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## J apan

## Citrus

## Annual

2003

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## Report Highlights:

While harvest area declined approximately 2 percent, increased production efficiency increased Japanese Mikan (tangerine) production $2 \%$ to an estimated 1.15 million metric tons (MT) in 2003. U.S. orange exports rebounded $16 \%$ to 90,955 metric tons after the previous season's poor weather. Tokyo traders expect good U.S. orange sales in 2003/04 with the reported good quality crop. Florida citrus products had a successful year in 2002/03, supplying high quality products with exceptionally good flavor. Florida ran out of grapefruit in early June 2003, a month earlier than normal, limiting total volume. Japan's summer market for lemons was over stocked from increased supplies from Chile, South Africa and Australia, and cool weather. Argentine made the first shipment of citrus products to Japan in summer 2003. The Japanese citrus juice market was fairly stable except for a 4.5 percent increase in grapefruit juice sales in 2002.

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2003 Mikan Production Up Marginally to 1.15 Million Tons


The 2003 Japanese Unshu Mikan (tangerine) production is estimated at 1.15 million metric tons (MT), up approximately 2 percent from the previous season. Harvest area for Mikans in 2003 is 53,900 hectors, down approximately 2 percent from the previous year.

Japan enjoyed an on-year Mikan crop this season with good fruit settings in the spring; however, the crop has many small sized fruits, due to cold summer weather. Sales started in October with the early crop varieties, but have been fairly slow because of relatively poor fruit quality, according to Tokyo traders. In early November, the average wholesale price of Mikans, mostly early crop varieties, was \$1.51* (166 yen) per kilogram, down approximately 13 percent from the same period last year. In some cases, Mikans were traded at $\$ 9.59$ ( 1,050 yen) for a $10-\mathrm{KG}$ box at Tokyo's Ohta Wholesale Market. At Tokyo supermarkets, they retailed at $\$ 5.29$ ( 580 yen) for a bag of 6 large sized Mikans, \$4.38 (480 yen) for a bag of 10 medium sized fruit, and $\$ 3.47$ ( 380 yen) for a bag of 12 small sized fruit.

In late May, the Ministry of Agriculture, Forestry and Fisheries (MAFF) released the 2003 production-marketing guidelines for Mikans to maintain an ordered market. According to the guidelines, the target production was 1.15 million metric tons (MT) in 2003, with 860,000 MT for fresh consumption and 165,000 MT for processing. The guideline indicated 135,000 MT for juice processing and $30,000 \mathrm{MT}$ for canning. Mikan grower's culling excess fruit production to meet the target production. Approximately 75 percent of Mikans will be marketed before the end of year, with the rest sold next year. Harvest of late crop varieties, Iyokan and Hassaku, will start in January with an estimated production of 109,000 MT and 58,000 MT, respectively.

* The exchange rate of 109.45 yen per dollar is based on the Nikkei News quote on November 25, 2003.


## Mikan Farmers Continue to Receive Heavy Price Subsidies

Approximately 60 percent of Mikan farmers became recipients of the Ministry of Agriculture, Forestry and Fisheries' (MAFF) 2002 price subsidy program. The new price subsidy program, called the "Fruit Farm Management Stabilization Measure," is targeted towards apples and mikans. Under this program, when the market price drops below a pre-determined base price, farmers receive subsidies of $80 \%$ of the difference between the market price and the base price. The base price is the previous six-year average of wholesale prices for each Prefecture. This program started in 2001.

J apanese I mports of U.S. Oranges Up 16 Percent in 2002


J apan imported 90,955 metric tons of U.S. oranges in the 2002 marketing season, up approximately 16 percent from the previous season. J apanese market for navels and Valencia oranges rebounded from 2001 when California orange production was damaged by poor weather conditions. The CIF value for the 2002 season was $\$ 74.83$ million. In the 2002 season, the quality of U.S. oranges was excellent in terms of taste and looks. J apanese traders hope for a similarly good crop in 2003.

## U.S. Orange Products Face Increased Competitions

The United States supplies fresh oranges to the Japanese market all year round; however, competitors from other countries such as South Africa, Australia and Chile are increasing their exports to Japan and the U.S. share is declining, down $4 \%$ from the previous year to 74.8 percent in 2002 . The South African share was 10.8 percent in 2002 , up 2.7 points from the previous year. The Australian and Chilean shares were 8.4 and 5.6 percent in 2002, up 1.9 and 1.6 points from the previous year, respectively.

## J apanese Traders Expect Good U.S. Navel Sales

Reportedly, there is a high quality U.S. navel crop this season, with the first shipment expected to arrive in J apan in mid-December. Top quality U.S. navel oranges usually marketed as a premium gift during Japan's year-end "Oseibo" gift-giving. U.S. navel orange sales do continue until April, when U.S. Valencia sales start. Japanese traders are slightly concerned about the sales of U.S. navel oranges this season because the current J apanese Mikan market is fairly slow. The Japanese Mikan market usually provides sales momentum to the U.S. navel market. Japanese Mikan sales started in late September.

