

# RETAIL DEVELOPMENT

AUGUST 2005

*This report is compiled by officers of the Department of Agriculture, Western Australia, as commissioned by the Western Australian Fruit Growers Association – Citrus Council.*

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This month the following stores were surveyed:

- Coles: Mandurah and Garden City
- Woolworths: Mandurah and Bunbury
- Action: Halls Head, Bunbury and Garden City
- Fresh Today (Garden City), Bunbury Farmers Market and Farmer Jacks (Halls Head)

## 1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Action
Navel	Loose	\$1.98*-\$2.98	\$1.99*- \$2.78	\$1.99-\$2.99
	Bagged	\$1.65*-\$1.99	\$1.49-\$1.99	\$1.23*-\$1.90
Tangelo Blood orange	Loose	\$2.98-\$3.98	\$2.88-\$3.98	\$3.99
	Loose	\$4.98	\$5.48	-
Mandarins	Loose	\$2.98-\$3.98	\$2.98-\$3.98*	\$2.99*-\$3.99
	Bagged	\$2.98-\$3.30	\$2.98 - \$3.28	\$3.99
Grapefruit	White	\$3.48	\$3.48	-
	Pink/Red	\$2.98	\$3.48 - \$3.98	\$2.99-\$3.99
Lemons	Loose	\$2.98	\$2.44	\$2.99-\$3.99
Limes	Loose	\$14.98 - \$16.98	\$.98-\$1.65 each	\$16.99

### *Independent Stores*

Variety		Fresh Today	Bunbury Farmers Market	Farmer Jacks
Navel	Loose	\$2.99	\$1.99	\$3.49
	Bagged	\$1.66	\$1.49	\$
Tangelo Tangerine	Loose	\$3.99	-	-
	Loose	\$3.99	-	-
Mandarins	Loose	\$3.99	\$3.99	\$2.99
	Bagged	\$2.99	\$1.99	\$1.50
Grapefruit	White	\$2.99	-	\$3.99
	Pink/Red	-	\$2.99	\$3.99
Lemons	Loose	-	\$2.99	\$3.29
Limes	Loose	-	\$14.99	-

\* Weekly Special

## 2.0 FRUIT QUALITY AND SUPPLY

- **Imperial mandarins** finished this month with the last of the WA and SA harvest available in store. Fruit from WA looked good however towards the end of the month fruit had developed off smells and flavours. SA fruit was showing signs of age early in the month having problems with puffiness, squashing, wax deterioration (white flaky wax) and development of off flavours and smells.
- **Hickson Mandarins** from QLD and WA were available this month. Overall fruit from QLD looked good; one batch of fruit had problems with albedo breakdown (see photo). WA fruit also looked good with clean shiny rind and good shape; one line of fruit had problems with green colouration.
- **Murcott mandarins** from QLD arrived mid month. Fruit looked and tasted great.
- **Tangelos** from SA and QLD were available this month. Fruit looked great with good colour, shape, size and clean shiny rind. Some SA batches had problems with wax deterioration with white flaky wax making some fruit look dull.
- **Navels** from SA and WA were available this month. Overall SA fruit looked good with only minor problems with variable colouration. Some bagged navels from SA continue to have problems with internal deterioration, development of off flavours and mould. Most WA fruit looked good however some batches had problems with green colouration and rind breakdown possibly associated with chemical application. Bagged WA navels looked fine (higher in blemish than SA navels) however one batch had problems with sour rot.
- **Red flesh Navels** from WA looked great ranging in price between \$3.99-\$5.98 kg in stores visited. **Blood Oranges** also looked good ranging in price between \$4.98-\$6.99 kg.
- **White Flesh Grapefruit** was available from a variety of SA producers this month. Fruit was of variable external quality, some was dull and dirty looking while some looked great with good colour and clean rind. One line of fruit continues to have very thick rind.
- **Red flesh Grapefruit** from Carnarvon and SA was available this month. Fruit from Carnarvon looked great with only minor problems with green colouration, insect damage and white flaky wax on some batches of fruit. SA fruit was variable in size and showing signs of age. One batch of fruit had problems with white flaky wax and a blue residue on the rind.
- **Lemons** were of variable quality and some stores are still mixing old fruit with new. Quality from some growers/packers was not consistent throughout the month with some fruit looking dull and blemished and some looking fantastic.
- **Limes** were of poor quality at the beginning of the month with yellow and patchy colouring and some dehydration. Towards the end of the month quality improved slightly with better colour and better hydration.



