

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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GOVERNMENT POLICY

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## Japan

### CITRUS ANNUAL: Update

#### **Budget-conscious consumers and a stronger Japanese yen signal opportunities for U.S. citrus exports**

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**Report Highlights:**

This report contains updates to the trade matrix tables and orange juice narrative. In MY2009/10, "on-year" for Japanese tangerine trees is expected to offset decrease in planting area. Japanese imports of grapefruit are estimated to keep steady, while imports of oranges are expected to increase slightly. Lemon imports are expected to rise as domestic stock situation normalizes. Lower consumption of fresh produce among young consumers remains a concern. Japan lifts MRL-related sanctions on U.S. lemons and oranges.

**Commodities:**

Tangerine, orange, grapefruit, lemon fresh, orange juice

## Tangerines/Mandarins

### PS&D tables

| Tangerines/Mandarins,<br>Fresh Japan | 2007                        |        |          | 2008                        |        |          | 2009                        |        |      |
|--------------------------------------|-----------------------------|--------|----------|-----------------------------|--------|----------|-----------------------------|--------|------|
|                                      | 2007/2008                   |        |          | 2008/2009                   |        |          | 2009/2010                   |        |      |
|                                      | Market Year Begin: Oct 2007 |        |          | Market Year Begin: Oct 2008 |        |          | Market Year Begin: Oct 2009 |        |      |
|                                      | USDA Official Data          |        | Old Post | USDA Official Data          |        | Old Post | USDA Official Data          |        | Jan  |
|                                      |                             |        | Data     |                             |        | Data     |                             |        | Data |
| Area Planted*                        | 60,880                      | 60,880 | 60,850   | 59,380                      | 59,380 | 59,150   |                             | 57,650 |      |
| Area Harvested                       | 57,840                      | 57,840 | 57,810   | 56,260                      | 56,260 | 56,210   |                             | 54,710 |      |
| Bearing Trees                        | 34,704                      | 34,704 | 34,686   | 33,756                      | 33,756 | 33,726   |                             | 32,826 |      |
| Non-Bearing Trees                    | 5,472                       | 5,472  | 5,472    | 5,616                       | 5,616  | 5,292    |                             | 5,292  |      |
| Total No. Of Trees                   | 40,176                      | 40,176 | 40,158   | 39,372                      | 39,372 | 39,018   |                             | 38,118 |      |
| Production#                          | 1,197                       | 1,197  | 1,193    | 1,060                       | 1,062  | 1,018    |                             | 1,097  |      |
| Imports                              | 10                          | 10     | 10       | 10                          | 10     | 9        |                             | 9      |      |
| Total Supply                         | 1,207                       | 1,207  | 1,203    | 1,070                       | 1,072  | 1,027    |                             | 1,106  |      |
| Exports                              | 5                           | 5      | 5        | 3                           | 6      | 3        |                             | 3      |      |
| Fresh Dom. Consumption               | 1,068                       | 1,068  | 1,065    | 959                         | 958    | 916      |                             | 975    |      |
| For Processing                       | 134                         | 134    | 133      | 108                         | 108    | 108      |                             | 128    |      |
| Total Distribution                   | 1,207                       | 1,207  | 1,203    | 1,070                       | 1,072  | 1,027    |                             | 1,106  |      |

\* Area measured in hectares

# Production measured in Thousands of metric tons

### Production

Post estimates Japanese production of fresh tangerines/mandarins in MY2009/10 to be approximately 1,097,000 metric tons, slightly higher than last season. This estimate includes the “unshu mikan”, “iyokan” and “hassaku” varieties. The production of “unshu mikan” tangerines is by far the largest Japanese tangerine crop. Despite a decrease in the harvesting acreage, this season, Japanese tangerines are experiencing what is typically referred to as an “on-year.” As part of the tree’s natural production cycle, every other year trees commonly bear more fruit than the previous year. Hence, for MY2009/10 post estimates the total “unshu mikan” tangerine production to be 1,000,000 metric tons, approximately a 10 percent increase over the previous season. Other tangerine varieties such as “iyokan” and “hassaku” are also important in Japan. Post estimates the MY2009/10 production of “iyokan” and “hassaku” to be 56,000 and 41,000 metric tons, respectively.

Early crop varieties constitute approximately 60 percent of nation’s tangerine trees with their harvesting season starting in September and continuing until November. The remainder of tangerine

trees is made up of regular crop varieties harvested from November to December. The “Iyokan” and “hassaku” tangerines are late-crop varieties and are harvested in January and February.

This season, while a few typhoons passed by the islands of Japan no major damages were reported by “unshu mikan” tangerine growers. Growers do report that since drought hit the tangerine growing region in the late summer, this season’s crop has small-sized fruit. However, as this year is an “on-year” for the unshu mikan trees, growers are expecting more fruit per tree than last season.

Nonetheless, the nation’s harvesting acreage for “unshu mikan” tangerines continues to decline. Growers are abandoning inefficient production fields located in steep hills or citrus groves with aging trees. Seeking a higher return on their investments, growers are also substituting “unshu mikan” trees with different citrus tree varieties. These trends contributed significantly to the reduction in total acreage. Thus, harvesting acreage for “unshu mikan” tangerines is expected to be approximately 47,300 hectares in the MY2009/10; down from 48,300 hectares in MY2008/09.

Under the guidance of the Ministry of Agriculture, Forestry and Fisheries (MAFF) through the Japanese Agriculture (JA) grower cooperatives, “unshu mikan” growers meet early in the season to discuss growing conditions and report on their estimated production. Seeking to avoid depressing the domestic price and minimize losses, “unshu mikan” growers agree on a volume of production that will be available to all sectors of the Japanese market. Hence, every year, the growers committee known as the “National Fruit Grower’s Shipment Stabilization Committee” establishes a volume guideline. If necessary, farmers adjust production volume by pruning trees in accordance with the guideline. According to the Committee’s guideline for MY2009/10 “unshu mikan” tangerine production is estimated at one million metric tons. Detailed utilization for commercial shipments is as follows:

| MY2009/10 “unshu mikan” tangerine commercial shipments |                       |
|--|-----------------------|
| Estimated Production                                   | 1,000,000 metric tons |
| Adequate Commercial Shipments                          | 890,000 metric tons   |
| (of that, Shipments to Fresh Market)                   | 775,000 metric tons   |
| (of that, Shipments to the Processing Sector)          | 115,000 metric tons   |

(Source: Ministry of Agriculture, Forestry & Fisheries)

### Consumption

According to the Ministry of Internal Affairs and Communications (MIC), in 2008 Japanese annual consumption of fresh tangerines was approximately 15.0 kilogram per household with total expenditures of \$53.68 (4,713 yen).\* This is the average consumption per (two-or-more people) household. Japanese household expenditures are slightly lower than last year. In Japan, older people

tend to eat more tangerines than younger people. People ages 60 to 69 ate 19.5 kilograms of tangerines in 2008; while people ages 30 to 39 had only 6.2 kilograms. People under 30 years old ate only 3.6 kilograms. The fact that younger people are eating less fresh tangerines than older people is a matter of concern for Japan's citrus market.