On November 21, California Valencia oranges were trading at the Tokyo Ohta Wholesale Market at $\$ 22.84$ ( 2,500 yen) for a $17-\mathrm{kg}$ carton for sizes 56 and 72 ( 56 and 72 oranges in 17 -kg carton, respectively), $\$ 20.10$ ( 2,200 yen) for size 88 , and $\$ 16.44$ ( 1,800 yen) for size 113.

## Florida Citrus Products Sold Out One Month Earlier in 2002



In the 2002/03 season, Florida citrus products were very successfully marketed in Japan, supplying high quality products with exceptionally good taste and looks. Florida supplied 10,042,393 cartons (175,707 MT) of white and colored grapefruit to J apan, approximately one million cartons (17,500 MT) less than the previous year. Florida grapefruit sales experienced a slightly slow start in fall 2002 due to the strong shipment of J apanese Mikan tangerines; however, sales quickly picked up in early spring 2003, at the
end of the domestic citrus season. Florida's high quality products suited Japanese consumer preferences, until the supply ran out in early June 2003, approximately one month earlier than normal. South African grapefruit benefited from Japan's heated grapefruit market in June 2003.

## Florida Citrus Industry Plans Successful 2003/ 04 Marketing Year

The Florida Department of Citrus (FDOC) introduced the 2003/04 marketing plan to J apanese traders in November. The main focus of the plan is to increase grapefruit sales by increasing consumer awareness of "Florida" as the best quality citrus producer, and the plan includes the following objectives:

- To increase grapefruit consumptions in early part of the season (January through March) through retail promotions,
- To encourage sales of small sized or/and secondary grade grapefruit, such as fruit with poor appearance but good flavor by promoting home-squeezed grapefruit juice,
- To increase grapefruit consumption in the food service sector by promoting grapefruit juice and cocktails,
- To encourage grapefruit consumptions among young women by promoting grapefruit's diet and health benefits, and
- To increase sales of citrus products by promoting cross-merchandizing programs with food processors for cocktails, salad dressings, and cereals.

Florida's new crop grapefruit arrived the Japanese market in October with premium prices, and were traded at Tokyo Wholesale Market at $\$ 31.97$ ( 3,500 yen) for a 17.5 kg carton of large sized fruit, $\$ 30.15$ ( 3,300 yen) for medium sized fruit, and $\$ 28.32$ ( 3,100 yen) for small sized fruit. In mid-November, Japanese traders sufficiently filled their distribution channels with Florida grapefruit and the market prices stabilized. On November 28, Florida grapefruits were trading at $\$ 25.58$ ( 2,800 yen) for a 17.5 kg carton for sizes 27,32 and 36 (27, 32 and 36 grapefruit per carton, respectively), $\$ 23.75$ ( 2,600 yen) for size 40, and $\$ 22.84$ ( 2,500 yen) for size 48. Ruby grapefruit were trading a little higher than white ones due to the higher demand for ruby grapefruit. Tokyo supermarkets sold Florida grapefruit (white and ruby) at $\$ 1.16$ (128 yen) per fruit in mid-November.

## I srael to I ncrease Exports of Sweeties to J apan in 2003



Israel plans to export 650,000 cartons ( 11,050 MT) of Sweeties to Japan in the 2003/04 season, up approximately 12.8 percent from the previous season. Fierce competitions from California Oroblanco and Florida grapefruit have pushed sales of Sweeties down since 1997, when their sales peaked at 1,779,851 cartons ( 30,257 MT). Israel shipped only 576,261 cartons (9,796 MT) of Sweeties to Japan in 2002. Israel intends to regain export sales to Japan this season with improved fruit quality, including guaranteeing fruit Brix levels over 10 degrees, according to Tokyo traders. Approximately 60 percent of the shipment has medium sized fruit, sizes 32 ( 32 fruit per $17-\mathrm{kg}$ carton) and 36 , with the rest sizes 24 and 40 . The new crop arrived in Japan on November 14 and was trading at Tokyo Wholesale Market at \$18.27 - $\$ 21.01$ ( $2,000-2,300$ yen) for a 17 kg carton, according to Ohta Market traders. Tokyo supermarkets plan to sell them at $\$ 1.37$ (150 yen) per fruit, focusing on young women clients. Sweetie sales will continue until January.

