



Citrus Marketing Forum



08 May 2014

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For Reference:

Product	Standard Carton Mass	# of Cartons per Pallet
Grapefruit	15 kg	56
Lemons	15 kg	80
Oranges - Navels	15 kg	70
Oranges - Valencias	15 kg	80
Soft Citrus	15 kg	70

Destination Region Layout

Reporting Region	Country
Africa	RWANDA
	SOUTH AFRICA
Asia	BANGLADESH
	BRUNEI DARUSSALAM
	CHINA
	GEORGIA
	INDIA
	INDONESIA
	MALAYSIA
	PHILIPPINES
	REPUBLIC OF KOREA (SOUTH)
	SRI LANKA
	THAILAND
	TONGA
	VIETNAM
Atlantic Ocean Isle	CAPE VERDE
	FIJI
	ST HELENA
Australia	AUSTRALIA
Central Africa	ALGERIA
	BOTSWANA
	BURUNDI
	CAMEROON
	DEMOCRATIC REP OF CONGO
	EQUATORIAL GUINEA
	MALAWI
	SAO TOME AND PRINCIPE
Central America	ARGENTINA
Central Europe	AUSTRIA
	BRUNEI DARUSSALAM
	CROATIA (local name Hrvatska)
	CZECH REPUBLIC

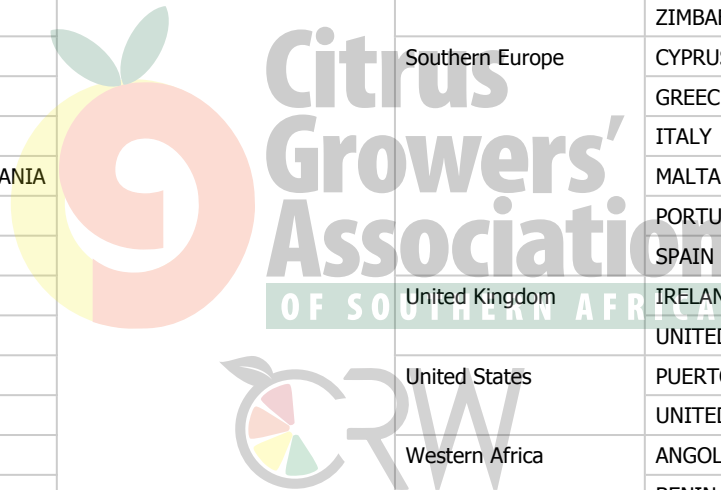
Reporting Region	Country
Middle East	AZERBAIJAN
	BAHRAIN
	IRAN (ISLAMIC REPUBLIC OF)
	ISRAEL
	JORDAN
	KUWAIT
	LEBANON
	OMAN
	PAKISTAN
	QATAR
	SAUDI ARABIA
	SYRIAN ARAB REPUBLIC
	TURKEY
	UNITED ARAB EMIRATES
	UZBEKISTAN
	YEMEN
New Zealand	NEW ZEALAND
North America (Canada)	CANADA
	MEXICO
Northern Africa	EGYPT
	LIBYAN ARAB JAMAHIRIYA
	MOROCCO
	TUNISIA
Northern Europe	BELGIUM
	DENMARK
	FINLAND
	GERMANY
	NETHERLANDS
	NORWAY
Russia	RUSSIAN FEDERATION
South America	BRAZIL
	CHILE
	CUBA



Destination Region Layout

Reporting Region	Country
Central Europe	ESTONIA
	GEORGIA
	LUXEMBOURG
	POLAND
	SLOVENIA
	SWEDEN
	SWITZERLAND
Eastern Africa	DJIBOUTI
	ETHIOPIA
	KENYA
	SOMALIA
	SUDAN
	UGANDA
	UNITED REPUBLIC OF TANZANIA
Eastern Europe	BULGARIA
	LATVIA
	LITHUANIA
	ROMANIA
	UKRAINE
European Union	NETHERLANDS
Far East	HONG KONG
	JAPAN
	SINGAPORE
	TAIWAN
Indian Ocean Island	COMOROS
	MADAGASCAR
	MALDIVES
	MAURITIUS
	MAYOTTE
	REUNION
	SEYCHELLES
Middle East	AZERBAIJAN
	BAHRAIN

Reporting Region	Country
South America	PARAGUAY
	PERU
	URUGUAY
	VENEZUELA
Southern Africa	LESOTHO
	MOZAMBIQUE
	SOUTH AFRICA
	SWAZILAND
	ZAMBIA
Southern Europe	ZIMBABWE
	CYPRUS
United Kingdom	GREECE
	ITALY
	MALTA
	PORTUGAL
	SPAIN
United States	IRELAND
	UNITED KINGDOM
Western Africa	PUERTO RICO
	UNITED STATES
Western Europe	ANGOLA
	BENIN
	CONGO (REPUBLIC OF)
	COTE D'IVOIRE
	GABON
	GHANA
	MAURITANIA
	NAMIBIA
	NIGERIA
	SENEGAL
SIERRA LEONE	
TOGO	
FRANCE	



Destination Region Layout

Reporting Region	Country
Middle East	IRAN (ISLAMIC REPUBLIC OF)
	ISRAEL
	JORDAN
	KUWAIT
	LEBANON
	OMAN
	PAKISTAN
	QATAR
	SAUDI ARABIA
	SYRIAN ARAB REPUBLIC
	TURKEY
	UNITED ARAB EMIRATES
	UZBEKISTAN
	YEMEN
New Zealand	NEW ZEALAND
North America (Canada)	CANADA
	MEXICO
Northern Africa	EGYPT
	LIBYAN ARAB JAMAHIRIYA
	MOROCCO
	TUNISIA
Northern Europe	BELGIUM
	DENMARK
	FINLAND
	GERMANY
	NETHERLANDS
	NORWAY
Russia	RUSSIAN FEDERATION
South America	BRAZIL
	CHILE
	CUBA
	PARAGUAY
	PERU



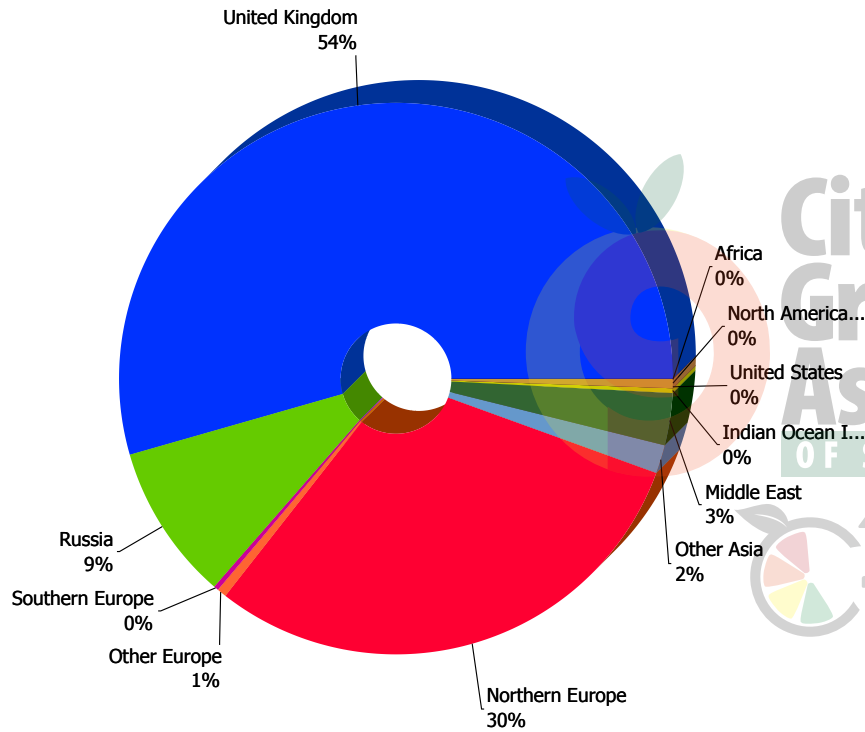
Destination Region Layout

Reporting Region	Country
South America	URUGUAY
	VENEZUELA
Southern Africa	LESOTHO
	MOZAMBIQUE
	SOUTH AFRICA
	SWAZILAND
	ZAMBIA
	ZIMBABWE
Southern Europe	CYPRUS
	GREECE
	ITALY
	MALTA
	PORTUGAL
	SPAIN
United Kingdom	IRELAND
	UNITED KINGDOM
United States	PUERTO RICO
	UNITED STATES
Western Africa	ANGOLA
	BENIN
	CONGO (REPUBLIC OF)
	COTE D'IVOIRE
	GABON
	GHANA
	MAURITANIA
	NAMIBIA
	NIGERIA
	SENEGAL
	SIERRA LEONE
	TOGO
Western Europe	FRANCE

