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Report Highlights:

U.S. grapefruit captures consumer demand for another year. Sales are expected to reach 210,000 metric tons this year, according to Tokyo traders. Japanese grapefruit remains stable in volume and price. Fresh U.S. orange imports will decline to 100,000 tons this year, despite a good crop, due to higher U.S. prices. The quality of fresh U.S. lemons remains constant and volumes are estimated to reach 70,000 tons this season.

Includes PSD changes: Yes
Includes Trade Matrix: Yes
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U. S. Grapefruit Capture Consumers Again

For the second year in a row, the quality of U.S. grapefruits suited Japanese consumers and attracted traders. The 2001/02 crop of U.S. grapefruit has an excellent taste with well balanced sweetness and acidity and is selling well at Japan's supermarkets and retail stores, according to Tokyo traders. Japanese imports of Florida grapefruit alone for this season will likely reach around 10 million cartons (170,000 metric tons), a similar level as last year (10.7 million cartons or 181,900 metric tons in the 2000/01 season), according to Japanese traders.

Japanese traders' buying has been cautious throughout the season, resulting in a low level of stocks. Japanese traders learned in the 1999/2000 season that Japanese wholesale prices for grapefruit can become extremely low forcing traders to clear their stocks at big losses. In addition, Japan's sluggish economy made Japanese traders careful for avoiding excess inventory. Current stocks of fresh grapefruit are approximately 1.78 million cartons (30,260 metric tons) which represents approximately 3 weeks of national sales.

Japanese citrus market usually switches from domestic products (Mikan and Iyokan) to U.S. citrus products (grapefruit and oranges) in late winter. Good early season sales often lead to a good overall season. This season's early Florida grapefruit impressed Japanese traders and consumers with good, mature fruit taste. Japan's mild winter and relatively high temperatures in the spring also encouraged sales of U.S. citrus products. Florida grapefruit promotions went into a full swing in April at supermarkets nation wide, in cooperation with Florida Department of Citrus (FDOC). Sales are expected to continue until late June.

Wholesale prices are similar to last season's. As of April 24, 2002, white, ruby, and star ruby grapefruit were trading at Tokyo's Ohta Wholesale Market at 3,300 yen (\$25.35) for a carton (17 kilograms) for sizes 27 and 32. Size 36 was trading at 3,000 yen (\$23.05) and sizes 40, 48 and 56 ranged from 2,500 to 2,700 yen (\$19.21 to \$20.74). Good tasting fruit has boosted this season's retail prices, compared with last season. Tokyo's major supermarkets are selling large sized fruit for 150 - 180 yen (\$1.15 - \$1.38) and medium sized fruit for 80 yen (\$0.61). Small and medium sized fruit are often sold in bags. Tokyo's supermarkets currently sell a bag of 4 medium sized fruit for 498 yen (\$3.82) and a bag of 5 small sized fruit for 398 yen (\$3.05).

Israeli Sweetie Sales Drop

Israeli sweetie sold extremely well a few years ago, but they have been increasingly difficult for Japanese traders to market. Prior to the start of the 2001/02 season, Israel expected to sell one million cartons (17,000 metric tons) of sweeties in Japan this season; to date, sales of Israeli sweetie have reached only 582,000 cartons (9,900 metric tons), however, declining approximately 37 percent from the previous year. Japanese consumers mostly bought Israeli sweeties as a specialty item.

Imports of Fresh U.S. Orange May Decline to 100,000 Tons

Japanese consumers and traders report that the 2001/02 crop of U.S. fresh oranges are of high quality and flavorful. Tokyo traders report that Japanese imports of U.S. fresh oranges will probably decline this season due to the higher prices. Japanese import prices (CIF) for fresh U.S. oranges in March 2002 were 117.2 yen per kilogram (\$0.90),

approximately 20 percent higher than the price at the same time last year. This is in part because of the weak yen.

In the first half of the season (October 2001 through March 2002), Japan imported 29,150 metric tons of U.S. fresh oranges (mostly Navel oranges), a 35 percent decline from the same period the previous season. Japanese traders are somewhat optimistic about future trade, and expect a boost in high quality U.S. valencia shipments in the second half of the season. The Japanese market switched from navels to valencia oranges in mid-April. Japan is expecting hot weather this summer, which would also encourage Japanese consumption of fresh oranges.