## J apan's Lemon Stocks at Higher Levels in 2003

Sales of fresh lemons were fairly slow in summer 2003, with the nation's stock levels holding at around 350,000 cartons ( $5,950 \mathrm{MT}$ ), due largely to the cold summer weather. Southern Hemisphere suppliers such as Chile and South Africa were key market players in the Japanese summer lemon market. Chile surpassed U.S. exports, by volume, during the summer season, with 13,570 MT from June through September 2003. South Africa doubled lemon exports to 8,437 MT in 2003. In early summer when fresh lemons were in higher demand, California and Chile lemons were trading at Tokyo Wholesale Market at \$36.54$\$ 38.37$ ( $4,000-4,200$ yen) for a 17 kg carton for size 140 ( 140 lemons per carton, a common lemon fruit size). On November 28, U.S. Arizona lemons were trading at $\$ 29.23$ ( 3,200 yen) per $17-\mathrm{kg}$ carton for size 95 ( 95 lemons per carton), $\$ 27.40$ ( 3,000 yen) for size 115 , and $\$ 25.58$ ( 2,800 yen) for sizes 140 and 165 . Currently, the nation's lemon stock is 230,000 cartons ( $3,910 \mathrm{MT}$ ), a normal level for the season. In late November, Tokyo supermarkets sold Chile lemons at $\$ 1.44$ ( 158 yen) for a bag of two medium sized fruit. U.S. lemons retailed at similar prices.

## Argentine Citrus Products Débuted in the Japanese Market in Summer 2003

The first shipment of Argentine citrus products arrived in Japan in mid-August, after the government of Japan lifted its import ban on lemons, grapefruit and Valencia oranges in April 2003. All citrus products from Argentina are subject to cold treatment for Mediterranean fruit flies before arriving in Japan. The Argentine products arrived in Japan in August and September with 701 MT of lemons, 23 MT of oranges and 22 MT of grapefruits; however, Japanese industry noted the products decayed quickly after arriving in Japan, limiting marketing opportunities. Cold treatment and 45-days of ocean surface transportation were the main cause for the product decay. Argentine lemons initially traded at Tokyo Ohta Wholesale Market at around $\$ 27.40$ ( 3,000 yen) per $17-\mathrm{kg}$ carton for sizes 95 and 115, but were discounted a couple of weeks after arrival. Future growth opportunities for Argentine citrus products in Japan depend on whether fruit quality problems can be resolved.

## I mports of Concentrated Orange J uice Steady



Japan imported 96,575 MT (65 degree Brix) of orange juice in the 2002 season, a similar level to the previous season. Japanese orange juice consumption as well as other fruit juices has been fairly stable, since consumer preference began trending towards non-sugarcontent beverages, such as Japanese green tea, Chinese tea and black tea. Brazil continues to be a dominant supplier of concentrated orange juice to J apan, with over 85 percent of the market. Although Brazil's orange production has been unstable, Brazil increased its shipments to J apan by 11.2 percent to 82,154 MT ( 65 degree Brix) in 2002, costing U.S. orange juice exports to Japan. The United States exported 7,398 MT to Japan in 2002, valued at $\$ 13.06$ million (CIF).

## J apanese Grapefruit J uice Market Gained 4.5 Percent in 2002



It had been fairly difficult to market small sized grapefruit for table consumption in J apan until 2001. In 2001, the Florida citrus industry created a new market for them, using fresh squeezed grapefruit juice mixed with Japanese vodka to make Chuhai, a big hit in Japanese style pubrestaurants. Chuhai drinks are now available in cans and bottles, building demand for grapefruit juice. Japan imported 31,272 MT (45 degree Brix) of grapefruit juice in the 2002 season, with the United States supplying over 61 percent at 19,122 MT, valued at $\$ 30.33$ million ( CIF ).

J apan Continues to I mpose High I mport Duties on Citrus Products
All duties are charged on a CIF basis. These duties are not subject to further reductions outside the next round of WTO negotiations. The applicable import duties for citrus products are as follows:

| TARIFF CODE (HS) | DESCRIPTION | DUTY RATE <br> (\%) |
| :---: | :---: | :---: |
| 0805.10-000 | Fresh Orange, Imports during the December-May period | 32 \% |
|  | Fresh Orange, Imports during the June-November period | 16 \% |
| 0805.40-000 | Fresh Grapefruit | 10 \% |
| 0805.30-010 | Fresh Lemon | Free |
| 2009.11-110 | Orange J uice, Frozen, Containing added sugar, Not more than $10 \%$ by weight of sucrose, naturally and artificially contained | 25.5 \% |
| 2009.11-190 | Orange J uice, Frozen, Containing added sugar, Other | $29.8 \%$ or 23 yen/kg, whichever is the greater |
| 2009.11-210 | Orange J uice, Frozen, Not containing added sugar, Not more than $10 \%$ by weight of sucrose | 21.3 \% |
| 2009.11-290 | Orange J uice, Frozen, Not containing added sugar, Other | 25.5 \% |
| 2009.12-110 | Orange Juice, Not frozen, of a Brix value not exceeding 20, Containing added sugar, Not more than $10 \%$ by weight of sucrose, naturally and artificially contained | 25.5 \% |
| 2009.12-190 | Orange Juice, Not frozen, of a Brix value not exceeding 20, Containing added sugar, Other | $29.8 \%$ or 23 yen/kg, whichever is the greater |
| 2009.12-210 | Orange Juice, Not frozen, of a Brix value not exceeding 20, Not containing added sugar, Not more than $10 \%$ by weight of sucrose | 21.3 \% |
| 2009.12-290 | Orange Juice, Not frozen, of a Brix value not exceeding 20, Not containing added sugar, Other | 25.5 \% |
| 2009.19-110 | Orange Juice, Other, Containing added sugar, Not more than 10\% by weight of sucrose, naturally and artificially contained | 25.5 \% |
| 2009.19-190 | Orange Juice, Other, Containing added sugar, | 29.8\% or 23 yen $/ \mathrm{kg}$, |