\* The exchange rate of 87.80 yen per dollar is based on the Nikkei News quote on December 3, 2009.

## Trade

Post estimates Japanese imports of fresh tangerines in MY 2009/10 to be approximately 9,000 metric tons, similar to the MY2008/09 level. The United States supplied 7,160 metric tons of fresh tangerines to Japan in the MY2008/09, valued at approximately \$10.0 million (CIF). U.S. tangerine supplies were slightly lower compared to the previous year. Other suppliers to the Japanese market include Australia and to a much lesser extent New Zealand and Chile.

Japanese exports of tangerines are fairly small. In MY 2008/09, Japanese exports were lower than last season, approximately 3,300 metric tons and valued at \$4.6 million (FOB). The majority of exports, approximately 2,900 metric tons, went to Canada. Almost 300 metric tons went to neighboring Asian countries. Japan also ships a small amount of tangerines to the United States, approximately 109 metric tons in MY2008/09, down from last season. In MY 2009/10, traders expect to export a similar amount to the U.S. market.

## Price Tables (Japanese mikan tangerines)

| Wholesale Prices (Average)             |          | Retail Prices (Average)                |          |
|--|----------|--|----------|
| Commodity: Tangerines/Mandarins, Fresh |          | Commodity: Tangerines/Mandarins, Fresh |          |
| Prices in : Japanese Yen               |          | Prices in : Japanese Yen               |          |
| Per uom: KG                            |          | Per uom: KG                            |          |
|  | (Yen/KG) |  | (Yen/KG) |
| 2008                                   |          | 2008                                   |          |
| October                                | ¥158     | October                                | ....     |
| November                               | ¥207     | November                               | ¥441     |
| December                               | ¥218     | December                               | ¥473     |

|              |        |  |             |      |
|--------------|--------|--|-------------|------|
| 2009         |        |  | 2009        |      |
| January      | ¥212   |  | January     | ¥513 |
| February     | ¥224   |  | February    | ¥542 |
| March        | ¥237   |  | March       | ¥590 |
| April        | ¥400   |  | April       | .... |
| May          | ¥1,251 |  | May         | .... |
| June         | ¥938   |  | June        | .... |
| July         | ¥867   |  | July        | .... |
| August       | ¥789   |  | August      | .... |
| September    | ¥262   |  | September   | .... |
| October      |        |  | October     | ¥458 |
| November     |        |  | November    | ¥428 |
|              |        |  |             |      |
| Source: MAFF |        |  | Source: MIC |      |

Wholesale prices are average wholesale prices at the major wholesale markets.

Retail prices are average retail prices in the Metro Tokyo area.

### Import Duties

| TARIFF CODE (HS) | DESCRIPTION   | DUTY RATE (%) |
|------------------|---|---------------|
| 0805.20-000      | Fresh Mandarins (including tangerines), Clementines, Wilkings and similar citrus hybrid | 17 %          |

All duties are charged on a CIF basis.

Source: Customs Tariff Schedules of Japan 2009.

### Grapefruit

#### PS&D table

| Fresh Grapefruit, Japan | 2007                        |          | 2008                        |          | 2009                        |      |
|-------------------------|-----------------------------|----------|-----------------------------|----------|-----------------------------|------|
|                         | 2007/2008                   |          | 2008/2009                   |          | 2009/2010                   |      |
|                         | Market Year Begin: Oct 2007 |          | Market Year Begin: Oct 2008 |          | Market Year Begin: Oct 2009 |      |
|                         | USDA Official Data          | Old Post | USDA Official Data          | Old Post | USDA Official Data          | Jan  |
|                         |                             | Data     |                             | Data     |                             | Data |
| Area Planted*           | 0                           | 0        | 0                           | 0        | 0                           | 0    |

|                        |     |     |     |     |     |     |  |  |     |
|------------------------|-----|-----|-----|-----|-----|-----|--|--|-----|
| Area Harvested         | 0   | 0   | 0   | 0   | 0   | 0   |  |  | 0   |
| Bearing Trees          | 0   | 0   | 0   | 0   | 0   | 0   |  |  | 0   |
| Non-Bearing Trees      | 0   | 0   | 0   | 0   | 0   | 0   |  |  | 0   |
| Total No. Of Trees     | 0   | 0   | 0   | 0   | 0   | 0   |  |  | 0   |
| Production#            | 0   | 0   | 0   | 0   | 0   | 0   |  |  | 0   |
| Imports                | 188 | 188 | 188 | 180 | 180 | 180 |  |  | 180 |
| Total Supply           | 188 | 188 | 188 | 180 | 180 | 180 |  |  | 180 |
| Exports                | 0   | 0   | 0   | 0   | 0   | 0   |  |  | 0   |
| Fresh Dom. Consumption | 188 | 188 | 188 | 180 | 180 | 180 |  |  | 180 |
| For Processing         | 0   | 0   | 0   | 0   | 0   | 0   |  |  | 0   |
| Total Distribution     | 188 | 188 | 188 | 180 | 180 | 180 |  |  | 180 |

\* Area measured in hectares

# Production measured in Thousands of metric tons

## Production

Japan does not produce grapefruit.

## Consumption

According to the Ministry of Internal Affairs and Communications (MIC), in 2008 Japanese annual consumption of grapefruit was approximately 2.5 kilograms per household with total expenditures of \$7.90 (694 yen).<sup>\*</sup> This is the average consumption per (two-or-more people) household. People ages 60 to 69 ate 3.3 kilograms of grapefruit in 2008; while people in ages from 30 to 39 ate 1.4 kilograms. People under 30 years old ate only 0.7 kilograms. Given the state of the economy and the general trend among young consumers to eat less fresh produce total annual consumption was down from last season.

<sup>\*</sup> The exchange rate of 87.80 yen per dollar is based on the Nikkei News quote on December 3, 2009.

## Trade (Imports)

The United States is the largest supplier of fresh grapefruit to Japan, supplying approximately 63 percent of total Japanese imports. South Africa is the other major supplier to Japan, sharing approximately 34 percent of total grapefruit imports. For MY 2009/10, post estimates Japanese imports of fresh grapefruit to be approximately 180,000 metric tons, a similar to MY 2008/09. The United States supplied 115,600 metric tons of fresh grapefruit in the MY 2008/09, valued at approximately \$125 million (CIF).

Japan is still in the midst of an economic recession with relatively high unemployment and fairly conservative consumers. While Japan has been in a recession for more than 14 months, Tokyo grapefruit-traders hope for a minor recovery in 2010. The current strong yen situation also encourages Japanese importers to increase their trade. The current exchange rate is 87.80 yen per dollar based on the Nikkei News quote on December 3, 2009, while the exchange rate was 95.52 yen per dollar approximately a year ago. As these two elements may offset each other, post anticipates imports to remain steady.