In early April, California navels were trading at Tokyo's Ohta Wholesale Market at 3,500 yen (\$26.89) for size 72 and 4,000 yen (\$30.73) for size 88. Prices have declined slightly, however, and as of April 24, California valencia oranges traded at 3,000 yen (\$23.05) for a carton (17 kilograms) for sizes 56, 72 and 88, and 2,800 yen (\$21.51) for size 113. California valencia oranges are currently sold at 100 - 128 yen (\$0.76 - \$0.98) for a medium sized fruit and 398 yen (\$3.05) for a bag of six fruit at Tokyo's supermarkets.

Spanish Orange Not Competitive with U.S. Product

High priced Spanish oranges are not competitive with California products, according to Tokyo traders. Even though traders and consumers appreciated the quality and flavor of the 2001/02 crop of Spanish navels, cost competitive U.S. products limited sales opportunities in Japan, according to Tokyo traders. Japanese CIF prices of Spanish oranges in March 2002 were 141.1 yen (\$1.08) per kilogram, while California orange prices were 117.2 yen (\$0.90). Currently, Spanish navels are trading at Tokyo's Ohta Wholesale Market at 3,600 - 3,800 yen (\$27.66 - \$29.19) for a carton (17 kilograms) for sizes 42, 50, 56, 66 and 78. Spanish valencias will be marketed in Japan starting in mid-May.

Fresh Lemon Market Remains Stable for U.S. Product

Japanese imports of U.S. fresh lemons are projected to reach 70,000 metric tons in the 2001/02 season, a slightly higher level than the last season. Shipments from California and Arizona have remained fairly stable this season, reflecting consistent quality. Japanese fresh lemon stocks are fairly stable with 110,000 cartons (1,870 metric tons) in the nation's cold storage warehouses. California lemons are trading at Tokyo's Ohta Wholesale Market at 3,500 yen (\$26.89) for a carton (17 kilograms) for sizes 95, 115, 140 and 165. Tokyo supermarkets retail medium sized lemons for around 100 yen (\$0.76) per fruit or a bag of three lemons for 198 yen (\$1.52).

Chile Expands Lemon Sales During the Summer Season

This year, according to industry sources, Chile has made its first shipment of lemons in May, earlier than usual, to expand its sales window in Japan. California supplies fresh lemons to the Japanese market year round but according to Japanese traders, the quality of California lemons deteriorates in the summer due to the hot temperatures, reducing shelf-life. Chile has taken advantage of this summer weakness to expand its lemon sales into Japan during the summer season. Chilean lemons are mostly marketed in Japan from July through September when the quality of California lemons is lowest, according to traders.

Fruit Juice Cocktails, Fad or Trend?

Recently, "chu-hai" cocktails, a fruit based alcoholic beverage, have been selling well at Japan's "Izakaya" style pubs. Chu-hai cocktails are a Japanese "shochu" spirits mixed with fruit juices, such as grapefruit, orange and lemon. The grapefruit chu-hai cocktail is the most popular and sells well to younger generations at both food service outlets and retail stores. Canned fruit juice cocktails are manufactured by Japan's major beverage companies, including Kirin, Takara, Suntory and Mercian. Canned chu-hai is reasonably priced at almost half the price of Japanese beer. Kirin's chu-hai is retailed at 108 yen (\$0.82) for a 350 milliliter can or 185 yen (\$1.42) for a 500 milliliter can. Takara, Suntory and Mercian also market chu-hai at similar prices.

PS&D Tables and Trade Matrices

Fresh Orange PS&D Table

PSD Table						
Country	Japan					
Commodity	Fresh Oranges				(HECTARES)(1000 TREES)(1000 MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Area Planted	1570	1570	1450	1450	1350	1350
Area Harvested	1560	1560	1450	1450	1350	1350
Bearing Trees	936	936	870	870	810	810
Non-Bearing Trees	18	18	0	0	0	0
TOTAL No. Of Trees	954	954	870	870	810	810
Production	21	21	19	19	19	19
Imports	129	129	132	132	130	125
TOTAL SUPPLY	150	150	151	151	149	144
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	148	148	149	149	147	142
Processing	2	2	2	2	2	2
TOTAL DISTRIBUTION	150	150	151	151	149	144

Orange Juice PS&D Table

PSD Table						
Country	Japan			65	Degrees Brix	
Commodity	Juice, Orange				(MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Deliv. To Processors	2	2	2	2	2	2
Beginning Stocks	5000	5000	10000	10000	15000	15000
Production	200	200	200	200	200	200
Imports	101183	101183	116245	116245	110000	110000
TOTAL SUPPLY	106383	106383	126445	126445	125200	125200
Exports	0	0	0	0	0	0
Domestic Consumption	96383	96383	111445	111445	105200	105200
Ending Stocks	10000	10000	15000	15000	20000	20000
TOTAL DISTRIBUTION	106383	106383	126445	126445	125200	125200