|  | Other | whichever is the greater |
| :---: | :---: | :---: |
| 2009.19-210 | Orange Juice, Other, Not containing added sugar, Not more than $10 \%$ by weight of sucrose | 21.3 \% |
| 2009.19-290 | Orange Juice, Other, Not containing added sugar, Other | 25.5 \% |
| 2009.21-110 | Grapefruit Juice, Of a Brix value not exceeding 20, Containing added sugar, Not more than $10 \%$ by weight of sucrose, naturally and artificially contained | 23 \% |
| 2009.21-190 | Grapefruit Juice, Of a Brix value not exceeding 20, Containing added sugar, Other | $29.8 \%$ or 23 yen $/ \mathrm{kg}$, whichever is the greater |
| 2009.21-210 | Grapefruit Juice, Other, Not more than 10\% by weight of sucrose | 19.1 \% |
| 2009.21-290 | Grapefruit Juice, Other, Other | 25.5 \% |
| 2009.29-110 | Grapefruit Juice, Other, Containing added sugar, Not more than $10 \%$ by weight of sucrose, naturally and artificially contained | 23 \% |
| 2009.29-190 | Grapefruit Juice, Other, Containing added sugar, Other | $29.8 \%$ or 23 yen $/ \mathrm{kg}$, whichever is the greater |
| 2009.29-210 | Grapefruit Juice, Other, Other, Not more than $10 \%$ by weight of sucrose | 19.1 \% |
| 2009.29-290 | Grapefruit J uice, Other, Other, Other | 25.5 \% |
| 2009.31-211 | Lemon Juice, Of a Brix value not exceeding 20, Not containing added sugar, Not more than $10 \%$ by weight of sucrose | 6 \% |
| 2009.39-211 | Lemon Juice, Of a Brix value exceeding 20, Not containing added sugar, Not more than $10 \%$ by weight of sucrose | 6 \% |

PS\&D Tables and Trade Matrices

## Fresh Orange PS\&D Table

## PSD Table

| Country | Japan |
| :--- | :--- |
|  | Fresh |
|  | Orange |

Commodity
s

|  | 2001 USDA Official [Old] | Revised Post Estimate [New] | $\begin{gathered} 2002 \\ \text { USDA } \\ \text { Official } \\ \text { [Old] } \end{gathered}$ | Estimate Post Estimate [New] | $\begin{gathered} 2003 \\ \text { USDA } \\ \text { Official } \\ \text { [OId] } \end{gathered}$ | Forecast Post Estimate [New] |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Market Year Begin |  | 10/2001 |  | 10/2002 |  | 10/2003 |
| Area Planted | 1330 | 1330 | 1260 | 1260 | 0 | 1210 |
| Area Harvested | 1330 | 1330 | 1260 | 1260 | 0 | 1210 |
| Bearing Trees | 798 | 798 | 756 | 756 | 0 | 726 |
| Non-Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL No. Of Trees | 798 | 798 | 756 | 756 | 0 | 726 |
| Production | 18 | 18 | 17 | 17 | 0 | 15 |
| Imports | 99 | 99 | 110 | 121 | 0 | 120 |
| TOTAL SUPPLY | 117 | 117 | 127 | 138 | 0 | 135 |
| Exports | 0 | 0 | 0 | 0 | 0 | 0 |
| Fresh Dom. Consumption | 115 | 115 | 125 | 136 | 0 | 133 |
| Processing | 2 | 2 | 2 | 2 | 0 | 2 |
| TOTAL DISTRIBUTION | 117 | 117 | 127 | 138 | 0 | 135 |

## Orange J uice PS\&D Table

## PSD Table

| Country | Japan |  |  | $\begin{aligned} & 65 \text { Degrees } \\ & \text { Brix } \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Juice, Orange |  |  |  | (MT) |  |
|  | 2001 | Revised | 2002 | Estimate | 2003 | Forecast |
|  | USDA | Post | USDA | Post | USDA | Post |
|  | Official [OId] | Estimate [New] | Official [OId] | Estimate [New] | Official [OId] | Estimate [New] |
| Market Year Begin |  | 10/2001 |  | 10/2002 |  | 10/2003 |
| Deliv. To Processors | 2 | 2 | 2 | 2 | 0 | 2 |
| Beginning Stocks | 15000 | 15000 | 15000 | 15000 | 15000 | 15000 |
| Production | 200 | 200 | 200 | 200 | 0 | 200 |
| Imports | 96629 | 96629 | 95000 | 96575 | 0 | 96000 |
| TOTAL SUPPLY | 111829 | 111829 | 110200 | 111775 | 15000 | 111200 |
| Exports | 0 | 0 | 0 | 0 | 0 | 0 |
| Domestic Consumption | 96829 | 96829 | 95200 | 96775 | 0 | 96200 |
| Ending Stocks | 15000 | 15000 | 15000 | 15000 | 0 | 15000 |
| TOTAL DISTRIBUTION | 111829 | 111829 | 110200 | 111775 | 0 | 111200 |

Fresh Orange Import Trade Matrix

## Import <br> Trade <br> Matrix

Country
Japan
Fresh
Commodity
Time Period Imports for:
U.S.