According to Tokyo traders, in MY 2009/10 Japanese imports of Florida grapefruit are expected to be approximately 6.0 million cartons or 102,000 metric tons, similar to MY 2008/09. The weight per carton for Florida grapefruit is approximately 17 kilograms. In November 2009, the new Florida grapefruit crop arrived in Japan marking the start of the Florida grapefruit season. The trade volume is expected to increase during the Christmas holiday season and it is expected to peak around March and April when the grapefruit flavor reaches maturity. Traders also report that the new crop has smaller sized fruit due to relatively short rainfalls during the growing season but assure that the crop has high quality fruit with good flavor. The shipment ratio between white grapefruit and red/ruby ones is expected to be 40 and 60 percent, respectively. Texas and California are also important suppliers of grapefruit to the Japanese market. Texas supplies ruby/red grapefruit in the fall season and California's peak season is in early summer.

South African grapefruits are largely sold in the summer season and therefore do not compete directly with Florida fruit in the Japanese market. South Africa's new crops arrive in Japan in June and are actively sold until Florida's new crops arrive in the fall.

Lately, South African grapefruits have played an important role in the Japanese market, fulfilling approximately 34 percent of Japan's grapefruit trade. In May 2009/10, Japanese traders expect the South African shipments to be approximately 4.0 million cartons (including shipments from Swaziland) or 60,000 metric tons, similar to MY 2008/09. The weight per carton is approximately 15 kilograms. South Africa (including Swaziland) supplied 60,700 metric tons in the MY 2008/09, valued at approximately \$41.4 million (CIF). Post anticipates that South African sales will remain about the same as importers do not want to depress prices by flooding the market.

Israel supplies a green-colored grapefruit variety called "Sweetie" to the Japanese market but it does not compete with U.S. grapefruit. The trade volume of Sweeties is not large, approximately 4,000 to 5,000 metric tons each year. The peak season lies in December and January. According to industry sources, this year's crop quality is fairly good. Hence, in MY 2009/10 Sweetie sales are expected to return to normal levels with sales of approximately 300,000 cartons or 5,000 metric tons. In

MY2008/09, Israel Sweetie supply to Japan was much lower with sales of about 3,727 metric tons valued at \$5.4 million (CIF).

Price Tables (Grapefruit, Fresh)

| Import CIF Prices (Average)  |                | Wholesale Prices (Average)   |          | Retail Prices (Average)      |          |
|------------------------------|----------------|------------------------------|----------|------------------------------|----------|
| Commodity: Grapefruit, Fresh |                | Commodity: Grapefruit, Fresh |          | Commodity: Grapefruit, Fresh |          |
| Prices in : US Dollar        |                | Prices in : Japanese Yen     |          | Prices in : Japanese Yen     |          |
| Per uom: KG                  |                | Per uom: KG                  |          | Per uom: KG                  |          |
|                              | (US Dollar/KG) |                              | (Yen/KG) |                              | (Yen/KG) |
| 2008                         |                | 2008                         |          | 2008                         |          |
| October                      | \$1.08         | October                      | ¥129     | October                      | ....     |
| November                     | \$1.30         | November                     | ¥141     | November                     | ¥299     |
| December                     | \$1.25         | December                     | ¥158     | December                     | ¥348     |
| 2009                         |                | 2009                         |          | 2009                         |          |
| January                      | \$1.10         | January                      | ¥157     | January                      | ¥339     |
| February                     | \$1.03         | February                     | ¥149     | February                     | ¥324     |
| March                        | \$1.06         | March                        | ¥149     | March                        | ¥297     |
| April                        | \$1.07         | April                        | ¥156     | April                        | ¥302     |
| May                          | \$0.97         | May                          | ¥158     | May                          | ¥301     |

|                       |        |  |              |      |  |             |      |
|-----------------------|--------|--|--------------|------|--|-------------|------|
| June                  | \$0.83 |  | June         | ¥149 |  | June        | ¥292 |
| July                  | \$0.61 |  | July         | ¥142 |  | July        | ¥295 |
| August                | \$0.65 |  | August       | ¥132 |  | August      | ¥281 |
| September             |        |  | September    | ¥121 |  | September   | ¥287 |
| October               |        |  | October      |      |  | October     | ¥263 |
| November              |        |  | November     |      |  | November    | ¥277 |
|                       |        |  |              |      |  |             |      |
| Source: Japan Customs |        |  | Source: MAFF |      |  | Source: MIC |      |

Import prices are average import CIF prices.

Wholesale prices are average wholesale prices at the major wholesale markets.

Retail prices are average retail prices in the Metro Tokyo area.

### Policy (SPS Issues)

In Japan, monitoring for chemical residues on imported products is conducted by the Ministry of Health, Labor and Welfare's (MHLW) quarantine offices. In addition, imported crops, along with domestically produced crops, are also monitored at the retail level by local government laboratories.

Currently, no chemical minimal residue level (MRL) violations have been found in imports of fresh U.S. grapefruit. MRLs for crops and chemicals can be found in the following website: <http://www.mrldatabase.com/>

MHLW procedures for MRL violations are stated in the MHLW Monitoring Programs for Imported Food Products. The FY2009 Monitoring Plan is available in English at <http://www.mhlw.go.jp/topics/yunyu/keikaku/09/english.html>  
<http://www.mhlw.go.jp/topics/yunyu/keikaku/dl/09c.pdf>

As for plant quarantine issues, no major trade disruptions have been reported in U.S. grapefruit trade to Japan.

### Import Duties (Grapefruit, Fresh)

| TARIFF CODE<br>(HS)   | DESCRIPTION      | DUTY RATE<br>(%) |
|---|------------------|------------------|
| 0805.40-000   | Fresh Grapefruit | 10 %             |
| All duties are charged on a CIF basis.<br>Source: Customs Tariff Schedules of Japan 2009. |                  |                  |

