

RETAIL DEVELOPMENT
MAY 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, Woolworths, IGA and Carousel Fresh (Cannington)

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	IGA	Carousel Fresh
Navel	Loose	\$4.98	\$4.98	\$3.99	\$4.99
	Bagged	-	-	\$1.33*	-
Valencia	Loose	-	\$1.98	-	-
	Bagged	\$2.32	\$1.99	-	\$1.66
Mandarins	Loose	\$4.98	\$4.98	\$2.99*	\$4.99
	Bagged	\$4.98	\$4.98	-	\$2.99
Grapefruit	White	\$3.98	-	-	2 for \$3
	Pink/Red	\$3.98	\$2.78*	\$3.99	\$2.99
Lemons	Loose	\$4.98	\$3.50*	\$4.78	\$5.00
Limes	Loose	\$9.98	\$9.98	\$6.99	-

* 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, clean rind and large size. Some bagged fruit had problems with sour rot.
- **Clementine mandarins** from the tri state area were available this month. Fruit looked fine with good colour, shape and size and clean rind.
- **Navels** from VIC, SA and California were available this month. Fruit from the USA was variable, some fruit looked great while others were variable in colour (with some green colouration) and some had problems with blue mould. Fruit from VIC looked good, only seen loose. Fruit from SA had problems with sour rot and high wind blemish; bagged fruit had problems with wax breakdown.
- **Valencia's** from SA and NSW were available this month. Fruit from NSW had problems with scale insect damage but overall looked good. Loose fruit from SA looked fine with minor problems with wax breakdown. Bagged fruit from SA was variable in colour and size but overall looked fine.
- **White Flesh Grapefruit** from NSW was available this month (in low supply). Some batches of fruit looked good with good colour and clean rind. Other batches had problems with rind breakdown and insect damage.
- **Red flesh Grapefruit** from Kununurra and Carnarvon - WA was available this month. Fruit from Carnarvon looked good with good colour, shape and texture and only minor problems with rind break down. Fruit from Kununurra was variable some was very good while fruit from the younger plantings had some green colouration and thick puffy rind.
- **Lemons** from QLD, SA and WA were available this month. Fruit from QLD was smaller in size but very good in appearance. Fruit from both SA and WA also looked good.
- **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.

3.0 PRESENTATION & PROMOTION

Overall visual presentation was good with little mixing of growers and no mixing of varieties, sizes and grades. The larger displays of imperials looked good. Some retailers are hanging on to lemons too long, mixing old stock with new.

4.0 RETAILER COMMENTS

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

- QLD imperial mandarins have hard flesh and are bland tasting.

5.0 CANNING VALE MARKET

There was a lot of interstate fruit in the markets this month and little fruit from WA. The first of the WA navels arrived late in the month; fruit was loose filled and looked good (see photo). Some navels from SA were also loose filled. One batch of red flesh grapefruit from Kununurra was incorrectly packed with fruit loose and not filling the carton. This may cause problems with rind damage during transport. Composite packs of grade one SA navels available in the markets didn't look good next to grade one Californian navels (see photo).



▲ New season WA Navels



▲ Californian Grade 1



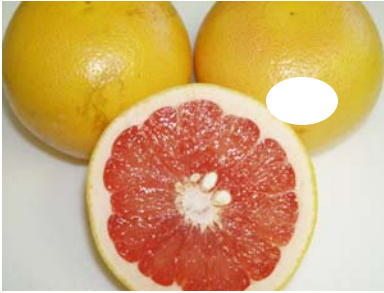
▲ SA Grade 1

Perth Market Authority: Average Weighted Prices for May 2006

Description	Origin	Unit	Average Weighted Price
Grapefruit	Carnarvon	CTN	\$32.22
Grapefruit	Ord	CTN	\$24.00
Lemons	Local	22 L	\$17.42
Lemons	Local	CTN	\$38.00
Limes	Local	5 kg	\$11.13
Limes	Queensland	5 kg	\$22.04
Imperial Mandarins	Local	22 L	\$20.06
Imperial Mandarins	Queensland	CTN	\$22.67
Navels	South Australia	3 kg	\$3.77
Navels	Carnarvon WA	CTN	\$24.50
Navels	Local	36 L	\$22.50
Navels	South Australia	CTN	\$33.95
Navels	USA	CTN	\$50.80
Valencia	Local	CTN	\$12.00

01/05 – 26/05 For further detail please see the Perth Market Authority website.

6.0 INTERNAL QUALITY TESTING



Red Flesh Grapefruit Carnarvon WA

% Juice: 44%

° **Brix:** 10.1

Sugar Acid ratio: 7.6:1

General: Fruit look good with good external and excellent internal colour. Fruit has a small amount of rind breakdown.



Navel VIC

% Juice: 48%

° **Brix:** 10.8

Sugar Acid ratio: 8.5:1

General: Fruit has good external and internal colour, however de-greening has created yellow patches of rind breakdown which may be considered unsightly.



Imperial QLD

% Juice: 37%

° **Brix:** 11.3

Sugar Acid ratio: 20.3:1

General: Fruit look good with good external and internal colour. Skins are loose and fruit has very low acid levels.