

**RETAIL DEVELOPMENT**  
**SEPTEMBER 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, Bunbury and Cannington
- Woolworths: Mandurah, Bunbury and Cannington
- Action: Bunbury
- Farmer Jacks (Halls Head) and Carousel Fresh

**1.0 PRICE SUMMARY \$/KG**

Variety		Coles	Woolworths	Action
Navel	Loose	\$1.98-\$2.98	\$2.98	\$2.99
	Bagged	\$1.33-\$1.99	\$1.15-\$1.99	\$1.90
Tangelo Blood orange	Loose	\$3.98	\$2.48-\$3.28	\$3.99
	Loose	\$2.98-\$4.98	\$5.48	\$3.99 Rosey Red
Mandarins	Loose	\$2.98*-\$3.98	\$2.96-\$4.68	\$3.49
	Bagged	\$3.30-\$4.95	\$3.98 - \$4.48	-
Grapefruit	White	\$2.98-\$3.48	\$2.8-\$2.98	-
	Pink/Red	\$1.98-\$2.98	\$1.98 - \$2.48	\$2.99
Lemons	Loose	\$2.48-\$3.48	\$2.98	\$3.49
Limes	Loose	\$6.98 - \$9.99	\$.78-\$1.28 each	\$16.99

***Independent Stores***

Variety		Carousel Fresh	Farmer Jacks
Navel	Loose	\$2.98	\$2.29
	Bagged	\$1.66	\$1.63
Tangelo Mystique	Bagged	-	\$1.77
	Loose	\$3.99	\$3.33 Rosey Red
Mandarins	Loose	\$2.99-\$3.99	\$2.99
	Bagged	\$2.99	\$1.50
Grapefruit	White	-	\$3.99
	Pink/Red	\$3.00 for 2	\$3.99
Lemons	Loose	\$3.99	\$1.99
Limes	Loose	\$16.95	-

\* Weekly Special

## **2.0 FRUIT QUALITY AND SUPPLY**

- **Hickson mandarins** from WA were available this month. Overall fruit looked good with only minor problems with green colouration and coarse textures. One batch of fruit had minor problems with rind damage and sour rot.
- **Murcott mandarins** from WA and a variety of QLD producers were available this month. Overall fruit from QLD looked great with very good colour, clean shiny rind and nice tasting juice. WA fruit was lighter in colour and had problems with green colouration, but had very nice juice.
- **Mystique mandarins** from WA were available early in the month. Fruit looked great with good external and very good internal colour and clean firm rind. Juice was nice tasting with a good balance of sugar and acid.
- **Tangelos** from SA, VIC and WA were available this month. Quality was variable possibly due to storage conditions and age. Some fruit looked great while other batches looked old and had problems with rind breakdown, splitting and mould.
- **Navels** from SA, VIC and WA were available this month. Overall loose navels were good with only minor problems with green colouration. Bagged navels were of variable quality mainly due to age related breakdown and storage conditions. A large proportion of bagged fruit available in stores had developed off smells and flavours.
- **Red flesh navels** from WA and **Blood Oranges** from the eastern states were available in a number of stores. Fruit had developed off smells and flavours again due to age and storage.
- **White Flesh Grapefruit** was available from SA and WA this month. SA fruit looked good with only minor problems with green colouration. SA fruit continues to have thicker rind than WA fruit. WA fruit looked good but is more acidic than SA fruit.
- **Red flesh Grapefruit** from Carnarvon was available this month. Fruit looked great with only minor problems with green colouration and some age related rind breakdown on some fruit. Some of the fruit tested was more acidic than SA white flesh grapefruit.
- **Lemons** were available from SA and WA this month. Most fruit looked great with good colour, shape and shine. Some stores are still mixing old fruit with new.
- **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 and of different sizes and some mixed fruit of different grades (navels, mandarins and lemons). 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 fruit with off smells and flavours was a problem in many stores. Navel oranges, including red navels, were particularly susceptible, blood oranges and tangelos were also a problem in some 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**

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

- Gingen navels have been eating well and are under demand from customers.
- No significant issues this month.

## **5.0 CANNING VALE MARKET**

There have been some issues with fruit ageing due to strong supply this month, putting pressure on 2nd grade and ageing fruit.

September has seen a mix of 'late picked' mid-season and late varieties, as the different growing areas blend.

Wholesale prices have held up surprisingly well with increased pressure from interstate.

