

ROCK RIDGE FRESH WEEKLY AVOCADO & BANANA MARKET UPDATE

SEEN IN STORES WEDNESDAY

Aldi Catalogue this Week

Item	COLES		WOOLWORTHS		ALDI	
	Browns Plains	Sunnybank Hills	Browns Plains	Sunnybank Hills	Browns Plains	Sunnybank Hills
Loose Hass	\$2.50 ea or 2/54		\$2.00	\$2.00	\$1.99	\$1.99
9 Piece Trays					\$4.99	\$4.99
Organic Mini 550g						
5 Piece Nets	NIS	\$5.90				
6 Piece Nets					\$5.99	\$5.99
1kg Odd Bunch			\$5.90	\$5.90		
Cav Banana	\$3.00	\$3.00	\$3.00	\$3.00	\$3.49	\$3.49
Ladyfingers	\$7.50	\$7.50	\$6.90	\$6.90	\$5.99	\$5.99
Red Tips			\$4.00	\$4.00		
Kids 5 Mini 450g			\$2.50	\$2.50		
LI Sana Pks WW			\$3.50	\$3.50		
Kids Packs 750g	\$3.00	\$3.00			\$2.99	NIS
Organics Bananas						



Above Woolworths Browns Plains specials board.

Coles Sunnybank Hills Specials board.

SUPPLY UPDATE

Last weeks avocado despatch figures were 297,739 trays which was a 21% increase on the previous week (+\$1,551 trays) with 61% being supplied by Cenal Qld and 23% by North Qld farms. The remaining contribution included 9% from Central NSW, and 8% from South East Qld and Sunshine Coast. Another week of relatively fine weather in most regions, though Walkamin did have average daily rainfall of 4mm. Temps were a touch cooler with morning lows of 9.5-13C and days warming to an average of 22-26C. A few of our farms have now completed picking this seasons crop. Rockridge Farming envisages continuing to harvest fruit for another one to two weeks from our own farm. Some of our other suppliers will continue thereafter.

Retail pricing for avocados were found to be ranging from \$1.99/price at Aldi; \$2 each at Woolworths to a 2/54 deal from Coles or individually Hass selling for \$2.50ea. Overall fruit quality was generally good. The Aldi offering tended to be riper but some pieces being too soft.

The national banana harvest figure for last week was 488,186 ctns which was an increase of just over 81,000 ctns on the week prior. Quality was generally sound - early signs of underpeel chill just starting. In the last week we have experienced temperatures as low as 9.5C in the growing region so expect to see a little more underpeel chill developing in the coming weeks.

Ladyfinger bananas in all stores seemed to have a little more minor skin marking visible.



Woolworths Browns Plains (Right and Below) bananas were bright with good bloom at \$3.00/kg. Avocado display opposite entry to store Hass at \$2 ea - Paggioli & Tinaroos Farms fruit form the display. LI Sana Banana packs were dull in appearance as if they had been chilled at some stage.

SEEN IN STORES WEDNESDAY

Coles Browns Plains (Below) with loose Hass avocado table display featuring mainly Simpson fruit at 2/54 ea or \$2.50ea. Fruit quality was good, just a little skin marking. Banana display was full but noticed a degree of minor skin marking and some dull clusters. The Coles Avo 5 packs not in stock at this store.



Coles Sunnybank Hills Banana display - ladyfingers exhibiting some minor skin marking, whilst loose Cavendish were clean and relatively bright. Loose Hass (below and below right) avocados 2/54 some very ripe Simpson stock and a little carryover Rockridge stock. Avocado 5 Pack presented between tomato lines as a colour



Woolworths Sunnybank Hills (Avo's above & Left and Bananas Right). Supply of hass avos through Paggioli, Sunnybluff, Simpson and Googo Farms. The Odd bunch 1kg bags of avos retailing for \$5.99 perhaps to match the Aldi offer? Bananas generally of good quality with fruit priced at \$3.00 with good colour and bloom. Some minor marking on ladyfinger stock.



Aldi Browns Plains (Right & below) cavendish bananas - fruit condition was good and bloom was still bright selling for \$3.49/kg. LI Snackers kids 750g pack were \$2.99/pk and a little backwrest whilst fingers were exhibiting a little more skin marking. Purple Skin Hass and Tinaroos Hass supplied by DBM count 25at \$1.99 ea. Aldi Sunnybank Hills (Left) Bananas at rear of store - Florito fruit, slightly backward but a full display - fruit was clean. Hass - Tinaroos Farms fruit supplied by DBM 3 piece and 6 piece options prepack options as well.