## Oranges

### PS&D Tables (Oranges, Fresh)

| <b>Oranges,<br/>Fresh<br/>Japan</b> | 2007                        |     |          | 2008                        |     |          | 2009                        |  |      |
|-------------------------------------|-----------------------------|-----|----------|-----------------------------|-----|----------|-----------------------------|--|------|
|                                     | 2007/2008                   |     |          | 2008/2009                   |     |          | 2009/2010                   |  |      |
|                                     | Market Year Begin: Oct 2007 |     |          | Market Year Begin: Oct 2008 |     |          | Market Year Begin: Oct 2009 |  |      |
|                                     | USDA Official<br>Data       |     | Old Post | USDA Official<br>Data       |     | Old Post | USDA Official<br>Data       |  | Jan  |
|                                     |                             |     | Data     |                             |     | Data     |                             |  | Data |
| Area Planted                        | 880                         | 880 | 880      | 800                         | 800 | 800      |                             |  | 710  |
| Area Harvested                      | 870                         | 870 | 870      | 790                         | 790 | 790      |                             |  | 700  |
| Bearing Trees                       | 522                         | 522 | 522      | 474                         | 474 | 474      |                             |  | 420  |
| Non-Bearing Trees                   | 18                          | 18  | 18       | 18                          | 18  | 18       |                             |  | 18   |
| Total No. Of Trees                  | 540                         | 540 | 540      | 492                         | 492 | 492      |                             |  | 438  |
| Production*                         | 9                           | 9   | 9        | 8                           | 8   | 8        |                             |  | 6    |
| Imports                             | 99                          | 99  | 99       | 90                          | 90  | 94       |                             |  | 100  |
| Total Supply                        | 108                         | 108 | 108      | 98                          | 98  | 102      |                             |  | 106  |
| Exports                             | 0                           | 0   | 0        | 0                           | 0   | 0        |                             |  | 0    |
| Fresh Dom.<br>Consumption           | 108                         | 108 | 108      | 98                          | 98  | 102      |                             |  | 106  |
| For Processing                      | 0                           | 0   | 0        | 0                           | 0   | 0        |                             |  | 0    |
| Total Distribution                  | 108                         | 108 | 108      | 98                          | 98  | 102      |                             |  | 106  |

\* Production measured in thousand of metric tons.

## Production

Japan produces a small amount of navel oranges. The production is approximately 6,000 metric tons annually in an area of approximately 700 hectares. Japanese production of navel oranges has been declining rapidly each year and continues to decline. Japanese farmers are losing interest in growing navel oranges as their quality and price cannot compete with imports from the U.S. or Australia.

## Consumption

According to the Ministry of Internal Affairs and Communications (MIC), in 2008 Japanese annual consumption of fresh oranges was approximately 1.6 kilograms per household with the total expenditures of \$6.22 (546 yen). This is the average consumption per (two-or-more-people) household. In terms of consumption by age group, people over 70 years old consumed the most at 2.1 kilograms while people under 29 ate only 0.6 kilograms. Industry sources report that approximately 60 percent of fresh oranges are consumed at home and the rest are consumed at food service locations.

*\* The exchange rate of 87.80 yen per dollar is based on the Nikkei News quote on December 3, 2009.*

## Trade (Imports)

The United States supplies fresh oranges to the Japanese market all year round, supplying over 70 percent of total Japanese imports. Southern Hemisphere countries such as Australia, South Africa and Chile are also important players in the Japanese orange market, supplying product from July through November, when U.S. shipments are relatively low.

According to industry sources, the MY 2009/10 California orange production will normalize, increasing approximately 16 percent from MY 2008/09. Last season's crop was unusually low given unfavorable weather conditions. California's new crop of navel oranges arrived in mid-November 2009 and Tokyo traders expect that the trade volume will gradually increase around the Christmas holiday season. Industry sources also indicate that the quality of the new crop is excellent. The new crop is also said to have small to medium sized fruit that suits the taste of Japanese consumers. Navel orange shipments will continue until May, while California Valencia orange shipments will likely start in April.

Navels and Valencia oranges share by far the largest sales in Japan. However, Minneola Tangelos and other less-known U.S. varieties such as Cara Cara and Moro oranges may have high potential in the Japanese market. Minneola oranges can be easily peeled which Japanese consumers favor. Japanese traders are expecting to annually sell 200,000 to 300,000 cartons (based on a 17-kilogram carton) of California Minneola oranges. Minneola Tangelos are shipped to Japan in carton boxes that are 2/3 of the regular sized box. Compared to regular oranges, tangelos are a softer and smaller fruit. Hence, tangelos are sold in smaller boxes, making them easier to sell at the retail level. The Cara Cara orange variety is still an up-and-coming product in Japan. Traders expects to sell approximately 2,700 cartons (based on a 17-kilogram carton) of Cara Cara oranges. Cara Cara orange is packaged in a 9-kilogram box. Given the smaller number of Cara Cara oranges per box, this variety often sells for twice as much as the price of navel oranges. Moro oranges, often called “blood oranges” since the flesh of the fruit is dark red, enjoy popularity among Japanese restaurant chefs and hotel managers. Approximately 1,700 cartons (based on a 17-kilogram carton) are expected to sell in Japan annually. Moro orange is also packaged in a 9-kilogram box. As these specialized varieties are relatively new to the Japanese palate, sales are expected to remain about the same as last year.

#### Price Tables (Oranges, Fresh)

| Import CIF Prices (Average) |                | Wholesale Prices (Average) |          | Retail Prices (Average)   |          |
|-----------------------------|----------------|----------------------------|----------|---------------------------|----------|
| Commodity: Oranges, Fresh   |                | Commodity: Oranges, Fresh  |          | Commodity: Oranges, Fresh |          |
| Prices in : US Dollar       |                | Prices in : Japanese Yen   |          | Prices in : Japanese Yen  |          |
| Per uom: KG                 |                | Per uom: KG                |          | Per uom: KG               |          |
|                             | (US Dollar/KG) |                            | (Yen/KG) |                           | (Yen/KG) |
| 2008                        |                | 2008                       |          | 2008                      |          |
| October                     | \$0.96         | October                    | ¥164     | October                   | ....     |
| November                    | \$0.98         | November                   | ¥159     | November                  | ¥398     |
| December                    | \$1.23         | December                   | ¥177     | December                  | ¥408     |
| 2009                        |                | 2009                       |          | 2009                      |          |
| January                     | \$1.14         | January                    | ¥191     | January                   | ¥405     |
| February                    | \$1.08         | February                   | ¥182     | February                  | ¥405     |
| March                       | \$1.04         | March                      | ¥176     | March                     | ¥410     |
| April                       | \$1.02         | April                      | ¥185     | April                     | ¥398     |
| May                         | \$1.00         | May                        | ¥187     | May                       | ¥388     |
| June                        | \$0.93         | June                       | ¥175     | June                      | ¥388     |
| July                        | \$1.09         | July                       | ¥167     | July                      | ¥389     |
| August                      | \$1.20         | August                     | ¥176     | August                    | ¥377     |
| September                   |                | September                  | ¥174     | September                 | ¥394     |
| October                     |                | October                    |          | October                   | ¥396     |
| November                    |                | November                   |          | November                  | ¥408     |

|                       |  |              |  |  |             |  |  |
|-----------------------|--|--------------|--|--|-------------|--|--|
|                       |  |              |  |  |             |  |  |
| Source: Japan Customs |  | Source: MAFF |  |  | Source: MIC |  |  |

Import prices are average import CIF prices.

Wholesale prices are average wholesale prices at the major wholesale markets.

Retail prices are average retail prices in the Metro Tokyo area.

## Policy (SPS Issues)

In Japan, the Ministry of Health, Labor and Welfare (MHLW) quarantine officials check for chemical residues on imported products through regular monitoring tests at the port of entry. In addition, imported crops, along with domestically produced crops, are also monitored at the retail level by local government laboratories.

