	5.52	5.78	2.2%	34.64	32.17	-7.1%
Price/Gal (\$)	3.70	3.57	3.65	3.66	3.73	3.69	3.60	3.65	-1.4%	3.70	3.66	-1.1%
Revenues (\$)	20.93	20.52	19.25	18.98	18.76	19.78	19.86	21.10	0.8%	128.22	117.74	-8.2%
<u>OJ BL (100% Juice)</u>												
Gallons	1.43	1.30	1.30	1.29	1.41	1.50	1.41	1.50	4.9%	8.58	8.42	-1.9%
Price/Gal (\$)	7.64	7.60	7.62	7.64	7.53	7.75	7.70	7.64	-0.1%	7.47	7.65	2.3%
Revenues (\$)	10.97	9.85	9.93	9.86	10.64	11.62	10.86	11.49	4.8%	64.13	64.41	0.4%
<u>GJ Cocktail</u>												
Gallons	0.29	0.27	0.25	0.25	0.27	0.27	0.26	0.29	-1.9%	1.86	1.59	-14.7%
Price/Gal (\$)	7.10	7.15	7.19	7.01	6.73	7.12	7.16	7.08	-0.3%	6.61	7.05	6.7%
Revenues (\$)	2.07	1.93	1.79	1.76	1.81	1.91	1.87	2.02	-2.2%	12.28	11.17	-9.0%
<u>GJ BL (100% Juice)</u>												
Gallons	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-2.5%	0.27	0.22	-18.8%
Price/Gal (\$)	7.55	7.69	7.68	7.58	7.54	7.60	7.69	7.68	1.7%	6.96	7.63	9.6%
Revenues (\$)	0.30	0.28	0.27	0.27	0.28	0.29	0.28	0.30	-0.8%	1.90	1.69	-11.0%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20
2018-19 STD: 09/30/18 - 03/16/19

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

Florida Department of Citrus
ORANGE JUICE PROMOTIONS
Expanded All Outlets Combined (xAOC)
NIELSEN SCANTRACK
(Prices in dollars and Promotion in %ACV)

Report Ending Date: 03/14/20
Issue Date: 03/24/20
Report 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Average Promo Price	7.70	7.82	7.90	7.73	7.58	7.72	7.83	7.88	2.3%	7.59	7.77	2.4%
Price Reduction	64	72	76	66	61	63	62	76	18.8%	63	67	6.6%
Feature & Disp	12	7	9	7	7	8	18	16	33.3%	11	11	1.6%
Display w/o Fea	20	14	14	10	11	16	21	24	20.0%	21	16	-23.2%
Feature w/o Disp	54	51	51	52	52	56	79	81	50.0%	53	62	16.7%
<u>RECON OJ</u>												
Average Promo Price	4.70	4.13	4.23	4.36	4.16	4.34	4.67	4.16	-11.5%	4.48	4.32	-3.5%
Price Reduction	47	49	54	52	54	44	45	43	-8.5%	36	49	36.4%
Feature & Disp	2	1	1	1	1	1	2	3	50.0%	2	2	-10.0%
Display w/o Fea	10	11	12	10	8	11	12	10	0.0%	9	11	14.5%
Feature w/o Disp	17	24	23	16	20	14	24	25	47.1%	19	20	7.0%
<u>Refrigerated OJ</u>												
Average Promo Price	6.93	6.58	6.68	6.83	6.69	7.04	7.02	6.74	-2.7%	6.78	6.83	0.8%
Price Reduction	67	78	82	74	71	68	68	79	17.9%	66	74	11.9%
Feature & Disp	13	8	10	7	7	8	19	17	30.8%	12	11	-4.2%
Display w/o Fea	26	21	21	17	16	21	26	27	3.8%	25	21	-15.2%
Feature w/o Disp	55	53	51	53	52	57	80	81	47.3%	54	62	15.4%
<u>Frozen OJ</u>												
Average Promo Price	4.38	4.23	4.57	4.43	4.32	4.30	4.23	4.36	-0.5%	4.53	4.37	-3.5%
Price Reduction	29	22	26	26	26	21	24	27	-6.9%	26	25	-3.8%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	1	0	1	1	-	1	1	-40.0%
Feature w/o Disp	4	4	1	2	2	4	5	4	0.0%	3	3	-10.0%
<u>Shelf Stable OJ</u>												
Average Promo Price	6.62	6.69	6.63	6.61	6.17	5.78	6.56	7.49	13.1%	6.95	6.54	-5.9%
Price Reduction	26	25	25	22	15	19	26	31	19.2%	24	23	-2.8%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	3	3	3	3	2	3	3	3	0.0%	3	3	6.3%
Feature w/o Disp	7	6	4	4	3	3	4	9	28.6%	4	5	28.6%
<u>Total Orange Juice</u>												
Average Promo Price	6.88	6.55	6.65	6.78	6.65	6.99	6.97	6.71	-2.5%	6.74	6.79	0.7%
Price Reduction	77	84	85	77	74	72	76	84	9.1%	73	78	7.3%
Feature & Disp	13	8	10	7	7	8	19	18	38.5%	12	12	-2.8%
Display w/o Fea	28	24	24	20	19	23	28	29	3.6%	27	24	-12.8%
Feature w/o Disp	56	53	51	53	53	58	81	85	51.8%	54	64	16.9%