Fresh Orange Import Trade Matrix

Import Trade Matrix			
Country	Japan		
Commodity	Fresh Oranges		
Time period	Oct. - Sept.	Units:	Metric Tons
Imports for:	1999		2000
U.S.	110374	U.S.	110789
Others		Others	
South Africa	8257	South Africa	9376
Australia	6604	Australia	6867
Spain	2949	Spain	1216
Chile	782	Chile	3007
Mexico	67	Mexico	417
Swaziland	13	Swaziland	103
New Zealand	162	New Zealand	142
Total for Others	18834		21128
Others not Listed	74		2
Grand Total	129282		131919

Orange Juice Import Trade Matrix

Import Trade Matrix			
Country	Japan		
Commodity	Juice, Orange		
Time period	Oct. - Sept.	Units:	Metric Tons
Imports for:	1999		2000
U.S.	14325	U.S.	12950
Others		Others	
Brazil	82897	Brazil	95476
Belize	1590	Belize	4713
Netherlands	796	Italy	1192
Australia	487	Australia	608
Italy	429	Mexico	441
Mexico	301	Israel	346
Israel	116	Canada	178
		Netherlands	134
		Austria	51
		France	42
Total for Others	86616		103181
Others not Listed	240		113
Grand Total	101181		116244

Fresh Orange Wholesale Price Table

Prices Table			
Country	Japan		
Commodity	Fresh Oranges		
Prices in	Yen	per uom	KG
Year	2001	2002	% Change
Jan	167	242	44.91%
Feb	168	215	27.98%
Mar	174		-100.00%
Apr	198		-100.00%
May	197		-100.00%
Jun	175		-100.00%
Jul	173		-100.00%
Aug	186		-100.00%
Sep	149		-100.00%
Oct	137		-100.00%
Nov	167		-100.00%
Dec	231		-100.00%
Exchange Rate	130.14	Local currency/US \$	

Fresh Grapefruit PS&D Table

PSD Table						
Country	Japan					
Commodity	Fresh Grapefruit				(HECTARES)(1000 TREES)(1000 MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
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	0	0	0	0	0	0
Imports	270	270	274	274	275	275
TOTAL SUPPLY	270	270	274	274	275	275
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	270	270	274	274	275	275
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	270	270	274	274	275	275

Grapefruit Juice PS&D Table

PSD Table						
Country	Japan					
Commodity	Juice, Grapefruit				(MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Deliv. To Processors	0	0	0	0	0	0
Beginning Stocks	2000	2000	2000	2000	2000	2000
Production	0	0	0	0	0	0
Imports	20769	20769	24794	24794	25000	25000
TOTAL SUPPLY	22769	22769	26794	26794	27000	27000
Exports	0	0	0	0	0	0
Domestic Consumption	20769	20769	24794	24794	25000	25000
Ending Stocks	2000	2000	2000	2000	2000	2000
TOTAL DISTRIBUTION	22769	22769	26794	26794	27000	27000

Fresh Grapefruit Import Trade Matrix

Import Trade Matrix			
Country	Japan		
Commodity	Fresh Grapefruit		
Time period	Oct. - Sept.	Units:	Metric Tons
Imports for:	1999		2000
U.S.	213561	U.S.	203308
Others		Others	
South Africa	32218	South Africa	48489
Israel	18386	Israel	15947
Swaziland	5727	Swaziland	6143
Cuba	429	Cuba	38
New Zealand	4	New Zealand	0
China	22	China	18
		Taiwan	16
Total for Others	56786		70651
Others not Listed	1		2
Grand Total	270348		273961

Grapefruit Juice Import Trade Matrix

Import Trade Matrix			
Country	Japan		
Commodity	Juice, Grapefruit		
Time period	Oct. - Sept.	Units:	Metric Tons
Imports for:	1999		2000
U.S.	17231	U.S.	21124
Others		Others	
Israel	1573	Israel	1280
Cuba	843	Belize	885
Australia	199	Cuba	730
		Australia	299
		Netherlands	148
		Italy	110
		Austria	40
Total for Others	2615		3492
Others not Listed	746		177
Grand Total	20592		24793

