

WELCOME TO FRUITLINK MARKET NEWS

For week commencing 23 January 2012



Delivered to you fresh from the Brisbane Markets

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NEW PRODUCTS!

This week has been an exciting week for Fruitlink! We officially launched our Ancillary Products Division and added some really exciting new products to our range.

Our new products include:

- Wild Breads (...delicious sourdoughs);
- Greek Yoghurt Company creamy yoghurts and other dairy delights;



- Liz's Own range of artisan olives and antipasto;
- Lentilicious – and aren't we excited about these yummy meal solutions! Healthy - and they taste sublime;
- Pasta Riviera for fabulous dried pasta which includes some outstanding Gluten Free varieties;

- Segretti (an astounding range of marinated cheeses and other delectable morsels);
- Roza's Gourmet Sauces – you will never buy another brand of aioli again!
- Gourmet Organic Herbs – a really beautifully presented range of dried herbs and organic mustards etc.

These products have all been specially selected by our team based on their quality, price and retail appeal...they look great on your shelf and importantly taste sensational!

Ask your buyer about our new range today and don't forget to check out our specials flier attached to this report!



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Australia Day Deliveries

Australia Day 2012 is fast approaching. The public holiday is Thursday 26th January and we will have staff in on that Thursday taking orders for despatch Friday 27th January. Our Warehouse is closed on Thursday 26th January so if your store usually places an order Wednesday for despatch Thursday please contact your transport to check if they can despatch either the Wednesday or the Friday and let Jemma or Sonya know in our office which days you would like a despatch for that week.

Chinese New Year!

Don't forget even though it is Australia day next week it is also Chinese New Year. Don't forget to stock up on all Chinese veggies like wombok, all the Choi's and drinking coconuts etc.

Back to School!

Now that school is heading back, it is time to look through your department for healthy school lunch box solutions. New Season Galas are a great choice, as are grapes and mandarins. The old standby bananas also make an excellent choice.

And don't forget vegetables! While celery is plentiful and priced well why not suggest celery sticks and hummus as a snack idea...or even a guacamole dip?

Weather

It looks like the south-east is shaping up for a wet week with mild temperatures. Keep an eye on ordering for any weather affected lines and if you have any questions just ask your buyer!

Fruit



Avocadoes

We will run WA Hass next week, early season Shepards have hit the market but are a little immature, we will change over February.

Strawberries

Weather in Victorian and South Australian growing regions are hampering quality and volume, quality is fair and price is high please order accordingly.

Blueberries/Raspberries

Blueberries, blackberries and raspberries as a result of the overcast weather production has slowed on these lines most of which are coming from the Coffs Harbour region. Prices will rise

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slightly and quality of blackberries will be a day to day call.

Tomatoes

Heatwave conditions in Victoria have brought on tomatoes and they are flushing in supply. Take advantage of this supply glut and open up your displays to maximize sales.

Truss and Punnet Tomatoes

Victorian roma tomatoes, have started this will be a consistent line for the next month. Truss tomatoes are selling well, Stores need to have a prominent display of this product.

Cherry tomatoes, tom thumb, grape, kumatoes, medley and bella rossa tomatoes round out the tomato category. Bella rossa will be on a great buy next week, check your order forms

Pears

Packham pears are just about finished their season we will introduce new season Williams or WBC pears over the next fortnight. Paradise pears are available in 5kg cartons. Chinese Ya Pears are available.

Mandarins

USA Clementine Seedless mandarins are available – another great school snack!

Kiwifruit

Italian kiwifruit is selling well and continues to be a great multi-sale line.

Stonefruit

New Zealand apricots are the business!! Great quality and a great price...an easy manageable size for the school lunchbox!

Cherries are still available and are from Tasmania. Just glorious to eat! Capitalise on them while they are still available!

Nectarine and peach varieties are still in plentiful supply and the Ruby Red Plums we are carrying are now very well complemented by the new Sugar Plums that are available. Consider displaying both varieties in your facings to add interest and colour.



Bananas

Cavendish Bananas and Lady Fingers are starting to rise in price due to heavy rain and overcast weather in NQ and trees being cut down due to low prices. Quality of the product is still excellent.

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Grapes

White Grape quality has improved this week. We are well into the growth regions now and prices have eased and quality is great. All colours are available and are terrific eating – Red Globes, Flame Seedless and Black seedless. Consider a few varieties in your facings! A wonderful back to school snack!

Apples

New Season Royal Gala apples are now in full swing and prices have come back. We may have some bins available toward the end of next week but just check with your buyers. Important: New Season Galas tend to ripen very quickly so it is important that you keep them stored in your cold room and in refrigerated displays for optimum quality and shelf life.

All other Old Season varieties remain unchanged.

Lychees

Lychees are still excellent quality and have just turned up a little in price

Melons

Rockmelon quality has been very good and pricing very reasonable. All product is now from Griffith and will continue to be for the next month. Honeydew melon quality has been very poor this week due to recent rain. Quality should improve next week.

Mangoes

Mangoes are winding down in supply but we should still have KP'S for another week. Red varieties are starting to come into the market which, do not sell as well.

Limes

Limes will be super cheap next week - *perfect multi- buy line.*

Figs

Great deals on trays and pre-pack punnets next week. Season is about to hit full swing so take advantage of a great buy while you can!

Citrus

We have started Australian lemons. The price will be the same but better quality.

US Navels continue to be a great seller. These are a nice bright great eating orange. Australian Valencias are still available. P/P 3kg Valencias we will use "Nippy" next week.

Paw Paw

One more week of light supply and we will start moving into costal growing areas. Volumes will start to improve by the end of February and prices should be back to normal before Easter.

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VEGETABLES

Lettuce

Lettuce is also plentiful in supply with good volumes coming from Stanthorpe and Victoria.



Heavy Produce

We are making the change to New Season South Australian Onions next week. Quality is looking fantastic and harvest yields are looking good .

No change to washed potatoes, Watermelon and pumpkin.

New season Thorpdale Brushed Potatoes have started this week but pricing is a bit high. We will be making the change over to this district in the next couple of weeks

Carrots

Full range of carrots available, all stock is coming from Tasmania and is excellent. Purple carrots are available again. And small/med carrot cartons are available.

Broccoli

Broccoli quality from Stanthorpe is improving and price is reasonably stable.

P/P Salads

Coolibah Pre-Packed salads will be on special all week. These are great for the short week for all those Australia day BBQ's.

P/P Capsicums

Mini vine capsicums will be unavailable for another week due to a spraying issue on the farm Baby bella capsicums are a great substitute.

Beans

Due to heavy at the start of this week, the quality of machine picked green bean is substandard.

We recommend you use a good quality handpicked bean for better shelf life and far better appearance.

Corn

Both Pre-Packed and loose corn will be tightening up a little bit next week, but should be a great change.

Capsicum

New season Stanthorpe Red and green Capsicums have started and quality is fantastic. Price will reduce as the week progresses.

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Cucumber

Cucumbers across the board should be sitting pretty firm on the same price that they were this week. Quality is still outstanding.

Celery

All Celery is now from Victoria and quality is looking great. There are two sizes in 15's and 10's. Great line to push for sales!

Sweet Potatoes

We have moved to a 15kg carton in premium mediums and small sweet potatoes won't be available until later in the week.

Red and Hawaiian (White) available also.

Mushrooms

We had a slight problem with stock levels of mushrooms in the markets this week. This was due to a bad lot of seed getting distributed out a couple of weeks ago. I have been assured that next week we should be to normal stock levels again. If anything is going to be hard to come across it will be flats at the start of the week, but towards the end of the week we should have normal quantities of these coming back into the markets too.