Most recent four-week-period is preliminary
2019-20 STD: 09/29/19 - 03/14/20
2018-19 STD: 09/30/18 - 03/16/19
Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS
Expanded All Outlets Combined (xAOC)
(Prices in dollars and Promotion in %ACV)

Report 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/16/19	09/28/19	10/26/19	11/23/19	12/21/19	01/18/20	02/15/20	03/14/20		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Average Promo Price	7.59	8.08	7.90	7.67	7.56	7.77	8.00	7.86	3.6%	7.55	7.79	3.2%
Price Reduction	37	42	46	35	35	36	34	30	-18.9%	35	36	4.3%
Feature & Disp	1	1	0	0	1	1	1	0	-100.0%	1	1	-40.0%
Display w/o Fea	3	2	2	2	2	1	2	2	-33.3%	3	2	-38.9%
Feature w/o Disp	18	16	24	25	22	21	14	20	11.1%	20	21	5.0%
<u>RECON GJ</u>												
Average Promo Price	12.71	14.05	13.22	18.84	17.77	19.03	20.40	21.62	70.1%	12.07	18.48	53.1%
Price Reduction	1	4	6	3	2	5	5	5	400.0%	2	4	136.4%
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	1	0	-	0	0	-
<u>Refrigerated GJ</u>												
Average Promo Price	7.60	8.13	8.00	7.75	7.59	7.86	8.15	7.95	4.6%	7.57	7.88	4.1%
Price Reduction	37	42	47	35	35	37	37	31	-16.2%	35	37	5.2%
Feature & Disp	1	1	0	0	1	1	1	0	-100.0%	1	1	-40.0%
Display w/o Fea	3	2	2	2	2	2	2	2	-33.3%	3	2	-33.3%
Feature w/o Disp	18	16	24	25	22	21	14	20	11.1%	20	21	5.0%
<u>Frozen GJ</u>												
Average Promo Price	6.46	6.14	5.82	6.99	6.15	5.12	7.38	4.27	-33.9%	5.19	5.96	14.7%
Price Reduction	4	3	5	4	4	2	4	3	-25.0%	4	4	-4.3%
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	-
<u>Shelf Stable GJ</u>												
Average Promo Price	8.69	7.16	6.84	6.72	6.26	7.27	7.06	7.42	-14.6%	6.18	6.93	12.1%
Price Reduction	7	9	14	16	12	11	8	9	28.6%	12	12	-5.4%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	0	0	0	0	0	1	1	0	-	1	0	-33.3%
Feature w/o Disp	2	2	4	1	2	2	3	1	-50.0%	4	2	-45.8%
<u>Total GJ</u>												
Average Promo Price	7.62	8.04	7.86	7.64	7.43	7.82	8.07	7.88	3.4%	7.31	7.78	6.5%
Price Reduction	38	44	52	43	40	39	39	33	-13.2%	38	41	7.0%
Feature & Disp	1	1	1	0	1	1	1	0	-100.0%	1	1	-33.3%
Display w/o Fea	4	2	3	2	2	2	3	2	-50.0%	4	2	-36.4%
Feature w/o Disp	19	17	25	26	23	22	14	20	5.3%	22	22	0.8%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20

2018-19 STD: 09/30/18 - 03/16/19

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

Expanded All Outlets Combined (xAOC)

(Prices in dollars and Promotion in %ACV)

Report 06 of the 2019-20 Season.