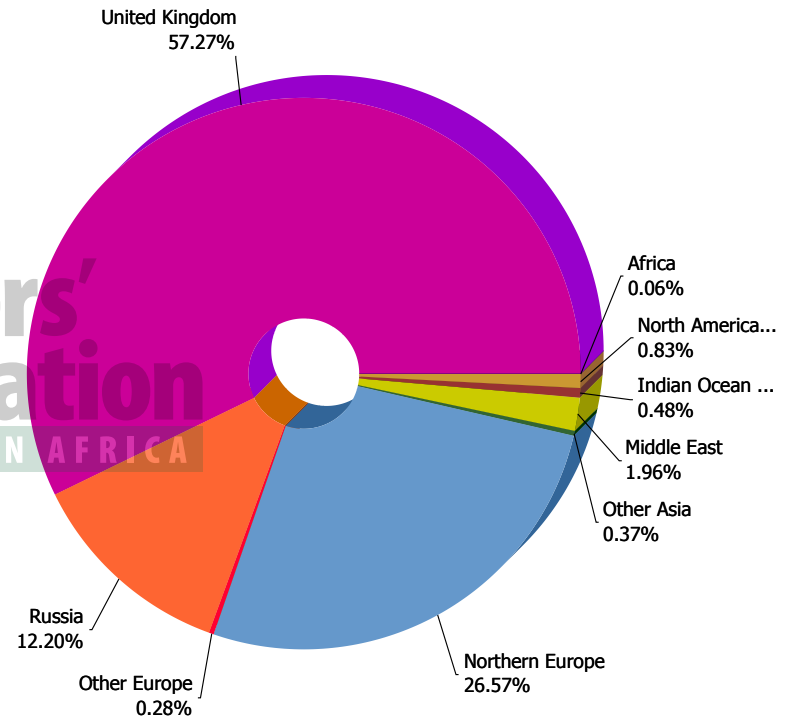


Soft Citrus Exported: Current Season vs Previous Season

Current Season (YTD)



Previous Season (YTD)

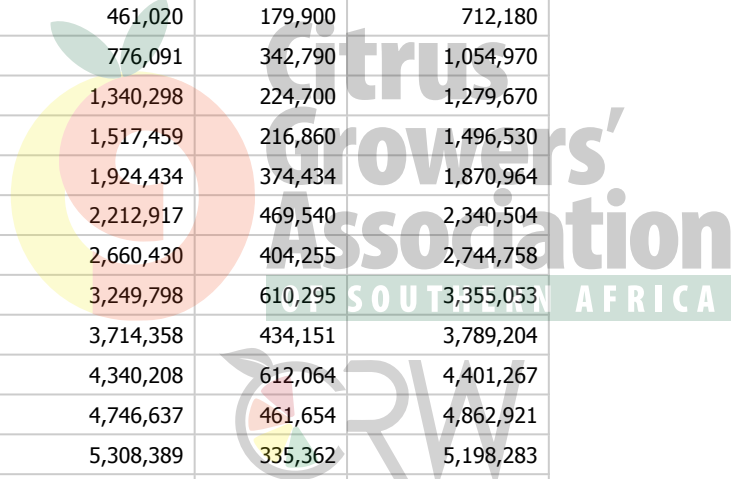


Citrus Growers' Association OF SOUTHERN AFRICA



Soft Citrus Exported to All Markets: Current Season vs Previous Season

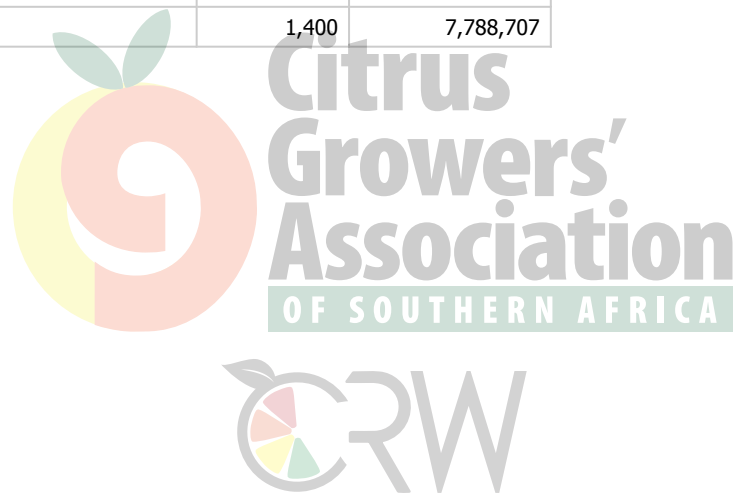
Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
5			700	700		
9	2,800	2,800				
10	4,200	7,000	5,600	6,300	4,200	4,200
11	8,750	15,750	12,600	18,900	21,070	25,270
12	10,010	25,760	32,200	51,100	96,740	122,010
13	60,986	86,746	109,410	160,510	142,800	264,810
14	240,138	326,883	230,510	391,020	267,470	532,280
15	338,590	665,473	70,000	461,020	179,900	712,180
16	197,680	863,153	315,071	776,091	342,790	1,054,970
17	570,239	1,433,392	564,207	1,340,298	224,700	1,279,670
18	238,248	1,671,640	177,161	1,517,459	216,860	1,496,530
19			406,975	1,924,434	374,434	1,870,964
20			288,483	2,212,917	469,540	2,340,504
21			447,513	2,660,430	404,255	2,744,758
22			589,368	3,249,798	610,295	3,355,053
23			464,560	3,714,358	434,151	3,789,204
24			625,850	4,340,208	612,064	4,401,267
25			406,429	4,746,637	461,654	4,862,921
26			561,752	5,308,389	335,362	5,198,283
27			272,915	5,581,304	260,135	5,458,418
28			228,590	5,809,894	110,224	5,568,642
29			107,691	5,917,585	173,235	5,741,877
30			261,467	6,179,052	227,137	5,969,014
31			273,522	6,452,574	231,546	6,200,561
32			253,560	6,706,133	211,864	6,412,424
33			238,440	6,944,573	239,790	6,652,214
34			426,021	7,370,595	230,360	6,882,574
35			262,294	7,632,889	364,735	7,247,309
36			274,584	7,907,472	159,920	7,407,229
37			169,795	8,077,267	127,521	7,534,750
38			203,783	8,281,050	152,797	7,687,547



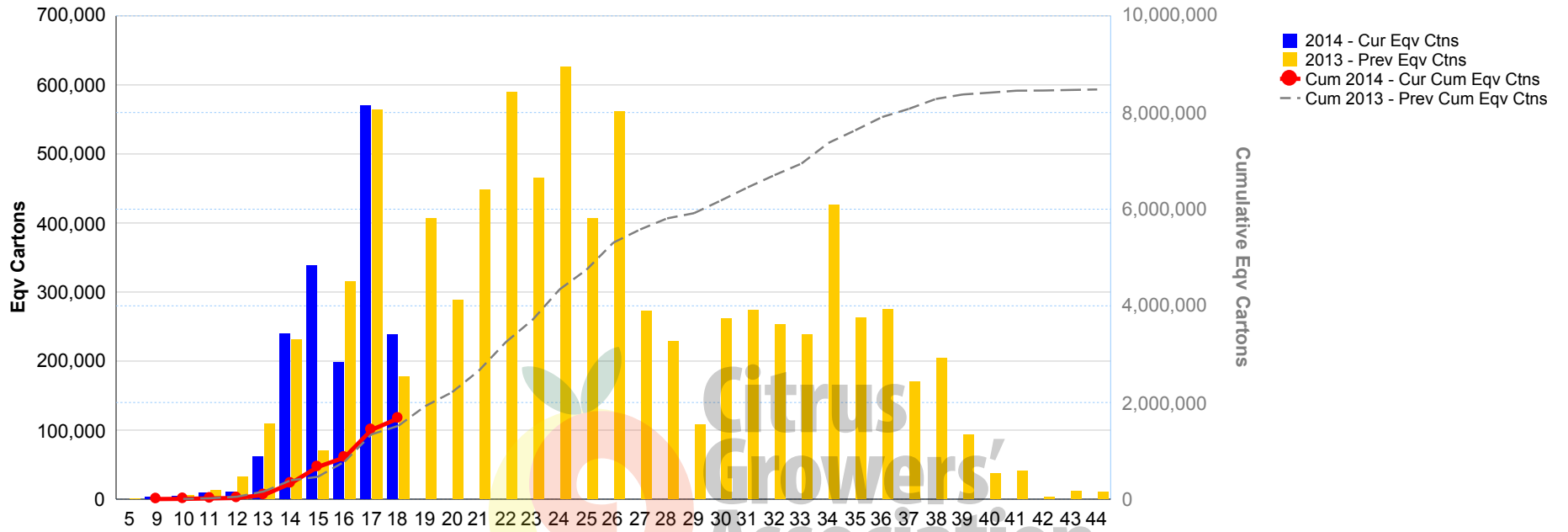
Soft Citrus Exported to All Markets: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
39			93,019	8,374,069	49,280	7,736,827
40			37,349	8,411,417	45,393	7,782,220
41			41,008	8,452,426	529	7,782,748
42			3,229	8,455,655		
43			11,505	8,467,160	1,960	7,784,708
44			9,940	8,477,100	1,309	7,786,018
46					1,289	7,787,307
51					1,400	7,788,707

