

RETAIL DEVELOPMENT

JUNE 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: Victoria Park and Mandurah
- Woolworths: Cannington and Mandurah
- IGA (Halls Head), Swansea Street Market, Dominic's Fruit and Veg and Angelo Street Market

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	IGA	Other Independents
Navel	Loose	\$3.48	\$3.48*	\$2.49*	\$1.99
		\$3.69	\$3.78		\$4.99
	Bagged	\$1.32*	\$1.99	\$1.99	\$0.83
		\$1.99			\$1.33
Valencia	Loose	-	-	-	-
	Bagged	-	-	-	-
Mandarins	Loose	\$4.98	\$5.98	\$4.99*	\$4.99
		\$5.98	\$6.58		\$5.99
	Bagged	\$3.30	\$1.98*	-	\$3.50
			\$4.98		
Grapefruit	White	\$3.98	-	-	2 for \$3
	Pink/Red	\$2.98	\$3.68	\$3.99	\$1.99
		\$3.98			\$3.99
Lemons	Loose	\$3.98	\$4.48	\$5.98	\$3.99
			\$4.98		
Limes	Loose	\$9.98	\$9.98	-	\$6.95
					\$9.99

* Weekly Special

2.0 FRUIT QUALITY AND SUPPLY

- **Imperial mandarins** from QLD were available this month. Overall fruit was good with good external colour and clean rind. Some batches had problems with albedo breakdown and some were old.
- **Clementine mandarins** from the tri state area and WA were available this month. Fruit was variable, some batches looked excellent while others were variable in colour and had problems with rind damage. Some batches of clementines looked old, squashed and had problems with wax breakdown.
- **Navels** from WA, VIC, SA and California were available this month. Fruit from the USA and VIC looked good. Fruit from WA looked very good as did some fruit from SA. Other SA fruit had minor problems with green colouration and wind rub and some batches contained high blemish fruit.
- **White Flesh Grapefruit** from NSW was available this month (in low supply). Fruit looked good with good colour and clean rind.
- **Red flesh Grapefruit** from Kununurra and Carnarvon (WA) was available this month. Fruit from Kununurra was variable; some fruit looked very good and had sweet juice while other batches were old and dehydrated. Fruit from Carnarvon looked good with good colour, shape and texture. Carnarvon fruit was higher in acid with sugar:acid ratios ranging between 6.6-7.9:1, below the preferred standards.
- **Lemons** from SA and WA were available this month. Fruit from SA was small with good colour and clean rind. WA fruit was larger and also had good colour and clean 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. One batch of WA fruit was seen; fruit looked excellent with good colour, size and clean rind.
- **Minneola Tangelos** were available under a generic Australian brand. Fruit looked very good.

3.0 PRESENTATION & PROMOTION

Overall visual presentation was good and fruit looked fresh however there was quite a bit of mixing of growers, sizes and grades, especially with new season mandarins and navels. There was no mixing of varieties.

One of the independent retailers involved in this years WA produce promotion did not know about the promotion.

4.0 RETAILER COMMENTS

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

- Customer feedback has been good
- Clementine mandarins poor, imperials and bagged navels excellent and selling well
- Clementine mandarins slow to move, new season navels very good.

5.0 CANNING VALE MARKET

While the markets still had a lot of interstate fruit, there was a mixed bag of WA citrus in the markets this month. Fruit size, particularly Imperial mandarins, continues to be small, however, with the absence of larger counts, small Imperials are still moving quite well. The issue is probably not really price per carton, more the higher picking and packing costs associated with smaller fruit. The stand-out fruit in the markets were Daisy from SA and some very large Nules Clementine from Bindoon.



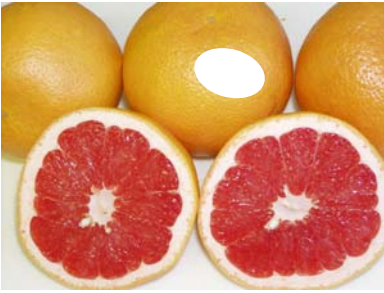
Nules Clementine - Bindoon (WA) Daisy Mandarins – South Australia

Perth Market Authority: Average Weighted Prices for May 2006

Description	Origin	Unit	Average Weighted Price
Grapefruit	Carnarvon	CTN	\$26.46
Grapefruit	Ord	CTN	\$22.88
Lemons	Local	22 L	\$12.18
Lemons	Local	CTN	\$27.00
Limes	Local	5 kg	\$15.83
Limes	Queensland	5 kg	\$27.23
Imperial Mandarins	Bindoon	CTN	\$25.00
Imperial Mandarins	Local	22 L	\$18.41
Imperial Mandarins	Queensland	CTN	\$26.00
Navels	South Australia	3 kg	\$3.11
Navels	Western Australia	3 kg	\$3.00
Navels	Local	36 L	\$16.41
Navels	Local	CTN	\$29.14
Navels	Queensland	CTN	\$26.00
Navels	South Australia	CTN	\$27.80
Navels	USA	CTN	\$38.00

05/06 – 30/06 For further detail please see the Perth Market Authority website.

6.0 INTERNAL QUALITY TESTING



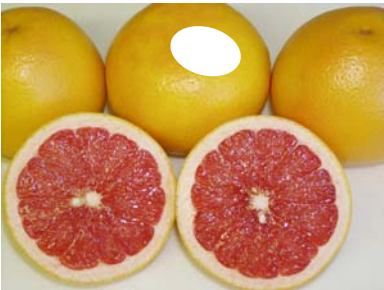
Red Flesh Grapefruit Kununurra WA

% Juice: 45%

° **Brix:** 9.8

Sugar Acid ratio: 10.3:1

General: Fruit look good with good external and excellent internal colour and very clean rind. Fruit has sweet juice.



Red Flesh Grapefruit Carnarvon WA

% Juice: 47%

° **Brix:** 8.5

Sugar Acid ratio: 6.6:1

General: Fruit look good with good external and very good internal colour and very clean rind. Fruit has acidic juice.



Red Flesh Grapefruit Carnarvon WA

% Juice: 53%

° **Brix:** 13.6

Sugar Acid ratio: 7.9:1

General: Fruit look good with very good external and excellent internal colour and clean rind (small amount of wind rub and snail damage). Fruit has slightly acidic juice.



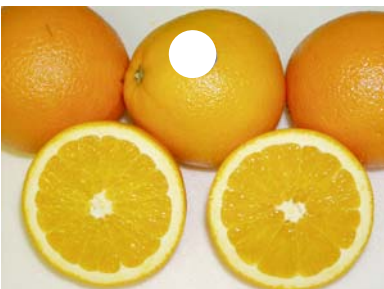
Red Flesh Grapefruit Carnarvon WA

% Juice: 53.8%

° **Brix:** 11

Sugar Acid ratio: 7.8:1

General: Fruit look good with excellent external and internal colour and clean rind. Fruit has slightly acidic juice.



Navel WA

% Juice: 37%

° **Brix:** 9.5

Sugar Acid ratio: 9.3:1

General: Fruit look good with excellent external and good internal colour and clean rind (small patches of green rind breakdown). Juice has a nice balance of sugar and acid.