	Four Weeks Ending								Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/16/19	09/28/19	10/26/19	11/23/19	12/21/19	01/18/20	02/15/20	03/14/20		2017-18	2018-19	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	6.20	6.57	6.43	7.17	7.09	7.30	7.41	7.18	15.8%	5.78	7.10	22.7%
Price Reduction	47	44	43	45	43	43	42	44	-6.4%	46	43	-6.5%
Feature & Disp	7	3	2	3	2	2	4	3	-57.1%	4	3	-30.4%
Display w/o Fea	20	22	20	14	11	13	14	14	-30.0%	18	14	-21.8%
Feature w/o Disp	26	21	20	29	29	27	22	28	7.7%	26	26	0.6%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	7.74	7.91	7.96	7.62	7.56	7.64	7.62	7.76	0.3%	7.70	7.69	-0.1%
Price Reduction	38	36	40	40	41	43	39	41	7.9%	39	41	4.3%
Feature & Disp	3	1	2	0	1	1	1	1	-66.7%	2	1	-40.0%
Display w/o Fea	6	4	5	4	4	4	7	6	0.0%	6	5	-14.3%
Feature w/o Disp	18	26	19	20	18	17	18	16	-11.1%	17	18	6.9%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	5.07	5.20	4.98	5.26	4.62	5.08	5.14	4.82	-4.9%	6.46	4.98	-22.8%
Price Reduction	7	18	15	13	14	10	11	16	128.6%	5	13	154.8%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	1	2	1	1	1	1	1	1	0.0%	1	1	0.0%
Feature w/o Disp	1	4	5	3	3	3	5	5	400.0%	1	4	300.0%
<u>Total OJ Drinks</u>												
Average Promo Price	7.17	7.25	7.26	7.40	7.31	7.46	7.46	7.39	3.1%	7.01	7.38	5.4%
Price Reduction	54	53	51	56	54	51	51	51	-5.6%	53	52	-1.9%
Feature & Disp	8	5	4	3	2	3	5	4	-50.0%	5	4	-32.3%
Display w/o Fea	25	26	24	18	15	17	19	20	-20.0%	23	19	-17.5%
Feature w/o Disp	35	38	33	35	37	34	33	34	-2.9%	33	34	3.5%
<u>OJ BL Drinks</u>												
Average Promo Price	3.24	3.18	3.04	3.17	3.48	3.29	3.08	3.10	-4.3%	3.21	3.19	-0.5%
Price Reduction	77	79	76	80	70	70	74	75	-2.6%	72	74	3.2%
Feature & Disp	12	9	7	5	5	6	7	8	-33.3%	9	6	-29.6%
Display w/o Fea	45	49	45	37	32	37	37	35	-22.2%	42	37	-10.8%
Feature w/o Disp	39	40	33	33	34	38	38	42	7.7%	42	36	-12.4%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	7.02	6.63	6.80	7.02	6.88	7.22	7.04	6.83	-2.7%	6.78	6.97	2.8%
Price Reduction	44	48	52	48	47	48	48	46	4.5%	46	48	4.3%
Feature & Disp	3	1	2	2	3	3	3	4	33.3%	3	3	0.0%
Display w/o Fea	6	6	6	7	8	8	9	8	33.3%	6	8	39.4%
Feature w/o Disp	32	31	37	36	36	35	32	57	78.1%	34	39	13.7%
<u>GJ Cocktail</u>												
Average Promo Price	6.20	6.22	6.15	6.02	5.24	6.37	6.25	5.93	-4.4%	5.73	5.99	4.6%
Price Reduction	36	38	34	37	37	36	31	34	-5.6%	39	35	-9.9%
Feature & Disp	2	0	0	0	0	1	1	0	-100.0%	1	0	-60.0%
Display w/o Fea	9	8	6	5	4	4	5	4	-55.6%	7	5	-34.9%
Feature w/o Disp	9	8	4	5	7	13	13	12	33.3%	10	9	-8.5%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	7.38	6.56	6.88	6.26	6.34	6.80	7.04	7.17	-2.8%	6.09	6.75	10.8%
Price Reduction	2	3	3	4	3	3	2	2	0.0%	7	3	-56.4%
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	1	0	1	1	0	0	-	1	1	-57.1%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20

2018-19 STD: 09/30/18 - 03/16/19

Source: Nielsen

**Florida Department of Citrus
ORANGE JUICE PROMOTIONS
FOOD (\$2MM+ GROCERY)**

NIELSEN SCANTRACK

(Prices in dollars and Promotion in %ACV)

Report Ending Date: 03/14/20

Issue Date: 03/24/20

Report 06 of the 2019-20 Season.