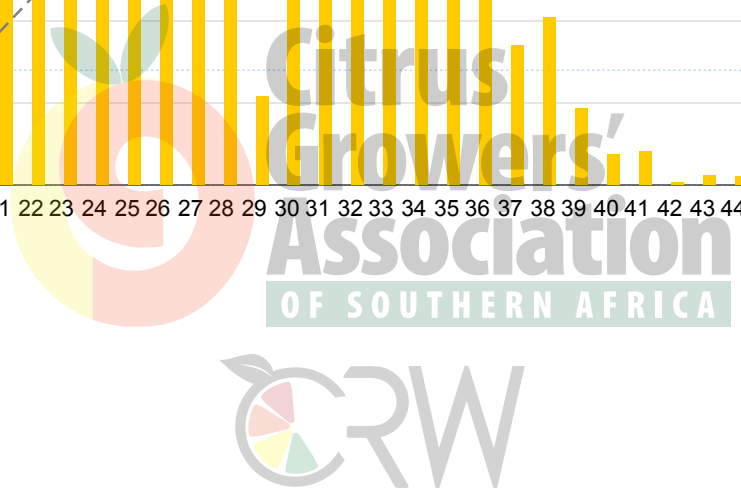
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Soft Citrus Exported to All Markets: Current Season vs Previous Season



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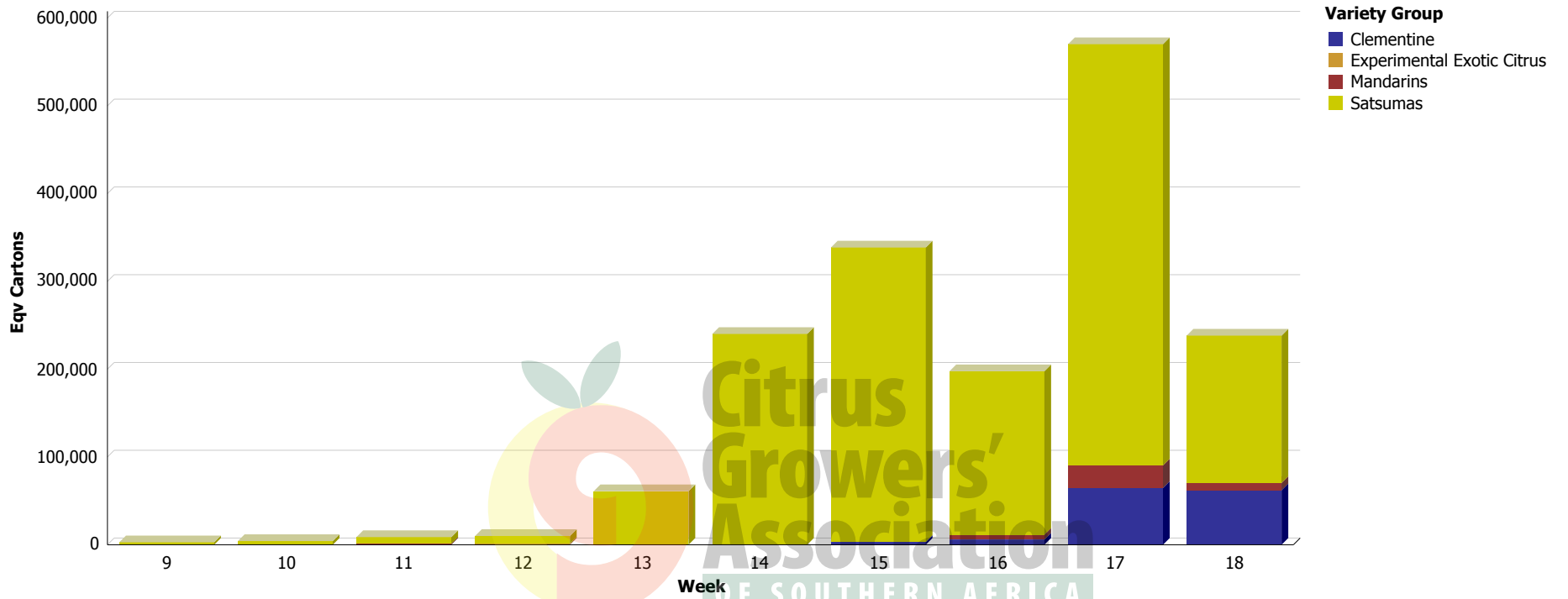


Soft Citrus Exported to All Markets: Current Season per Week, Variety and Destination

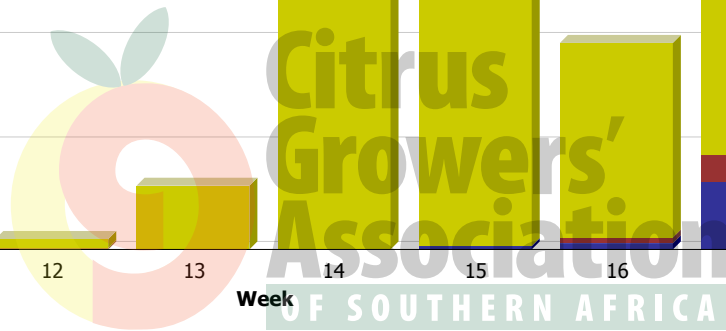
Eqv Ctns By Year Week and Variety Group			Asia	Central Europe	Eastern Europe	Far East	Indian Ocean Island	Middle East	North America (Canada)	Northern Europe	Russia	Southern Europe	United Kingdom	Western Africa	Region Total	
2014	9	Satsumas											2,800		2,800	
		Weekly Total												2,800		2,800
	10	Satsumas												4,200		4,200
		Weekly Total												4,200		4,200
	11	Mandarins												1,190		1,190
		Satsumas												7,560		7,560
		Weekly Total												8,750		8,750
	12	Experimental Exotic Citrus												1,400		1,400
		Satsumas												8,610		8,610
		Weekly Total												10,010		10,010
	13	Satsumas									8,400	4,146		48,440		60,986
		Weekly Total									8,400	4,146		48,440		60,986
	14	Satsumas		1,400					4,200		69,128	7,000		158,410		240,138
		Weekly Total		1,400					4,200		69,128	7,000		158,410		240,138
	15	Clementine		437										2,800		3,237
		Satsumas		2,363				1,400	7,070		101,570	36,820	1,400	184,730		335,353
		Weekly Total		2,800				1,400	7,070		101,570	36,820	1,400	187,530		338,590
	16	Clementine							2,800		210			2,800		5,810
		Mandarins				5,600										5,600
		Satsumas		2,800					15,470	1,400	49,140	38,220		79,240		186,270
Weekly Total			2,800		5,600			15,470	4,200	49,350	38,220		82,040		197,680	
17	Clementine									26,321	210		38,220		64,751	
	Mandarins	4,124			13,090					2,800			5,600		25,614	
	Satsumas		1,400					12,600		137,631	79,380	1,400	247,464		479,875	
	Weekly Total	4,124	1,400		13,090			12,600		166,752	79,590	1,400	291,284		570,239	
18	Clementine							7,000	2,800	9,987			42,263	140	62,190	
	Mandarins	315			2,232			3,150					2,590		8,288	
	Satsumas			1,400		4,410	2,800			39,052	21,000		97,667	1,441	167,770	
	Weekly Total	315		1,400	2,232	4,410	12,950		2,800	49,039	21,000		142,520	1,581	238,248	
Total			4,439	8,400	1,400	20,922	5,810	52,290	7,000	444,238	186,776	2,800	935,984	1,581	1,671,640	

