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Report Highlights:

High quality and exceptionally good flavor built strong Japanese consumer demand for 2002/03 U.S. grapefruit, and the resulting good sales of U.S. grapefruit kept nation's inventory at low levels. Japanese imports of U.S. grapefruit in the 2002/03 season are projected to be approximately 215,000 metric tons, valued at \$185 million (CIF), according to Tokyo traders. The record crop of 2002/03 U.S. oranges and exceptionally good flavor sold extremely well into the Japanese market. Japanese imports of U.S. oranges will likely reach at 86,000 metric tons or \$70 million (CIF). Japan's fresh lemon market remained fairly stable with the imports from the United States at approximately 65,000 metric tons or \$65 million (CIF) in the 2002/03 Season.

Includes PSD Changes: Yes Includes Trade Matrix: Yes Semi-Annual Report Tokyo [JA1]

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High Quality U.S. Grapefruit Capture Japanese Consumers

High quality and exceptionally good flavor in this season's U.S. grapefruit attracted traders and captured Japanese consumers. The freshness and sweetness of U.S. grapefruit suited Japanese consumers's taste, which made sales in supermarkets and retail stores successful throughout Japan. Japanese imports of Florida grapefruit will likely reach 10.5 million cartons (178,500 metric tons) this season. Despite high demand for U.S. grapefruit in the Japanese market, shipment of Florida grapefruit for this season will likely end in early May, approximately 3 weeks earlier than a normal, leading to exports slightly less than last year's levels of (11 million cartons). Japanese sales of Florida grapefruit will continue until early June.

This season's sales of U.S. grapefruit have been especially good since March after the Japanese Mikan tangerine and Iyokan orange season. With good sales of U.S. grapefruit, Japanese wholesalers have maintained well-balanced inventories and have been able to supply good, fresh quality fruit to the clients, enhancing sales. Japanese importer's orderly purchases of U.S. grapefruit also helped maintain the nation's inventory at fairly stable levels. The current inventory of U.S. grapefruit is 2.104 million cartons (35,768 metric tons), able to supply approximately 4 weeks of grapefruit to the Japanese market.

Japanese sales of the new crop of Florida grapefruit started in early October 2002, but many Japanese importers experienced difficulties selling grapefruit until in early spring. Reflecting Japan's current sluggish economy, many Japanese supermarkets and retail stores set their retail prices at low levels. As a result, many grapefruit importers had to sell at prices lower than their imported prices.

In late April 2003, Florida's ruby and white grapefruit were trading at Tokyo's Ohta Wholesale Market at \$27.03 (3,200 yen) for a carton of size 27 (27 grapefruit in a 17-kg carton). Ruby and white grapefruit were trading at the same price. Sizes 32 and 36 were trading at \$25.34 (3,000 yen), size 40 were trading at \$23.65 (2,800 yen), and size 48 were trading at \$21.96 (2,600 yen). Currently, a medium sized Florida grapefruit is selling at \$0.74 - \$0.84 (88 - 100 yen) per fruit, and \$1.16 (138 yen) for a large sized fruit at Tokyo supermarkets. Small and medium sized grapefruit are often sold in a bag. A bag of 6 small grapefruits is selling at \$3.36 (398 yen) and \$4.20 (498 yen) for a bag of 6 medium-size fruit.

* The exchange rate of 118.35 yen per dollar is based on the Nikkei News quote on May 6, 2003.

Ruby Grapefruit Sales Surpassed Whites

For the second year in a row, Japan's ruby grapefruit sales surpassed white ones. Since the season began, ruby grapefruits dominated sales in Japan. Many consumers believe that ruby grapefruits are sweeter because of its color. Traditionally, Western Japan consumers had a stronger preference for ruby grapefruit than consumers in Tokyo, but now the preference for rubys is nation wide. Rubys were approximately 55 percent of total grapefruit sales.

Boosting U.S. Grapefruit Sales in Sea of Japan Cities

Sea of Japan cities, geographically far from the center of Japan, include important cities for marketing U.S. grapefruit. A Niigata wholesaler played a key role in marketing U.S. grapefruit, including providing an annual marketing plan to the supermarkets and retail chains in the Niigata region. All supermarkets and retailers joined U.S. grapefruit promotional activities and encouraged consumers to purchase more grapefruit.

