

RETAIL DEVELOPMENT

FEBRUARY 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.

The Western Australian Fruit Growers Association and the Director General of the Department of Agriculture and Food 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: Domenic's Fruit and Veg (Victoria Park), Woolworths Cannington, Farmer Jacks Cannington and Coles Cannington.

1.0 PRICE SUMMARY \$/KG

Variety		Domenic's	Woolworths	Farmer Jacks	Coles
Navel	Loose	\$3.99	\$3.98	\$3.99	\$3.88
	Bagged	-	-	-	\$3.30
Valencia	Loose	\$4.99	\$1.99	-	-
	Bagged	-	\$1.33	\$2.00	-
Mandarins	Loose	\$3.99	\$4.68	\$4.69	\$4.98
	Bagged	-	-	-	-
Grapefruit	White	-	-	-	-
	Pink/Red	-	\$3.98	\$4.99	\$4.98
Lemons	Loose	\$4.99	Not displayed	\$5.99	\$5.98
Limes	Loose	Not displayed	\$6.98	\$14.99	\$0.98 ea

2.0 FRUIT QUALITY AND SUPPLY

- **Clementine mandarins:** USA. Fruit generally looked reasonable however all had minor wind blemish, minor levels of thrip damage and/or scale and moderate levels of oleocellosis. Some batches of fruit looked very tired.
- **Navels:** USA. Fruit looked good (one display was excellent) with only minor problems with wind blemish and oleocellosis.
- **Valencia's:** SA. Fruit generally looked fine however insect and wind blemish was an issue and some batches had problems with wax breakdown, oleocellosis and sour rot.
- **Red flesh Grapefruit:** USA. Fruit was generally poor; it generally had good colour, size and shape, but most looked old. There were some problems with moderate wind rub, thrip damage and wax breakdown in some batches.
- **Lemons:** WA and USA. Fruit generally looked good with only minor problems with scale and wind blemish and some wax breakdown. Some displays had old fruit mixed with new which down graded the look of the display.
- **Limes:** QLD and unknown. Most fruit looked good with good colour, size and shape. Some batches had problems with wind rub and scale and in one display the fruit was old.

3.0 PRESENTATION & PROMOTION

Most displays looked quite attractive and it was obvious some pride was taken by managers in presenting their fruit. More attention needs to be taken in keeping spaces clean and removing damaged/diseased fruit.

4.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices February 2007

Produce				Weighted Average
Description	Variety	Origin	Unit	
GRAPEFRUIT	RUBY	LOCAL	CTN	30
GRAPEFRUIT	RUBY	USA	CTN	30
GRAPEFRUIT	WHITE	LOCAL	CTN	15.38
GRAPEFRUIT		LOCAL	36L	11
LEMONS		IMPORTED	CTN	63
LEMONS		LOCAL	22L	25.25
LEMONS		LOCAL	CTN	50
LIMES		QUEENSLAND	5KG	28.75
ORANGES	NAVEL	USA	CTN	39.1
ORANGES	VALENCIA	LOCAL	36L	13
ORANGES	VALENCIA	LOCAL	CTN	20.92
ORANGES	VALENCIA	SOUTH AUSTRALIA	3KG	3.49
ORANGES	VALENCIA	SOUTH AUSTRALIA	CTN	21.25

05/02 /2007 – 02/03 /2007 for further detail please see the Perth Markey Authority website.

5.0 INTERNAL QUALITY TESTING

No fruit was tested for internal quality this month.