

International Movement of Fresh Florida Citrus

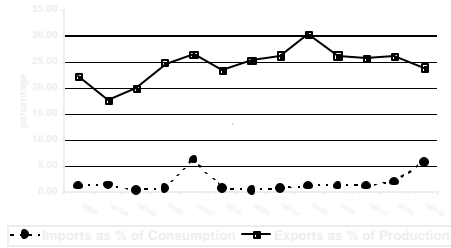
39th Annual Citrus Packinghouse Day
August 17, 2000



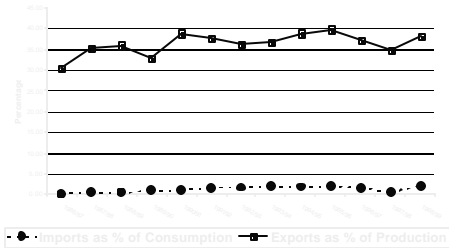
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U.S. Oranges



U.S. Grapefruit



Fresh Florida Citrus: An Increasingly Export Oriented Industry

Percentage of Product Exported

1984/85 - 1989/90 1990/91 - 1994/95 1995/96 - 1999/00

Grapefruit	44.0	51.0	58.0
Oranges	7.0	9.2	9.6
Specialty		4.1	5.2

Where are the Customers?

Percentage of Exports Shipped 1999/2000 season

	Canada	EU	Japan	Pacific Rim	Other
Grapefruit	11	32	53	4	<1
Oranges	68	1	2	29	<1
Temples	97				3
Tangelo	100				
Honeybell	79		2		18
Tangerine	91				9

Challenges and Opportunities

China

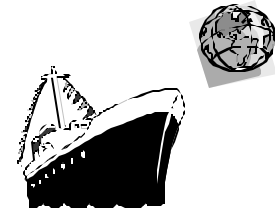
India

Philippines

Argentina

Australia

Mexico



Others?