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Soft Citrus Exported to All Markets: Current Season per Week and Variety

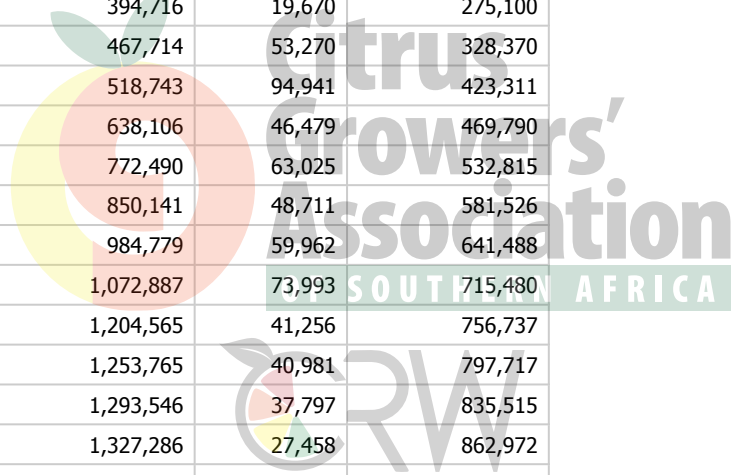


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Soft Citrus Exported to Northern Europe: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
11			2,800	2,800	2,870	2,870
12			7,000	9,800	18,200	21,070
13	8,400	8,400	22,400	32,200	22,470	43,540
14	69,128	77,528	74,200	106,400	50,750	94,290
15	101,570	179,098	22,400	128,800	43,610	137,900
16	49,350	228,448	99,470	228,270	81,060	218,960
17	166,752	395,199	144,396	372,666	36,470	255,430
18	49,039	444,238	22,050	394,716	19,670	275,100
19			72,998	467,714	53,270	328,370
20			51,029	518,743	94,941	423,311
21			119,363	638,106	46,479	469,790
22			134,383	772,490	63,025	532,815
23			77,652	850,141	48,711	581,526
24			134,638	984,779	59,962	641,488
25			88,108	1,072,887	73,993	715,480
26			131,678	1,204,565	41,256	756,737
27			49,200	1,253,765	40,981	797,717
28			39,781	1,293,546	37,797	835,515
29			33,740	1,327,286	27,458	862,972
30			83,454	1,410,739	75,578	938,551
31			78,020	1,488,760	75,764	1,014,314
32			77,639	1,566,398	69,530	1,083,844
33			74,787	1,641,185	76,279	1,160,124
34			127,987	1,769,172	69,101	1,229,224
35			102,468	1,871,640	143,949	1,373,173
36			116,367	1,988,007	35,046	1,408,219
37			39,296	2,027,302	36,057	1,444,275
38			61,851	2,089,154	36,627	1,480,902
39			22,927	2,112,081	7,420	1,488,322
40			4,340	2,116,421	12,879	1,501,201
41			2,495	2,118,916		

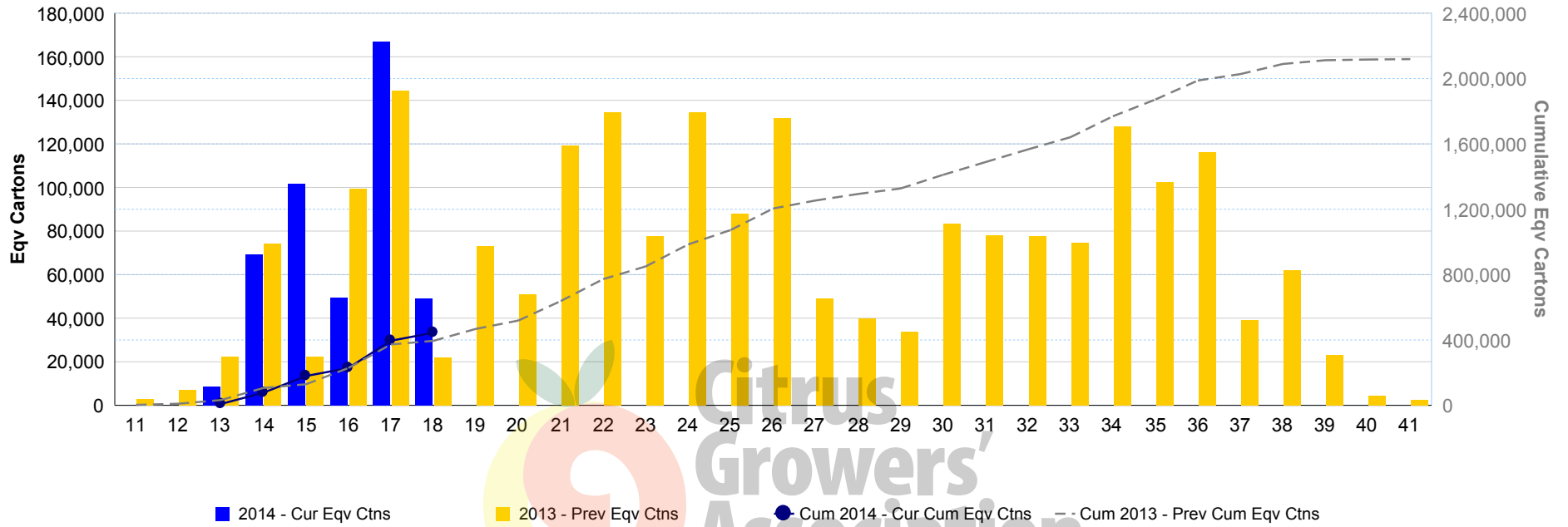


Soft Citrus Exported to Northern Europe: Current Season vs Previous Season

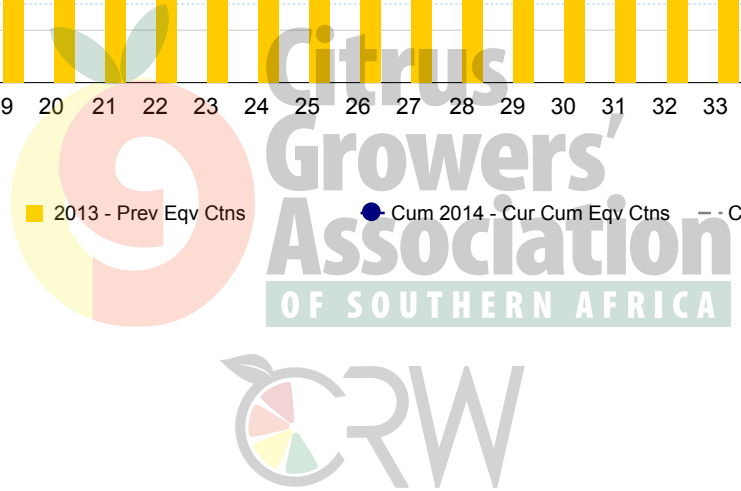
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Soft Citrus Exported to Northern Europe: Current Season vs Previous Season

