

WELCOME TO FRUITLINK MARKET NEWS

For week commencing 30 January 2012

Delivered to you fresh from the Brisbane Markets

fruitlink.com.au



Chinese New Year!

Chinese New Year has kicked off and all the food magazines are focussing on recipes based around this theme. Look at stocking up on Chinese veggies like wombok, all the Choi's and drinking coconuts, chillies and lychees while they are still available.

Consider cross-merchandising with soy sauces, Asian based stir-fry mixes, noodles and rice.

All are easy, healthy meal solutions.

Weather

Nightmare!!! That is the only word for the weather at the moment. The weather issues are compounding with growers not being able to get out in the field to harvest produce, and then if it can be harvested, actually getting produce to market is a real problem too.

And the wet is also increasing demand for a number of vegetable lines which is also pushing up prices – particularly **cauliflower and broccoli**.

The wet is expected to continue and the Fruitlink Buyers are recommending that you stock up on heavy produce items such as potatoes, pumpkins etc.

Fruit

Avocadoes

Unfavourable weather will hinder the start of the Shepard season, this will put higher demand on Hass and southern markets are delivering strong returns on local fruit. We will continue with a beautiful line of 25's and bulks in WA fruit.

Strawberries

There will be only one growing area with dry strawberries next week, this is Victoria. These will be judged daily and there is a high chance of short and no supplies all week.

Blueberries/Raspberries

Heavy rain in the main growing area will affect volumes of blueberries and raspberries price will rise on all berry lines.

Tomatoes

Tomatoes look to be firming in price as most of the Victorian Crop is showing signs of heat stress.

Truss and Punnet Tomatoes

One more week of great value "Bella Rossa" tomatoes are available and they are great value! Check your order form for pricing.

Truss tomatoes will remain good value, heading into next week.

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Roma tomatoes - we will continue on Victorian fruit colouring beautifully.

Grape, Tom Thumb and cherry tomatoes will firm slightly as all our local lines will be weather affected and increase demand on Victorian fruit. Medley mix will be available.

Mandarins

USA Clementine Seedless mandarins are really sweet – another great school snack!

Kiwifruit

No change to kiwi fruit. Italian kiwifruit is selling well and continues to be a great multi-sale line.

Stonefruit

No change in **apricots** - New Zealand apricots are 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 quality is excellent.

Ruby Red Plums we are carrying are now very well complemented by the new **Sugar Plums** that are available. These are beautiful premium lines Consider displaying both varieties in your facings to add interest and colour.

Amber Jewel plums should be considered as a value option.

Limes

Limes continue to be a great buy. *This a great multi-sale line.*

Bananas

Cavendish Bananas are still on the rise. Christmas holidays, rain, cold weather and cloudy weather over the past month is pushing the market up. Expect this trend to continue Lady Fingers are remaining firm in price as well. However quantities are up. So keep an eye out for specials mid-week.

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 globe, white seedless, black seedless, black muscats and red flame seedless.

Apples

New Season Royal Gala apples are now in full swing and prices have eased. We may have some bins available toward the end of next week but just check with your buyers. REMINDER: 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.

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Pink Lady apples have eased in price with the new season products available in March.

All other Old Season varieties remain unchanged.

Lychees

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

Melons

Rockmelon and Honeydew are still in full supply from Griffith and quality is at its best. Big displays with whole and cut melon will maximise sales.

Watermelon quality is still looking great. However with rain and colder weather around sales will slow down. Open up displays on pumpkin and potatoes to maximise sales through this period

Mangoes

Kensington Pride Mangoes are all but finished, and we expect to move on to Red Varieties and possibly Honey Golds next week.

Figs

Rain will affect volumes, they can't be picked in the rain and no sunshine will result in paler fruit.

Citrus

We have started Australian **lemons** price will be the same but better quality – no change to lemons from last week.

US Navels continue to be a great seller; these are a nice bright great eating orange.

Aust Valencias are still available.

P/P 3kg Valencias we will use “Nippy” next week.

Grapefruit are back with premium sizing for ruby and marsh varieties.

Paw Paw

Supply will increase next week and price should start easing mid- February.

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.

Vegetables

Heavy Produce

We have now made the change to South Australian Onions. Product is looking very good and supply will remain from this district right through to August.

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It is time to change districts with Brushed Potatoes again. We will now be supplying New Season Thorpdale Potatoes and the quality is fantastic. Price will be a little dearer but the quality is by far much more superior.

Pumpkins remain the same.

Zucchini

Zucchini quality has been great. Product is mainly coming from Stanthorpe and supply is good.

Carrots

No change to carrots. A 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 Capsicums

Mini vine capsicums (tri-colour) are back on! Baby bell reds are still available.

Beans

Green Bean quality has been good even though we have had so much rain. Machine Picked Beans are coming from Tasmania which hasn't had any rain. Hand Picked Beans are coming from the Gympie district and have had a lot of rain but the quality of the bean is still good.

Capsicum

All Capsicum is now new season from Stanthorpe and quality is fantastic. This is a nice, 'square' variety, which look great on the shelf, and are easy to display.

Cabbage

Cabbage will be going up in price next week. This is due to it raining as much as it has been. The farmers aren't picking because it is too wet.

Celery

With localised rain around Queensland and Northern NSW. All celery supply will be out of Victoria where growing conditions have been good. We will see the market rise on this due to no supply from Queensland.

Sweet Potatoes

Heavy rain in Bundaberg will hamper digging for the next few days, except a price rise mid-way through next week.

Mushrooms

The mushroom dramas that we have been experiencing should be completely fixed by next week.

Herbs

The start of the week will be 'okay' for herbs but towards the latter part of the week we might start seeing some weather affected produce. Talk to your buyer about stocks.

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Chokos

Chokos at the moment are extremely hard to find. We have been told that they are just not coming on due to the weather. They will still be on the order forms but we won't actually know if we are getting them in until Monday.

Value Added

Deleted Lines:

In Season Pannacota is deleted line.

IS650 Chocolate pannacota

IS651 Banana pannacota

IS652 Raspberry pannacota

IS653 Vanilla pannacota

Nut deleted line:

NUTVK1 (RAW PEANUT KERNELS) 25KG