

RETAIL DEVELOPMENT
OCTOBER 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.

The Western Australian Fruit Growers Association and the Director General of the Department of Agriculture and the State of Western Australia accept no liability whatsoever by reason of negligence or otherwise arising from the use of this information or any part of it.

This month the following stores were surveyed:

- Coles: Mandurah & Victoria Park
- Woolworths: Mandurah & Cannington
- Domenics Fruit and Veg, Angelo Street Markets, Apple Blossom Applecross & IGA Canning Bridge

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Independents
Navel	Loose	\$2.98	\$4.68 \$5.68	\$1.99 \$4.99
	Bagged	\$2.32	\$1.66	\$1.66 \$2.49
Valencia	Loose	\$2.98	\$3.98	-
	Bagged	-	\$1.99	-
Mandarins	Loose	\$5.98	\$2.98	\$3.99 \$6.99
	Bagged	\$3.96 \$4.95	\$4.98	\$2.50
Grapefruit	White	\$3.98	-	\$2.99 \$3.99
	Pink/Red	\$3.98 \$4.98	\$3.48 \$4.68	\$2.99 \$4.99
Lemons	Loose	\$3.98	\$4.98	\$2.99 \$6.99
Limes	Loose	\$24.98	\$24.98	\$24.99

2.0 FRUIT QUALITY AND SUPPLY

- **Hickson Mandarins** from WA were available this month. Fruit looked excellent with good colour and clean rind. Some batches had minor problems with wind blemish.
- **Mystique mandarins** from WA were available this month. Some batches looked fantastic while others had patchy colour and problems with albedo breakdown.
- **Murcott mandarins** from QLD, SA, VIC and WA were available this month. Fruit from QLD generally looked good with minor problems with wind blemish, moderate levels of oleocellosis and variable colour and shape. SA fruit also had variable colour and small amounts of wind blemish. Bagged fruit from all states looked good with only minor problems with wind blemish and green colouration.
- **Navels** from WA, NSW, VIC and SA were available this month. WA fruit generally looked fine with slight to severe wind blemish and minor problems with albedo breakdown and oleocellosis. Fruit from the eastern states was variable, some batches looked very good however others had problems with wind blemish and oleocellosis and some had early signs of breakdown. Some navels from the east in plastic bags had problems with sour rot and mould.
- **Valencia's** from SA were available this month. Externally fruit looked good however a batch tested for internal quality had developed slightly off flavours.
- **White Flesh Grapefruit** was available 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 Carnarvon (WA) and NSW was available this month. Fruit from Carnarvon looked good however some batches had excessive levels of wind blemish and small amounts of oleocellosis. NSW fruit looked good and was larger in size with thicker rind.
- **Lemons** from SA and WA were available this month. WA fruit looked good with only minor problems with wind blemish and scale. SA fruit also looked good, however some batches had moderate levels of wind blemish and some were starting to look old.
- **Limes** from QLD were available this month. Fruit looked excellent with moderate to minor wind rub.

3.0 PRESENTATION & PROMOTION

Overall visual presentation was good however there was quite a bit of mixing of growers and sizes in all lines, particularly mandarins and navels. Displays where fruit from different growers was mixed and displays with very high blemish fruit looked poor. There was also a significant amount of incorrect labelling relating to mandarin varieties and product origin.

4.0 RETAILER COMMENTS

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

- Manager happy with local fruit supplies
- Manager generally happy with product available

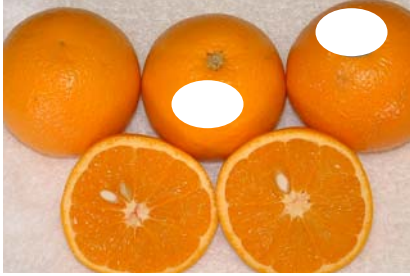
5.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices for October 2006