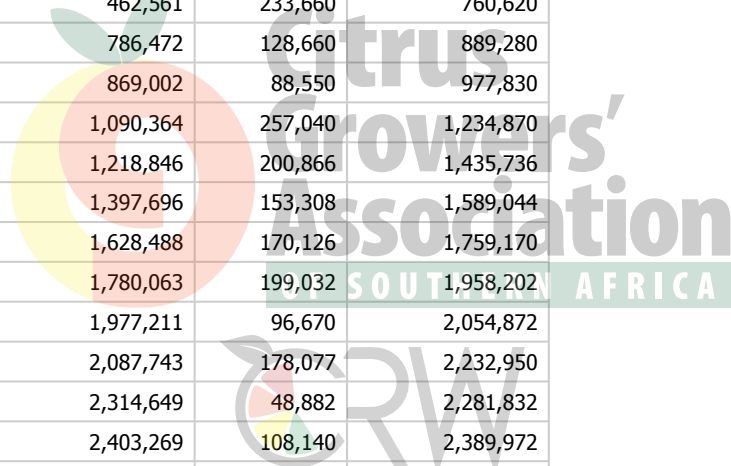


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Soft Citrus Exported to the UK: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
9	2,800	2,800				
10	4,200	7,000	5,600	5,600	4,200	4,200
11	8,750	15,750	9,800	15,400	16,800	21,000
12	10,010	25,760	22,400	37,800	74,340	95,340
13	48,440	74,200	81,410	119,210	110,530	205,870
14	157,010	231,210	149,310	268,520	192,500	398,370
15	177,730	408,940	36,400	304,920	128,590	526,960
16	80,640	489,580	157,641	462,561	233,660	760,620
17	284,284	773,864	323,911	786,472	128,660	889,280
18	135,520	909,384	82,530	869,002	88,550	977,830
19			221,363	1,090,364	257,040	1,234,870
20			128,482	1,218,846	200,866	1,435,736
21			178,850	1,397,696	153,308	1,589,044
22			230,792	1,628,488	170,126	1,759,170
23			151,575	1,780,063	199,032	1,958,202
24			197,149	1,977,211	96,670	2,054,872
25			110,532	2,087,743	178,077	2,232,950
26			226,906	2,314,649	48,882	2,281,832
27			88,621	2,403,269	108,140	2,389,972
28			92,120	2,495,389	33,178	2,423,150
29			12,981	2,508,371	47,899	2,471,048
30			114,663	2,623,034	67,943	2,538,992
31			98,828	2,721,862	93,428	2,632,420
32			82,251	2,804,113	68,844	2,701,263
33			44,800	2,848,913	103,714	2,804,977
34			159,279	3,008,192	92,398	2,897,374
35			75,797	3,083,990	143,619	3,040,993
36			73,838	3,157,827	71,820	3,112,814
37			52,227	3,210,055	37,089	3,149,902
38			67,782	3,277,836	44,302	3,194,204
39			32,138	3,309,974	2,800	3,197,004



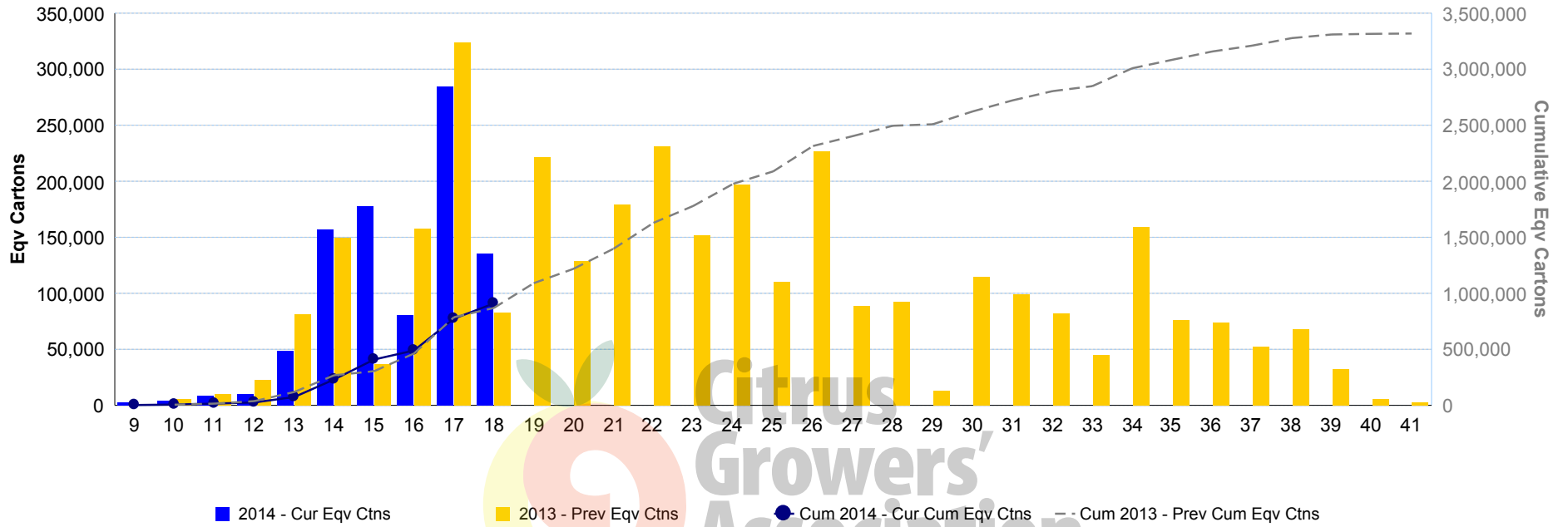
Soft Citrus Exported to the UK: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
40			5,600	3,315,574	18,827	3,215,831
41			2,800	3,318,374		

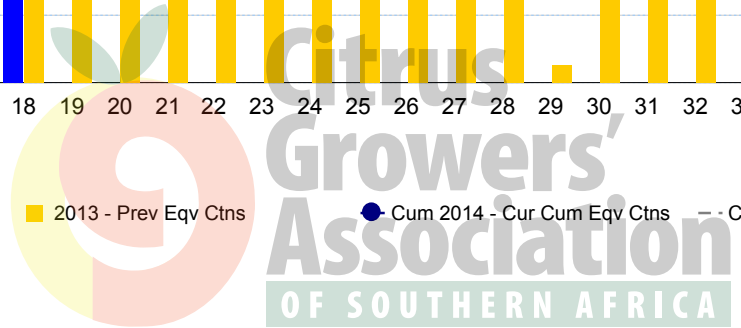
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Soft Citrus Exported to the UK: Current Season vs Previous Season



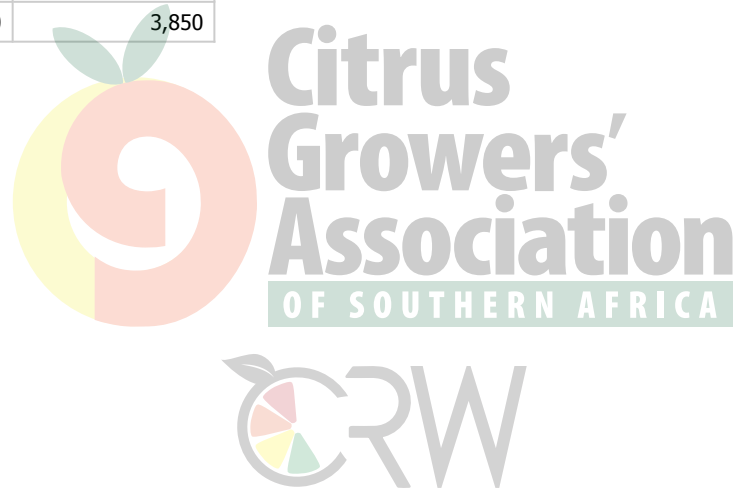
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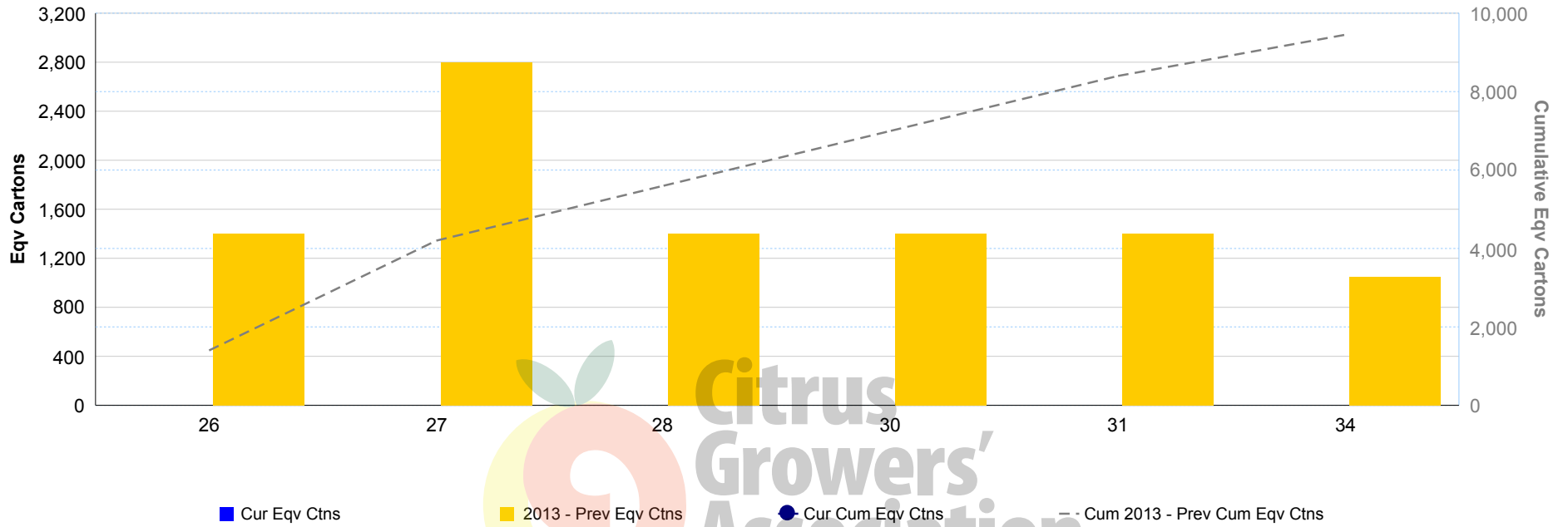
Soft Citrus Exported to the China : Current Season vs Previous Season