Economic and Market Research Report

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	3/16/2019	9/28/2019	10/26/2019	11/23/2019	12/21/2019	1/18/2020	2/15/2020	3/14/2020		2018-19	2019-20	% Change
<u>NFC OJ</u>												
Average Promo Price	7.66	7.85	7.92	7.68	7.54	7.67	7.82	7.80	1.8%	7.54	7.74	2.7%
Price Reduction	93	91	90	92	91	91	91	90	-3.2%	94	91	-2.9%
Feature & Disp	28	18	22	16	16	19	22	20	-28.6%	26	19	-25.8%
Display w/o Fea	24	23	22	17	16	19	24	23	-4.2%	23	20	-10.4%
Feature w/o Disp	87	87	87	88	86	86	86	88	1.1%	88	87	-0.8%
<u>RECON OJ</u>												
Average Promo Price	4.81	4.07	4.23	4.39	4.14	4.46	4.70	4.15	-13.7%	4.56	4.35	-4.8%
Price Reduction	82	72	74	73	75	74	79	77	-6.1%	70	75	8.1%
Feature & Disp	5	3	4	2	2	2	5	7	40.0%	5	4	-24.1%
Display w/o Fea	10	9	8	6	5	5	8	10	0.0%	9	7	-19.2%
Feature w/o Disp	37	50	53	41	50	32	60	63	70.3%	45	50	9.9%
<u>Refrigerated OJ</u>												
Average Promo Price	6.98	6.63	6.79	6.98	6.78	7.09	7.00	6.61	-5.3%	6.79	6.88	1.3%
Price Reduction	96	93	92	93	92	92	96	91	-5.2%	95	93	-2.5%
Feature & Disp	31	20	24	17	16	20	24	23	-25.8%	28	21	-26.6%
Display w/o Fea	28	27	26	21	18	21	26	28	0.0%	27	23	-11.9%
Feature w/o Disp	90	89	88	89	87	88	89	89	-1.1%	90	88	-1.9%
<u>Frozen OJ</u>												
Average Promo Price	4.44	4.27	4.59	4.56	4.44	4.27	4.20	4.32	-2.7%	4.57	4.40	-3.7%
Price Reduction	33	32	38	41	40	30	39	43	30.3%	39	39	0.0%
Feature & Disp	1	0	0	0	0	0	0	0	-100.0%	0	0	-100.0%
Display w/o Fea	1	1	1	0	1	1	1	1	0.0%	1	1	-16.7%
Feature w/o Disp	10	9	3	5	5	9	12	10	0.0%	9	7	-17.0%
<u>Shelf Stable OJ</u>												
Average Promo Price	5.04	5.97	5.61	5.55	4.91	4.83	5.68	5.96	18.3%	5.39	5.42	0.6%
Price Reduction	34	38	37	36	24	32	37	38	11.8%	30	34	12.7%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	2	3	3	2	1	1	1	2	0.0%	2	2	-28.6%
Feature w/o Disp	8	13	7	9	7	8	10	10	25.0%	6	9	37.8%
<u>Total Orange Juice</u>												
Average Promo Price	6.92	6.59	6.74	6.92	6.73	7.03	6.94	6.56	-5.2%	6.75	6.82	1.1%
Price Reduction	96	94	93	95	94	93	97	93	-3.1%	96	94	-1.6%
Feature & Disp	31	20	24	17	17	20	24	23	-25.8%	29	21	-26.9%
Display w/o Fea	31	29	28	22	20	22	27	29	-6.5%	29	25	-13.5%
Feature w/o Disp	90	89	88	91	89	90	89	89	-1.1%	90	89	-1.1%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20

2018-19 STD: 09/30/18 - 03/16/19

Source: Nielsen

GRAPEFRUIT JUICE PROMOTIONS

FOOD (\$2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 06 of the 2019-20 Season.

	Four Weeks Ending								% Change Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/16/19	09/28/19	10/26/19	11/23/19	12/21/19	01/18/20	02/15/20	03/14/20		2018-19	2019-20	% Change
<u>NFC GJ</u>												
Average Promo Price	7.58	8.09	7.93	7.66	7.56	7.78	8.00	7.83	3.3%	7.55	7.79	3.2%
Price Reduction	76	72	64	64	68	74	68	72	-5.3%	70	68	-2.8%
Feature & Disp	2	1	1	1	1	2	1	1	-50.0%	2	1	-41.7%
Display w/o Fea	5	4	4	3	4	3	5	4	-20.0%	4	4	-8.0%
Feature w/o Disp	45	41	60	49	55	52	35	34	-24.4%	51	48	-6.9%
<u>RECON GJ</u>												
Average Promo Price	12.71	14.05	13.22	18.84	17.77	18.98	20.43	21.71	70.8%	12.07	18.49	53.2%
Price Reduction	3	10	14	9	5	11	11	10	233.3%	5	10	106.9%
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	1	1	1	1	3	1	-	0	1	-
<u>Refrigerated GJ</u>												
Average Promo Price	7.59	8.14	8.04	7.74	7.59	7.87	8.14	7.92	4.3%	7.57	7.88	4.2%
Price Reduction	76	72	68	65	69	75	74	73	-3.9%	72	71	-1.4%
Feature & Disp	2	1	1	1	1	2	2	1	-50.0%	2	1	-33.3%
Display w/o Fea	5	4	4	4	4	3	5	4	-20.0%	4	4	-4.0%
Feature w/o Disp	45	41	60	49	55	53	35	34	-24.4%	51	48	-6.5%
<u>Frozen GJ</u>												
Average Promo Price	6.46	6.14	5.82	6.99	6.15	5.12	7.38	4.27	-33.9%	5.19	5.96	14.7%
Price Reduction	11	7	11	11	11	5	10	9	-18.2%	10	10	-3.4%
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	9.14	7.21	7.50	7.31	6.29	7.41	7.16	7.54	-17.5%	6.34	7.20	13.7%
Price Reduction	17	23	21	28	27	25	18	22	29.4%	29	24	-18.5%
Feature & Disp	0	0	0	0	0	0	0	0	-	0	0	-
Display w/o Fea	1	1	1	0	1	1	1	1	0.0%	1	1	-16.7%
Feature w/o Disp	5	4	10	2	4	4	7	2	-60.0%	10	5	-51.7%
<u>Total GJ</u>												
Average Promo Price	7.62	8.06	7.94	7.68	7.43	7.83	8.07	7.85	3.0%	7.31	7.80	6.7%
Price Reduction	79	76	73	73	78	78	78	76	-3.8%	78	76	-2.6%
Feature & Disp	2	2	1	1	1	2	2	1	-50.0%	2	1	-33.3%
Display w/o Fea	6	4	5	4	5	4	6	5	-16.7%	5	5	-3.3%
Feature w/o Disp	48	42	63	50	58	55	36	36	-25.0%	55	50	-9.4%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20

2018-19 STD: 09/30/18 - 03/16/19

Source: Nielsen

LESS THAN 100% OJ & GJ BEVERAGES PROMOTIONS

FOOD (\$2MM+ GROCERY)

(Prices in dollars and Promotion in %ACV)

Report 06 of the 2019-20 Season.

