

RETAIL DEVELOPMENT

AUGUST 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: Cannington (x2), Joondalup
- Woolworths: Cannington (x2), Joondalup
- Supa IGA: Cannington (x2)
- Swansea Street Markets (x2)

1.0 PRICE SUMMARY \$/KG

| Variety | | Coles | Woolworths | IGA | Other Independents |
|------------|----------|---------|------------|---------|--------------------|
| Navel | Loose | \$1.98 | \$3.38 | \$2.49 | \$1.99 |
| | | \$3.28 | \$3.98 | \$3.99 | |
| | Bagged | \$1.30* | \$1.31 | \$2.00 | - |
| | | \$2.31 | \$1.99 | | |
| Tangelo | Loose | \$5.98 | \$4.98 | - | \$2.95 |
| Mandarins | Loose | \$3.35 | \$3.37* | \$2.99 | \$3.95 |
| | | \$3.48 | \$4.98 | \$4.99 | \$5.95 |
| | Bagged | \$3.95 | \$4.78 | - | - |
| | | \$5.95 | \$6.20 | | |
| Grapefruit | White | \$2.98 | - | - | - |
| | | \$3.98 | | | |
| | Pink/Red | \$2.98 | \$2.68 | \$3.99 | \$1.98 |
| | | \$3.98 | \$3.98 | | |
| Lemons | Loose | \$3.98 | \$4.98 | \$3.99 | - |
| Limes | Loose | \$19.98 | \$22.98 | \$12.99 | \$19.99 |
| | | | \$24.98 | | |

* Weekly Special

2.0 FRUIT QUALITY AND SUPPLY

- **Imperial mandarins** from SA and WA were available this month. SA fruit was old looking with a dull dehydrated appearance. WA fruit looked good with only minor problems with wind blemish.
- **Hickson Mandarins** from QLD continued to be available as WA fruit started to arrive. Fruit from QLD looked good with good colour, shiny rind and very few blemishes. WA fruit also looked good however some batches had significant problems with albedo breakdown.
- **Murcott mandarins** from QLD arrived this month. Most fruit looked excellent with good colour and shape and clean rind. Some batches had high levels of wind blemish.
- **Empress mandarins** from QLD continued this month. Fruit looked good on balance with only minor problems with wind blemish. Some old batches of fruit were seen mid month having problems with breakdown.
- **Navels** from WA, NSW, VIC and SA were available this month. Fruit from WA was variable. Some fruit looked excellent, with only minor problems with wind blemish and scale, while others had significant problems with albedo breakdown. Fruit from VIC and NSW looked good with only minor problems with wind blemish and thrip damage. Fruit from SA was also variable; some looked very good while others had high levels of wind blemish and minor problems with rind breakdown, thrip and scale. Some fruit from SA had problems with internal breakdown and dryness possibly due to frost (see internal quality section 6) and development of off flavours.
- New season **White Flesh Grapefruit** arrived from SA and WA this month. Fruit from both states looked good with good colour and low levels of wind blemish.
- **Red flesh Grapefruit** from Kununurra and Carnarvon (WA) continued this month while fruit from NSW/VIC arrived. Fruit from Kununurra is at the end of its supply and looking old. Carnarvon fruit was variable with some fantastic looking batches while others had significant problems with wind blemish and leaf miner damage. Fruit from NSW/VIC looked good with low levels of blemish.
- **Lemons** from SA and WA were available this month. Fruit looked very good with only minor problems with wind blemish and scale.
- **Limes** from QLD were available this month. Most fruit looked good however some batches had problems with yellowing.
- **Minneola Tangelos** were available from SA (and under a generic Australia brand) this month. Fruit looked very good.

3.0 PRESENTATION & PROMOTION

Overall visual presentation was good however there was quite a bit of mixing of growers and sizes. Displays where fruit from different growers was mixed looked average. Displays with very high blemish fruit (particularly Red Flesh Grapefruit) and fruit with severe albedo breakdown (particularly navels) also looked average.

