

RETAIL DEVELOPMENT SEPTEMBER 2006
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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 & Garden City
- Woolworths: Mandurah & Garden City
- Spud Shed Mandurah & Fresh Today Garden City

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Independents
Navel	Loose	\$3.00 \$3.98	\$3.98	\$1.99 \$3.99
	Bagged	\$2.32	\$1.99 \$2.23	\$1.99
WA Mystique	Loose	\$3.98	-	\$4.99
Mandarins	Loose	\$3.98	\$2.98 \$4.98	\$1.99 \$4.99
	Bagged	\$4.98	\$4.98	\$1.99 \$4.69
Grapefruit	White	\$1.98 \$3.98	-	\$1.99 \$2.99
	Pink/Red	\$3.98	\$2.68 \$3.98	\$1.99 \$4.79
Lemons	Loose	\$3.98	\$4.98	\$1.49 \$3.99
Limes	Loose	\$19.98 \$24.98	\$24.98	\$19.99

2.0 FRUIT QUALITY AND SUPPLY

- **Imperial mandarins** from WA were available this month (in small supply). Fruit looked excellent.
- **Hickson Mandarins** from WA were available this month. Fruit was variable between regions. Batches from the northern south west regions looked good with good colour and loose skins. Fruit from the southern regions was smaller in size with tight thin skin and pale colour.
- **Murcott mandarins** from QLD were available this month. Most fruit looked good with some batches looking excellent with excellent colour and shape and clean rind.
- **Ellendale mandarins** from SA arrived this month. Fruit looked good on balance with only minor problems with wind blemish and oleocellosis.
- **Ortanique mandarins** from WA and SA were available this month. WA fruit (Mystique) looked good with good colour and shape and low blemish. SA Fruit also looked good with some excellent batches available.
- **Navels** from WA, NSW, VIC and SA were available this month. Little WA fruit was seen this month; some fruit seen in independents had significant problems with sooty mould, albedo breakdown, oleocellosis and wind rub. Fruit from SA was variable; some fruit looked excellent while other fruit had problems with albedo breakdown, oleocellosis, insect damage (scale and thrip) and wind blemish. Some bagged fruit had developed off smells. Fruit from NSW/VIC looked good with only minor problems with thrip and wind blemish.
- **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. One batch of SA fruit was dull and dehydrated possibly due to storage problems. The internal maturity of WA fruit is behind on previous years and is still a little too acidic for marketing.
- **Red flesh Grapefruit** from Carnarvon (WA) and SA was available this month. Fruit from Carnarvon was variable with some fantastic looking batches while others had significant problems with wind blemish, spray damage and leaf miner damage. Fruit from SA looked good with low levels of blemish.
- **Lemons** from SA and WA were available this month. Fruit looked very good with only minor problems with wind blemish and scale.
- **Limes** from QLD were available this month. Most fruit looked excellent however some batches looked old with severe dehydration and yellowing.
- **Minneola Tangelos** were available from SA this month. Fruit looked very good.

3.0 PRESENTATION & PROMOTION

Overall visual presentation was good however there was quite a bit of mixing of growers and sizes in all lines. Displays where fruit from different growers was mixed and displays with very high blemish fruit looked average.

4.0 RETAILER COMMENTS

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

- Manager very impressed with the unique mandarins (Mystique). Everything else is ok.
- Early mandarins are small and immature. Oranges don't seem to keep very long, 5 days maximum (mainly eastern states fruit).

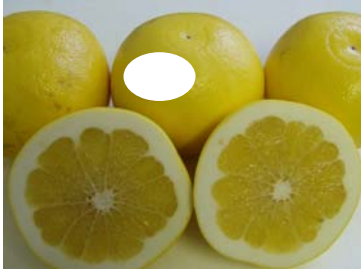
5.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices for August 2006

Produce				Weighted Average Price
Description	Variety	Origin	Unit	
GRAPEFRUIT	RUBY	CARNARVON	CTN	21.92
GRAPEFRUIT	RUBY	LOCAL	CTN	31
GRAPEFRUIT	WHITE	LOCAL	CTN	24
Grapefruit	RED	CARNARVON	CTN	22.23
LEMONS		LOCAL	22L	9.42
LEMONS		LOCAL	CTN	20.8
LIMES		QLD	5KG	80.83
MANDARINS	EMPEROR	LOCAL	22L	17.25
MANDARINS	HICKSON	BINDOON	CTN	28.25
MANDARINS	HICKSONS	LOCAL	22L	18.17
MANDARINS	HONEY MURCOTT	BINDOON	CTN	42.5
NAVELS 3KG PROPACK	NAVELS	SA	3KG	3.22
NAVELS 3KG PROPACK	NAVELS	WA	3KG	3.26
ORANGES	NAVEL	LOCAL	36L	17.58
ORANGES	NAVEL	LOCAL	CTN	26.17
ORANGES	NAVEL	SA	CTN	27.42
ORANGES		LOCAL	36L	0
ORANGES P/P	VALENCIAS		3KG	3.25

04/09/06 – 29/09/06 For further detail please see the Perth Markey Authority website.