In May 2008, MHLW quarantine officials found residues of Pendimethalin (a chemical used as an herbicide) in excess of Japan's established Maximum Residue Level (MRL) of 0.05 ppm in imports of U.S. fresh oranges. The residue level detected was 0.08 ppm. The U.S. MRL is 0.1 ppm. MRLs for crops and chemicals can be found at the following website: <http://www.mrldatabase.com/>.

As a result of this residue violation, the monitoring of Pendimethalin in imports of U.S. fresh oranges was raised from the regular monitoring sample rate of approximately 5 percent to 30 percent sampling rate. In this case, since the detected residue level was within the U.S. established MRL the sanction was only applied to the packer who incurred the violation. As a general practice, after a single MRL violation, MHLW increases testing to 30 percent on all suppliers from the violator's exporting country. In the event that a second violation occurs within a 12-month period of the first violation, MHLW imposes a 100 percent test-and-hold policy against the agricultural commodity from the entire exporting country. Additionally, if after one year from the date of the incurred violation no further violations are observed then the sanction is automatically lifted. Hence, the sanction on this single packer was lifted in May 2009.

MHLW procedures for MRL violations are stated in the MHLW Monitoring Programs for Imported Food Products. The FY2009 Monitoring Plan is available in English at <http://www.mhlw.go.jp/topics/yunyu/keikaku/09/english.html>  
<http://www.mhlw.go.jp/topics/yunyu/keikaku/dl/09c.pdf>

With respect to plant quarantine issues, no major disruptions have been reported on U.S. orange trade to Japan.

Import Duties (Oranges, Fresh)

| TARIFF CODE<br>(HS)   | DESCRIPTION  | DUTY RATE<br>(%) |
|---|--|------------------|
| 0805.10-000   | Fresh Orange,<br>Imports during December 1- May 31   | 32 %             |
|   | Fresh Orange,<br>Imports during June 1 – November 30 | 16 %             |
| All duties are charged on a CIF basis.<br>Source: Customs Tariff Schedules of Japan 2009. |  |                  |

## Orange Juice

### PS&D Tables (Orange Juice)

| Orange Juice<br>Japan   | 2007                        |        |             | 2008                        |        |             | 2009                        |  |        |
|-------------------------|-----------------------------|--------|-------------|-----------------------------|--------|-------------|-----------------------------|--|--------|
|                         | 2007/2008                   |        |             | 2008/2009                   |        |             | 2009/2010                   |  |        |
|                         | Market Year Begin: Oct 2007 |        |             | Market Year Begin: Oct 2008 |        |             | Market Year Begin: Oct 2009 |  |        |
|                         | USDA Official<br>Data       |        | Old<br>Post | USDA Official<br>Data       |        | Old<br>Post | USDA Official<br>Data       |  | Jan    |
|                         |                             |        | Data        |                             |        | Data        |                             |  | Data   |
| Deliv. To Processors    | 0                           | 0      | 0           | 0                           | 0      | 0           |                             |  | 0      |
| Beginning Stocks        | 17,000                      | 17,000 | 17,000      | 10,000                      | 10,000 | 10,000      |                             |  | 10,000 |
| Production              | 0                           | 0      | 0           | 0                           | 0      | 0           |                             |  | 0      |
| Imports                 | 74,608                      | 74,608 | 68,726      | 74,000                      | 74,000 | 75,492      |                             |  | 75,000 |
| Total Supply            | 91,608                      | 91,608 | 85,726      | 84,000                      | 84,000 | 85,492      |                             |  | 85,000 |
| Exports                 | 0                           | 0      | 0           | 0                           | 0      | 0           |                             |  | 0      |
| Domestic<br>Consumption | 81,608                      | 81,608 | 75,726      | 79,000                      | 79,000 | 75492       |                             |  | 75,000 |
| Ending Stocks           | 10,000                      | 10,000 | 10,000      | 5,000                       | 5,000  | 10,000      |                             |  | 10,000 |
| Total Distribution      | 91,608                      | 91,608 | 85,726      | 84,000                      | 84,000 | 85,492      |                             |  | 85,000 |

### Production

Japanese production of orange juice is nil. Japan produces a small amount of oranges (approximately 6,000 metric tons annually) and the majority of oranges are sold fresh.

### Consumption

According to the Ministry of Internal Affairs and Communications (MIC), in 2008 Japanese household's annual expenditure on fruit/vegetable juice was \$100.54 (8,827 yen). This is the average consumption for two-or-more-person households. Orange juice and apple juice are at the top of Japan's fruit juice consumption, followed by grape juice and grapefruit juice. As for Japanese consumption of vegetable juice, top items are carrot juice and mixed vegetable juice.

Japan's consumption of 100% pure orange juice has been declining, since consumer preference has shifted toward healthier low or non-sugar products such as Japanese green tea, Chinese tea and black tea. Industry sources report that approximately 60 percent of orange juice is consumed at home and the rest is consumed at food service locations.

*\* The exchange rate of 87.80 yen per dollar is based on the Nikkei News quote on December 3, 2009.*

## Trade (Imports)

Japanese imports of orange juice have been continuously declining since MY2004 when the volume of total imports peaked at 101,320 metric tons (based on 65 degree Brix). Still, in MY2008 imports increased approximately 10 percent to 75,492 metric tons from the previous season (68,726 metric tons). Japanese traders attribute the MY2008 increase in imports largely to declining import prices compared to previous years. From MY2005 to MY2007, the import price of orange juice was significantly higher due to poor orange crops in Brazil and greater demand for orange juice in emerging economies, especially in China and Russia. In MY2008, improvement in Brazil's orange juice supplies lessened the pressure on import prices. Historically, Brazil has been by far the largest supplier of orange juice to Japan, supplying approximately 81 percent of Japan's total imports. Hence, changes in Brazilian price tend to significantly affect Japanese imports of orange juice.

In MY2008, the United States supplied 2,783 metric tons of orange juice to Japan, approximately 4 percent of Japan's total imports. Orange juice prices soared in MY2006 and MY2007 as hurricanes hit the U.S. and reduced supply. At that time, shortages of U.S. orange juice encouraged Japanese importers to look for alternate suppliers and increase imports from Mexico.

Since then, Mexico has increased its share of the Japanese orange juice market. In MY2008, Mexico supplied 5,821 metric tons, approximately 90 percent more than the previous season. In addition, the recent surge in imports of orange juice from Mexico is also due to the preferential tariff-quota Mexico enjoys under the Japan/Mexico Economic Partnership Agreement (EPA). Beginning in 2005, the Japanese in-quota duty for Mexican orange juice was reduced by half of the regular WTO (MFN duty) tariff. For example in 2009, imports of frozen concentrated orange juice (FCOJ) from Mexico under 6,200 metric tons faced a duty of 12.75 percent while imports of FCOJ from all other sources, including the United States, paid the MFN duty rate of 25.5 percent (see policy section below).

