

RETAIL DEVELOPMENT
MARCH 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:

- Domenic’s Fruit and Veg and Coles in Victoria Park and
- Woolworths and Farmer Jacks in Cannington.

1.0 PRICE SUMMARY \$/KG

Variety		Domenic’s	Woolworths	Farmer Jacks	Coles
Navel	Loose	\$3.99	\$4.98	\$3.99	\$4.98
	Bagged	-	-	-	-
Valencia	Loose	-	\$2.98	-	-
	Bagged	\$4.99	\$1.83	\$2.00	\$1.58
	Organic	-	\$3.32	-	-
Blood Orange	Loose	-	\$6.98	-	-
Mandarins	Loose	\$3.99	\$4.00	\$4.69	\$4.98
	Bagged	-	-	-	-
Grapefruit	White	\$2.99	-	-	-
	Pink/Red	-	\$4.98	\$4.99	\$4.98
Lemons	Loose	\$4.99	\$5.68	\$5.99	\$5.98
Limes	Loose	\$9.99	\$7.98	\$14.99	\$0.98 ea

2.0 FRUIT QUALITY AND SUPPLY

- **Clementine mandarins:** Israel. Fruit generally looked good however all had minor wind blemish. In one store the fruit was looking very tired. Two stores had old fruit mixed with new.
- **Navels:** USA. Fruit looked good with only minor problems with wind blemish and oleocellosis. Two stores had fruit with small amounts of a small brown scale. Two stores had old fruit mixed with new.
- **Valencia's:** SA. Fruit generally looked fine however insect (scale and thrips) and wind blemish was an issue and some batches had problems with wax breakdown and oleocellosis. One store had old fruit mixed with new.
- **Red flesh Grapefruit:** USA and Israel. Fruit was generally poor. It generally had good colour, size and shape, but most looked old. There were some problems with wind rub and scale.
- **Lemons:** WA and USA. Fruit generally looked good with only minor problems with scale and wind blemish (in one store the damage was excessive) and some wax breakdown. One store had old fruit mixed with new and one had USA fruit labelled as 'Produce of Australia'.
- **Limes:** QLD. Most fruit looked good with good colour, size and shape. Some batches had problems with wind rub and scale. One store had some very large fruit weighing up to 155g.

3.0 PRESENTATION & PROMOTION

Most displays looked quite attractive and it was obvious some pride was taken by managers in presenting their fruit. There was a noticeable improvement this month with a significant reduction in the amount of unsaleable fruit in the displays.

One store manager was very concerned with the "lack of quality fruit available".

4.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices March 2007

Produce				Weighted Average
Description	Variety	Origin	Unit	
GRAPEFRUIT	RUBY	LOCAL	CTN	31.38
GRAPEFRUIT	RUBY	ORD	CTN	26.5
GRAPEFRUIT	RUBY	USA	CTN	26
GRAPEFRUIT	WHITE	LOCAL	CTN	11.2
Lemons		Qld	CTN	46.5
LEMONS		IMPORTED	CTN	51.81
LEMONS		LOCAL	22L	26.67
LEMONS		LOCAL	CTN	42.5
LIMES		QUEENSLAND	5KG	22.14
ORANGES	NAVEL	SPAIN	CTN	42.5
ORANGES	NAVEL	USA	CTN	50.75
ORANGES	VALENCIA	LOCAL	36L	17.33
ORANGES	VALENCIA	LOCAL	CTN	20.64
ORANGES	VALENCIA	SOUTH AUST	3KG	3.56
ORANGES	VALENCIA	SOUTH AUST	CTN	22.4
ORANGES	VALENCIA		3KG	3.47

05/03/2007 – 30/03/2007 for further detail please see the Perth Markey Authority website.

5.0 INTERNAL QUALITY TESTING

No fruit was tested for internal quality this month.