

**RETAIL DEVELOPMENT**  
**OCTOBER 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: Garden City and Mandurah
- Woolworths: Mandurah
- Action: Garden City
- Fresh Today Garden City, Spud Shed Mandurah, Dewsons Waroona

**1.0 PRICE SUMMARY \$/KG**

Variety		Coles	Woolworths	Action
Navel	Loose	\$2.98	\$2.50	\$2.99
	Bagged	\$1.22	\$	\$1.83
Valencia Tangelo	Loose	-	\$2.50	-
	Loose	\$2.98	\$3.28	-
Mandarins	Loose	\$3.98	\$2.50	\$2.69
	Bagged	\$3.30	\$3.28	-
Grapefruit	White	\$2.98	\$3.98	-
	Pink/Red	\$2.98	\$3.98	\$3.99
Lemons	Loose	\$3.48	\$2.98	\$3.99
Limes	Loose	\$9.98 - \$15.99	\$1.28 each	\$12.99

***Independent Stores***

Variety		Fresh Today	Spud Shed	Dewsons
Navel	Loose	\$2.99	\$1.49	\$2.99
	Bagged	-	\$1.16	\$1.66
Tangelo Blood orange	Loose	-	-	-
	Loose	-	-	-
Mandarins	Loose	\$3.99	\$1.99	\$2.99
	Bagged	-	-	-
Grapefruit	White	\$2.99	\$1.99	-
	Pink/Red	\$2.99	\$1.99	\$2.99
Lemons	Loose	\$2.99	\$1.99	\$3.99
Limes	Loose	\$19.99	\$.99 each	\$19.99

\* Weekly Special

## 2.0 FRUIT QUALITY AND SUPPLY

### WA Harvest

Harvest of late navel varieties finished in most areas towards the end of October. Red Flesh Grapefruit harvest in the northern south west areas also finished towards the end of the month. Harvest of White Flesh Grapefruit started early in September and will continue into next month. Mandarin varieties Murcott, Ellendale, Hickson and Mystique were harvested this month. Lemon Harvest also continues.

- **Hickson mandarins** from WA were available this month. Overall fruit looked good with only minor problems with dull wax and moderate wind blemish on some fruit.
- **Murcott mandarins** from WA, QLD and SA were available this month. Overall fruit from QLD looked great with very good colour and clean shiny rind. WA and SA fruit looked good however some SA fruit had problems with green colouration.
- **Ellendale mandarins** from WA were available mid month. Fruit looked good but had a moderate amount of wind blemish. Juice was nice tasting with a good balance of sugar and acid.
- **Tangelos** available this month were of low quality having problems with patchy colour, odd and squashed shapes and some scale.
- **Navels** from SA, VIC and WA were available this month. External quality was variable; some fruit looked fine while others had significant problems with green colouration and wind blemish. Much of the fruit available from the eastern states (bagged and loose) had or was starting to develop off flavours.
- **Valencia's** from SA arrived this month. Fruit looked very good with good colour, shape and clean rind.
- **White Flesh Grapefruit** from SA and WA was available this month. Fruit looked good; SA fruit was glossier in appearance than WA fruit.
- **Red flesh Grapefruit** from Carnarvon, Gingin and Victoria was available this month. Much of the Carnarvon fruit was large in size and smelt great. Some batches had minor problems with snail damage and rind breakdown. Fruit from Gingin looked great with only minor problems with wax (going with and flaky). Fruit from Victoria also looked good.
- **Lemons** were available from most states this month. Most fruit looked great with good colour, shape and shine. One batch of WA fruit had a problem with green colouration.
- **Limes** were generally yellow and patchy in colour.

### **3.0 PRESENTATION & PROMOTION**

Overall visual presentation in supermarkets was good, however most mixed fruit from different growers. Lemons continue to be mixed - old with new, sizes and growers. No mixing of varieties was seen this month.

Independent stores had good to very good presentation with very little mixing of growers and no mixing of sizes, grades and varieties.

Sale of navels with off smells and flavours continues to be a problem in many stores.

Again... 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.

### **4.0 RETAILER COMMENTS**

Generally retailers were happy with the quality of fruit available this month.

## 5.0 CANNING VALE MARKET

There were large volumes of interstate navels on the Perth Market this month, some very good and some not so good. Local 2nd grade fruit continued to be slow to move and is subsequently deteriorating. Local 1st grade late navel varieties in good condition appear to be holding in price. As with 2nd grade fruit, aging 1<sup>st</sup> grade fruit is not selling well.

Large volumes of local Hickson mandarin's and small volumes of Mystique mandarins from Chittering were available this month. The first of the local fresh market Valencia's appeared this month; larger sizes are selling well.



Photos left to right: Mystique Mandarins from Chittering, Victorian Chislett Navels (looking very impressive); Western Australian Hickson Mandarins.

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

Description	Origin	Unit	Average Weighted Price
Grapefruit (Ruby)	Ord	CTN	\$26.75
Grapefruit	Local	36L	\$10.00
Grapefruit #2 (Ruby)	Western Australia	36 L	\$12.25
Lemons	Local	22 L	\$5.88
Lemons	Local	CTN	\$18.00
Limes	Queensland	5 kg	\$53.13
Mandarins (Hickson)	Local	22L	\$15.57
Mandarins (Hickson)	Western Australia	CTN	\$23.43
Mandarins (Honey Murcott)	Local	CTN	\$19.75
Navels 3Kg ProPack	South Australia	3 kg	\$2.76
Navels 3Kg ProPack	Western Australia	3 kg	\$2.72
Navels	Local	36 L	\$15.80
Navels	Local	CTN	\$23.00
Navels	South Australia	CTN	\$24.30
Valencia	Local	36 L	10.00

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

## 6.0 INTERNAL QUALITY TESTING

### **Gingin Red Flesh Grapefruit**

**% Juice:** 45%

**° Brix:** 9.6

**Sugar Acid ratio:** 6.9:1

**General:** Fruit look good with good external and internal colour. Some fruit had minor problems with white flaky wax and some were dotted with small patches of rind breakdown. Nice tasting juice.

