

RETAIL DEVELOPMENT

JULY 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, Booragoon and Bunbury
- Woolworths: Cannington, Success, Booragoon and Bunbury
- IGA: Success and Bunbury; Bunbury Farmers Market and Fresh Today (Booragoon)

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	IGA	Other Independents
Navel	Loose	\$2.98	\$2.45	\$1.99*	\$1.99
		\$3.48	\$3.78	\$2.49	\$3.99
	Bagged	\$1.30*	\$1.31	\$1.16*	\$1.69
		\$1.98	\$1.99	\$1.33	\$1.79
Tangelo	Loose	\$5.98	\$3.88 \$4.98		
Mandarins	Loose	\$2.98*	\$2.78	\$3.99	\$2.99
		\$4.98	\$4.98		\$5.99
	Bagged	\$3.32	\$2.78*	\$1.99	\$1.99
			\$3.98	\$2.99	\$3.99
Grapefruit	White	-	-	-	\$2.99
	Pink/Red	\$3.98	\$2.88 \$3.98	\$2.99*	\$2.99 \$4.79
Lemons	Loose	\$2.48*	\$2.00*	\$2.99*	\$2.99
		\$3.98	\$4.98	\$3.99	\$3.99
Limes	Loose	\$9.98 \$11.98	\$10.98	\$9.99	\$9.99

* Weekly Special

2.0 FRUIT QUALITY AND SUPPLY

- **Imperial mandarins** from QLD, SA and WA were available this month. QLD fruit was large in size and looked very good with good colour and clean rind. SA fruit also looked good however some specimens were dull and squashed looking. Most WA fruit was smaller than average this year but had good colour and clean rind. Fruit from some of the smaller south west WA orchards had problems with rind breakdown.
- **Clementine mandarins** from SA were available this month. Fruit was getting old and possessed mouldy smells.
- **Hickson Mandarins** from QLD arrived this month. Fruit looked great with good colour, shiny rind and very few blemishes. Albedo breakdown was an issue but was not causing problems.
- **Daisy mandarins** from SA were available this month. Externally fruit looked good with good colour and clean rind and only minor problems with yellow patches (sunburn?) and wax breakdown. One batch of fruit tested had problems with internal rot.
- **Empress and Taylor-Lee mandarins** from QLD arrived this month. Empress mandarins were very large and looked very good. Some batches however were dull and patchy in colour. Taylor Lee mandarins also looked good with minor problems with green colouration and albedo breakdown.
- **Navels** from WA, NSW and SA were available this month. Fruit from WA was variable, some fruit looked excellent while others had variable colour, size and shape and problems with albedo breakdown and wax breakdown. Fruit from SA was also variable, some looked great while others had problems with rind damage, green colouration and albedo breakdown and associated splitting. Fruit in plastic bags had some problems with sour rot and all full plastic bags contained condensation. NSW fruit looked very good.
- The last of the **White Flesh Grapefruit** from NSW was available early in the month; fruit was large and starting to look old. One batch of WFGF arrived from SA early in the month, fruit looked good however was very acidic, not meeting the WA minimum standard of 5.5:1 sugar:acid ratio.
- **Red flesh Grapefruit** from Kununurra and Carnarvon (WA) was available this month. Fruit from Kununurra is at the end of its season and still looking good. Carnarvon fruit looked very good however most batches had moderate to high wind blemish.
- **Lemons** from SA and WA were available this month. Fruit looked very good and most fruit was larger in size than last month. Some SA fruit had green colouration.
- **Limes** from QLD and WA were available this month. QLD limes were large and looked good. WA limes were yellow in colour but were otherwise good.
- **Minneola Tangelos** were available under a generic Australian brand. Fruit looked very good.

3.0 PRESENTATION & PROMOTION

Overall visual presentation was good however there was quite a bit of mixing of growers, sizes and grades, especially with new season navels and lemons. Displays where fruit from different growers was mixed looked average. There was no mixing of varieties.

4.0 RETAILER COMMENTS

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

- WA imperials have been a bit dry
- Problems with SA bagged navels going off in bag
- Mandarins in net bags (bagged at the markets) are of poor quality again this year.

5.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices for July 2006

Description	Origin	Unit	Average Weighted Price
GRAPEFRUIT	CARNARVON	CTN	\$23.75
GRAPEFRUIT	ORD	CTN	\$22
LEMONS	WA	22L	\$9.67
LEMONS	WA	CTN	\$25
LIMES	WA	5KG	\$15
LIMES	QLD	5KG	\$33.21
IMPERIAL MANDARINS	WA	CTN	\$21.79
IMPERIAL MANDARINS	WA	22L	\$12.42
NAVELS 3KG PROPACK	SA	3KG	\$3.09
NAVELS 3KG PROPACK	WA	3KG	\$3.01
NAVEL ORANGES	WA	36L	\$10
NAVEL ORANGES	WA	CTN	\$27.91
NAVEL ORANGES	SA	CTN	\$28
VALENCIA ORANGES	SA	3KG	\$3
ORANGES-VALENCIAS P/P BAGS 3KG		BAG 3KG	\$3

03/07 – 28/07 For further detail please see the Perth Markey Authority website.