## Policy

## The Japan/Mexico Economic Partnership Agreement (EPA)

The Japan/Mexico EPA has been in effect since April 1, 2005. Under this agreement, various Mexican agricultural products, including orange juice, enter Japan at a reduced rate. Regarding orange juice specifically, Japan granted Mexico preferential tariff-quotas on all line items and slashed duties by half. In the case of concentrated orange juice, Mexico has enjoyed a preferential tariff-quota since the first year of the EPA's implementation. As agreed, the quota volume, initially 3,850 metric tons, has gradually expanded to 6,200 metric tons in the fifth year of implementation or 2009. In-quota imports face a 12.75 percent tariff while imports exceeding the quota in any given year face Japan's MFN tariff rate of 25.5 percent. Since the EPA's implementation, imports of Mexican orange juice have not exceeded the quota level.

Mexico also enjoys preferential tariff-quota on single-strength orange juice. The initial quota volume of 750 metric tons (based on 65 degree Brix) increased to 1,500 metric tons in 2009. Since 2005, Mexican imports under the quota face a tariff of 10.65 percent or half of the MFN duty. As the tariff concessions under the EPA are scheduled for renegotiation in 2010, Post does not expect preferential quotas on orange juice to change during the next marketing year. Additionally, as the recent increase in import volume of Mexican orange juice is closer to the actual quota, another 90 percent surge appears unlikely in MY2009. However, Mexico's lower prices, favorable exchange rate, and current duty advantages on orange juice, compared to other suppliers, may further secure its increased share of the Japanese market.

The details of the Japan/Mexico EPA will be found (in Japanese only) at the following web site:

[http://www.mof.go.jp/jouhou/kanzei/fta\\_epa/fta\\_epa.htm](http://www.mof.go.jp/jouhou/kanzei/fta_epa/fta_epa.htm)

### Prices (Orange Juice)

| Average Import Prices by Country        |  |  |
|---|--|--|
| Country: Japan                          |  |  |
| Commodity:                              |  |  |
| Frozen Concentrated Orange Juice (FCOJ) |  |  |

|   |         |         |
|---|---------|---------|
| Time Period: October - September        |         |         |
| Prices in: U.S. Dollar (CIF Basis)      |         |         |
| Per uom: KG (based on a 65 degree Brix) |         |         |
|   | MY 2007 | MY 2008 |
| United States                           | \$3.02  | \$2.35  |
| Brazil                                  | \$2.09  | \$1.83  |
| Mexico                                  | \$2.62  | \$1.96  |
| Source: Japan Customs                   |         |         |

CIF prices for frozen concentrated orange juice in MY2008 were down approximately 12 to 25 percent from the MY2007 price. The import price of orange juice from Brazil and Mexico continues to be significantly lower than the price of U.S. orange juice.

According to Tokyo traders, wholesale prices (the price that Japanese importer sells to beverage makers or other processors) were around \$3.42 - \$3.99 (300 – 350 yen) per kilogram in MY2008, which fell approximately 25 percent from the MY2007 price.

In the retail sector, the majority of orange juices are sold under a national brand such as Tropicana, Minute Maid, Bireley's, Dole and Sunkist. Tropicana's 100% orange juice is sold at \$2.26 (198 yen) for a 1000-mililiter paper-based container and \$1.00 (88 yen) for a 250-mililiter container. Minute Maid 100% orange juice is sold at \$2.03 (178 yen) for a 1000-mililiter container. Other national brand products are sold at similar prices.

Japan's major supermarket sells a private brand 100% orange juice at \$1.69 (148 yen) for a 1000-mililiter paper-based container and \$0.89 (78 yen) for a 200-mililiter container.

### **Other Policy Issues**

Japan's monitoring and lengthy approval process for chemical residues (MRL) and additives remains a concern for U.S. orange juice traders. Monitoring for MRLs on imports is conducted by the Ministry of Health, Labor and Welfare (MHLW) quarantine offices and local government laboratories. During MY2008, there were no major reported disruptions in U.S. orange juice trade to Japan.

### **Import Duties (Orange Juice)**

| TARIFF CODE (HS) | DESCRIPTION  | DUTY RATE (%) |
|------------------|--|---------------|
| 2009.11-110      | Orange Juice, Frozen, Containing added sugar, Not more than 10% by weight of sucrose, naturally and artificially contained | 25.5 %        |

|   |  |  |
|---|--|--|
| 2009.11-190                                     | Orange Juice, Frozen, Containing added sugar, Other  | 29.8% or 23 yen/kg, whichever is the greater |
| 2009.11-210                                     | Orange Juice, Frozen, Not containing added sugar, Not more than 10% by weight of sucrose   | 21.3 %                                       |
| 2009.11-290                                     | Orange Juice, 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, Other   | 29.8% or 23 yen/kg, 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 %                                       |
| All duties are charged on a CIF basis.          |  |  |
| Source: Customs Tariff Schedules of Japan 2009. |  |  |

## Lemons

### PS&D Tables

| Lemons/Limes, Fresh<br>Japan | 2007                        |     |          | 2008                        |     |          | 2009                        |     |      |
|------------------------------|-----------------------------|-----|----------|-----------------------------|-----|----------|-----------------------------|-----|------|
|                              | 2007/2008                   |     |          | 2008/2009                   |     |          | 2009/2010                   |     |      |
|                              | Market Year Begin: Oct 2007 |     |          | Market Year Begin: Oct 2008 |     |          | Market Year Begin: Oct 2009 |     |      |
|                              | USDA Official<br>Data       |     | Old Post | USDA Official<br>Data       |     | Old Post | USDA Official<br>Data       |     | Jan  |
|                              |                             |     | Data     |                             |     | Data     |                             |     | Data |
| Area Planted                 | 0                           | 0   |          | 0                           | 0   |          |                             |     |      |
| Area Harvested               | 440                         | 440 | 435      | 480                         | 480 | 470      |                             | 510 |      |
| Bearing Trees                | 0                           | 0   |          | 0                           | 0   |          |                             |     |      |

|                        |    |    |    |    |    |    |  |  |    |
|------------------------|----|----|----|----|----|----|--|--|----|
| Non-Bearing Trees      | 0  | 0  |    | 0  | 0  |    |  |  |    |
| Total No. Of Trees     | 0  | 0  | 0  | 0  | 0  | 0  |  |  | 0  |
| Production*            | 5  | 5  | 5  | 5  | 5  | 5  |  |  | 5  |
| Imports                | 60 | 60 | 62 | 55 | 55 | 52 |  |  | 55 |
| Total Supply           | 65 | 65 | 67 | 60 | 60 | 57 |  |  | 60 |
| Exports                | 0  | 0  | 0  | 0  | 0  | 0  |  |  | 0  |
| Fresh Dom. Consumption | 65 | 65 | 67 | 60 | 60 | 57 |  |  | 60 |
| For Processing         | 0  | 0  | 0  | 0  | 0  | 0  |  |  | 0  |
| Total Distribution     | 65 | 65 | 67 | 60 | 60 | 57 |  |  | 60 |

\* Production measured in thousand metric tons.