	Four Weeks Ending								Latest 4 weeks vs. Similar 4 weeks Year Ago	Season-to-Date		
	03/16/19	09/28/19	10/26/19	11/23/19	12/21/19	01/18/20	02/15/20	03/14/20		2017-18	2018-19	% Change
<u>OJ Drinks 0-39.99%</u>												
Average Promo Price	6.40	6.38	6.26	6.78	6.62	6.72	6.88	6.67	4.2%	5.77	6.66	15.4%
Price Reduction	75	75	75	75	72	74	73	73	-2.7%	75	74	-2.0%
Feature & Disp	15	8	4	5	4	5	6	8	-46.7%	8	5	-33.3%
Display w/o Fea	31	29	26	20	18	18	24	21	-32.3%	28	21	-24.0%
Feature w/o Disp	49	42	40	52	46	53	37	50	2.0%	46	46	1.8%
<u>OJ Drinks 40-99.99%</u>												
Average Promo Price	7.77	7.91	7.93	7.59	7.55	7.65	7.62	7.77	0.0%	7.71	7.69	-0.3%
Price Reduction	73	72	78	74	75	83	74	79	8.2%	76	77	2.2%
Feature & Disp	7	4	4	1	2	2	4	2	-71.4%	4	3	-42.3%
Display w/o Fea	10	7	10	7	7	7	11	10	0.0%	9	9	-7.1%
Feature w/o Disp	46	52	46	50	46	42	46	40	-13.0%	42	45	7.1%
<u>OJ Drinks - % not stated</u>												
Average Promo Price	5.07	5.31	5.11	5.74	4.75	5.31	5.25	4.83	-4.7%	6.46	5.17	-20.0%
Price Reduction	18	36	36	24	25	23	24	37	105.6%	13	28	113.9%
Feature & Disp	1	1	1	0	0	0	0	1	0.0%	0	0	100.0%
Display w/o Fea	2	4	3	2	2	2	2	2	0.0%	2	2	8.3%
Feature w/o Disp	3	9	14	6	7	5	11	12	300.0%	3	9	189.5%
<u>Total OJ Drinks</u>												
Average Promo Price	7.29	7.28	7.27	7.34	7.25	7.37	7.36	7.29	0.0%	7.08	7.31	3.3%
Price Reduction	90	86	87	88	88	89	89	87	-3.3%	90	88	-1.7%
Feature & Disp	20	12	9	6	6	7	9	10	-50.0%	12	8	-33.8%
Display w/o Fea	37	36	35	27	24	26	31	30	-18.9%	35	29	-16.8%
Feature w/o Disp	70	73	72	69	64	70	65	65	-7.1%	65	68	4.7%
<u>OJ BL Drinks</u>												
Average Promo Price	2.99	3.01	2.97	2.97	3.20	3.09	2.95	2.98	-0.3%	3.07	3.03	-1.5%
Price Reduction	93	95	94	95	91	91	93	94	1.1%	94	93	-1.1%
Feature & Disp	24	19	16	13	10	13	15	17	-29.2%	19	14	-27.6%
Display w/o Fea	49	59	54	46	40	43	45	43	-12.2%	50	45	-8.8%
Feature w/o Disp	78	80	77	77	71	72	78	78	0.0%	78	76	-3.2%
<u>OJ BL (100% Juice)</u>												
Average Promo Price	6.94	6.59	6.72	6.96	6.79	7.20	6.92	6.41	-7.6%	6.70	6.83	2.0%
Price Reduction	84	80	81	83	82	82	83	83	-1.2%	84	82	-1.4%
Feature & Disp	7	3	4	4	4	6	5	4	-42.9%	6	5	-28.9%
Display w/o Fea	10	9	10	9	7	7	8	8	-20.0%	8	8	-2.0%
Feature w/o Disp	64	62	76	73	75	71	64	63	-1.6%	71	70	-1.2%
<u>GJ Cocktail</u>												
Average Promo Price	6.31	6.27	6.12	6.10	5.54	6.21	5.96	6.15	-2.5%	5.70	6.01	5.5%
Price Reduction	52	59	51	60	63	61	53	54	3.8%	63	57	-9.5%
Feature & Disp	6	1	1	1	1	2	1	1	-83.3%	2	1	-41.7%
Display w/o Fea	13	11	9	8	6	7	8	7	-46.2%	11	8	-33.8%
Feature w/o Disp	23	21	9	12	15	24	10	18	-21.7%	17	15	-11.1%
<u>GJ BL (100% Juice)</u>												
Average Promo Price	8.18	6.74	7.12	6.80	6.53	6.88	7.50	7.54	-7.8%	6.48	7.06	9.0%
Price Reduction	4	6	6	7	6	7	5	4	0.0%	15	6	-60.7%
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	-100.0%
Feature w/o Disp	1	2	2	1	3	2	0	0	-100.0%	3	1	-52.9%