6.0 INTERNAL QUALITY TESTING



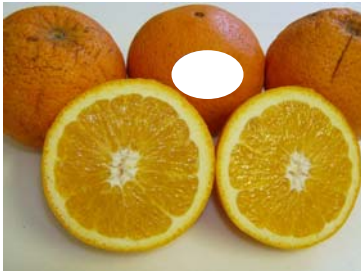
White Flesh Grapefruit WA

% Juice: 37%

° **Brix:** 10.6

Sugar Acid ratio: 5.4:1

General: Fruit look good with excellent external colour and clean shiny rind. Internally fruit has a pale centre and acidic juice. Sugar acid ratio is below the WA recommended level.



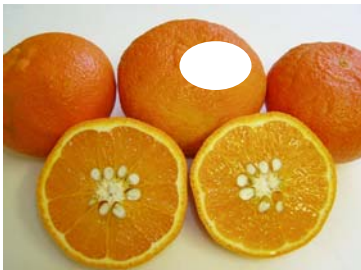
Navel WA

% Juice: 39%

° **Brix:** 14.1

Sugar Acid ratio: 11.5:1

General: Fruit look very unattractive with a major sooty mould problem and minor problems with albedo breakdown and rind breakdown. Internally fruit look and taste very good.



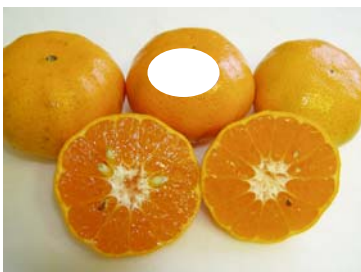
Ortanique SA

% Juice: 41%

° **Brix:** 11.6

Sugar Acid ratio: 12.1:1

General: Fruit look good with excellent external and internal colour and low to moderate wind blemish. Juice has good balance of sugar and acid. One piece of fruit sampled had broken down internally.



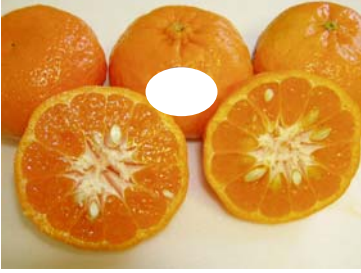
Hickson Mandarin WA

% Juice: 57%

° **Brix:** 12.3

Sugar Acid ratio: 11.9:1

General: Fruit are small with average external colour (some green patches), tight thin skin and some wind blemish and rind breakdown. Fruit have excellent internal colour and a nice balance of sugar and acid in the juice.



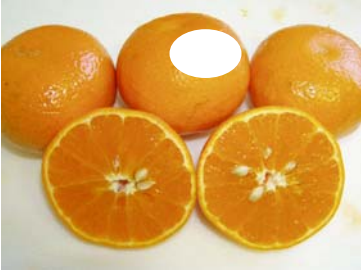
Hickson Mandarin WA

% Juice: 49%

° **Brix:** 11.8

Sugar Acid ratio: 17.4:1

General: Fruit look good with excellent external and internal colour and clean, loose rind. Juice has good balance of sugar and acid.



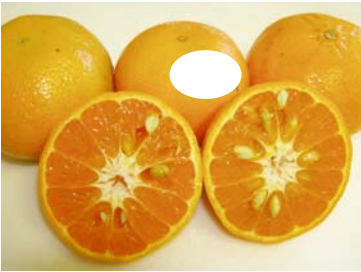
Murcott Mandarin QLD

% Juice: 46%

° **Brix:** 15.5

Sugar Acid ratio: 23.7:1

General: Fruit look good with good external and excellent internal colour, thin smooth rind and low blemish. Juice has a good balance of sugar and acid.



Ellendale Mandarin SA

% Juice: 48%

° **Brix:** 13.7

Sugar Acid ratio: 18.8:1

General: Fruit have average external colour and clean shiny rind. Internally colour is excellent.