4.0 RETAILER COMMENTS

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

- No major issues
- Large size range in the navels
- Navels are a bit small

5.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices for August 2006

| Description | Produce Variety | Origin | Unit | Weighted Average Price |
|--------------------|------------------------|---------------|-------------|-------------------------------|
| GRAPEFRUIT | RUBY | CARNARVON | CTN | \$20 |
| GRAPEFRUIT | RUBY | KUNUNURRA | CTN | \$26 |
| LEMONS | | LOCAL | 22L | \$9.71 |
| LEMONS | | LOCAL | CTN | \$22.8 |
| LIMES | | LOCAL | 5KG | \$60 |
| LIMES | | QLD | 5KG | \$69.55 |
| MANDARINS | EMPEROR | LOCAL | 22L | \$15 |
| MANDARINS | HICKSON | BINDOON | CTN | \$27 |
| MANDARINS | HICKSONS | LOCAL | 22L | \$18.67 |
| MANDARINS | IMPERIAL | BINDOON | CTN | \$26.36 |
| MANDARINS | IMPERIAL | LOCAL | 22L | \$25.06 |
| NAVELS 3KG PROPACK | NAVELS | SA | 3KG | \$3.09 |
| NAVELS 3KG PROPACK | NAVELS | WA | 3KG | \$3.14 |
| ORANGES | NAVEL | LOCAL | 36L | \$11 |
| ORANGES | NAVEL | LOCAL | CTN | \$25.75 |
| ORANGES | NAVEL | SA | CTN | \$28.25 |

07/08/06 – 01/09/06 For further detail please see the Perth Market Authority website.

6.0 INTERNAL QUALITY TESTING



Red Flesh Grapefruit Carnarvon WA

% Juice: 53%

° Brix: 12.1

Sugar Acid ratio: 10.2:1

General: Fruit look good with excellent external and internal colour and clean skin. Fruit smell great when cut.



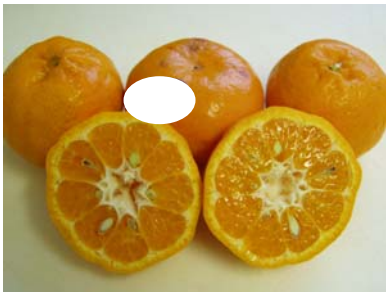
White Flesh Grapefruit SA

% Juice: 41%

° Brix: 10.7

Sugar Acid ratio: 6.2:1

General: Fruit look good with low to moderate wind blemish, excellent external colour and good internal colour.



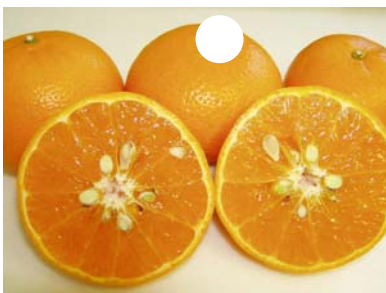
Imperial Mandarin WA

% Juice: 32%

° Brix: 13

Sugar Acid ratio: 23.9:1

General: Fruit have moderate blemish (wind rub and oleocellosis), good external and excellent internal colour.



Murcott Mandarin QLD

% Juice: 47%

° Brix: 14.2

Sugar Acid ratio: 17.1:1

General: Fruit have firm clean rind with good external and excellent internal colour.



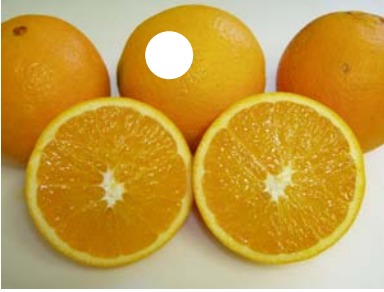
Woolworths Organic Mandarin

% Juice: 47%

° Brix: 11.8

Sugar Acid ratio: 16.3:1

General: Fruit look good with excellent external and internal colour and a small amount of Albedo Breakdown.



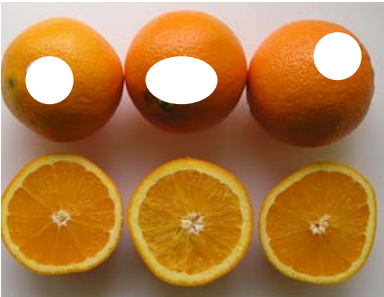
Navel SA

% Juice: 43%

° **Brix:** 11.8

Sugar Acid ratio: 14.3:1

General: Fruit look good with clean skin (small amount of scale present) and good external and internal colour. One piece of fruit sampled had broken down internally.



Navel SA

% Juice: 39%

° **Brix:** 10.8

Sugar Acid ratio: 16:1

General: Fruit look good with low levels of blemish (wind and thrip) and good external and internal colour. Some of the fruit sampled were dry and had broken down internally.



Navel WA

% Juice: 42%

° **Brix:** 13.2

Sugar Acid ratio: 12.5:1

General: Fruit look fine with low to moderate blemish (wind rub and oleocellosis), some albedo breakdown and good external and excellent internal colour.