Most recent four-week-period is preliminary

2019-20 STD: 09/29/19 - 03/14/20

2018-19 STD: 09/30/18 - 03/16/19

Source: Nielsen

Orange Juice Categories at xAOC

	Last Year 52 weeks ending 03/16/19	This Year 52 weeks ending 03/14/20
Millions of Gallons		
Total Orange Juice	396.60	389.20
NFC OJ	235.44	226.61
RECON OJ	132.58	135.27
Frozen OJ	15.74	15.13
Shelf Stable OJ	12.85	12.19
Millions of Dollars		
Total Orange Juice	\$2,754.95	\$2,737.17
NFC OJ	\$1,925.84	\$1,917.18
RECON OJ	\$655.82	\$656.16
Frozen OJ	\$78.58	\$75.81
Shelf Stable OJ	\$94.70	\$88.02
Average Price per Gallon		
Total Orange Juice	\$6.95	\$7.03
NFC OJ	\$8.18	\$8.46
RECON OJ	\$4.95	\$4.85
Frozen OJ	\$4.99	\$5.01
Shelf Stable OJ	\$7.37	\$7.22
Percent Share of Gallons		
Total Orange Juice	100.0%	100.0%
NFC OJ	59.4%	58.2%
RECON OJ	33.4%	34.8%
Frozen OJ	4.0%	3.9%
Shelf Stable OJ	3.2%	3.1%
Percent Share of Dollars		
Total Orange Juice	100.0%	100.0%
NFC OJ	69.9%	70.0%
RECON OJ	23.8%	24.0%
Frozen OJ	2.9%	2.8%
Shelf Stable OJ	3.4%	3.2%

Source: Nielsen FDOC Custom Database

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Time Periods: 52 weeks ending 03/14/20 and 52 weeks ending 03/16/19.

Created: 03/24/2020

Grapefruit Juice Categories at xAOC

	Last Year 52 weeks ending 03/16/19	This Year 52 weeks ending 03/14/20
Millions of Gallons		
Total Grapefruit Juice	12.28	11.33
NFC GJ	8.34	7.89
RECON GJ	0.27	0.18
Frozen GJ	0.19	0.46
Shelf Stable GJ	3.47	2.81
Millions of Dollars		
Total Grapefruit Juice	\$96.70	\$95.19
NFC GJ	\$71.94	\$70.65
RECON GJ	\$2.09	\$2.98
Frozen GJ	\$0.90	\$2.10
Shelf Stable GJ	\$21.77	\$19.47
Average Price per Gallon		
Total Grapefruit Juice	\$7.88	\$8.40
NFC GJ	\$8.62	\$8.96
RECON GJ	\$7.73	\$16.82
Frozen GJ	\$4.73	\$4.58
Shelf Stable GJ	\$6.27	\$6.93
Percent Share of Gallons		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	68.0%	69.6%
RECON GJ	2.2%	1.6%
Frozen GJ	1.6%	4.0%
Shelf Stable GJ	28.3%	24.8%
Percent Share of Dollars		
Total Grapefruit Juice	100.0%	100.0%
NFC GJ	74.4%	74.2%
RECON GJ	2.2%	3.1%
Frozen GJ	0.9%	2.2%
Shelf Stable GJ	22.5%	20.4%

Source: Nielsen FDOC Custom Database

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Time Periods: 52 weeks ending 03/14/20 and 52 weeks ending 03/16/19.