Oranges

| Oct.-Sept. | Units: |
| :---: | :---: |
| 2001 | Metric Tons <br> 78393 |
|  | $\mathbf{2 0 0 2}$ |

Others Others

| South Africa | 8114 | South Africa | 13118 |
| :---: | :---: | :---: | :---: |
| Australia | 6501 | Australia | 10158 |
| Chile | 3973 | Chile | 6779 |
| Spain | 1648 | Swaziland | 194 |
| Mexico | 391 | Mexico | 167 |
| Swaziland | 241 | New Zealand | 139 |
| New Zealand | 99 | Argentina | 23 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total for Others | 20967 |  | 30578 |
| Others not Listed | 3 |  | 0 |
| Grand Total | 99363 |  | 121534 |

Orange J uice I mport Trade Matrix
Import
Trade
Matrix
Country Japan
Juice,
Commodity Orange

| Time Period Imports for: U.S. Others | Units: | Metric Tons |
| :---: | :---: | :---: |
|  |  | 2002 |
|  | 12395 U.S. | 7398 |
|  | Others |  |
| Brazil | 73848 Brazil | 82154 |
| Mexico | 3945Mexico | 1730 |
| Italy | 3050 Belize | 1575 |
| Belize | 1457 Italy | 1299 |
| Australia | 759Australia | 992 |
| Spain | 248 Israel | 418 |
| Israel | 217 Spain | 294 |
| Canada | 145 Canada | 157 |
| Cuba | 129 Netherland | 156 |
| South Korea | 111 South Korea | 129 |
| Total for Others | 83909 | 88904 |
| Others not Listed | 325 | 273 |
| Grand Total | 96629 | 96575 |

Fresh Orange Wholesale Price Table
Prices
Table
Country Japan
Commodity Fresh Oranges


## PSD Table

|  | 2001 | Revised |
| :---: | :---: | :---: |
|  | USDA | Post |
| Estimate | USDA | Official |
| Official [Old] | [New] | [Old] |
| Market Year Begin |  | $10 / 2001$ |


| 0 | 0 | 0 |
| ---: | ---: | ---: |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 0 | 0 | 0 |
| 277 | 277 | 300 |
| 277 | 277 | 300 |
| 0 | 0 | 0 |
| 277 | 277 | 300 |
| 0 | 0 | 0 |
| 277 | 277 | 300 |

Country
Commodity

Area Planted
Area Harvested
Bearing Trees
Non-Bearing Trees
TOTAL No. Of Trees
Production
Japan
Fresh Grapefr uit
Commodity
Market Year Begin

Imports
TOTAL SUPPLY
Exports
Fresh Dom. Consumption
Processing
TOTAL DISTRIBUTION

| (HECTARE |  |  |
| :---: | :---: | :---: |
|  | S)(1000 |  |
|  | TREES)(10 |  |
|  | $00 \mathrm{MT})$ |  |
| Estimate | 2003 | Forecast |
| Post | USDA | Post |
| Estimate | Official | Estimate |
| [New] | [OId] | [New] |
| 10/2002 |  | $10 / 2003$ |


| 0 | 0 | 0 | 0 |
| ---: | ---: | ---: | ---: |
| 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 |
| 300 | 272 | 0 | 275 |
| 300 | 272 | 0 | 275 |
| 0 | 0 | 0 | 0 |
| 300 | 272 | 0 | 275 |
| 0 | 0 | 0 | 0 |
| 300 | 272 | 0 | 275 |

## Grapefruit J uice PS\&D Table

## PSD Table

| Country Commodity | Japan Juice, Grapefr uit |  |  |  | MT) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | USDA <br> Official <br> [OId] | Revised Post Estimate [New] | $\begin{gathered} 2002 \\ \text { USDA } \\ \text { Official } \\ \text { [Old] } \end{gathered}$ | Estimate Post Estimate [New] | $\begin{aligned} & 2003 \\ & \text { USDA } \\ & \text { Official } \\ & \text { [OId] } \end{aligned}$ | Forecast Post Estimate [New] |
| Market Year Begin |  | 10/2001 |  | 10/2002 |  | 10/2003 |
| Deliv. To Processors | 0 | 0 | 0 | 0 | 0 | 0 |
| Beginning Stocks | 2000 | 2000 | 1000 | 1000 | 1000 | 1000 |
| Production | 0 | 0 | 0 | 0 | 0 | 0 |
| Imports | 29925 | 29925 | 32000 | 31272 | 0 | 32000 |
| TOTAL SUPPLY | 31925 | 31925 | 33000 | 32272 | 1000 | 33000 |
| Exports | 0 | 0 | 0 | 0 | 0 | 0 |
| Domestic Consumption | 30925 | 30925 | 32000 | 31272 | 0 | 32000 |
| Ending Stocks | 1000 | 1000 | 1000 | 1000 | 0 | 1000 |
| TOTAL DISTRIBUTION | 31925 | 31925 | 33000 | 32272 | 0 | 33000 |