A major constraint for marketing U.S. grapefruit in the cities along the Sea of Japan coast have been high cost of inland transportation from the Japan's Pacific coast. For the first time this year, Japanese importers used sea routes to carry fresh grapefruit from Florida to the Sea of Japan. The transportation costs were significantly reduced, according to Niigata traders, and within 2 days of arrival at the Niigata port, grapefruit would be on the supermarkets shelves in Niigata, compared to the usual 8 or 9 days when landed on the Pacific coast. Thirty containers of Florida grapefruit landed at the port of Niigata this season, which will probably increase the sales of grapefruit in this region, according to importers.

Israel Sweetie Sales Dropped Further

The 2002/03 Israel Sweetie sales declined 24 percent from the previous season to approximately 441,000 cartons (7,500 metric tons). Japan imported 3,610 and 3,892 metric tons of Israel Sweeties in November and December, respectively. Competition was severe in the Japanese market from Florida grapefruit and Sunkist's Oroblancos and Japan's major fresh produce importers switched its sales from Israel Sweeties to Sunkist's Oroblancos in the 2002/03 Season, according to Tokyo traders. Approximately 100,000 cartons (1,700 metric tons) of Oroblancos were imported into Japan in the 2002/03 Season and marketed at the same time as Israel Sweeties were sold. Japanese retailers sell Sweeties only as a special item.

Good Crop of U.S. Oranges Significantly Increase Japanese Imports

The 2002/03 U.S. orange marked a record crop with exceptionally good flavor, according to Tokyo citrus traders. Japanese imports of U.S. oranges will likely increase approximately 10 percent over the previous year to 86,000 metric tons. Japan's total imports of oranges are expected to be 110,000 metric tons in the 2002/03 Season. Since the beginning of the new crop in November 2002, the Japanese market movement of U.S. oranges has been very smooth, keeping the nation's inventory at a minimum level of 150,000 - 250,000 cartons (2,550 - 4,250 metric tons). Japanese traders completed the sales of U.S. navels in late April and Valencia oranges are presently sold nation-wide. The taste of this season's U.S. oranges (both navels and Valencia oranges) was well suited for Japanese consumers, according to Tokyo traders.

In early April 2003, California navels were trading at the Tokyo Ohta Wholesale Market at \$29.57 (3,500 yen) for a 17-kg carton for size 56 (56 oranges in 17-kg carton) and \$27.88 (3,300 yen) for sizes 72 and 88. On April 25, California Valencia oranges were trading at \$25.34 (3,000 yen) for sizes 56 and 72, \$23.65 (2,800 yen) for size 88 and \$18.58 (2,200 yen) for size 113. California Valencia oranges currently sell at \$0.76 - \$0.84 (90 - 100 yen) for a medium size fruit at Tokyo's supermarket. Small sized oranges are sold in a bag at \$3.36 - \$4.20 (398 - 498 yen) for a bag of 6 oranges.

Japan Opened its Market for Argentine Citrus Products

On April 21, 2003 Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF) lifted an import ban on fresh Argentine lemons, Valencia oranges and grapefruit. The Argentine products are subject to cold treatment for Mediterranean fruit flies before arriving in Japan. Lemons and grapefruit are required to have a 19-day cold treatment at 2.2 and 2.3 degrees Celsius, respectively. Valencia oranges need a 21-day cold treatment at 2.2 degrees Celsius. Shipment must be direct, limiting marketing opportunities. Argentine citrus products have not arrived in Japan yet, but Japanese traders are ready to market the products.

Japan's Fresh Lemon Market Remains Fairly Stable

The 2002/03 Japanese imports of fresh lemons from the United States are expected to be close to last season's 65,000 metric tons. Japanese traders generally sell fresh lemons from Arizona from October through January, lemons from California from February through July, and Chilean lemons in August and September. Japan imported 30,145 metric tons of fresh lemons from the United States from October 2002 through February 2003, up approximately 1.8 percent from the same period the previous year. The market movement of fresh lemons is currently fairly smooth, with stock of about 148,000 cartons (2,516 metric tons) in the nation's cold storage facilities. In late April, California lemons were trading at Tokyo's Ohta Wholesale Market at \$29.57 - \$33.79 (3,500 - 4,000 yen) for a carton (17 kilograms) for sizes 95, 115, 140, and 165. Tokyo supermarkets sell a medium sized California lemon for \$0.74 - \$0.84 (88 - 100 yen) and at \$1.67 (198 yen) for a bag of 3 lemons.