Week	2013		2012	
	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
26	1,400	1,400		
27	2,800	4,200		
28	1,400	5,600	700	700
29			2,800	3,500
30	1,400	7,000		
31	1,400	8,400		
34	1,050	9,450		
35			350	3,850

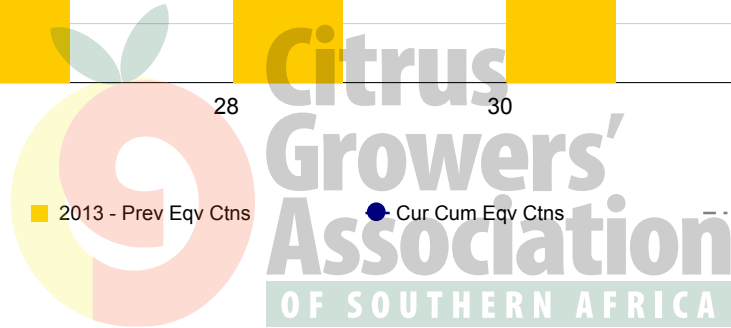
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Soft Citrus Exported to the China : Current Season vs Previous Season



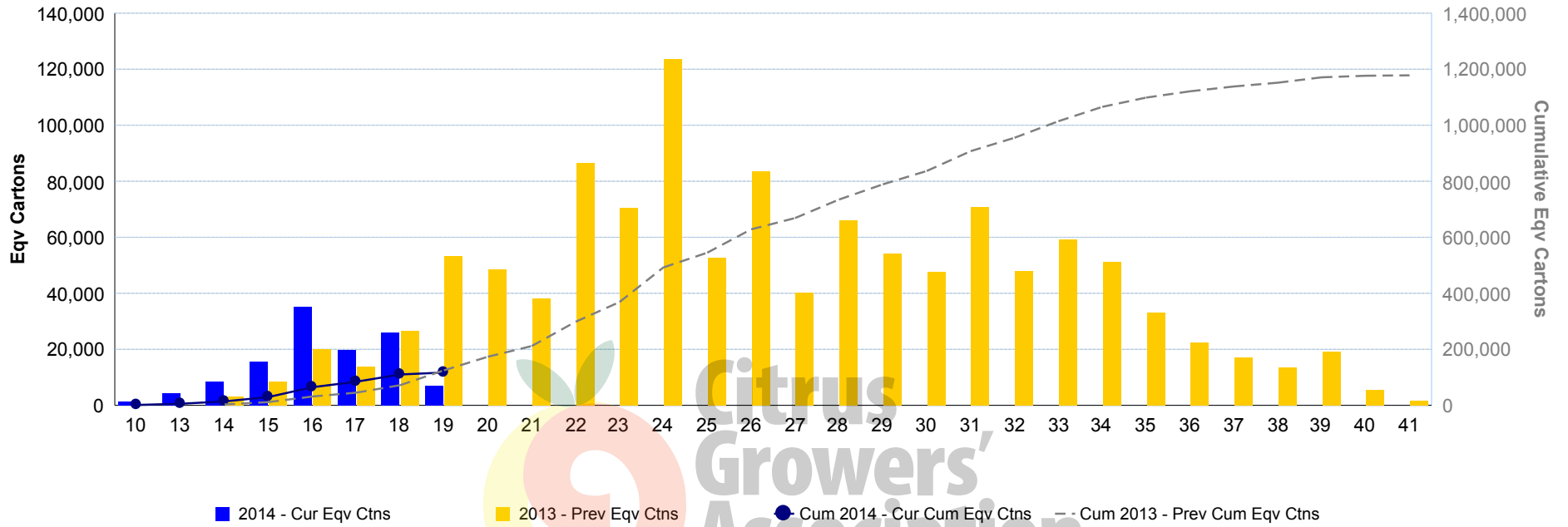
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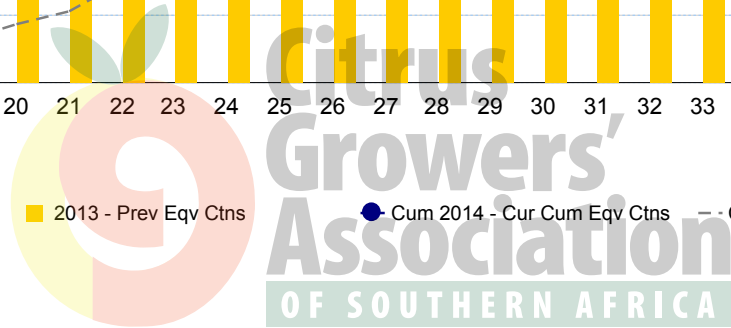
Soft Citrus Exported to the Middle East: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
12					1,400	1,400
13					1,400	2,800
14	4,200	4,200	1,400	1,400	4,200	7,000
15	7,070	11,270	2,800	4,200	5,600	12,600
16	15,470	26,740	8,750	12,950	7,000	19,600
17	12,600	39,340	8,400	21,350	6,650	26,250
18	12,950	52,290	8,391	29,741	4,200	30,450
19			30,364	60,105	23,524	53,974
20			15,025	75,130	15,393	69,366
21			14,605	89,735	30,143	99,510
22			43,120	132,855	40,222	139,732
23			27,714	160,569	38,318	178,050
24			70,825	231,394	33,110	211,160
25			29,703	261,097	43,229	254,389
26			46,292	307,390	17,570	271,959
27			15,983	323,372	11,685	283,644
28			39,970	363,342	8,400	292,044
29			21,532	384,875	14,435	306,479
30			22,960	407,835	10,710	317,189
31			41,107	448,941	18,899	336,088
32			23,849	472,790	9,253	345,342
33			26,320	499,110	13,314	358,656
34			32,941	532,052	3,759	362,415
35			9,635	541,687	4,857	367,272
36			20,075	561,762	10,796	378,069
37			4,980	566,742	11,526	389,595
38			8,742	575,484	3,317	392,912
39			11,410	586,894	7,980	400,892
40			2,593	589,487	480	401,372
41			1,540	591,027		