Created: 03/24/2020

Orange Juice Sales at xAOC - by Region

		Gallons									
		52 Weeks			52 Weeks YA		4 Weeks Ending 03/14/20			4 Weeks Ending 03/16/19	
		% of Total		% Chg	% of Total		% of Total		% Chg	% of Total	
		52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 03/14/20	% of Total	% Chg	4 Weeks Ending 03/16/19	% of Total
Total US											
	Total Orange Juice	389,201,841		-1.9%	396,598,026		34,851,494		9.8%	31,746,691	
	NFC OJ	226,613,071		-3.7%	235,435,071		20,509,633		9.3%	18,759,731	
	RECON OJ	135,268,381		2.0%	132,576,067		11,743,841		9.4%	10,739,382	
Northeast Region											
	Total Orange Juice	71,296,396	18.3%	-3.5%	73,903,426	18.6%	6,555,271	18.8%	10.1%	5,955,901	18.8%
	NFC OJ	54,736,816	24.2%	-5.0%	57,593,028	24.5%	5,082,340	24.8%	10.0%	4,618,763	24.6%
	RECON OJ	13,504,529	10.0%	3.6%	13,033,296	9.8%	1,150,073	9.8%	7.1%	1,073,446	10.0%
South Region											
	Total Orange Juice	155,166,172	39.9%	-0.8%	156,382,299	39.4%	13,703,319	39.3%	8.9%	12,579,506	39.6%
	NFC OJ	85,837,755	37.9%	-2.9%	88,369,272	37.5%	7,672,514	37.4%	8.8%	7,053,309	37.6%
	RECON OJ	58,451,238	43.2%	3.2%	56,656,686	42.7%	5,029,971	42.8%	8.8%	4,624,170	43.1%
West Region											
	Total Orange Juice	79,357,021	20.4%	-2.7%	81,577,477	20.6%	6,909,385	19.8%	10.3%	6,266,282	19.7%
	NFC OJ	42,836,791	18.9%	-3.0%	44,162,680	18.8%	3,775,101	18.4%	9.6%	3,444,319	18.4%
	RECON OJ	29,566,257	21.9%	-2.0%	30,175,508	22.8%	2,493,785	21.2%	9.9%	2,268,146	21.1%
Midwest Region											
	Total Orange Juice	83,156,894	21.4%	-1.7%	84,600,606	21.3%	7,648,081	21.9%	10.3%	6,934,788	21.8%
	NFC OJ	43,001,824	19.0%	-4.7%	45,107,394	19.2%	3,954,776	19.3%	9.2%	3,622,754	19.3%
	RECON OJ	33,668,790	24.9%	2.8%	32,750,720	24.7%	3,057,129	26.0%	9.9%	2,781,576	25.9%

		Dollars									
		52 Weeks			52 Weeks YA		4 Weeks Ending 03/14/20			4 Weeks Ending 03/16/19	
		% of Total		% Chg	% of Total		% of Total		% Chg	% of Total	
		52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	4 Weeks Ending 03/14/20	% of Total	% Chg	4 Weeks Ending 03/16/19	% of Total
Total US											
	Total Orange Juice	\$2,737,171,837		-0.6%	\$2,754,948,005		\$245,983,641		9.7%	\$224,195,795	
	NFC OJ	\$1,917,178,587		-0.4%	\$1,925,842,640		\$173,979,298		10.5%	\$157,464,313	
	RECON OJ	\$656,160,244		0.1%	\$655,822,448		\$56,444,643		6.5%	\$52,994,924	
Northeast Region											
	Total Orange Juice	\$524,783,237	19.2%	-1.3%	\$531,654,615	19.3%	\$48,081,310	19.5%	10.8%	\$43,394,993	19.4%
	NFC OJ	\$435,495,608	22.7%	-1.6%	\$442,377,113	23.0%	\$40,059,847	23.0%	10.7%	\$36,178,440	23.0%
	RECON OJ	\$69,126,424	10.5%	3.0%	\$67,141,629	10.2%	\$5,927,630	10.5%	9.5%	\$5,413,624	10.2%
South Region											
	Total Orange Juice	\$1,064,400,721	38.9%	-0.1%	\$1,065,693,692	38.7%	\$94,700,191	38.5%	8.5%	\$87,303,461	38.9%
	NFC OJ	\$727,394,691	37.9%	0.0%	\$727,549,813	37.8%	\$65,346,540	37.6%	9.2%	\$59,866,769	38.0%
	RECON OJ	\$270,633,419	41.2%	1.0%	\$267,964,106	40.9%	\$23,174,501	41.1%	6.3%	\$21,797,537	41.1%
West Region											
	Total Orange Juice	\$584,698,841	21.4%	-0.6%	\$588,473,014	21.4%	\$51,663,107	21.0%	11.5%	\$46,320,721	20.7%
	NFC OJ	\$390,445,686	20.4%	0.7%	\$387,813,126	20.1%	\$34,953,810	20.1%	12.5%	\$31,079,609	19.7%
	RECON OJ	\$154,518,037	23.5%	-2.8%	\$158,975,405	24.2%	\$13,031,507	23.1%	8.1%	\$12,055,368	22.7%
Midwest Region											
	Total Orange Juice	\$560,927,298	20.5%	-1.2%	\$567,568,251	20.6%	\$51,237,922	20.8%	9.0%	\$46,999,430	21.0%
	NFC OJ	\$361,571,010	18.9%	-1.3%	\$366,173,535	19.0%	\$33,353,482	19.2%	10.7%	\$30,127,518	19.1%
	RECON OJ	\$161,470,482	24.6%	-0.3%	\$161,995,673	24.7%	\$14,264,442	25.3%	3.7%	\$13,758,839	26.0%