Fresh Grapefruit Wholesale Price Table

Prices Table			
Country	Japan		
Commodity	Fresh Grapefruit		
Prices in	Yen	per uom	KG
Year	2001	2002	% Change
Jan	132	158	19.70%
Feb	139	153	10.07%
Mar	163		-100.00%
Apr	169		-100.00%
May	167		-100.00%
Jun	157		-100.00%
Jul	146		-100.00%
Aug	142		-100.00%
Sep	128		-100.00%
Oct	132		-100.00%
Nov	170		-100.00%
Dec	163		-100.00%
Exchange Rate	130.14	Local currency/US \$	

Fresh Lemon PS&D Table

PSD Table						
Country	Japan					
Commodity	Fresh Lemons				(HECTARES)(1000 TREES)(1000 MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
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	2	2
Imports	92	92	84	84	90	90
TOTAL SUPPLY	94	94	86	86	92	92
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	94	94	86	86	92	92
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	94	94	86	86	92	92

Lemon Juice PS&D Table

PSD Table						
Country	Japan					
Commodity	Juice, Lemon				(MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Deliv. To Processors	0	0	0	0	0	0
Beginning Stocks	2000	2000	2000	2000	2000	2000
Production	0	0	0	0	0	0
Imports	10894	10894	11749	11749	11000	11000
TOTAL SUPPLY	12894	12894	13749	13749	13000	13000
Exports	0	0	0	0	0	0
Domestic Consumption	10894	10894	11749	11749	11000	11000
Ending Stocks	2000	2000	2000	2000	2000	2000
TOTAL DISTRIBUTION	12894	12894	13749	13749	13000	13000

Fresh Lemon Import Trade Matrix

Import Trade Matrix			
Country	Japan		
Commodity	Fresh Lemons		
Time period	Oct. - Sept.	Units:	Metric Tons
Imports for:	1999		2000
U.S.	74276	U.S.	65054
Others		Others	
Chile	10079	Chile	12799
South Africa	4720	South Africa	3035
Australia	1297	Australia	1899
New Zealand	1015	New Zealand	990
Spain	219	Spain	99
Total for Others	17330		18822
Others not Listed	3		16
Grand Total	91609		83892

Lemon Juice Import Trade Matrix

Import Trade Matrix			
Country	Japan		
Commodity	Juice, Lemon		
Time period	Oct. - Sept.	Units:	Metric Tons
Imports for:	1999		2000
U.S.	1397	U.S.	1063
Others		Others	
Issrael	4614	Israel	5405
Italy	2359	Italy	3018
Argentine	2256	Argentine	1949
		Chile	247
Total for Others	9229		10619
Others not Listed	268		66
Grand Total	10894		11748

Fresh Lemon Wholesale Price Table

Prices Table			
Country	Japan		
Commodity	Fresh Lemons		
Prices in	Yen	per uom	KG
Year	2001	2002	% Change
Jan	166	216	30.12%
Feb	159	212	33.33%
Mar	158		-100.00%
Apr	212		-100.00%
May	235		-100.00%
Jun	232		-100.00%
Jul	339		-100.00%
Aug	389		-100.00%
Sep	288		-100.00%
Oct	256		-100.00%
Nov	233		-100.00%
Dec	214		-100.00%
Exchange Rate	130.14	Local currency/US \$	

Trade Tables

Fresh Orange Imports for the October-February Period

	2000	2001
(MT)	Oct/2000-Feb/2001	Oct/2001-Feb/2002
--World--	33,775	25,238
United States	29,089	19,106
South Africa	290	251
Australia	3,557	3,927
Spain	275	528
Mexico	0	173
Swaziland	47	0
New Zealand	45	9
Chile	470	1,242

Fresh Grapefruit Imports for the October-February Period

	2000	2001
(MT)	Oct/2000-Feb/2001	Oct/2001-Feb/2002
--World--	77,590	75,550
United States	61,660	65,527
Israel	15,799	9,907
South Africa	58	0
Swaziland	0	0
Cuba	38	74
New Zealand	0	0
China	18	0
Taiwan	16	1
Chile	0	41

Fresh Lemon Imports for the October-February Period

	2000	2001
(MT)	Oct/2000-Feb/2001	Oct/2001-Feb/2002
-- World--	30,390	31,016
United States	29,346	29,605
Chile	921	1,137
Australia	35	0
South Africa	0	0
New Zealand	88	161
Spain	0	112
Mexico	0	0