Chile Continues to Strengthen Sales of Summer Lemons

Japanese traders favor marketing Chilean lemons over California ones during the summer season. U.S. lemons deteriorate fairly quickly during the summer due to the hot temperatures, while Chilean lemons' provide a longer shelf life and reasonable quality, according to Tokyo traders. The quality of Chilean lemons is relatively good and the prices are better. In August 2002, the average import price of Chilean lemons was \$1.25 per kilogram (CIF), whereas the average price of U.S. lemons was \$1.51 per kilogram. Many Chilean lemon suppliers and Japanese importers establish a consignment sales agreement for the price and volume before the season.

Co-op Stores Sell Non-Post-harvest Fungicide Citrus Products

Food safety remains a big concern among Japanese consumers. Japanese consumer cooperative stores largely sell citrus products without post-harvest fungicide treatment. Citrus products treated with a post-harvest chemical are unpopular among co-op members. Co-op displays its citrus products with a 'no preservative used' label or a sign of "No OPP, Imazalil, TBZ used" in the store. Non-chemically treated citrus products are usually sold at 30 - 50 percent higher than treated ones. In Tokyo suburbs, co-op stores sell California lemons not treated with post-harvest fungicides for \$1.25 (148 yen) per fruit or \$2.09 (248 yen) for a bag of two lemons.

This Season's South African Citrus Products Arriving Six Weeks Earlier

Citrus growers in South Africa and Swaziland plan to accelerate their shipments to Japan by 4 - 6 weeks, according to Tokyo traders, with the season's first shipment scheduled to arrive in Japan in mid-May. Traders anticipate that the Japanese citrus market will be in short supply this summer, due largely to the early completion of Florida citrus products. South African citrus products are usually marketed in Japan from June through September. In the 2001/02 Season, South Africa shipped 52,548 metric tons of grapefruit, 8,114 metric tons of oranges, and 4,141 metric tons of lemons.

PS&D Tables and Trade Matrices

Fresh Orange PS&D Table

PSD Table

Area Planted Area Harvested **Bearing Trees** Non-Bearing Trees TOTAL No. Of Trees

Production **Imports**

Exports

Processing

TOTAL SUPPLY

Fresh Dom. Consumption

TOTAL DISTRIBUTION

Country **Japan Fresh** Commodity **Orange**

(HECTARE S)(1000 TREES)(10 00 MT)

-	_	
•	-	
•	•	

151

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	_				,	
	2000	Revised	2001	Estimate	2002	Forecast
	USDA	Post	USDA	Post	USDA	Post
	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne
		w]		w]		w]
Market Year Begin		10/2000		10/2001		10/2002
d	1450	1450	1330	1330	1260	1260
sted	1450	1450	1330	1330	1260	1260
es	870	870	798	798	756	756
g Trees	0	0	0	0	0	0
Of Trees	870	870	798	798	756	756
	19	19	18	18	17	17
	132	132	99	99	100	110
PPLY	151	151	117	117	117	127
	0	0	0	0	0	0
. Consumption	149	149	115	115	115	125
	2	2	2	2	2	2

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Orange Juice PS&D Table

PSD Table

Country	Japan	65 Degrees Brix
Commodity	Juice,	(MT)

Orange

	-					
	2000	Revised	2001	Estimate	2002	Forecast
	USDA	Post	USDA	Post	USDA	Post
	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne
		w]		w]		w]
Market Year Begin		10/2000		10/2001		10/2002
Deliv. To Processors	2	2	2	2	2	2
Beginning Stocks	10000	10000	15000	15000	15000	15000
Production	200	200	200	200	200	200
Imports	116245	116245	96629	96629	95000	95000
TOTAL SUPPLY	126445	126445	111829	111829	110200	110200
Exports	0	0	0	0	0	0
Domestic Consumption	111445	111445	96829	96829	95200	95200
Ending Stocks	15000	15000	15000	15000	15000	15000
TOTAL DISTRIBUTION	126445	126445	111829	111829	110200	110200

