

RETAIL DEVELOPMENT

APRIL 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 Cannington
- Farmer Jacks: Halls Head
- Carousel Fresh (Cannington) and Swansea Markets (Victoria Park)

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Farmer Jacks	Independents
Navel	Loose	\$2.68	\$4.48	\$4.49	\$3.99
	Bagged	-	-	-	-
Valencia	Loose	\$1.98	\$1.98*	-	\$1.29
	Bagged	\$2.32	\$1.99	\$1.66	\$1.66
Mandarins	Loose	\$4.98*	\$6.98	\$6.99	\$4.95 - \$5.97
	Bagged	-	-	\$3.99	-
Grapefruit	White	\$3.98	-	\$3.99	\$1.79
	Pink/Red	\$3.98	\$3.98	\$3.99	\$2.99 - \$3.50
Lemons	Loose	\$4.98	\$4.78	\$4.29	\$5.00
Limes	Loose	\$9.98	\$9.98	\$3.99* 1kg net bag	\$8.95 - \$15.00

* Weekly Special

2.0 FRUIT QUALITY AND SUPPLY

- **Imperial mandarins** from QLD were available this month. Overall fruit looked good with good external and internal colour and clean rind. There are still problems with stem end damage with up to approximately 20% of fruit affected in some batches.
- **Satsuma mandarins** from SA were available this month. One batch of fruit had problems with watermark; otherwise fruit looked good with good external and internal colour. Fruit tested had acidic flavours and aftertaste.
- **Navels** from California and Egypt were available this month. Fruit from Egypt was old looking with dull rind (and some scale) and off smells. Fruit from the USA was variable, some fruit looked great while others looked old and have developed off smells.
- **Valencia's** from SA were available this month. Fruit was large and generally looked good with clean re-greened rind. Some batches had minor problems with scale.
- **White Flesh Grapefruit** from WA and NSW was available this month. Fruit from NSW looked good with good colour and clean rind. Fruit from WA was also good but had a low to moderate amount of blemish.
- **Red flesh Grapefruit** from the USA and WA was available this month. Fruit from the USA looked and smelt good. Fruit from WA also looked good but had a minor problem with green colouration.
- **Lemons** from the USA and Australia were available this month. Most fruit looked good however there were some batches of old fruit available with dull patchy rind.
- **Lime** quality was variable this month. Some batches of fruit looked great with good size, colour and shape while others were small, yellow and dehydrated in appearance. Farmer Jacks had 1 kg net bags of limes from SA on special. Fruit was smaller in size but of good quality.



3.0 PRESENTATION & PROMOTION

Overall visual presentation was good with little mixing of growers and no mixing of varieties, sizes and grades. Some larger displays are appearing with the onset of the imperial season.

4.0 RETAILER COMMENTS

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

- Satsuma mandarins from SA are too acidic and will put customers off purchasing mandarins for a couple of weeks.
- Imperials are coming in from QLD with damaged stem ends again this year.
- Navels from the US are near the end of their season, arriving soft, with off smells and white mould.

5.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices for April 2006

Description	Origin	Unit	Average Weighted Price
Grapefruit	Carnarvon	CTN	\$27.00
Grapefruit	Ord	CTN	\$26.86
Grapefruit	USA	CTN	\$32.00
Lemons	Local	22 L	\$20.40
Limes	Local	5 kg	\$12.00
Limes	Queensland	5 kg	\$24.55
Imperial Mandarins	Queensland	CTN	\$34.90
Imperial Mandarins	Queensland	CTN	\$45.00
Navels	Western Australia	3 kg	\$2.80
Navels	Spain	CTN	\$31.00
Navels	USA	CTN	\$42.05
Valencia	Local	CTN	\$12.00
Valencia	South Australia	3 kg	\$2.87
Valencia	South Australia	CTN	\$17.20
Valencia		3 kg	\$2.71

03/04 – 28/04 For further detail please see the Perth Market Authority website.

6.0 INTERNAL QUALITY TESTING



White Flesh Grapefruit NSW

% Juice: 39%

° **Brix:** 10

Sugar Acid ratio: 10.1:1

General: Fruit look good with good external and internal colour – some red colouration has developed in centre. Fruit has low to moderate wind blemish and spray damage. Juice has a nice sugar:acid balance.



Red Flesh Grapefruit USA

% Juice: 49%

° **Brix:** 10.2

Sugar Acid ratio: 8.7:1

General: Fruit look good with good external and internal colour and low blemish.



Red Flesh Grapefruit WA

% Juice: 50%

° **Brix:** 8.4

Sugar Acid ratio: 10.8:1

General: Fruit look good with good external and excellent internal colour. Fruit has low blemish however some specimens have patches of green colouration.



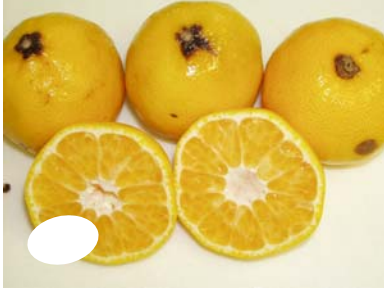
Valencia Orange SA

% Juice: 39%

° **Brix:** 10

Sugar Acid ratio: 32.6:1

General: Fruit look fine with moderate re-greening, a small amount of wind and insect (scale) blemish and good internal colour.



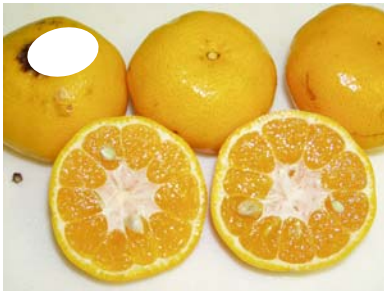
Imperial Mandarin QLD

% Juice: 39%

° **Brix:** 9.5

Sugar Acid ratio: 12.8:1

General: Fruit have good external and fair internal colour. Approximately 10–20% of fruit have damaged stem ends and four out of the six fruit tested were granulated. Juice has acidic after taste.



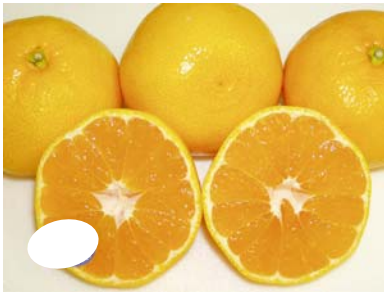
Imperial Mandarin QLD

% Juice: 39%

° **Brix:** 11.9

Sugar Acid ratio: 15.8:1

General: Fruit have good external and internal colour. Approximately 10% of fruit have damaged stem ends and one out of the six fruit tested were granulated. Nice imperial flavour.



Satsuma Mandarin SA

% Juice: 41%

° **Brix:** 9.6

Sugar Acid ratio: 13.2:1

General: Fruit look good with good external and internal colour and clean rind. Fruit is seedless and has soft juicy flesh. Slightly acid flavour.



Satsuma Mandarin SA

% Juice: 40%

° **Brix:** 10.4

Sugar Acid ratio: 12.7:1

General: Fruit have some small green patches externally (uneven de-greening) and good internal colour. A large proportion of the fruit have what looks like watermark and one out of the six samples tested were dry. Fruit is seedless and has soft juicy flesh. Acidic flavour and aftertaste.