International Movement of Fresh Florida Citrus

39th Annual Citrus Packinghouse Day
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U.S. Oranges

Imports as % of Consumption
Exports as % of Production

U.S. Grapefruit

Imports as % of Consumption
Exports as % of Production

Fresh Florida Citrus: An Increasingly Export Oriented Industry

Percentage of Product Exported
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

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>EU</th>
<th>Japan</th>
<th>Pacific Rim</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grapefruit</td>
<td>11</td>
<td>32</td>
<td>53</td>
<td>4</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Oranges</td>
<td>68</td>
<td>1</td>
<td>2</td>
<td>29</td>
<td>&lt;1</td>
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<tr>
<td>Temples</td>
<td>97</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
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<tr>
<td>Tangelo</td>
<td>100</td>
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<tr>
<td>Honeybell</td>
<td>79</td>
<td>2</td>
<td></td>
<td>18</td>
<td></td>
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<tr>
<td>Tangerine</td>
<td>91</td>
<td></td>
<td></td>
<td>9</td>
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</tr>
</tbody>
</table>

Challenges and Opportunities

China
India
Philippines
Argentina
Australia
Mexico
Others?