## Production

Japanese production of lemons is small, but the recent food safety scares in Chinese food products have encouraged Japanese farmers to increase production. Today, Japan produces approximately 5,000 metric tons of lemons annually in a production area of approximately 400 hectares. In MY08/09, the market share for domestic lemons was approximately 8 percent. While the quality of domestic lemons is not superior to that of U.S. and Chilean lemons, Japanese consumers tend to believe that domestic produce is safer to consume than imports. Typically, Japanese consumers perceive that since they know Japanese farmers better than overseas farmers, domestic produce is more reliable. That being said, in the current economic conditions the price competitiveness of imported products may be attractive to the more budget-conscious consumer.

## Consumption

Lemons are largely consumed by the food service sector (approximately 70 percent) with the rest being consumed at homes. Per-household consumption data for lemons is not available.

## Trade (Imports)

As economic conditions pushed consumers to slow their spending during the first half of MY 2008/09, a large quantity of lemons went unsold. Hence, the nation's stock level of fresh lemons was significantly high. Consequently, Japanese imports of fresh lemons in MY 2008/09 declined approximately 16 percent from the previous season. The nation's stock situation has normalized since then. Currently at 163,000 cartons, stocks are significantly lower than the record level 480,000 cartons reached in September 2008. Japanese traders expect MY 2009/10 fresh lemon imports to be approximately 55,000 metric tons, a slight increase from MY 2008/09.

Under the current economic recession, Japanese hotels and restaurants who usually consume a lot of fresh lemons have been trying to reduce their purchasing quantities of food inputs. However, lemons are somewhat considered an essential food items since they are often used as garnish at restaurants and homes.

The United States supplies fresh lemons all year round to the Japanese market, supplying approximately 70 percent of the Japan's total fresh lemon imports. In MY 2008/09, the U.S. supplied approximately 34,900 metric tons or \$45.6 million (CIF) of fresh lemons and limes to Japan.

Chile, utilizing the crop advantages of the Southern Hemisphere, also plays a major role in Japan's summer lemon market. Chile's new lemon crop comes to Japan from June through October when the U.S. lemon production is low. According to Tokyo traders, the quality of Chilean lemons is usually good. Chile supplies approximately 25 percent of Japan's total imports of lemons and limes. In MY 2008/09, Chile supplied Japan with approximately 12,800 metric tons of lemons, valued at \$14 million (CIF).

Price Tables (Lemons, Fresh)

| Import CIF Prices (Average) |                | Wholesale Prices (Average) |          | Retail Prices (Average)  |          |
|-----------------------------|----------------|----------------------------|----------|--------------------------|----------|
| Commodity: Lemons, Fresh    |                | Commodity: Lemons, Fresh   |          | Commodity: Lemons, Fresh |          |
| Prices in : US Dollar       |                | Prices in : Japanese Yen   |          | Prices in : Japanese Yen |          |
| Per uom: KG                 |                | Per uom: KG                |          | Per uom: KG              |          |
|                             | (US Dollar/KG) |                            | (Yen/KG) |                          | (Yen/KG) |
| 2008                        |                | 2008                       |          | 2008                     |          |
| October                     | \$1.59         | October                    | ¥210     | October                  | ....     |
| November                    | \$1.54         | November                   | ¥179     | November                 | ¥626     |
| December                    | \$1.47         | December                   | ¥176     | December                 | ¥609     |
| 2009                        |                | 2009                       |          | 2009                     |          |
| January                     | \$1.44         | January                    | ¥177     | January                  | ¥562     |
| February                    | \$1.30         | February                   | ¥168     | February                 | ¥587     |
| March                       | \$1.31         | March                      | ¥175     | March                    | ¥551     |
| April                       | \$1.27         | April                      | ¥192     | April                    | ¥516     |
| May                         | \$1.32         | May                        | ¥199     | May                      | ¥564     |
| June                        | \$1.39         | June                       | ¥205     | June                     | ¥520     |

|                       |        |  |              |      |  |             |      |
|-----------------------|--------|--|--------------|------|--|-------------|------|
| July                  | \$1.16 |  | July         | ¥204 |  | July        | ¥531 |
| August                | \$1.16 |  | August       | ¥219 |  | August      | ¥539 |
| September             |        |  | September    | ¥242 |  | September   | ¥581 |
| October               |        |  | October      |      |  | October     | ¥557 |
| November              |        |  | November     |      |  | November    | ¥537 |
|                       |        |  |              |      |  |             |      |
| Source: Japan Customs |        |  | Source: MAFF |      |  | Source: MIC |      |

Import prices are average import CIF prices.

Wholesale prices are average wholesale prices at the major wholesale markets.

Retail prices are average retail prices in the Metro Tokyo area.

### Policy (SPS Issues)

In April 2008, MHLW quarantine officials found residues of Pendimethalin (a chemical used as herbicide) that exceeded the established Maximum Residue Level (MRL) of 0.05 ppm in imports of U.S. fresh lemons. The residue level detected was 0.09 ppm. The U.S. MRL is 0.1 ppm. MRLs for crops and chemicals are found in the following website: <http://www.mrldatabase.com/>

As a result of this violation, the monitoring of Pendimethalin in imports of U.S fresh lemons was raised to 30 percent sampling rate from the regular monitoring sample rate of approximately 5 percent. The sanction was applied only to the packer who made the violation since the detected residue level was within the U.S. MRL of 0.1 ppm. Since the sanctioned company did not have any further violations for one year from the day of the violation, this sanction was automatically lifted in April 2009 (Kindly refer to the Orange Policy Section of this report).

With respect to plant quarantine issues, no major disruptions have been reported on U.S. orange trade to Japan.

### Import Duties (Lemons, Fresh)

| TARIFF CODE (HS)                                | DESCRIPTION | DUTY RATE (%) |
|---|-------------|---------------|
| 0805.50-010                                     | Fresh Lemon | Free          |
| Source: Customs Tariff Schedules of Japan 2009. |             |               |

APPENDIX

| <b>Import Trade Matrix</b> |                       |                   |               |
|----------------------------|-----------------------|-------------------|---------------|
| <b>Country</b>             | <b>Japan</b>          |                   |               |
| <b>Commodity</b>           | <b>Oranges, Fresh</b> |                   |               |
| Time Period:               | October - September   |                   |               |
| Units:                     | Metric Tons           |                   |               |
| Import for:                | <b>2007</b>           | Import for:       | <b>2008</b>   |
| <b>U.S.</b>                | <b>74,912</b>         | <b>U.S.</b>       | <b>66,382</b> |
| Others                     |                       | Others            |               |
| Australia                  | 12,617                | Australia         | 16,736        |
| South Africa               | 8,720                 | South Africa      | 6,047         |
| Chile                      | 2,343                 | Chile             | 4,962         |
| Italy                      | 108                   | Italy             | 19            |
|                            |                       | Mexico            | 16            |
| Total for Others           | 23,788                | Total for Others  | 27,780        |
| Others not Listed          | 0                     | Others not Listed | 2             |
| Grand Total                | 98,700                | Grand Total       | 94,164        |

