

FCOJ Update  
July 16, 2007

As we move through summer, the futures market continues at absurdly low levels, while in the real world the supply and availability of processed Florida orange juice remains tight!

The USDA issued its final crop estimate for the 2006-07 season at 128.9M boxes, which really represents the actual orange harvest. The ten year orange crop totals, demonstrates how seriously the state of Florida was damaged from hurricanes in the past three years. The USDA Report, July 12, 2007, documents the smallest harvest in 17 years. On that same day, orange juice futures declined.

Next month we will receive some unofficial crop estimates for the 2007-08 season. Sometimes these come close to the later USDA report in October and in the case of Dreyfus' estimate last year, they were very far off the mark. Florida is the second major source of orange juice, therefore, forthcoming projections for the state are important to the total commodity production.

As news of happenings in our industry develop, we will pass these along. For the most part, current spot pricing for bulk FCOJ/OM remains in the \$1.80s with All-Florida concentrate well over \$2.00 pps, if available.