

WELCOME TO FRUITLINK MARKET NEWS

For week commencing 9 January 2012

Delivered to you fresh from the Brisbane Markets

fruitlink.com.au



Time to Refresh!

With the New Year behind us, January will be a little less hectic before the usual rhythm of life resumes toward the end of the month.

Once you have cleared out your New Year stock (much of that will be done now), it is time to refresh your produce sections to capitalise on what is happening in the marketplace around you.

As we mentioned last week, the media focus is on 'diets' and 'getting healthy' after the Christmas feasting period. These all influence how your customers make food purchases and it is clear fresh fruit and vegetables will feature very highly on the agenda.

Make sure that you have on offer a wide range of produce and lush, full facings with plenty of variety. At the very least a red and white grape in your grape facings, but consider a black too to add variety. One of the first rules of healthy eating is to have a variety of fruit and vegetables!

Country of Origin Labelling

Remember to keep all your Country of Origin labelling up to date. Not only is it the law, but it is also important for your customers to know where their produce is coming from.

If you aren't sure about the origin of a particular product, please ask our buyers.

Weather

This next week in the South-East of Qld is expected to start off with a scorcher, so be sure to keep salad vegetables and fruits like grapes and watermelon in supply!

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

Fruit



Avocados

Warm weather combined with "new year resolutions" will help push sales on avocados next week price will ease slightly. Limited Australian bulk avocados mean we may use NZ bulks next week.

We will be back on line with Western Australian soon.

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Strawberries

Hot weather at the start of the week is causing quality issues with all South Australian and Victorian strawberries. The yield on Stanthorpe fruit is very low with a high possibility of short supplies or not supplying due to quality.

Blueberries are great value next week, raspberries and blackberries are also priced well. Take the opportunity to introduce these lines whilst strawberries are having dramas. Plenty of people are on a health kick for 2012 so these lines are selling well.

Tomatoes

Tomato quality has been great for the last few weeks. Field grown Victorian tomatoes have started now as well, and the fruit is looking good. Supply from New Zealand will continue too. We will be continuing on with supply from Victoria and New Zealand as our premium fruit, and Bundaberg as a cheaper alternative for bagging lines.

Truss and Punnet Tomatoes

Cherry tomatoes, grape and tom thumb tomatoes. All are available and selling well. Truss tomatoes are a great seller at present.

We have moved onto Stanthorpe roma/egg tomatoes fruit is good, Victorian won't be far away.

Pre-pack truss is not available.

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.

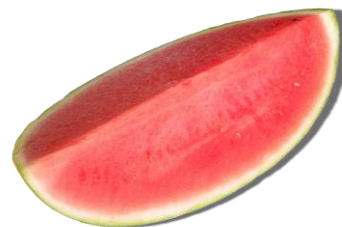
Stonefruit

We have started on premium Tasmanian Cherries The fruit is pricey but large, plump and juicy best cherries of the season.

Golden Queen peaches have started.

Sugar plums will start next week.

NZ Apricots should be available mid-week.



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Bananas

Over the Christmas New Year period, most banana growers have had a couple of week off (and getting \$7 to \$10 returns who could blame them). In doing this the market has kicked up in price due to lack of fruit on the market. However this will be short term and volume will increase when they start up production again.

The Lady Finger market is the same as Cavendish Bananas due for the same reasons

Grapes

Grapes should be a feature in your fresh department now, St George fruit is looking and eating fantastically.

Range includes Menindee Seedless, Crimson Seedless, Red Globes, Black Muscats, and Midnight Beauty black seedless.

We have some beautiful Black Muscat available

Apples

No change.

Melons

Chinchilla Rockmelons have had a substantial amount of rain this week. Quality will be poor for the near future. Therefore we will only be supplying fruit from the Griffith area. Quality is fantastic and the will be sweet in flavour.

Watermelon quality is still fantastic and is the hot

item to sell at the moment. We are past the growth spurt with this line and quantities are down which has increased in price slightly.

Mangoes

The Bowen and Mareeba Mango season is winding up now. Fruit will now becoming from the Mundubbera and Bundaberg areas. Quality will still be good but price may firm.

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. Quality is excellent we will start on a pre-pack line in 1 week.

VEGETABLES

All the main vegetable lines such as broccoli, cauliflower and corn are holding steady with quality and price being consistent. The only quality issue at the moment is with eschallots. Check with your buyer when ordering these.

Lettuce

We are still persisting with Victorian lettuce as our premium supply, and Queensland lettuce as a cheaper option. However the supply from our local districts is improving in quality and we will soon be changing over when it reaches a standard we are happy with.

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Heavy Produce

There will be no supply change with Onion category - still all from QLD.

Brushed Potatoes quality has been great with Rennie Potatoes from Lachlan River in NSW. This has been reflected in sales trends increasing.

Washed Potatoes quality will be affected this week and next week from the recent heat wave they have had in southern states. The quality of the produce will still be good and quality will improve in the upcoming weeks.

All pumpkin varieties are stable in price and will remain the same for next week.

Carrots

The full range is available, with all Tasmanian carrots. Quality is sensational.

Purple carrots are finished.

Ginger

We will be switching to new season ginger as of next week. The reason is that the old season is starting to become very short in the markets. Just

remember, with new season ginger it needs to be kept in a fridge and don't buy up in bulk for it will 'go off' faster than what the old season did.

Snow Peas

We will be switching back to Chinese snow peas next week. The quality is far better than the Australian grown. If you still want Australian snow peas just ask the person putting your order in and I will be able to get them for you.

Cucumbers

Local Lebanese cucumbers and continental cucumbers will be plentiful next week and are looking great. There are also very nice apple and white cucumber at the moment if you want to add a bit of colour to the shelf.

Asparagus

Thai asparagus will be back in the market again next week. This will mean that prices will drop. We will be mainly running Thai varieties but again if you prefer Australian we can also supply that.

Pineapples

Pineapples will become a little short towards the end of next week due to the excessive heat that we have just experienced. This should ease as of the week after.