

RETAIL DEVELOPMENT

APRIL 2007

This report is compiled by officers of the Department of Agriculture and Food, Western Australia, as commissioned by the Western Australian Fruit Growers Association – Citrus Council.

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This month the following stores were surveyed:

- Independents: Midland Fresh, Apple Blossom Applecross, IGA Canning Bridge, Farmer Jacks Cannington
- Coles: Midland and Cannington
- Woolworths: Cannington

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Independents
Navel	Loose	\$3.54	\$4.98	\$4.99 – \$5.99
	Bagged	-	-	-
Valencia	Loose	-	\$2.98	\$0.99
	Bagged	\$1.59	\$1.99	\$1.33 - \$2.33
Mandarins	Loose	-	\$5.68	\$3.99 - \$9.99
	Bagged	-	-	-
Grapefruit	White	-	-	-
	Pink/Red	\$4.98	\$2.52	\$4.99
Lemons	Loose	\$4.98	\$4.68	\$5.99 - \$6.99
Limes	Loose	98c each	\$8.98	\$3.99 – \$12.99

2.0 FRUIT QUALITY AND SUPPLY

- **Satsuma mandarins (SA).** Fruit generally looked good with good colour, shape and size and low blemish. One batch of fruit had excessive wind blemish, considerable colour variation and small amounts of scale and oleocellosis.
- **Imperial mandarins (QLD).** Overall fruit looked good with much lower levels of stem end damage than in previous years. Fruit was large with low levels of wind blemish and minor problems with scale on some batches.
- **Clementine mandarins (Israel).** Fruit generally looked good however all had minor wind blemish. In one store the fruit was looking very tired.
- **Navels (USA & Spain).** Spanish navels were soft, variable in colour and had problems with oleocellosis. Navels from the USA had good colour, size and shape with minor oleocellosis, wind blemish and wax breakdown problems.
- **Valencia's (SA).** Fruit generally looked fine however some batches were soft and old looking and insect damage (scale and thrips) was still an issue.
- **Red flesh Grapefruit (Kununurra, USA, Israel).** Fruit from Israel looked good but had moderate levels of wind blemish. USA fruit also looked good with only minor amounts of wind blemish. Fruit from Kununurra looked good with good colour, size and low blemish, however some batches had moderate levels of wind blemish and high numbers of scale and one batch was soft and dull in appearance.
- **Lemons (QLD and Spain).** Fruit generally looked very good with good colour, size and shape. Some batches had minor problems with scale.
- **Limes (QLD).** Most fruit was yellowed in appearance with some very old and dehydrated fruit on sale. Some batches had problems with wind rub and scale.

3.0 RETAILER COMMENTS

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

- Navels and lemons are breaking down within hours of being placed on the shelf.
- Looking forward to WA fruit entering the market.

4.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices April 2007

Produce				Weighted Average Price
Description	Variety	Origin	Unit	
GRAPEFRUIT	RUBY	LOCAL	CTN	31
GRAPEFRUIT	RUBY	ORD	CTN	25.67
GRAPEFRUIT	WHITE	LOCAL	CTN	16.89
GRAPEFRUIT		LOCAL	36L	9
LEMONS		QLD	Ctn	39.94
LEMONS		IMPORTED	CTN	45
LEMONS		LOCAL	22L	21.11
LIMES		QLD	5KG	22
MANDARINS		ES	CTN	33.17
ORANGES	NAVEL	CARNARVON	CTN	35.5
ORANGES	NAVEL	SPAIN	CTN	45
ORANGES	NAVEL	USA	CTN	55
ORANGES	VALENCIA	LOCAL	36L	14.5
ORANGES	VALENCIA	LOCAL	CTN	21
ORANGES	VALENCIA	SA	3KG	3.79
ORANGES	VALENCIA	SA	CTN	24.67
ORANGES	VALENCIA		3KG	3.6

02/04/2007 – 27/04/2007 for further detail please see the Perth Markey Authority website.

5.0 INTERNAL QUALITY TESTING



Red Flesh Grapefruit Kununurra WA

% Juice: 44%

° **Brix:** 9.9

Sugar Acid ratio: 8.6:1

General: Fruit look good with excellent external and internal colour and low blemish.



Satsuma Mandarin SA

% Juice: 35%

° **Brix:** 10.4

Sugar Acid ratio: 18.5:1

General: Fruit have excellent internal and external colour but have high levels of wind blemish and small amounts of scale and oleocellosis.



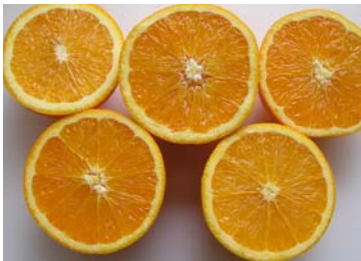
Imperial Mandarin QLD

% Juice: 31%

° **Brix:** 10.7

Sugar Acid ratio: 16.6:1

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



Valencia SA

% Juice: 41%

° **Brix:** 11.5

Sugar Acid ratio: 11.9:1

General: Fruit are soft and have a dull appearance but have excellent external and very good internal colour.