Source: Japan Customs

| <b>Import Trade Matrix</b> |                      |                   |              |
|----------------------------|----------------------|-------------------|--------------|
| <b>Country</b>             | <b>Japan</b>         |                   |              |
| <b>Commodity</b>           | <b>Orange, Juice</b> |                   |              |
| Time Period:               | October - September  |                   |              |
| Units:                     | Metric Tons          |                   |              |
| Import for:                | <b>2007</b>          | Import for:       | <b>2008</b>  |
| <b>U.S.</b>                | <b>2,600</b>         | <b>U.S.</b>       | <b>2,783</b> |
| Others                     |                      | Others            |              |
| Brazil                     | 59,377               | Brazil            | 61,287       |
| Mexico                     | 3,082                | Mexico            | 5,821        |
| Israel                     | 1,324                | Israel            | 1,810        |
| Australia                  | 514                  | Italy             | 934          |
| Italy                      | 682                  | Australia         | 323          |
| Belize                     | 492                  | Belize            | 1,539        |
| Spain                      | 212                  | South Africa      | 10           |
| Netherlands                | 62                   | Spain             | 372          |
| South Africa               | 55                   | Egypt             | 38           |
| Egypt                      | 58                   | Netherlands       | 29           |
| Total for Others           | 65,858               | Total for Others  | 72,163       |
| Others not Listed          | 268                  | Others not Listed | 546          |
| Grand Total                | 68,726               | Grand Total       | 75,492       |

Source: Japan Customs

| <b>Import Trade Matrix</b> |                          |                   |                |
|----------------------------|--------------------------|-------------------|----------------|
| <b>Country</b>             | <b>Japan</b>             |                   |                |
| <b>Commodity</b>           | <b>Grapefruit, Fresh</b> |                   |                |
| Time Period:               | October - September      |                   |                |
| Units:                     | Metric Tons              |                   |                |
| Import for:                | <b>2007</b>              | Import for:       | <b>2008</b>    |
| <b>U.S.</b>                | <b>128,039</b>           | <b>U.S.</b>       | <b>115,592</b> |
| Others                     |                          | Others            |                |
| South Africa               | 50,067                   | South Africa      | 57,532         |
| Israel                     | 5,392                    | Israel            | 3,727          |
| Swaziland                  | 4,501                    | Swaziland         | 3,240          |
|                            |                          | Australia         | 3              |
| Total for Others           | 59,960                   | Total for Others  | 64,502         |
| Others not Listed          | 0                        | Others not Listed | 0              |
| Grand Total                | 187,999                  | Grand Total       | 180,094        |

Source: Japan Customs

| <b>Import Trade Matrix</b> |                                |
|----------------------------|--------------------------------|
| <b>Country</b>             | <b>Japan</b>                   |
| <b>Commodity</b>           | <b>Lemons and Limes, Fresh</b> |

|   |               |                         |               |
|---|---------------|-------------------------|---------------|
| Time Period: <b>October - September</b> |               |                         |               |
| Units: <b>Metric Tons</b>               |               |                         |               |
| Import for: <b>2007</b>                 |               | Import for: <b>2008</b> |               |
| <b>U.S.</b>                             | <b>37,439</b> | <b>U.S.</b>             | <b>34,876</b> |
| Others                                  |               | Others                  |               |
| Chile                                   | 18,360        | Chile                   | 12,795        |
| South Africa                            | 2,562         | Mexico                  | 1,916         |
| Mexico                                  | 2,076         | South Africa            | 1,723         |
| New Zealand                             | 1,196         | New Zealand             | 578           |
| Australia                               | 176           | Australia               | 21            |
| China                                   | 50            |                         |               |
| Total for Others                        | 24,420        | Total for Others        | 17,033        |
| Others not Listed                       | 0             | Others not Listed       | 3             |
| Grand Total                             | 61,859        | Grand Total             | 51,912        |
| Source: Japan Customs                   |               |                         |               |

|   |                                    |                         |              |
|---|------------------------------------|-------------------------|--------------|
| <b>Import Trade Matrix</b>              |                                    |                         |              |
| <b>Country</b>                          | <b>Japan</b>                       |                         |              |
| <b>Commodity</b>                        | <b>Tangerines/mandarins, Fresh</b> |                         |              |
| Time Period: <b>October - September</b> |                                    |                         |              |
| Units: <b>Metric Tons</b>               |                                    |                         |              |
| Import for: <b>2007</b>                 |                                    | Import for: <b>2008</b> |              |
| <b>U.S.</b>                             | <b>7,861</b>                       | <b>U.S.</b>             | <b>7,160</b> |
| Others                                  |                                    | Others                  |              |
| Australia                               | 1,307                              | Australia               | 1,320        |
| New Zealand                             | 380                                | New Zealand             | 494          |
| South Africa                            | 285                                | Chile                   | 151          |
| Chile                                   | 156                                | Taiwan                  | 81           |
| Taiwan                                  | 82                                 | South Korea             | 4            |
| Philippines                             | 34                                 |                         |              |
| South Korea                             | 4                                  |                         |              |
| Total for Others                        | 2,248                              | Total for Others        | 2,050        |
| Others not Listed                       | 0                                  | Others not Listed       | 0            |
| Grand Total                             | 10,109                             | Grand Total             | 9,210        |
| Source: Japan Customs                   |                                    |                         |              |

|                            |              |
|----------------------------|--------------|
| <b>Export Trade Matrix</b> |              |
| <b>Country</b>             | <b>Japan</b> |

| <b>Commodity</b>         |            | <b>Tangerines/Mandarins, Fresh</b> |                         |
|--------------------------|------------|------------------------------------|-------------------------|
| Time Period:             |            | October - September                |                         |
| Units:                   |            | Metric Tons                        |                         |
| Export for:              |            | <b>2007</b>                        | Export for: <b>2008</b> |
| <b>U.S.</b>              | <b>218</b> | <b>U.S.</b>                        | <b>109</b>              |
| Others                   |            | Others                             |                         |
| Canada                   | 4,010      | Canada                             | 2,924                   |
| Taiwan                   | 187        | Hong Kong                          | 131                     |
| Hong Kong                | 163        | Taiwan                             | 90                      |
| Singapore                | 43         | Singapore                          | 33                      |
| Guam                     | 19         | Guam                               | 22                      |
| Russia                   | 7          | Russia                             | 12                      |
| New Zealand              | 6          | New Zealand                        | 6                       |
| Northern Mariana Islands | 4          | Northern Mariana Islands           | 5                       |
| Total for Others         | 4,439      | Total for Others                   | 3,223                   |
| Others not Listed        | 2          | Others not Listed                  | 1                       |
| Grand Total              | 4,659      | Grand Total                        | 3,333                   |
| Source: Japan Customs    |            |                                    |                         |