

## RETAIL DEVELOPMENT

### MARCH 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
- Farmer Jacks and Action: Halls Head
- Apple Fresh and Dewsons (Applecross), Angelo Street Markets (South Perth), Domenics Fruit and Veg and Swansea Markets (Victoria Park)

### **1.0 PRICE SUMMARY \$/KG**

Variety		Coles	Woolworths	Action	Independents
Navel	Loose	\$2.68	\$2.68	\$3.98	\$3.65 – \$3.99
	Bagged	\$3.30	-	-	\$2.59
Valencia	Loose	\$1.98	\$1.98	-	\$0.99* - \$2.59
	Bagged	\$1.89	\$1.89	\$1.66	\$1.33 - \$1.69
Mandarins	Loose	-	\$3.98	-	-
	Bagged	-	-	-	-
Grapefruit	White	\$2.98	-	-	\$2.95 - \$3.99
	Pink/Red	\$3.98	\$4.98	\$?	\$2.99 - \$4.99
Lemons	Loose	\$4.98	\$4.98	\$?	\$4.29 - \$5.99
Limes	Loose	\$7.98	\$7.98	-	\$9.99 - \$14.99

\* Weekly Special

## **2.0 FRUIT QUALITY AND SUPPLY**

- **Minneola mandarins** from California were seen this month. Fruit looked good with excellent external and internal colour, good shape, nice smells and a good balance of sugar and acid in the juice.
- **Navels** from California were available this month. Most fruit looked good externally with only a few small incidences of rind breakdown and misshapen fruit. Most batches of fruit however, had developed off smells and the sample tested had also developed off flavours.
- **Valencia's** from SA, NSW and WA were available this month. Fruit from SA looked good with low to moderate wind blemish and moderate to high levels of re-greening. One batch of fruit had problems with wax breakdown and some fruit had developed off smells. Fruit seen from NSW had high levels of wind blemish and bad albedo breakdown. Fruit from Harvey had problems with albedo breakdown and high levels of wind blemish. Internally fruit had a nice balance of sugar and acid. Fruit from Gingin had minor problems with wax breakdown.
- **White Flesh Grapefruit** from south west WA was available this month. Overall fruit looked fine with good colour and moderate blemish. Some batches however had high levels of blemish and evidence of sooty mould. Fruit smelt good.
- **Red flesh Grapefruit** from the USA were available this month. Fruit looked good with good colour and clean rind. Internally fruit smelt good and had a good balance of sugar and acid. Some fruit was beginning to look old.
- **Lemons** from the USA, New Zealand and Australia were available this month. All fruit looked great with good colour, clean rind and nice smells. Supply of lemons ran short this month until fruit from New Zealand became available.
- **Limes** looked good this month (QLD).

## **3.0 PRESENTATION & PROMOTION**

Overall visual presentation was good. Most displays were small and neat with staff keeping on top of mouldy looking fruit. One of the independent stores visited had good promotion of WA fruit, still using the 100% promotion campaign posters.

## **4.0 RETAILER COMMENTS**

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

- Short on lemons - went 1 ½ weeks without good lemon numbers
- Wax breakdown problem with some SA Valencia's

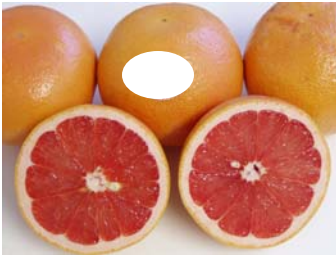
## **5.0 CANNING VALE MARKET**

### **Perth Market Authority: Average Weighted Prices for March 2006**

<b>Description</b>	<b>Origin</b>	<b>Unit</b>	<b>Average Weighted Price</b>
Grapefruit	Local	36 L	\$9.00
Lemons	Local	22 L	\$31.91
Limes	Local	5 kg	\$20.00
Limes	Queensland	5 kg	\$22.86
Navels	Spain	CTN	\$29.00
Navels	USA	CTN	\$32.91
Valencia	Local	CTN	\$12.09
Valencia	South Australia	3 kg	\$2.85
Valencia	South Australia	CTN	\$17.64
Valencia		3 kg	\$2.70

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

## 6.0 INTERNAL QUALITY TESTING



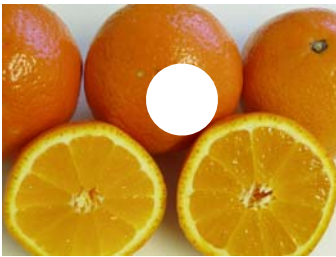
### **Red Flesh Grapefruit Texas USA**

**% Juice:** 46%

° **Brix:** 11

**Sugar Acid ratio:** 10.5:1

**General:** Fruit look excellent with excellent external and internal colour and clean rind. Internally fruit has a nice balance of sugar and acid. Half of the fruit has thick rind (10 mm).



### **Minneola Mandarin California USA**

**% Juice:** 44%

° **Brix:** 12.4

**Sugar Acid ratio:** 11.4:1

**General:** Fruit look excellent with excellent external and internal colour and clean rind. Internally fruit has a nice balance of sugar and acid and a nice smell.



### **Valencia orange SA**

**% Juice:** 34%

° **Brix:** 9.2

**Sugar Acid ratio:** 16.9:1

**General:** Fruit look very good with good internal colour, clean rind and even re-greening. Internally fruit lacked flavour and one piece out of the four tested contained no juice.



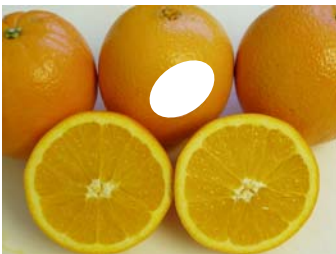
### **Valencia orange WA (bagged)**

**% Juice:** 51%

° **Brix:** 12.2

**Sugar Acid ratio:** 18:1

**General:** Fruit look average with moderate levels of wind rub and albedo breakdown. Internally fruit had excellent colour, a nice smell and a nice balance of sugar and acid.



### **Navel orange USA (bagged)**

**% Juice:** 37%

° **Brix:** 12.6

**Sugar Acid ratio:** 17.6:1

**General:** Fruit look good with excellent external and good internal colour and clean rind. Internally fruit has developed off smells and flavours.