Fresh Grapefruit I mport Trade Matrix

## Import <br> Trade <br> Matrix

| Country | Japan |
| :--- | :--- |
|  | Fresh |
|  | Grapefrui |

## Commodity t

Time Period Imports for:
U.S.

| Oct.-Sept. | Units: |
| :---: | :---: |
| 2001 |  |
| 209262 | Metric Tons |
|  | $\mathbf{2 0 0 2}$ |

Others
Others

| South Africa | 52548 | South Africa | 65330 |
| :--- | ---: | :--- | ---: |
| Israel | 9907 | Israel | 7718 |
| Swaziland | 5009 | Swaziland | 4893 |
| Cuba | 75 | Chile | 153 |
| Chile | 41 | Argentina | 23 |
|  |  | Cuba | 19 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Total for Others
Others not Listed
Grand Total

| 67580 |
| ---: |
| 276843 |

78136

| 1 |
| ---: |
| 272494 |

Grapefruit J uice I mport Trade Matrix

## Import <br> Trade <br> Matrix

Country Japan
Juice,
Grapefrui

## Commodity

Time Period
Imports for:
U.S.

| Oct.-Sept. | Units: |
| :---: | :---: |
| 2001 |  |
| 20119 | U.S. |


| Others |  |  |
| :--- | :---: | ---: |
| Israel | $7022 \mid$ Israel | 9724 |
| Cuba | 1010 | Cuba |


| Total for Others | 9702 | 12121 |
| :--- | ---: | ---: |
| Others not Listed | 104 |  |
|  | 29925 | 31272 |

Fresh Grapefruit Wholesale Price Table

## Prices

Table
Country
Japan

Prices in
Fresh Grapefruit


## PSD Table

Country Japan

| Commodity | Fresh Lemons | S)(1000 TREES)(10 00 MT ) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2001 | Revised Post | $\begin{gathered} 2002 \\ \text { USDA } \end{gathered}$ | Estimate Post | $\begin{gathered} 2003 \\ \text { USDA } \end{gathered}$ | Forecast Post |
|  | USDA <br> Official [OId] | Estimate [New] | Official [Old] | Estimate [New] | Official [Old] | Estimate [New] |
| Market Year Begin |  | 10/2001 |  | 10/2002 |  | 10/2003 |
| Area Planted | 0 | 0 | 0 | 0 | 0 | 0 |
| Area Harvested | 0 | 0 | 0 | 0 | 0 | 0 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non-Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL No. Of Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Production | 2 | 2 | 2 | 2 | 0 | 2 |
| Imports | 89 | 89 | 90 | 89 | 0 | 90 |
| TOTAL SUPPLY | 91 | 91 | 92 | 91 | 0 | 92 |
| Exports | 0 | 0 | 0 | 0 | 0 | 0 |
| Fresh Dom. Consumption | 91 | 91 | 92 | 91 | 0 | 92 |
| Processing | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL DISTRIBUTION | 91 | 91 | 92 | 91 | 0 | 92 |

## Lemon J uice PS\&D Table

## PSD Table

Country
Commodity

Japan Juice, Commodity Lemon

| Market Year Begin |  | Revised Post Estimate [New] 10/2001 | $\begin{gathered} 2002 \\ \text { USDA } \\ \text { Official } \\ \text { [Old] } \end{gathered}$ | Estimate Post Estimate [New] 10/2002 | $\begin{aligned} & 2003 \\ & \text { USDA } \\ & \text { Official } \\ & \text { [Old] } \end{aligned}$ | Forecast Post Estimate [New] 10/2003 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Deliv. To Processors | 0 | 0 | 0 | 0 | 0 | 0 |
| Beginning Stocks | 2000 | 2000 | 1500 | 1500 | 1500 | 500 |
| Production | 0 | 0 | 0 | 0 | 0 | 0 |
| Imports | 12506 | 12506 | 13500 | 9995 | 0 | 12000 |
| TOTAL SUPPLY | 14506 | 14506 | 15000 | 11495 | 1500 | 12500 |
| Exports | 0 | 0 | 0 | 0 | 0 | 0 |
| Domestic Consumption | 13006 | 13006 | 13500 | 10995 | 0 | 11000 |
| Ending Stocks | 1500 | 1500 | 1500 | 500 | 0 | 1500 |
| TOTAL DISTRIBUTION | 14506 | 14506 | 15000 | 11495 | 0 | 12500 |