Fresh Orange Import Trade Matrix

Import

Trade

Matrix

Country JapanCommodity Fresh

Oranges

	Oranges		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	2000		2001
U.S.	110789	U.S.	78393
Others		Others	
South Africa	9375	South Africa	8114
Australia	6867	Australia	6501
Chile	3007	Chile	3951
Spain	1216	Spain	1648
Mexico	417	Mexico	391
New Zealand	142	Swaziland	241
Swaziland	103	New Zealand	99
Total for Others	21127		20945
Others not Listed	3		4
Grand Total	131919	•	99342

Orange Juice Import Trade Matrix

Import

Trade

Matrix

Country JapanCommodity Juice,

Orange

	Crange		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	2000		2001
U.S.	12952	U.S.	12395
Others		Others	
Brazil	95477	Brazil	73848
Belize	4713	Mexico	3945
Italy	1190	Italy	3050
Australia	608	Belize	1457
Mexico	442	Australia	759
Israel	344	Spain	248
Canada	178	Israel	217
Netherlands	134	Canada	145
Pakistan	49	Cuba	129
Austria	45	South Korea	111
Total for Others	103180		83909
Others not Listed	113		325
Grand Total	116245	I	96629

Fresh Orange Wholesale Price Table

Prices

Table

Country	Japan
Commodity	Fresh
	Oranges

Commodity	Fresh Oranges		
Prices in	Yen	per uom	KG
		I	
Year	2002	2003	% Change
Jan	242	184	-23.97%
Feb	215	168	-21.86%
Mar	195		-100.00%
Apr	196		-100.00%
May	181		-100.00%
Jun	161		-100.00%
Jul	148		-100.00%
Aug	159		-100.00%
Sep	170		-100.00%
Oct	187		-100.00%
Nov	215		-100.00%
Dec	200		-100.00%
Exchange Rate	120.21		•
Date of Quote	04/16/2003	currency/US \$ MM/DD/YYY	
Date of Quote	04/10/2003	Y	

Fresh Grapefruit PS&D Table

PSD Table

Country Commodity	Japan Fresh Grapefr uit				(HECTARE S)(1000 TREES)(10 00 MT)	
	2000	Revised	2001	Estimate	2002	Forecast
	USDA	Post	USDA	Post	USDA	Post
	Official[Old]	Estimate[Ne w]	Official[Old]	Estimate[Ne w]	Official[Old]	Estimate[Ne w]
Market Year Begir	1	10/2000		10/2001		10/2002
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	274	274	277	277	285	285
TOTAL SUPPLY	274	274	277	277	285	285
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	274	274	277	277	285	285
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	274	274	277	277	285	285

(MT)

Grapefruit Juice PS&D Table

PSD Table

Country Japan
Commodity Juice,

Grapefr

uit

	2000	Revised	2001	Estimate	2002	Forecast
	USDA	Post	USDA	Post	USDA	Post
	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne
		w]		w]		w]
Market Year Begin		10/2000		10/2001		10/2002
Deliv. To Processors	0	0	0	0	0	0
Beginning Stocks	2000	2000	2000	2000	1000	1000
Production	0	0	0	0	0	0
Imports	24794	24794	29925	29925	32000	32000
TOTAL SUPPLY	26794	26794	31925	31925	33000	33000
Exports	0	0	0	0	0	0
Domestic Consumption	24794	24794	30925	30925	32000	32000
Ending Stocks	2000	2000	1000	1000	1000	1000
TOTAL DISTRIBUTION	26794	26794	31925	31925	33000	33000

Fresh Grapefruit Import Trade Matrix

Import

Trade

Matrix

Country JapanCommodity Fresh

Grapefruit

	Graperruit		
Time period	Oct	Units:	Metric
	Sept.		Tons
Imports for:	2000		2001
U.S.	203287	U.S.	209262
Others		Others	
South Africa	48483	South Africa	52545
Israel	15946	Israel	9907
Swaziland	6143	Swaziland	5009
China	39	Cuba	75
Cuba	38	Chile	41
Taiwan	16		
Total for Others	70665		67577
Others not Listed	4		1
Grand Total	273956	•	276840

Grapefruit Juice Import Trade Matrix

Import

Trade

Matrix

Country JapanCommodity Juice,

Grapefruit

	Grapetruit		
Time period	Oct	Units:	Metric
	Sept.		Tons
Imports for:	2000		2001
U.S.	21125	U.S.	20119
Others		Others	
Israel	1281	Israel	7022
Belize	886	Cuba	1010
Cuba	739	Italy	437
Australia	299	Australia	444
Netherlands	148	Belize	296
Italy	110	Netherlands	219
Canada	71	Iceland	114
Austria	40	Mexico	96
		Canada	33
		Austria	31
Total for Others	3574		9702
Others not Listed	95		104
Grand Total	24794	-	29925