Produce				Weighted Average Price
Description	Variety	Origin	Unit	
GRAPEFRUIT	RUBY	CARNARVON	CTN	27.43
GRAPEFRUIT	RUBY	LOCAL	CTN	31
GRAPEFRUIT	WHITE	LOCAL	CTN	22
LEMONS		LOCAL	22L	11.3
LEMONS		LOCAL	CTN	23
LIMES		LOCAL	5KG	50
LIMES		QLD	5KG	87.95
MANDARINS	EMPEROR	LOCAL	22L	14.5
MANDARINS	HICKSON	BINDOON	CTN	19.33
MANDARINS	HICKSONS	LOCAL	22L	19.4
NAVELS 3KG PROPACK	NAVELS	LOCAL	3KG	3.93
NAVELS 3KG PROPACK	NAVELS	LOCAL	3KG	4.23
ORANGES	NAVEL	LOCAL	36L	16.8
ORANGES	NAVEL	LOCAL	CTN	32.95
ORANGES	NAVEL	SA	CTN	33.43
ORANGES-VALENCIAS P/P			BAG 3KG	3.7

02/10/06 – 27/10/06 For further detail please see the Perth Markey Authority website.

6.0 INTERNAL QUALITY TESTING



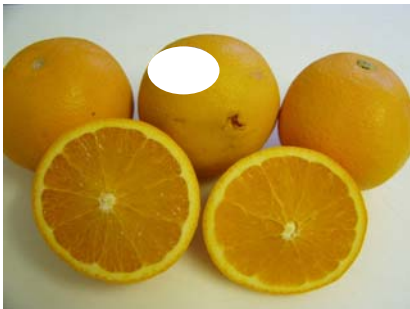
Valencia SA

% Juice: 53%

° **Brix:** 10.4

Sugar Acid ratio: 10.2:1

General: Fruit look good with good external and very good internal colour. Fruit has slightly off tasting juice.



Navel SA

% Juice: 66%

° **Brix:** 12.2

Sugar Acid ratio: 16:1

General: Fruit look good with very good external and internal colour and clean strong rind. Juice has a nice balance of sugar and acid.



Navel WA

% Juice: 52%

° **Brix:** 13.6

Sugar Acid ratio: 12.4:1

General: Fruit look good with good external and internal colour and clean rind. Rind is thinner and soft. Juice has a nice balance of sugar and acid.



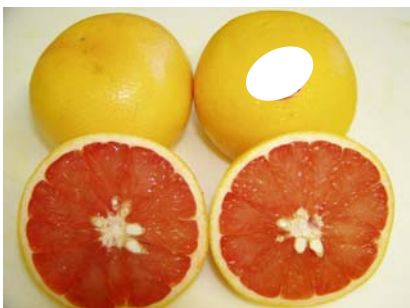
Navel WA

% Juice: 43%

° **Brix:** 14.7

Sugar Acid ratio: 14.4:1

General: Fruit look good with very good external and good internal colour. Rind is thicker and is easily broken up. Juice has a nice balance of sugar and acid.



Red Flesh Grapefruit Carnarvon WA

% Juice: 50%

° **Brix:** 12.1

Sugar Acid ratio: 6.8:1

General: Fruit look good with very good external and excellent internal colour. Rind is slim and juice has a nice balance of sugar and acid.



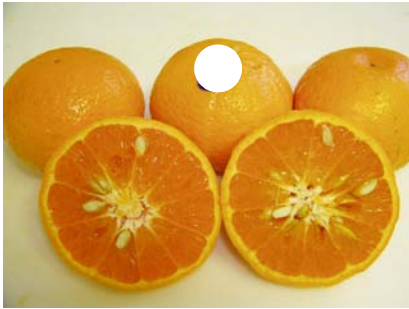
Red Flesh Grapefruit VIC

% Juice: 45%

° **Brix:** 11.5

Sugar Acid ratio: 6.9:1

General: Fruit look good with very good external and excellent internal colour. Rind is thicker (1 x 14 mm thick) and juice has an acidic taste.



Mystique Mandarin WA

% Juice: 53%

° **Brix:** 14

Sugar Acid ratio: 11.8:1

General: Fruit look good with excellent external and internal colour. Rind is thin and albedo breakdown is a problem. Fruit have a nice balance of sugar and acid.