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

<b>Description</b>	<b>Origin</b>	<b>Unit</b>	<b>Average Weighted Price</b>
Grapefruit (Ruby)	Ord	CTN	\$22.45
Grapefruit (White)	Eastern States	CTN	\$23.00
Grapefruit		36L	\$12.00
Grapefruit #2 (Ruby)	Western Australia	36 L	\$11.64
Lemons	Local	22 L	\$6.14
Lemons	Local	CTN	\$16.00
Limes	Queensland	5 kg	\$26.59
Mandarins (Imperial)	Local	CTN	\$35.00
Mandarins (Hickson)	Local	22L	\$14.78
Mandarins (Hickson)	Western Australia	CTN	\$17.43
Mandarins (Honey Murcott)	Local	CTN	\$23.17
Mandarins	Queensland	CTN	\$10.67
Navel 3Kg ProPack	South Australia	3 kg	\$2.70
Navel 3Kg ProPack	Western Australia	3 kg	\$2.55
Navel	Local	36 L	\$11.64
Navel	Local	CTN	\$23.73
Navel	South Australia	CTN	\$20.91

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

## **6.0 INTERNAL QUALITY TESTING**

### **South West White Flesh Grapefruit**

**% Juice:** 45%

**° Brix:** 11

**Sugar Acid ratio:** 6.5:1

**General:** Fruit look good with excellent external colour and good internal colour.



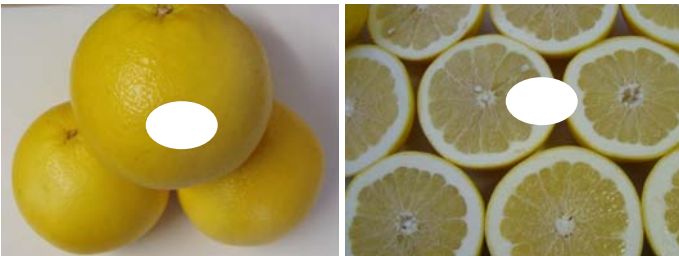
### **South West White Flesh Grapefruit**

**% Juice:** 40%

**° Brix:** 9

**Sugar Acid ratio:** 5.8:1

**General:** Fruit look very good with excellent external colour and good internal colour. Some specimens have thick rind.



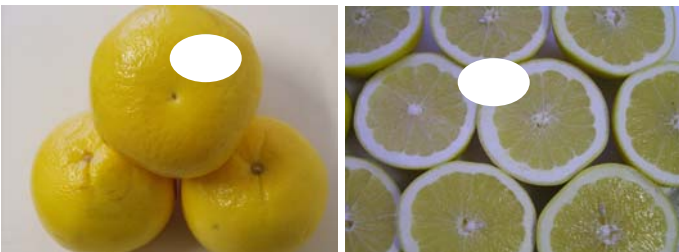
### **SA White Flesh Grapefruit**

**% Juice:** 42%

**° Brix:** 11.8

**Sugar Acid ratio:** 9.1:1

**General:** Fruit look good with good external and internal colour. Fruit is light feeling (has thick rind) and some fruit has minor problems with green colouration.



### **Carnarvon Ruby Grapefruit**

**% Juice:** 54%

**° Brix:** 10.2

**Sugar Acid ratio:** 8.8:1

**General:** Fruit look good with good external colour. Internally fruit is pale and soft feeling (thin rind).



### **Carnarvon Red Flesh Grapefruit**

**% Juice:** 47%

**° Brix:** 9.9

**Sugar Acid ratio:** 7.9:1

**General:** Fruit look very good with good external and excellent internal colour. Fruit feel firm with thicker rind (up to 9 mm thick).



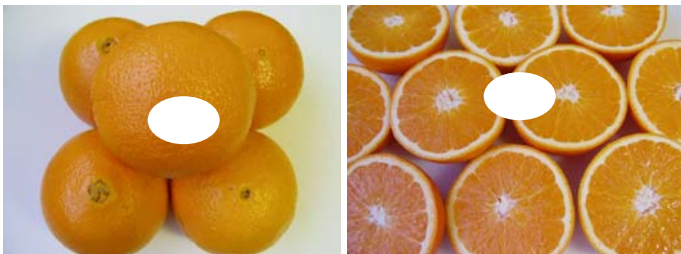
### **Gingin Navel**

**% Juice:** 42%

**° Brix:** 13.1

**Sugar Acid ratio:** 16:1

**General:** Fruit look excellent with very good external and internal colour. Internally fruit is developing off flavours and smells.