Fresh Lemon I mport Trade Matrix
Import
Trade
Matrix
Country Japan
Fresh
Commodity Lemons

| Time Period | Oct.-Sept. | Units: | Metric Tons |
| :---: | :---: | :---: | :---: |
| Imports for: | 2001 |  | 2002 |
| U.S. | 65165 |  | 63524 |
| Others |  | Others |  |
| Chile | 15766 | Chile | 13960 |
| South Africa | 4141 | South Africa | 8437 |
| Australia | 2267 | Australia | 1259 |
| New Zealand | 1421 | New Zealand | 1050 |
| Spain | 207 | Argentina | 701 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total for Others | 23802 |  | 25407 |
| Others not Listed | 2 |  | 0 |
| Grand Total | 88969 |  | 88931 |

## Lemon J uice I mport Trade Matrix

Import
Trade
Matrix
Country Japan
Juice,
Commodity Lemon

| Time Period Imports for: U.S. <br> Others | Oct.-Sept. | Units: | Metric Tons |
| :---: | :---: | :---: | :---: |
|  | 2001 |  | 2002 |
|  | 591 | U.S. | 577 |
|  |  | Others |  |
| Israel | 5066 | Israel | 4056 |
| Italy | 3814 | Argentina | 2409 |
| Argentina | 2782 | Italy | 2244 |
| Chile | 191 | Brazil | 374 |
| Spain | 47 | Spain | 313 |
|  |  | Chile | 22 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total for Others Others not Listed Grand Total | 11900 |  | 9418 |
|  | 15 |  | 0 |
|  | 12506 |  | 9995 |

Fresh Lemon Wholesale Price Table

## Prices <br> Table

Country
Commodity
Japan

Prices in

Year
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Fresh Lemons
Yen per uom KG

| 2002 | 2003 | \% Change |
| :---: | :---: | :---: |
| 216 | 210 | -3\% |
| 212 | 192 | -9\% |
| 199 | 169 | -15\% |
| 202 | 198 | -2\% |
| 245 | 260 | 6\% |
| 311 | 235 | -24\% |
| 318 | 213 | -33\% |
| 251 | 194 | -23\% |
| 192 |  | -100\% |
| 214 |  | -100\% |
| 267 |  | -100\% |
| 230 |  | -100\% |

Exchange Rate
Date of Quote

|  | Local |
| ---: | :--- |
| Currency/US |  |
| 109.37 | $\$$ |
|  | MM/DD/YYY |
| $11 / 10 / 2003$ | $Y$ |

## Fresh Tangerine PS\&D Table

## PSD Table

| Country Commodity | Japan <br> Fresh <br> Tangeri nes |  |  |  | $\begin{aligned} & \text { (HECTAR } \\ & \text { ES)(1000 } \\ & \text { TREES)( } \\ & 1000 \text { MT) } \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $2001$ | Revised Post Estimate [New] | $\begin{gathered} 2002 \\ \text { USDA } \\ \text { Official } \\ \text { [Old] } \end{gathered}$ | Estimate Post Estimate [New] | 2003 <br> USDA <br> Official <br> [OId] | Forecast Post Estimate [New] |
| Market Year Begin |  | 10/2001 |  | 10/2002 |  | 10/2003 |
| Area Planted | 71350 | 71350 | 69430 | 69430 | 0 | 67630 |
| Area Harvested | 67750 | 67750 | 66070 | 65970 | 0 | 64430 |
| Bearing Trees | 40650 | 40650 | 39642 | 39582 | 0 | 38658 |
| Non-Bearing Trees | 6480 | 6480 | 6048 | 6228 | 0 | 5760 |
| TOTAL No. Of Trees | 47130 | 47130 | 45690 | 45810 | 0 | 44418 |
| Production | 1527 | 1527 | 1376 | 1332 | 0 | 1317 |
| Imports | 10 | 10 | 10 | 10 | 0 | 10 |
| TOTAL SUPPLY | 1537 | 1537 | 1386 | 1342 | 0 | 1327 |
| Exports | 5 | 5 | 5 | 5 | 0 | 5 |
| Fresh Dom. Consumption | 1404 | 1404 | 1271 | 1217 | 0 | 1157 |
| Processing | 128 | 128 | 110 | 120 | 0 | 165 |
| TOTAL DISTRIBUTION | 1537 | 1537 | 1386 | 1342 | 0 | 1327 |

Tangerine Juice PS\&D Table

## PSD Table

Country
Commodity


Deliv. To Processors
Beginning Stocks
Production 9800
Imports 0
$\begin{array}{lr}\text { TOTAL SUPPLY } & 13800 \\ \text { Exports }\end{array}$
Domestic Consumption
Ending Stocks
TOTAL DISTRIBUTION

Japan Juice, Tangeri ne
2001
USDA
Official
[Old]

| Revised | 2002 |
| :---: | :---: |
| Post | USDA |
| Estimate | Official |
| [New] | [Old] |
| 102001 |  |

## Fresh Tangerine Export Trade Matrix

Export
Trade
Matrix
Country Japan
Fresh
Tangerine
Commodity s
Time Period
Exports for:
U.S.