6.0 INTERNAL QUALITY TESTING



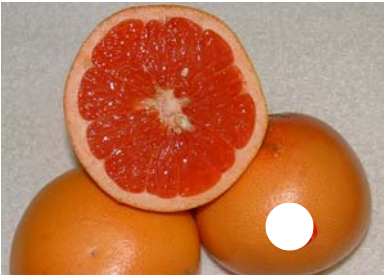
Red Flesh Grapefruit Carnarvon WA

% Juice: 52%

° **Brix:** 11.3

Sugar Acid ratio: 9.1:1

General: Fruit look fresh and clean. External colour is average with only a small amount of pink colouration. Internal colour is also pale.



Red Flesh Grapefruit Carnarvon WA

% Juice: 53%

° **Brix:** 10

Sugar Acid ratio: 6.6:1

General: Fruit look fresh and clean, with very good external and fantastic internal colour. Juice is acidic.



White Flesh Grapefruit SA

% Juice: 41%

° **Brix:** 9.6

Sugar Acid ratio: 5.1:1

General: Fruit look fresh and clean. Externally fruit has some green colouration, internal colour is good. Fruit does not meet the minimum standard of 5.5:1 sugar:acid ratio.



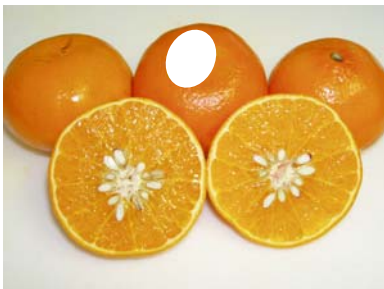
Tangelo SA

% Juice: 51%

° **Brix:** 9.5

Sugar Acid ratio: 9.5:1

General: Fruit look fresh and clean with good external and internal colour and clean rind.



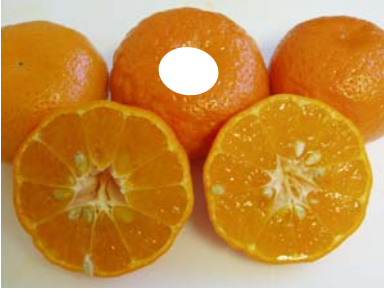
Daisy Mandarin SA

% Juice: 50%

° **Brix:** 13.7

Sugar Acid ratio: 14.5:1

General: Fruit look fresh and clean with low blemish. External colour is variable, with some yellow patches, internal colour is good.



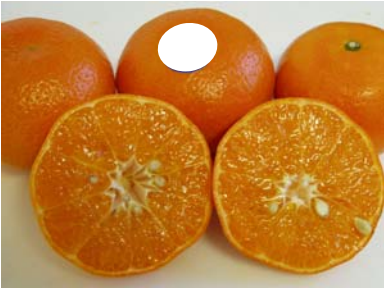
Hickson Mandarin QLD

% Juice: 53%

° **Brix:** 11.9

Sugar Acid ratio: 11.8:1

General: Fruit look fresh and clean with very low blemish. External colour is variable, but overall good. Internal colour is excellent. Rind is very lumpy.



Empress Mandarin QLD

% Juice: 51%

° **Brix:** 13.5

Sugar Acid ratio: 19:1

General: Fruit look fresh and clean with very low blemish. External and internal colour is excellent.



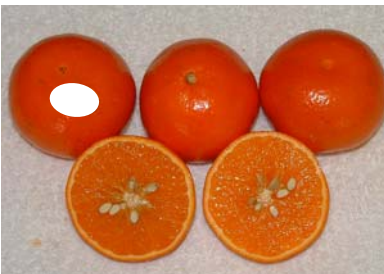
Imperial Mandarin WA

% Juice: 46%

° **Brix:** 13.3

Sugar Acid ratio: 16.8:1

General: Fruit look fresh and clean with low blemish. External and internal colour is very good. Fruit size is small.



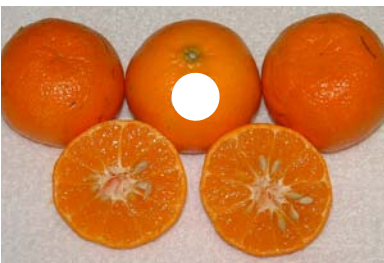
Daisy Mandarin SA

% Juice: 45%

° **Brix:** 14.5

Sugar Acid ratio: 13.1:1

General: Fruit look great with excellent external and internal colour. Internally fruit is developing off smells and flavours. Two out of the seven fruit sampled have the beginnings of internal rot.



Taylor-Lee Mandarin QLD

% Juice: 46%

° **Brix:** 11.8

Sugar Acid ratio: 19.8:1

General: Fruit look good with good external and very good internal colour. Juice is very sweet tasting with slightly off flavours.