### Harvey Navel

**% Juice:** 43%

**° Brix:** 12.7

**Sugar Acid ratio:** 20.9:1

**General:** Fruit look good with good external and internal colour. Rind has moderate to high wind blemish. Very nice sweet juice.



### VIC Navel

**% Juice:** 50%

**° Brix:** 12.5

**Sugar Acid ratio:** 19.5:1

**General:** Fruit look good with good external and internal colour. Rind has moderate wind blemish. Juice has a nice balance of sugar and acid.



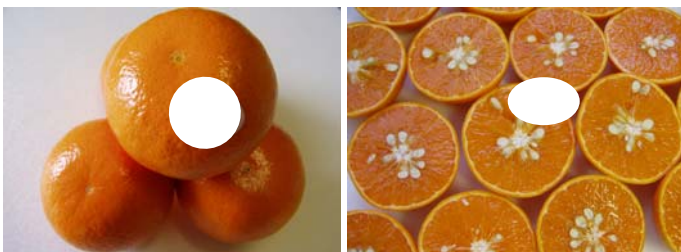
### QLD Murcott

**% Juice:** 54%

**° Brix:** 14.7

**Sugar Acid ratio:** 14.6:1

**General:** Fruit look fantastic with excellent external and internal colour and very clean, firm rind. Fruit smells fantastic when cut and the juice has a nice balance of sugar and acid.



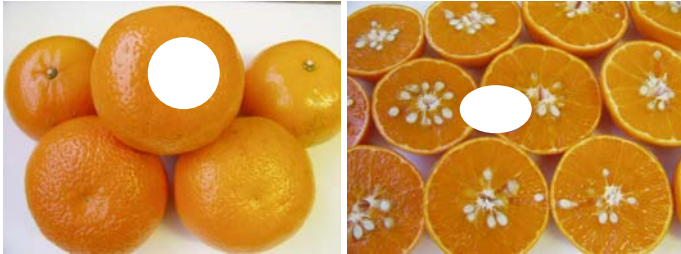
### QLD Murcott

**% Juice:** 51%

**° Brix:** 13.2

**Sugar Acid ratio:** 17.6:1

**General:** Fruit look great with good external colour and excellent internal colour and clean, firm rind. Juice is very nice tasting with a good balance of sugar and acid.



### Gingin Murcott

**% Juice:** 56%

**° Brix:** 9.4

**Sugar Acid ratio:** 14.4:1

**General:** Fruit look fine with average external colour (some green colouration) and very good internal colour. Fruit appear old and feel soft however juice is very nice with a nice balance of sugar and acid.



### Harvey Hickson

**% Juice:** 49%

**° Brix:** 11.6

**Sugar Acid ratio:** 17.6:1

**General:** Fruit look good with mainly good external colour and very good internal colour. Some fruit has minor problems with green colouration and all fruit has rough skin. Juice is very nice tasting with a good balance of sugar and acid.



### **Gingin Mystique**

**% Juice:** 53%

**° Brix:** 11.2

**Sugar Acid ratio:** 11.4:1

**General:** Fruit look good with good external and very good internal colour and clean firm rind. Juice is nice tasting with a good balance of sugar and acid.



### **VIC Tangelo**

**% Juice:** 51%

**° Brix:** 11

**Sugar Acid ratio:** 8.4:1

**General:** Fruit look good with good external and excellent internal colour. Rind has moderate to high wind blemish. Juice has acidic after taste.



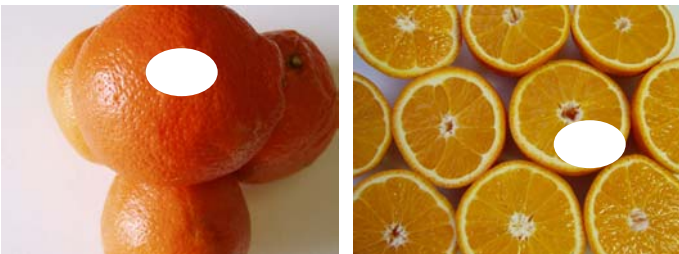
### **SA Tangelo**

**% Juice:** 45%

**° Brix:** 11.8

**Sugar Acid ratio:** 11.5:1

**General:** Fruit look good with good external and excellent internal colour. Rind has moderate wind blemish. Juice has a nice sugar acid balance.



## **Gingin Tangelo**

**% Juice:** 51%

**° Brix:** 13.4

**Sugar Acid ratio:** 10.3:1

**General:** Fruit look fine with average external and good internal colour. Rind has moderate wind blemish and uneven colouring. Some specimens on display were split and mouldy.