Others
Others

| Canada | 4667 | Canada | 4850 |
| :--- | ---: | ---: | ---: |
| Hong Kong | 122 | Hong Kong | 119 |
| North Korea | 106 Guam | 30 |  |
| Singapore | 33 | Singapore | 26 |
| Guam | 30 | Taiwan | 17 |
| Northern Mariana | 28 | Northern Mariana | 12 |
| Malaysia | 4 | Malaysia | 3 |
|  |  | North Korea | 2 |
|  |  |  |  |
|  |  |  |  |


| Total for Others | 4990 | 5059 |
| :--- | ---: | ---: |
|  | 8 | 7 |
| Gthers not Listed | 5290 | 5066 |

Fresh Tangerine I mport Trade Matrix

## Import <br> Trade <br> Matrix

Country Japan
Fresh
Tangerin
Commodityes

| Time Period | Oct.-Sept. | Units: | Metric Tons |
| :---: | :---: | :---: | :---: |
| Imports for: | 2001 |  | 2002 |
| U.S. | 5252 | U.S. | 6444 |
| Others |  | Others |  |
| Chile | 2348 | Chile | 1253 |
| Australia | 1292 | Australia | 1183 |
| New Zealand | 834 | New Zealand | 885 |
| South Korea | 300 | South Korea | 194 |
| Taiwan | 56 | Taiwan | 57 |
| China | 10 |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total for Others | 4840 |  | 3572 |
| Others not Listed | 2 |  | 1 |
| Grand Total | 10094 |  | 10017 |

## Fresh Tangerine Wholesale Price Table

## Prices

Table
Country $\begin{gathered}\text { Japan } \\ \text { Fresh }\end{gathered}$
Commodity Tangerines

| Prices in | Yen | nom | KG |
| :---: | :---: | :---: | :---: |
| Year | 2002 | 2003 | \% Change |
| Jan | 126 | 143 | 13\% |
| Feb | 137 | 150 | 9\% |
| Mar | 145 | 162 | 12\% |
| Apr | 258 | 399 | 55\% |
| May | 970 | 1063 | 10\% |
| Jun | 831 | 743 | -11\% |
| Jul | 656 | 650 | -1\% |
| Aug | 597 | 648 | 9\% |
| Sep | 348 |  | -100\% |
| Oct | 150 |  | -100\% |
| Nov | 169 |  | -100\% |
| Dec | 172 |  | -100\% |
| Exchange Rate Date of Quote | 1109.37 | ency/US \$ DD/YYYY |  |

Fresh Citrus, Other PS\&D Table

## PSD Table

| Country | Japan |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Fresh (HECTARE |  |  |  |  |  |
|  | Citrus |  |  |  | S)(1000 |  |
|  | Other 00 MT ) |  |  |  |  |  |
| Commodity |  |  |  |  |  |  |
|  | 2001 | Revised | 2002 | Estimate | 2003 | Forecast |
|  |  | Post | USDA | Post | USDA | Post |
|  | USDA | Estimate | Official | Estimate | Official | Estimate |
|  | Official [OId] | [New] | [Old] | [New] | [OId] | [New] |
| Market Year Begin |  | 10/2001 |  | 10/2002 |  | 10/2003 |
| Area Planted | 4140 | 4140 | 3980 | 3980 | 0 | 3850 |
| Area Harvested | 4100 | 4100 | 3940 | 3970 | 0 | 3840 |
| Bearing Trees | 2460 | 2460 | 2364 | 2382 | 0 | 2304 |
| Non-Bearing Trees | 72 | 72 | 72 | 18 | 0 | 18 |
| TOTAL No. Of Trees | 2532 | 2532 | 2436 | 2400 | 0 | 2322 |
| Production | 86 | 86 | 88 | 82 | 0 | 77 |
| Imports | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL SUPPLY | 86 | 86 | 88 | 82 | 0 | 77 |
| Exports | 0 | 0 | 0 | 0 | 0 | 0 |
| Fresh Dom. Consumption | - 83 | 83 | 85 | 79 | 0 | 74 |
| Processing | 3 | 3 | 3 | 3 | 0 | 0 |
| TOTAL DISTRIBUTION | 86 | 86 | 88 | 82 | 0 | 077 |

Fresh Citrus, Other Wholesale Price Table
Prices
Table
Country
Japan
Fresh
Commodity Citrus,Other
Prices in
Yen per uom
KG

| Year | 2002 | 2003 | \% Change |
| :---: | :---: | :---: | :---: |
| Jan | 194 | 190 | -2\% |
| Feb | 163 | 165 | 1\% |
| Mar | 135 | 149 | 10\% |
| Apr | 116 | 140 | 21\% |
| May | 126 | 142 | 13\% |
| Jun | 117 | 129 | 10\% |
| Jul | 80 | 98 | 23\% |
| Aug | 78 | 89 | 14\% |
| Sep | 61 |  | -100\% |
| Oct | 86 |  | -100\% |
| Nov | 282 |  | -100\% |
| Dec | 230 |  | -100\% |



