

RETAIL DEVELOPMENT NOVEMBER - DECEMBER 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: Cannington (x2)
- Woolworths: Cannington (x2)
- Farmer Jacks Cannington

1.0 PRICE SUMMARY \$/KG

Variety		Coles	Woolworths	Farmer Jacks
Navel	Loose	\$3.49 – \$4.98	\$4.98	\$4.99
	Bagged	\$2.48	-	-
Valencia	Loose	-	\$1.98	-
	Bagged	-	\$1.31 - \$1.99	\$1.99
Mandarins	Loose	\$5.98	-	-
	Bagged	-	\$4.48 - \$4.98	-
Grapefruit	White	-	\$2.98	-
	Pink/Red	\$4.98	\$3.98	\$5.99
Lemons	Loose	\$3.98 - \$4.98	\$5.98	\$4.99
Limes	Loose	\$2.98 each	\$29.98	-

2.0 FRUIT QUALITY AND SUPPLY

- **Murcott mandarins** from QLD and SA. Fruit from QLD looked very good. SA fruit had minor scale and oleocellosis problems and variable colour.
- **Navels** from SA. Fruit showed signs of cool storage with moderate levels of oleocellosis and a general tired appearance. Fruit also had issues with green colouration and insect and wind damage.
- **Valencia's** from SA and VIC. Insect damage was an issue particularly thrip damage in SA fruit. Oleocellosis and wind blemish were also problems.
- **White Flesh Grapefruit** from WA. Fruit seen was small in size with high levels of blemish – oleocellosis and possible melanose.
- **Red flesh Grapefruit** from the USA arrived in December; WA fruit was available both months. Fruit from the USA looked good with only small amounts of oleocellosis. WA fruit looked good with only minor scale and albedo breakdown problems. Some batches of WA fruit looked tired in the December surveys with some wax breakdown.
- **Lemons** from the USA arrived during December. Lemons from SA and WA were available both months. Fruit quality was variable. Fruit from the USA had a significant scale problem.
- **Limes** from QLD. Fruit generally looked good

3.0 PRESENTATION & PROMOTION

Visual presentation was generally good however there was quite a bit of mixing of growers and sizes in all lines, particularly mandarins and navels. No promotional material relating to citrus was seen in-store.

4.0 RETAILER COMMENTS

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

- Not happy with the quality of fruit coming from the eastern states marked as grade 1 but is obviously grade 2 or less.
- Not happy with navel or mandarin quality.

5.0 CANNING VALE MARKET

Perth Market Authority: Average Weighted Prices

November 2006 (04/11/06 – 29/11/06)

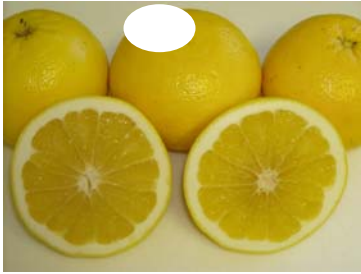
Produce				Weighted Average
Description	Variety	Origin	Unit	
GRAPEFRUIT	RUBY	CARNARVON	CTN	20.42
LEMONS		LOCAL	22L	11.17
ORANGES	NAVEL	SOUTH AUST	CTN	30.57
ORANGES	VALENCIA	SOUTH AUST	CTN	16.38

December 2006 (2/12/06 – 27/12/06)

Produce				Weighted Average
Description	Variety	Origin	Unit	
GRAPEFRUIT	RUBY	CARNARVON	CTN	20.13
LEMONS		LOCAL	22L	13.73
ORANGES	VALENCIA	SOUTH AUST	CTN	17.27

For further detail please see the Perth Markey Authority website.

6.0 INTERNAL QUALITY TESTING



WA White Flesh Grapefruit

% Juice: 41%

° Brix: 12.6

Sugar Acid ratio: 7.1:1

General: Fruit look good with excellent external and internal colour. Juice a nice balance of sugar and acid.



WA Red Flesh Grapefruit

% Juice: 40%

° Brix: 11.4

Sugar Acid ratio: 7.1:1

General: Fruit look good with good external and average internal colour. Juice a nice balance of sugar and acid.



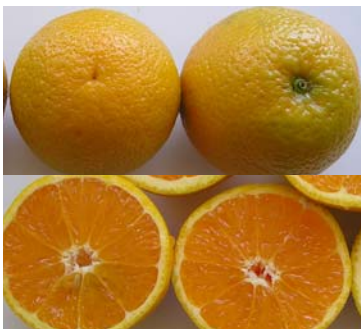
SA Navel

% Juice: 44%

° Brix: 11.7

Sugar Acid ratio: 22.3:1

General: Fruit look average with average external colour and moderate levels of insect damage (scale and thrip). Internal colour is good, juice is bland tasting.



SA Valencia

% Juice: 34%

° Brix: 9.9

Sugar Acid ratio: 13.2:1

General: Fruit look fresh and smell good. Juice has a nice balance of sugar and acid.