### **3.0 PRESENTATION & PROMOTION**

Overall visual presentation in supermarkets was good, however most mixed fruit from different growers and of different sizes and some mixed fruit of different grades (Navels). One store mixed mandarin varieties Imperial and Hickson and another had a small display of fruit containing mixed varieties Ruby Blood Navel, Tangelo and Taylor Lee Mandarin (see photo).

Independent stores had good to very good presentation with almost no mixing of growers and only one incidence of mixed varieties (early and mid season navels). These stores did not mix sizes or grades.

Only generic fresh produce promotion was seen in supermarkets with Coles, Woolworths and Action promoting Australian grown fruit. Promotion was not focused on WA grown fruit and much of the fruit on sale was from the eastern states. Fruit stickered with the WA blue birthmark sticker was the only WA specific promotion in store.



**From left**

Generic flyer from Coles including advice on how to choose fruit “avoid those with bruises or blemishes”.

Mixing of varieties in store: Ruby Blood Navel, Tangelo and Taylor Lee Mandarin.

### **4.0 RETAILER COMMENTS**

The following comments were received from fresh produce managers and workers during the store visits:

- Food demonstration/tasting of citrus products was conducted on the weekend and sales of three and five kilogram navels went well that day.
- Harvey Fruit Company imperials in the new design plastic bag are selling well.
- Grapefruit sales have been slow due to quality issues. Fruit is of better quality now.
- Two kilogram pre-packed navels from Western Australia have been arriving with some split fruit, fruit with chemical burn and fruit with sour rot.
- Three kilogram pre-packed navels in the Woolworths plastic bag are having problems with mould.
- Pre-pack tangelos from South Australia have had a short shelf life, going mouldy within 3 days of arrival in store.
- Some one kilogram pre-packed Hicksons have been under weight.
- Sour rot was a problem with some Western Australian imperials.
- Gingin navels have been eating well.

## **5.0 CANNING VALE MARKET**

Imperial harvest finished mid month in most regions, with the exception of some areas in the Darling Scarp where harvest finished towards the end of the month. The first harvest of Mystique mandarins began in the West Gingin area this month and should continue into September/October. Hickson harvest started early this month in the west Gingin area and will continue into next month in the Harvey and Bindoon areas. There were some issues with Hicksons at the markets with mixed maturity and green colouration.



Navel harvest continued with mid season varieties (mainly Washingtons) though we are now seeing a mix of mid and late season varieties on the market.

← Arnold Blood Oranges stood out at the market, with a distinctive carton and point of sale material on display

### **Perth Market Authority: Average Weighted Prices for August 2005**

<b>Description</b>	<b>Origin</b>	<b>Unit</b>	<b>Average Weighted Price</b>
Grapefruit (Ruby)	Ord	CTN	\$22.33
Grapefruit (White)	Eastern States	CTN	\$22.46
Grapefruit #2 (Ruby)	Western Australia	36 L	\$11
Lemons	Local	22 L	\$7.09
Lemons	Local	CTN	\$18.00
Limes	Queensland	5 kg	\$55.83
Imperial Mandarins	Local	22 L	\$14.41
Imperial Mandarins	Local	CTN	\$21.42
Mandarins	Queensland	CTN	\$10.00
Navels 3Kg ProPack	South Australia	3KG	\$2.71
Navels 3Kg ProPack	Western Australia	3 kg	\$2.63
Navels	Local	36 L	\$11.92
Navels	Local	CTN	\$23.75
Navels	South Australia	CTN	\$22.63

