

<p>RETAIL DEVELOPMENT FEBRUARY 2006</p>

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: Cannington
- Woolworths: Mandurah and Cannington
- Carousel Fresh

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Carousel Fresh
Navel	Loose	\$2.48	\$2.98	\$3.99
	Bagged	-	-	-
Valencia	Loose	-	\$1.98	-
	Bagged	\$1.98	\$1.23	\$1.66
Mandarins	Loose	\$4.98	\$5.98	-
	Bagged	-	-	-
Grapefruit	White	\$2.98	\$3.98	2 for \$3
	Pink/Red	\$3.98	\$4.98	2 for \$3
Lemons	Loose	\$4.98	\$5.98	\$5.00
Limes	Loose	\$7.98	\$7.98	\$15.00

* Weekly Special

2.0 FRUIT QUALITY AND SUPPLY

- **Clementine mandarins** from Spain were still available in some stores. Fruit looked dull and old with dark pigments appearing on the rind. Fruit smelt off.
- **Navels** from California were available this month. Fruit looked good externally and fruit tested had a pleasant taste. Some batches of fruit however have started to develop off smells.
- **Valencia's** from SA and WA were available this month. All fruit had re-greened and most had good clean rind (no or low blemish). Most fruit smelt good however there was the odd batch that had developed off smells. Some WA fruit had problems with albedo breakdown.
- **White Flesh Grapefruit** from south west WA was available this month. Externally fruit looked fine with good colour and low to moderate blemish. Fruit smelt good however fruit sampled was a little high in acid (see section 6).
- **Red flesh Grapefruit** from the USA were available this month. Fruit looked great with good colour and clean rind. Internally fruit smelt good and had a good balance of sugar and acid.
- **Lemons** from the USA and WA were available this month. Batches of USA fruit seen early in the month looked old and had evidence of mould. Later in the month fruit looked and smelt good. A batch of WA fruit sampled had problems with internal breakdown (see section 6).
- **Limes** looked good this month (QLD).

3.0 PRESENTATION & PROMOTION

Overall visual presentation in supermarkets was good. Most displays were small and neat with staff keeping on top of mouldy looking fruit. All displays contained off smelling fruit which created an unpleasant odour in the vicinity of the displays. Only one store had explanation of the re-greening of Valencia's; this explanation was wordy and not eye catching. Country of origin labelling for citrus products was not present at all stores visited.

4.0 RETAILER COMMENTS

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

- Large proportion of navels from the USA arriving mouldy

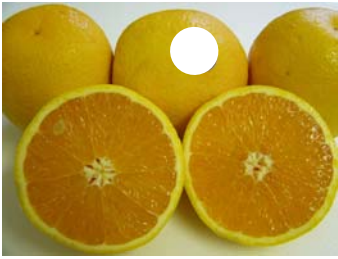
5.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices for February 2006

Description	Origin	Unit	Average Weighted Price
Grapefruit	Local	36 L	\$10.05
Lemons	Imported	CTN	\$42.50
Lemons	Local	22 L	\$22.67
Limes	Queensland	5 kg	\$23.25
Navels	Spain	CTN	\$29.43
Navels	USA	CTN	\$33.88
Valencia	Local	CTN	\$13.50
Valencia	South Australia	3 kg	\$2.88
Valencia	South Australia	CTN	\$20.33
Valencia		3 kg	\$2.70

30/01-24/02 For further detail please see the Perth Markey Authority website.

6.0 INTERNAL QUALITY TESTING



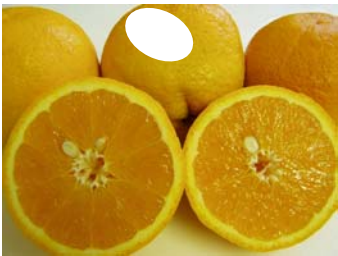
Valencia SA

% Juice: 44%

° **Brix:** 8.2

Sugar Acid ratio: 22.5:1

General: Fruit look good with little blemish, average external and excellent internal colour. Juice smells nice.



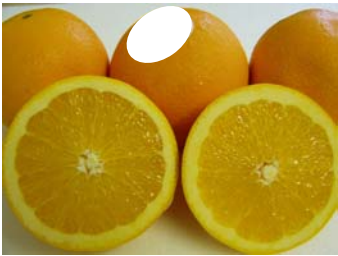
Valencia WA

% Juice: 49%

° **Brix:** 10

Sugar Acid ratio: 14:1

General: Fruit look average with moderate to high blemish and average external colour. Internally fruit has excellent internal colour and great tasting juice.



Navel USA

% Juice: 37%

° **Brix:** 10.8

Sugar Acid ratio: 15.8:1

General: Fruit have good external colour and average internal colour. Small patches of rind breakdown have begun to develop. Juice smells fine.



Navel origin unidentified

% Juice: 23%

° **Brix:** 10.6

Sugar Acid ratio: 16.2:1

General: Fruit have excellent external colour and average internal colour. Fruit feels soft with patches of soft rind breakdown. Some fruit has thick rind 10 mm. Juice smells off.



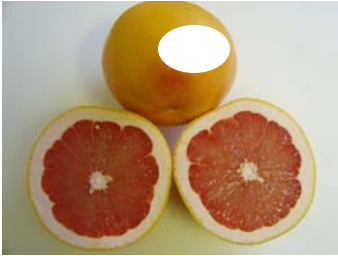
White Flesh Grapefruit WA

% Juice: 38%

° **Brix:** 8.2

Sugar Acid ratio: 6.3:1

General: Fruit have good internal and external colour. Rind is ~ 11 mm thick with moderate blemish. Fruit smell great.



Red Flesh Grapefruit USA

% Juice: 43%

◦ **Brix:** 11

Sugar Acid ratio: 7.7:1

General: Fruit look great with excellent internal and external colour. Rind is ~ 10 mm thick and very clean. Fruit smell nice.



Lemons WA

General: Fruit look good externally. Internally fruit has thick rind (~7 mm), low juice content and brown deterioration at the blossom end. Fruit smell nice.



Lemons USA

General: Fruit look good externally. Internally fruit has ~4 mm thick rind, good juice content and a nice lemonade smell.