Soft Citrus Exported to the Middle East: Current Season vs Previous Season



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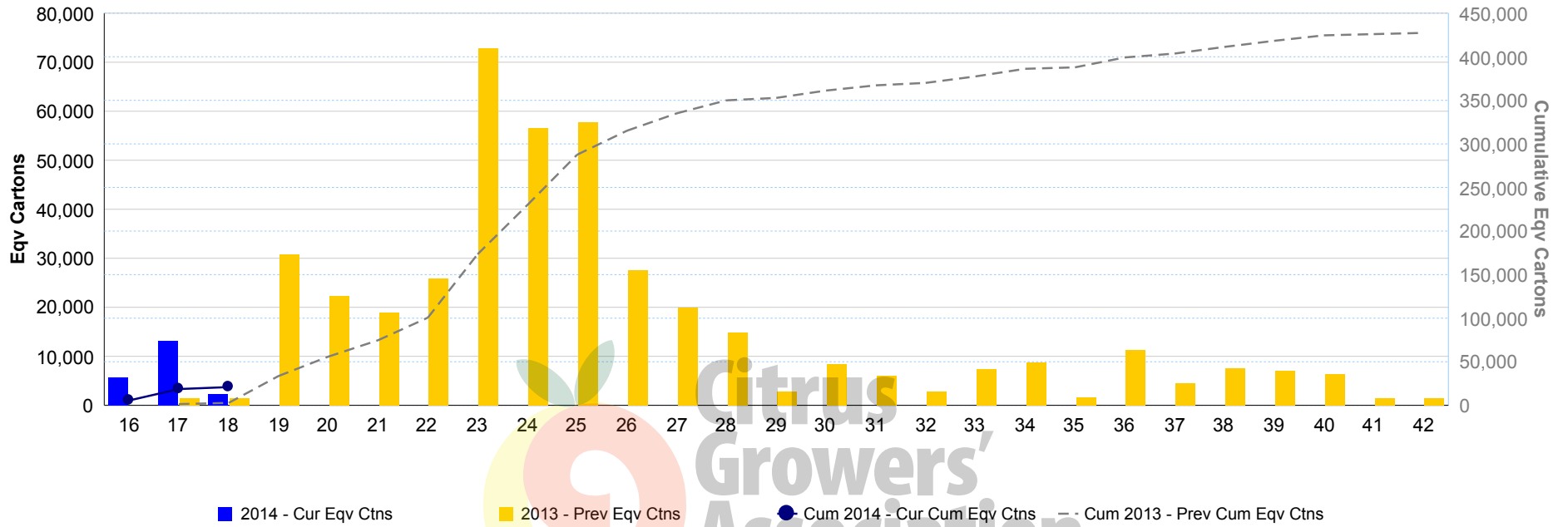


Soft Citrus Exported to the Far East: Current Season vs Previous Season

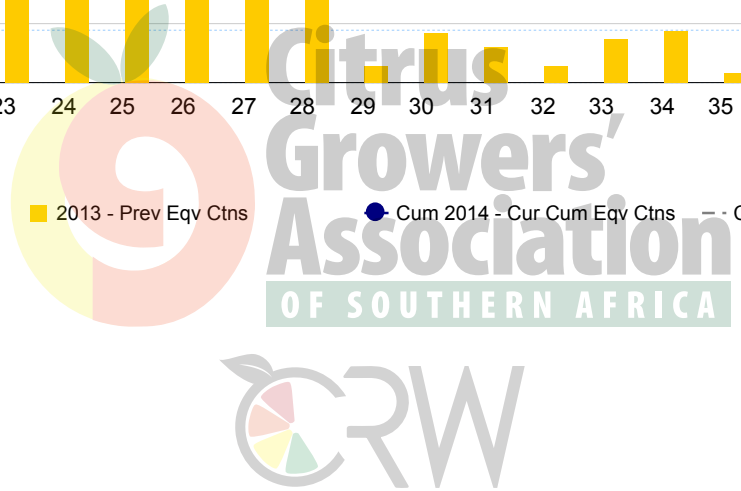
Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
16	5,600	5,600			2,800	2,800
17	13,090	18,690	1,400	1,400	1,400	4,200
18	2,232	20,922	1,400	2,800	1,470	5,670
19			30,800	33,600	19,460	25,130
20			22,252	55,852	30,800	55,930
21			18,830	74,682	17,898	73,828
22			25,905	100,587	37,450	111,278
23			72,804	173,391	58,800	170,078
24			56,484	229,875	29,750	199,828
25			57,748	287,623	81,410	281,238
26			27,510	315,133	35,420	316,658
27			19,950	335,083	17,710	334,368
28			14,912	349,995	12,880	347,248
29			2,800	352,795	10,999	358,247
30			8,400	361,195	4,200	362,447
31			6,020	367,215	12,026	374,473
32			2,800	370,015	3,430	377,903
33			7,420	377,435	6,537	384,440
34			8,748	386,183	3,187	387,627
35			1,680	387,863	5,180	392,807
36			11,351	399,214	3,316	396,123
37			4,441	403,655	5,320	401,443
38			7,628	411,283	2,730	404,173
39			7,000	418,283	1,470	405,643
40			6,300	424,583		
41			1,400	425,983		
42			1,400	427,383		
51					1,400	407,043

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Soft Citrus Exported to the Far East: Current Season vs Previous Season

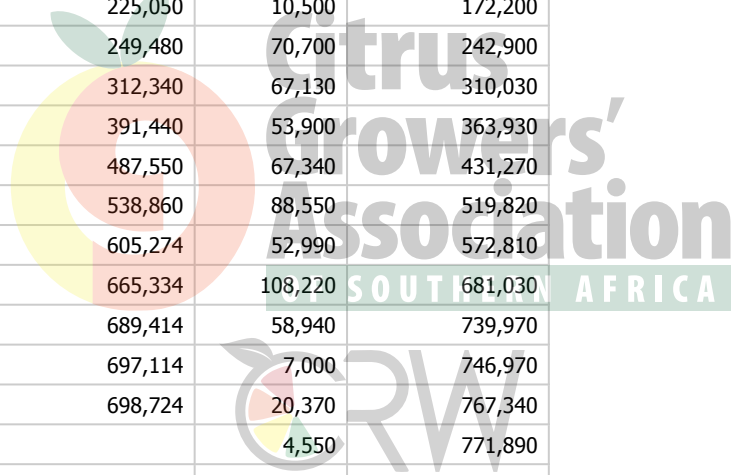


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Soft Citrus Exported to Russia: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
12			2,800	2,800	2,800	2,800
13	2,746	2,746	5,600	8,400	5,600	8,400
14	5,600	8,346	5,600	14,000	18,620	27,020
15	19,670	28,016	4,200	18,200		
16	36,820	64,836	45,010	63,210	4,200	31,220
17	78,190	143,026	70,490	133,700	49,490	80,710
18	11,200	154,226	51,450	185,150	80,990	161,700
19			39,900	225,050	10,500	172,200
20			24,430	249,480	70,700	242,900
21			62,860	312,340	67,130	310,030
22			79,100	391,440	53,900	363,930
23			96,110	487,550	67,340	431,270
24			51,310	538,860	88,550	519,820
25			66,414	605,274	52,990	572,810
26			60,060	665,334	108,220	681,030
27			24,080	689,414	58,940	739,970
28			7,700	697,114	7,000	746,970
29			1,610	698,724	20,370	767,340
30					4,550	771,890
31					3,710	775,600
32			4,620	703,344	3,010	778,610
33			2,800	706,144	9,170	787,780
34			15,830	721,973		
35			9,310	731,283	9,660	797,440
36			24,500	755,783	13,650	811,090
37			6,370	762,153	14,840	825,930
38			34,580	796,733	41,510	867,440
39			4,620	801,353	7,840	875,280
40			7,280	808,633	4,060	879,340
41			15,890	824,523		
43			9,800	834,323		



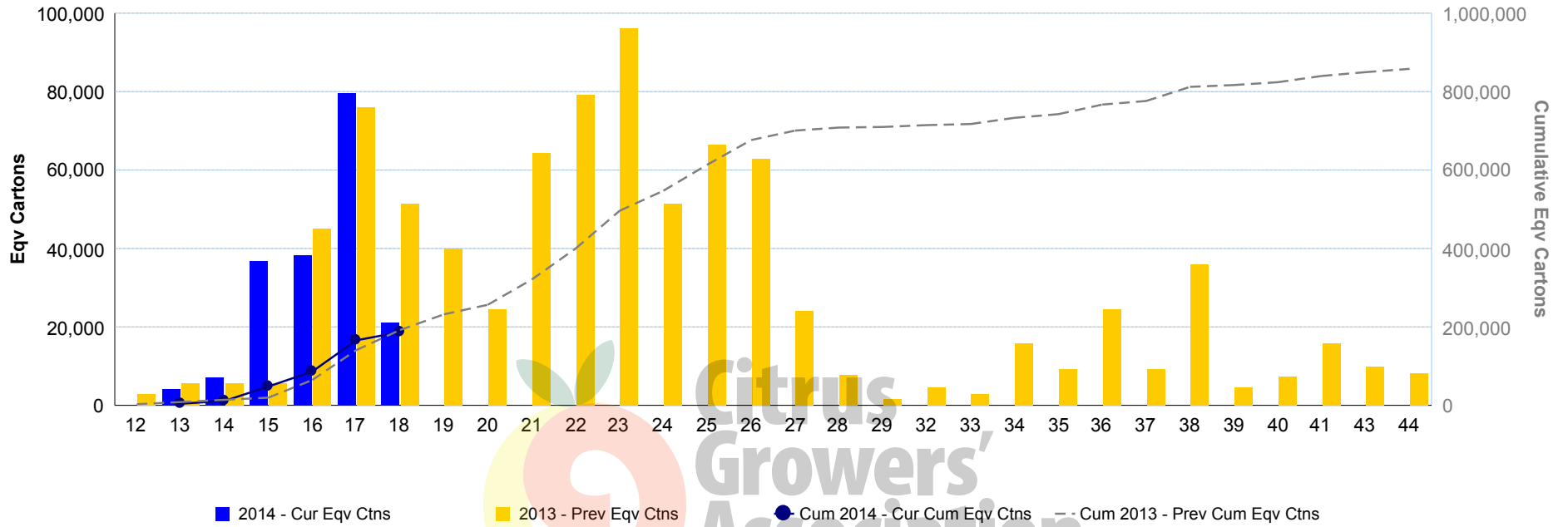
Soft Citrus Exported to Russia: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
44			8,260	842,583		

