

RETAIL DEVELOPMENT
DECEMBER 2005 – JANUARY 2006

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
- Woolworths: Mandurah and Bunbury
- Action: Halls Head
- Farmer Jacks Halls Head

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Action	Farmer Jacks
Navel	Loose	\$2.98*	\$4.98 - \$5.68	\$4.99	-
	Bagged	-	-	-	-
Valencia	Loose	\$1.98	\$2.28 - \$2.48	-	\$3.99
	Bagged	\$1.89	\$1.66 - \$1.89	\$1.66	\$1.66
Mandarins	Loose	\$4.98	\$5.98	\$4.99	-
	Bagged	-	-	-	-
Grapefruit	White	\$2.98	\$2.98	-	\$3.99
	Pink/Red	\$3.98	\$4.98	\$3.99	\$3.99
Lemons	Loose	\$4.98	\$3.94 - \$4.68	\$4.99	\$3.99
Limes	Loose	\$9.98	\$9.98	-	-

* Weekly Special

2.0 FRUIT QUALITY AND SUPPLY

- **Clementine mandarins** from Spain arrived in January. Fruit looked good with only minor problems with green colouration and rind breakdown. Internally fruit was dry and had developed off flavours.
- **Navels** from California arrived in late December. Fruit looked good externally however samples collected in mid January were dry and off tasting internally. Australian navels were available in December however these were generally old looking and had developed off smells.
- **Valencia's** from SA and WA were available in store both months. Some batches of fruit from SA looked great with good colour and clean rind. Others had significant re-greening, high levels of insect and wind blemish and some batches had developed off smells and flavours. WA fruit had good colour but high levels of wind and insect blemish. Internally WA fruit was juicy with a nice balance of sugar and acid.
- **White Flesh Grapefruit** from south west WA was available both months. Externally fruit looked fine with good colour and low to moderate blemish. Fruit sampled during January was very juicy with a very nice balance of sugar and acid.
- **Red flesh Grapefruit** from the USA arrived late December. Fruit had variable external appearance; some looked very good while others were tired looking. Fruit sampled during January looked good but was bland tasting and possessed an acidic smell.
- **Lemons** from the USA were available this month. There were a couple of batches that looked good but overall fruit looked old, dehydrated and mouldy.
- **Lime** quality was variable this month, some very good – some old, yellow and dehydrated (QLD).

3.0 PRESENTATION & PROMOTION

Visual presentation in supermarkets was mixed. Most stores were good however some had poor displays of navels and valencias, with old and off fruit on display and mixing of growers, sizes and grades.

4.0 RETAILER COMMENTS

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

- Prepacked lemons have short shelf life despite being well before the best before dates.
- Lemons and oranges from the USA have had problems with mould.
- Australian Valencias have been good, an improvement on the navels available earlier.

5.0 CANNING VALE MARKET

Red flesh grapefruit from the USA arrived in mid December. Navels from Spain and the USA arrived early in January. Israeli Grapefruit were not seen but were said to have arrived. Some old Australian navels were still lingering in December, being replaced by new season Australian Valencias.

Perth Market Authority: Average Weighted Prices for December 2005

Description	Origin	Unit	Average Weighted Price
Grapefruit (Ruby)	USA	CTN	\$43.75
Grapefruit	Carnarvon	36L	\$42.50
Grapefruit	Local	36 L	\$8.00
Lemons	Local	22 L	\$16.64
Limes	Local	5kg	\$29.38
Limes	Queensland	5 kg	\$32.27
Mandarins (Honey Murcott)	Local	22L	\$13.33
Navels 3Kg ProPack	South Australia	3 kg	\$3.50
Navels 3Kg ProPack	Western Australia	3 kg	\$3.65
Navels	Local	CTN	\$33.42
Navels	South Australia	CTN	\$30.50
Valencia	Local	36 L	\$12.29
Valencia	Local	CTN	\$17.00
Valencia	South Australia	3kg	\$2.62
Valencia	South Australia	CTN	\$17.00

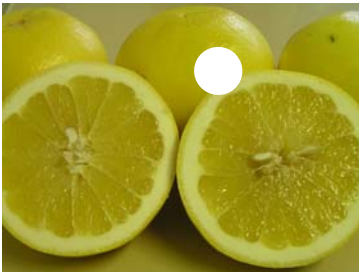
05/12-30/12

Perth Market Authority: Average Weighted Prices for January 2006

Description	Origin	Unit	Average Weighted Price
Grapefruit	Local	36 L	\$11.00
Lemons	Local	22 L	\$20.55
Limes	Local	5 kg	\$22.50
Limes	Queensland	5 kg	\$32.05
Navels	Spain	CTN	\$39.00
Navels	USA	CTN	\$37.64
Valencia	Local	36 L	\$14.00
Valencia	Local	CTN	\$13.79
Valencia	South Australia	3 kg	\$3.00

02/01-27/01 For further detail please see the Perth Market Authority website.

6.0 INTERNAL QUALITY TESTING



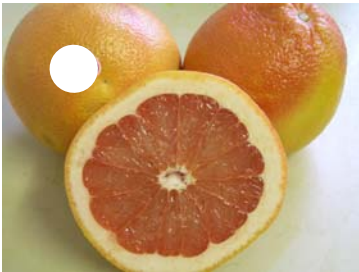
WA Marsh Grapefruit

% Juice: 42%

° **Brix:** 11.8

Sugar Acid ratio: 11.2:1

General: Fruit look good with good internal and external colour. Juicy fruit with a nice balance of sugar and acid.



USA Rio Red Grapefruit

% Juice: 44%

° **Brix:** 8.5

Sugar Acid ratio: 6.5:1

General: Fruit look good with good internal and external colour. Fruit has acidic smell and bland tasting juice.



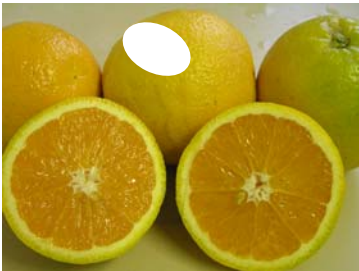
WA Valencia

% Juice: 52%

° **Brix:** 13

Sugar Acid ratio: 13.9:1

General: Fruit has moderate to high blemish and good internal and external colour. Juicy fruit with a nice balance of sugar and acid.



SA Valencia

% Juice: 47%

° **Brix:** 9.3

Sugar Acid ratio: 19.4:1

General: Fruit has re-greened and has moderate to high blemish. Juice is bland and developing off flavours.



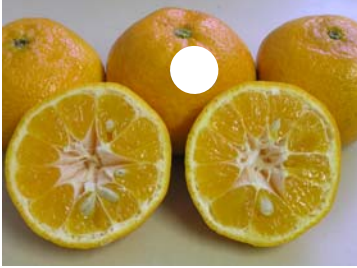
Californian Navel

% Juice: 40%

° **Brix:** 11.6

Sugar Acid ratio: 13.8:1

General: Fruit looks great with only minor problems with green colouration on some. Internally fruit is dry and juice has old off flavours.



Spanish Clementine

% Juice: 33%

° **Brix:** 11.6

Sugar Acid ratio: 25.2:1

General: Fruit looks fine with only minor problems with green colouration and storage related rind breakdown. Internally fruit is dry and juice has old off flavours.