Source: Nielsen Scanning Data

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Created: 03/24/20

Grapefruit Juice Sales at xAOC - by Region

		Gallons									
		52 Weeks		52 Weeks YA		4 Weeks Ending 03/14/20		4 Weeks Ending 03/16/19			
		% of Total	% Chg	% of Total		% of Total	% Chg		% of Total		
Total US											
	Total Grapefruit Juice	11,331,482	-7.7%	12,276,431		942,238	2.4%		920,363		
	NFC GJ	7,887,767	-5.5%	8,344,215		653,491	0.5%		650,190		
	RECON GJ	177,380	-34.5%	270,769		24,876	236.1%		7,401		
Northeast Region											
	Total Grapefruit Juice	2,164,586	19.1%	2,254,603	18.4%	194,087	20.6%	14.1%	170,058	18.5%	
	NFC GJ	1,735,545	22.0%	1,787,887	21.4%	153,896	23.5%	11.6%	137,874	21.2%	
	RECON GJ	46,521	26.2%	18,139	6.7%	6,751	27.1%	531.5%	1,069	14.4%	
South Region											
	Total Grapefruit Juice	4,659,964	41.1%	5,114,839	41.7%	376,681	40.0%	-1.3%	381,805	41.5%	
	NFC GJ	3,158,069	40.0%	3,440,117	41.2%	254,129	38.9%	-3.9%	264,544	40.7%	
	RECON GJ	55,071	31.0%	89,990	33.2%	8,545	34.4%	238.8%	2,522	34.1%	
West Region											
	Total Grapefruit Juice	2,546,570	22.5%	2,772,342	22.6%	206,668	21.9%	2.5%	201,640	21.9%	
	NFC GJ	1,732,888	22.0%	1,795,058	21.5%	138,824	21.2%	-0.3%	139,274	21.4%	
	RECON GJ	47,572	26.8%	103,036	38.1%	4,999	20.1%	115.2%	2,323	31.4%	
Midwest Region											
	Total Grapefruit Juice	1,945,930	17.2%	2,121,180	17.3%	163,243	17.3%	-1.4%	165,528	18.0%	
	NFC GJ	1,242,137	15.7%	1,306,498	15.7%	104,804	16.0%	-2.0%	106,965	16.5%	
	RECON GJ	29,502	16.6%	59,594	22.0%	4,606	18.5%	210.2%	1,485	20.1%	

		Dollars									
		52 Weeks		52 Weeks YA		4 Weeks Ending 03/14/20		4 Weeks Ending 03/16/19			
		52 Weeks	% of Total	% Chg	52 Weeks YA	% of Total	% of Total	% Chg	% of Total		
Total US											
	Total Grapefruit Juice	\$95,193,582		-1.6%	\$96,699,376		\$8,156,239	8.4%		\$7,524,502	
	NFC GJ	\$70,648,504		-1.8%	\$71,937,744		\$5,916,605	3.3%		\$5,729,673	
	RECON GJ	\$2,983,881		42.5%	\$2,093,761		\$510,673	454.7%		\$92,067	
Northeast Region											
	Total Grapefruit Juice	\$18,875,391	19.8%	4.2%	\$18,117,383	18.7%	\$1,734,223	21.3%	25.6%	\$1,381,016	18.4%
	NFC GJ	\$15,386,055	21.8%	2.5%	\$15,013,042	20.9%	\$1,357,845	22.9%	17.1%	\$1,159,173	20.2%
	RECON GJ	\$810,956	27.2%	609.8%	\$114,244	5.5%	\$145,659	28.5%	1571.4%	\$8,715	9.5%
South Region											
	Total Grapefruit Juice	\$37,738,723	39.6%	-4.1%	\$39,355,106	40.7%	\$3,134,263	38.4%	1.4%	\$3,091,543	41.1%
	NFC GJ	\$27,704,882	39.2%	-5.1%	\$29,201,349	40.6%	\$2,246,361	38.0%	-4.1%	\$2,342,862	40.9%
	RECON GJ	\$909,208	30.5%	31.5%	\$691,400	33.0%	\$174,585	34.2%	452.9%	\$31,577	34.3%
West Region											
	Total Grapefruit Juice	\$22,765,293	23.9%	-1.7%	\$23,152,869	23.9%	\$1,921,014	23.6%	10.0%	\$1,745,618	23.2%
	NFC GJ	\$16,580,828	23.5%	-0.6%	\$16,675,825	23.2%	\$1,379,511	23.3%	5.8%	\$1,303,936	22.8%
	RECON GJ	\$751,309	25.2%	-11.4%	\$847,531	40.5%	\$93,503	18.3%	212.3%	\$29,942	32.5%
Midwest Region											
	Total Grapefruit Juice	\$15,658,484	16.4%	-1.8%	\$15,940,916	16.5%	\$1,349,932	16.6%	4.6%	\$1,291,105	17.2%
	NFC GJ	\$10,766,083	15.2%	-1.2%	\$10,899,509	15.2%	\$913,395	15.4%	0.8%	\$906,420	15.8%
	RECON GJ	\$539,406	18.1%	22.5%	\$440,420	21.0%	\$97,595	19.1%	347.6%	\$21,802	23.7%

Source: Nielsen Scanning Data

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