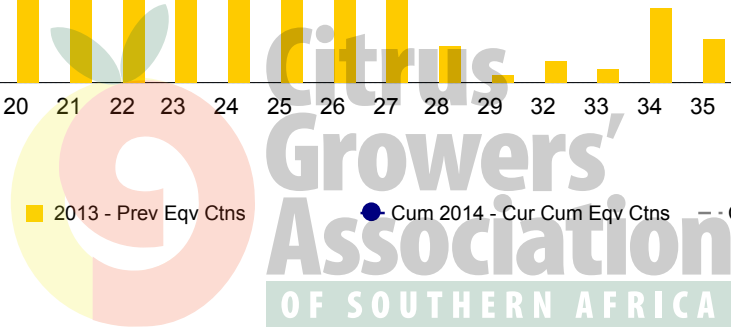
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Soft Citrus Exported to Russia: Current Season vs Previous Season



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Soft Citrus Exported to Iran: Current Season vs Previous Season

Week	2012	
	Prev Eqv Ctns	Prev Cum Eqv Ctns
14	1,400	1,400
17	1,050	2,450
19	1,400	3,850

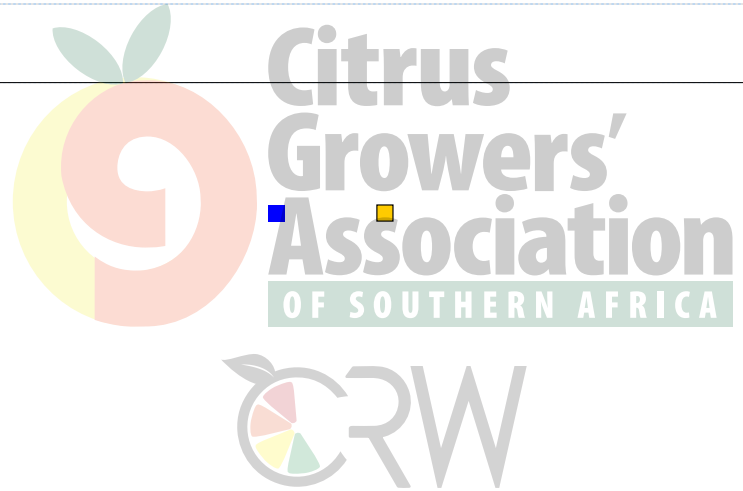
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Soft Citrus Exported to Iran: Current Season vs Previous Season



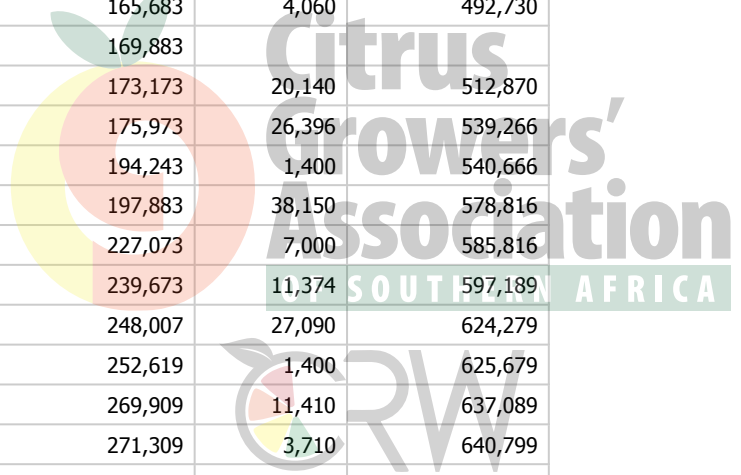
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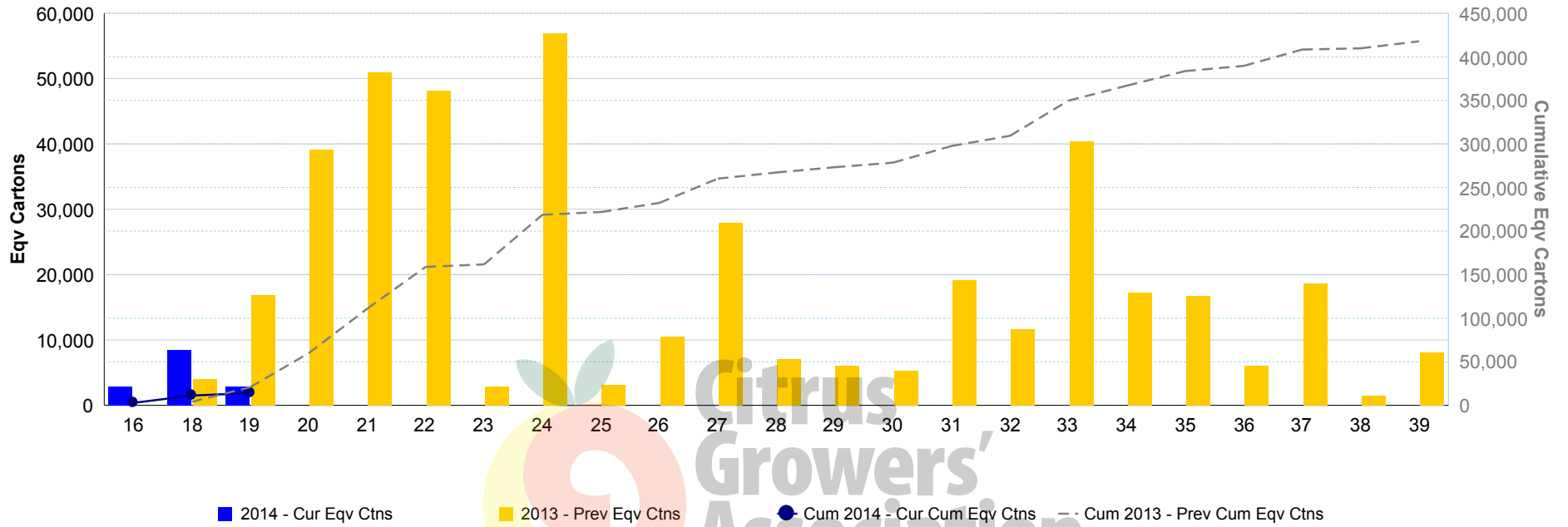
Soft Citrus Exported to the USA: Current Season vs Previous Season

Week	2014		2013		2012	
	Cur Eqv Ctns	Cur Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns	Prev Eqv Ctns	Prev Cum Eqv Ctns
16	1,400	1,400				
20			20,860	20,860	12,810	12,810
21			18,200	39,060	26,460	39,270
22			34,090	73,150	173,040	212,310
24			56,973	130,123	216,790	429,100
25			2,800	132,923	8,400	437,500
26			10,500	143,423	51,170	488,670
27			22,260	165,683	4,060	492,730
28			4,200	169,883		
29			3,290	173,173	20,140	512,870
30			2,800	175,973	26,396	539,266
31			18,270	194,243	1,400	540,666
32			3,640	197,883	38,150	578,816
33			29,190	227,073	7,000	585,816
34			12,600	239,673	11,374	597,189
35			8,333	248,007	27,090	624,279
36			4,612	252,619	1,400	625,679
37			17,290	269,909	11,410	637,089
38			1,400	271,309	3,710	640,799
39			8,050	279,359	5,600	646,399

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Soft Citrus Exported to the USA: Current Season vs Previous Season



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