Fresh Grapefruit Wholesale Price Table

Prices

Table

Country	Japan
Commodity	Fresh Grapefruit

Commodity	Fresh Grapefruit		
Prices in	Yen	per uom	KG
Year	2002	2003	% Change
Jan	158	146	-7.59%
Feb	153	143	-6.54%
Mar	160		-100.00%
Apr	167		-100.00%
May	162		-100.00%
Jun	151		-100.00%
Jul	139		-100.00%
Aug	136		-100.00%
Sep	132		-100.00%
Oct	137		-100.00%
Nov	169		-100.00%
Dec	152		-100.00%
Exchange Rate	120.20		
		currency/US \$	
Date of Quote	04/16/2003	•	

Fresh Lemon PS&D Table

PSD Table

Country Japan
Commodity Fresh
Lemons

S)(1000 TREES)(10

(HECTARE

					00 MT)	
	2000	Revised	2001	Estimate	2002	Forecast
	USDA	Post	USDA	Post	USDA	Post
	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne
		w]		w]		w]
Market Year Begin		10/2000		10/2001		10/2002
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	84	84	89	89	90	90
TOTAL SUPPLY	86	86	91	91	92	92
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	86	86	91	91	92	92
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	86	86	91	91	92	92

Lemon Juice PS&D Table

PSD Table

Country Japan Commodity Juice,

(MT)

Lemon

	2000	Revised	2001	Estimate	2002	Forecast
	USDA	Post	USDA	Post	USDA	Post
	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne	Official[Old]	Estimate[Ne
		w]		w]		w]
Market Year Begin		10/2000		10/2001		10/2002
Deliv. To Processors	0	0	0	0	0	0
Beginning Stocks	2000	2000	2000	2000	1500	1500
Production	0	0	0	0	0	0
Imports	11749	11749	12506	12506	13500	13500
TOTAL SUPPLY	13749	13749	14506	14506	15000	15000
Exports	0	0	0	0	0	0
Domestic Consumption	11749	11749	13006	13006	13500	13500
Ending Stocks	2000	2000	1500	1500	1500	1500
TOTAL DISTRIBUTION	13749	13749	14506	14506	15000	15000

Fresh Lemon Import Trade Matrix

Import

Trade

Matrix

CountryJapanCommodityFresh

Lemons

	Lemons		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	2000		2001
U.S.	65054	U.S.	65165
Others		Others	
Chile	12799	Chile	15766
South Africa	3031	South Africa	4141
Australia	1899	Australia	2267
New Zealand	989	New Zealand	1421
Spain	99	Spain	207
South Korea	16		
Total for Others	18833		23802
Others not Listed	2		2
Grand Total	83889	•	88969

Lemon Juice Import Trade Matrix

Import

Trade

Matrix

Country Japan **Commodity** Juice,

Lemon

	Lemon		
Time period	Oct Sept.	Units:	Metric Tons
Imports for:	2000		2001
U.S.	1064	U.S.	591
Others		Others	
Israel	5405	Israel	5066
Italy	3019	Italy	3814
Argentina	1950	Argentina	2782
Chile	248	Chile	191
France	43	Spain	47
Spain	11		
Total for Others	10676		11900
Others not Listed	9		15
Grand Total	11749	•	12506

Fresh Lemon Wholesale Price Table

Prices

Table

Country	Japan	
Commodity	Fresh	
Commission	Lemons	

Commodity	Fresh Lemons		
Prices in	Yen	per uom	KG
Year	2002	2003	% Change
Jan	216	210	-2.78%
Feb	212	192	-9.43%
Mar	199		-100.00%
Apr	202		-100.00%
May	245		-100.00%
Jun	311		-100.00%
Jul	318		-100.00%
Aug	251		-100.00%
Sep	192		-100.00%
Oct	214		-100.00%
Nov	267		-100.00%
Dec	230		-100.00%
			_
Exchange Rate	120.21		
		currency/US \$	
Date of Quote	04/16/2003	4 · ·	