*For further detail please see the Perth Markey Authority website.*

## **6.0 INTERNAL QUALITY TESTING**

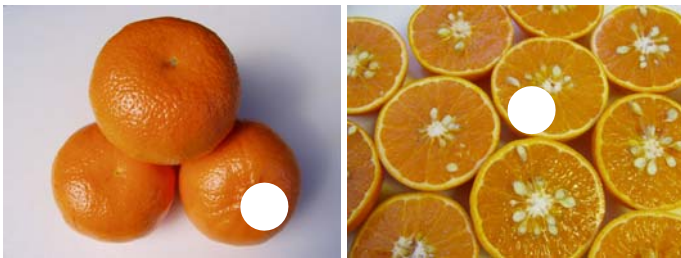
### **QLD Murcott**

**% Juice:** 49%

**° Brix:** 12.8

**Sugar Acid ratio:** 14.4:1

**General:** Fruit look great with very good external and internal colour. Nice balance of sugar and acid in juice.



### **WA Imperial**

**% Juice:** 34%

**° Brix:** 10.3

**Sugar Acid ratio:** 32.2:1

**General:** Fruit look good with good internal and external colour and low blemish. Fruit is however developing off smells and flavours.



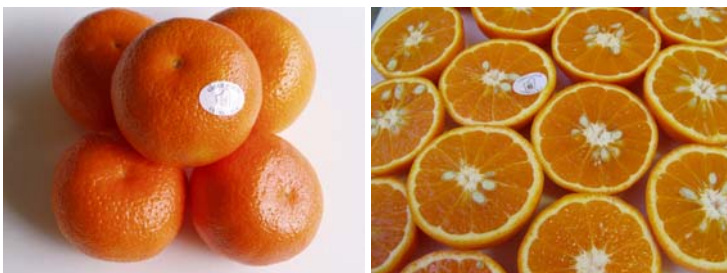
### **WA Hickson**

**% Juice:** 41%

**° Brix:** 10.8

**Sugar Acid ratio:** 23.4:1

**General:** Fruit look great and smell fantastic. Juice is low in acid and tastes a little bland.



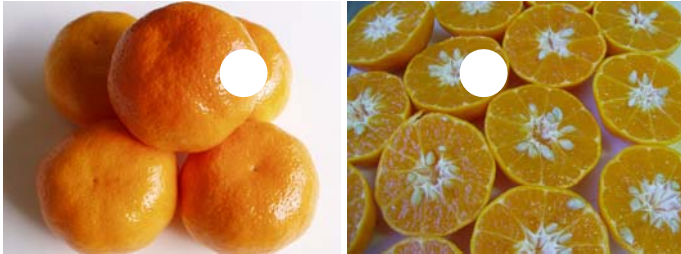
### QLD Hickson

**% Juice:** 53%

**° Brix:** 11.8

**Sugar Acid ratio:** 16.8:1

**General:** Fruit look good with very good internal and external colour. There are some small patches of rind breakdown otherwise fruit has a clean rind. Nice balance of sugar and acid in juice.



### WA Hickson

**% Juice:** 54%

**° Brix:** 10.2

**Sugar Acid ratio:** 13:1

**General:** Fruit look good with very good internal colour and only minor problems with pale external colouration. Nice balance of sugar and acid in juice.



### SA Tangelo

**% Juice:** 46%

**° Brix:** 11.5

**Sugar Acid ratio:** 11.6:1

**General:** Fruit look good with very good internal and external colour and only minor problems with wind and Thrip damage and flaky wax. Nice balance of sugar and acid in juice.



### SA Navel

**% Juice:** 45%

**° Brix:** 12

**Sugar Acid ratio:** 15.1:1

**General:** Fruit look good with good internal and external colour. Nice balance of sugar and acid in juice.



### WA Red Navel

**% Juice:** 46%

**° Brix:** 12.2

**Sugar Acid ratio:** 12.3:1

**General:** Fruit look great in the new net bag. Outside the bag fruit had minor problems with rind breakdown, albedo breakdown and flaky wax. Nice balance of sugar and acid in juice.

