

WELCOME TO FRUITLINK MARKET NEWS

For week commencing 2 January 2012



Delivered to you fresh from the Brisbane Markets

fruitlink.com.au



Happy New Year!

We hope you have all enjoyed a very prosperous trading period over Christmas. We have had some very positive feedback from our customers, and would love to hear from all of you if you have some great news to share.

John and Yvonne at Morven Family Grocer had the best week in 7.5 years last week and had received numerous comments about the fruit and veg that Fruitlink supplied them.

Likewise we have had similar reports from other stores.

Some interesting facts about Christmas week....

Overall we shipped just over 293 000 tonne of product through our warehouse! Massive!!

We had over 20 tonne of watermelon go through the warehouse, some 1200 cartons of banana's, Over 1500 trays of mangoes, nearly 850 x 10kg cartons of white and yellow flesh peaches and nectarines, 500 trays of cherries, over 2000 punnets of blue berries and in excess of 3600 cartons of tomatoes. That's 36 tonne of tomatoes or 38 pallets.....WOW!!

New Year's Resolutions

After the feasting and fattening up period that is Christmas, the New Year brings with it a change

in food focus – and fresh produce will be the star!

The usual round of post-Christmas diets will hit the news-stands in the first week in January and this is the time your produce section will shine!

Make sure your salad sections are full and inviting; your fruit sections tempting and colourful and consider cross-promoting with healthy salad dressings and other light, waist friendly, healthy foods.

Remember, fruit and vegetables are the ORIGINAL HEALTH FOOD!!

Weather

It has been a very cool and windy Christmas period in South-East Queensland. The coming week is set to be more of the same – mostly fine but cooler than usual days.

Remember to check your local weather forecasts and stock and store your produce appropriately.



WELCOME TO FRUITLINK MARKET NEWS

For week commencing 2 January 2012

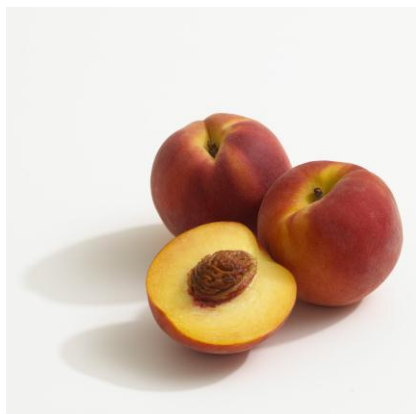
2012

Delivered to you fresh from the Brisbane Markets

fruitlink.com.au



Fruit



Most fruit lines will remain constant over the next week. We aren't expecting any major swings for next week.

Avocadoes

Warm weather combined with "New Year Resolutions" will help push sales on avocadoes next week price will ease slightly. We will continue using Australian fruit only - there is cheaper inferior NZ fruit on the market.

Strawberries

Heavy rain, in Victoria will limit supply. South Australian and Stanthorpe fruit will fill the void. Quality is fair so please order accordingly.

A record week at Fruitlink for the number of **raspberries, blueberries and blackberries** sold. Volumes of blueberries should increase over the next fortnight so check your order forms for great deals

Tomatoes

South Australian glasshouse is being used at the moment. The quality is sensational and is reflected by the slightly higher price.

Truss and Punnet Tomatoes

Exceptional quality in truss tomatoes - "Blush Line". Also, we will start with new season roma/egg tomatoes from Stanthorpe - the quality will be much better than what we have been using.

Cherry tomatoes are selling very well and the price will remain stable next week.

Pears

Packham pears we will use a premium 13kg box, and 18kg as a cheaper line.

Bosc, Corella and Josephine varieties are finished for the season

Kiwifruit

No change.

Stonefruit

The apricot season is coming to a close so we are starting to see some gaps in supply.

Next week we will be starting with absolutely gorgeous Tasmanian cherries. They will be on the high side price-wise, but outstanding quality!

We have some beautiful plums coming on line

WELCOME TO FRUITLINK MARKET NEWS

For week commencing 2 January 2012

2012

Delivered to you fresh from the Brisbane Markets

fruitlink.com.au



and we encourage you to keep the stonefruit season fresh by keeping your ranges extended. Ask your Fruitlink buyer for suggestions.

Bananas

The bottom end of the banana market has lifted a little this week due to high sales from last week. All the overstock and cheaper fruit has been cleaned out. However this will not affect the top end of the market at all with still plenty of fruit around.

Lady fingers will remain the same in quality and value.

Grapes

We have some beautiful Black Muscat available and all varieties of grapes are selling well. All stores should have white seedless, red seedless and consider a Black grape in their facings to maximise sales.

Apples

No change.

Lychees

Are available and great quality.

Melons

We are coming to the end of the Chinchilla and Bundaberg Districts for rockmelons and Honeydews. The next district will be Griffith and the fruit is looking great and supply will continue with big volumes. Price may kick up due to

change of seasons and fruit only coming from the one area.

Watermelon is on the move upwards. We are through the growing flush of melon and the tonnage through the markets is falling. Start putting your prices up to combat the spike in pricing.

Mangoes

Kensington Pride Mango quality has been very good out of Mareeba, and we will continue with this brightly coloured fruit next week. High blush. The bottom end of the market is clearing out and so the top end of the market is moving up in price.

R2E2 are also selling well. Supply of quality Calypso and Honey Gold has dropped off.

Limes

Lime prices have eased. This will be a popular line right through January with New Years and Australia Day.

Figs

Figs have dropped dramatically in price. The quality is excellent we will start on a pre-pack line in the next fortnight.

VEGETABLES

As with fruit, most vegetable lines will remain steady over the next week.

WELCOME TO FRUITLINK MARKET NEWS

For week commencing 2 January 2012

Delivered to you fresh from the Brisbane Markets

fruitlink.com.au



Lettuce

Lettuce has been good in supply from both Victoria and local product. But with it being in the middle of "Storm Season", we will be using both growing areas QLD and VIC to be able to supply

the best quality product. In doing this the price of the product will vary.

Heavy Produce

All heavy produce will remain the same as last week.

Carrots

We will start on Tasmanian carrots as of next week.

Sweet Potato

Drier weather in Bundaberg has resulted in higher volumes of new season sweet potatoes coming through.

Range includes small, medium, large gold and red sweet potatoes.

Also white "Hawaiian" white on the outside pale purple on the inside, sweet potatoes are available in med size.