

Horticulture Innovation Australia

Final Report

Implementing Improvements in the Avocado Supply Chain

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Avocados Australia Limited (AAL)

Project Number: AV12013

AV12013

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Summary

AV12013 is a continuation of projects *AV08017: Avocado Supply Chain Education Materials* and *AV10006: Avocado Supply Chain Education Materials Phase II*. The aim of AV12013 as with its precursors was to develop and refine educational materials and resources for the avocado industry to deliver a consistent, high quality product to its consumers. This aligns to one of the key aspirations listed in the Australian Avocado Industry Strategic Plan 2011-2016.

Through past research industry has recognized that a wide variety of factors affect fruit quality, productivity and supply chain efficiency and that these factors are interrelated. Monitoring of avocados quality has been undertaken at retail level which has provided quantitative information about the quality of avocados purchased by consumers.

The primary objective of AV12013 and its precursors was to gather research findings from the range of avocado quality improvement projects and compile them into easy to use reference materials for use by the different supply chain sectors. This project has built on past research with further production and promotion of the existing educational materials as well as designing and producing additional resources to support best practice through the supply chain.

AV12013: Implementing Improvements in the Avocado Supply Chain has:

- Promoted new and existing supply chain education materials and programs.
- Developed and revised new and existing supply chain education materials as needed.
- Continued and expanded the retailer training program to educate retail staff on how best to handle and store avocados and thus improve or maintain fruit quality.
- Provided ongoing maintenance and promotion of the Best Practice Resource (BPR) which houses the latest best practice information for all supply chain sectors.
- Added new information to the BPR as it became available.

Keywords

Avocado; avocado supply chain; educational materials; retailer training; retailer; Best Practice Resource; BPR; online information; bruising; body rots; retail recommendations; avocado handling; avocado storage; avocado quality; internal damage; avocado defects; consumer preference; Ripe and Ready; retail display; ripeness.

Introduction

The Australian Avocado Industry Strategic Plan 2011 – 2016 lists one of its key aspirations as wanting to deliver to its customers a high quality product, consistently. This project and its precursors *AV08017: Avocado Supply Chain Education Materials* and *AV10006: Avocado Supply Chain Education Materials Phase II*, have formed a key part in contributing to this goal.

Industry has recognized that a wide variety of factors affect fruit quality, productivity and supply chain efficiency and that these factors are interrelated. Industry set out to firstly identify what consumers wanted and preferred in relation to quality, where industry was positioned in relation to those preferences and where there was room for improvement.

Consumer sensory research was completed under *AV06025: Australian Consumer Perceptions and Preferences of Hass Avocado* and *AV07019: Survey of Australian Avocado Consumers*. These projects determined quality levels which provide an acceptable consumption experience for consumers and hence do not negatively impact on future purchasing decisions.

Results from this work in summary, indicated that consumers prefer Hass avocados of maturity equal to or higher than 22% dry matter (DM). It also found there is an increasing preference for Hass along the DM range from 22% through to 28%. In light of these results the industry endorsed that the Dry Matter Standard for Hass be changed from 21% to 23%.

The results also indicated that consumers prefer to buy avocados at a level of ripeness that they can consume that evening and that the level of ripeness is in the range of medium ripe to soft ripe. Lastly, consumers indicated that any internal defects to more than 10% of the overall flesh at all price points would impact negatively on future purchase intent.

Subsequent projects *AV07018: Avocado Retail Quality Surveys* and *AV08034: Avocado Retail Quality Surveys Phase II*, provided results which identified that there was still up to 30% of avocados at the retail level that had more than 10% internal flesh damage. *AV11015: Avocado Industry Fruit Quality Benchmarking* a continuation of AV07018 and AV08034, illustrated an improvement in internal flesh damage though continued to illustrate unsatisfactory levels of internal damage at retail level.

Bruising and rots were identified as the biggest issues in terms of internal damage. Based on the initial findings, AV08017 was designed to assist in addressing quality issues including maturity, ripeness and internal damage. A significant focus was on reducing bruising damage at all points of the supply chain. These aims continued through into AV12013.

Due to the impact on quality of handling throughout the supply chain, specific handling requirements were developed for each sector of the supply chain. A list of the documents developed can be seen in Appendix 1.

There were four major focus points for AV12013 including revision of the education materials, promotion of these educational materials, retailer training and management of the BPR. These focus points are explained in more detail in the methodology section of this report.

Methodology

There were four main components of this project which are described below:

1. Revision of the existing supply chain education materials to include new science and recommendations as needed for handling avocados to ensure the most up to date information was circulated. This involved:
 - i. Taking recommendations from programs such as *AV10019 Reducing Flesh Bruising and Skin Spotting in Hass Avocado* which funded studies into how and where within the supply chain, avocados were most likely to bruise. The retail, wholesaler and packhouse handling guides were re-assessed and continue to provide relevant, up to date information. Recommendations from AV10019 has led to preliminary development of more tactile education tools to assist retailers in determining fruit ripeness and hence allowing them to confidently market fruit at different levels of ripeness to reduce consumer handling. Further research is required to develop these tools.
 - ii. A Retailer Training manual was developed as an in-depth guide for handling avocados at the retail level. This was adapted from the Fresh Produce Retailing manual, originally developed by the Australian Horticultural Corporation. The Retailer Training manual was distributed to retailers through the retailer training component of this project. The content has also been added to the Best Practice Resource (BPR), in the form of four training modules. Wholesalers and retailers were consulted prior to production to assess its usefulness and feedback was overwhelmingly positive. The development of the Retailer Training manual involved:
 - a. The existing manual was revised, adapted and the information updated.
 - b. Avocado specific information included was sourced from industry experts.
 - c. Wholesalers and retailers were consulted on their specific needs.
 - d. Development of the Retailer Training manual final draft.
 - e. Small scale trials of the manual draft was conducted in retailer training sessions to capture any improvements prior to final publication.
 - iii. Recommendations made in the final report of *AH11025 Partnering Fresh Produce with Retail*, were reviewed to identify alternative methods of working with retailers to improve quality.
 - iv. Industry experts and researchers such as the Queensland Department of Agriculture and Fisheries (QDAF) were consulted to ensure the accuracy of the handling and temperature recommendations for each supply chain point.
 - v. A print and design consultant was engaged to develop and revise hard copy materials if and when needed.
2. Promotion of the existing and revised supply chain educational materials and programs developed in AV08017 and AV10006 continued. This involved:
 - i. Printing and recirculation of the new and revised educational materials to the relevant supply chain members.
 - ii. Promoting the educational materials through face to face meetings, articles in Talk Avocados and on the Avocados Australia website.

3. The retailer training program established in AV10006 was continued. Its aim was to educate retail staff on how best to handle and store avocados and thus improve or maintain fruit quality. This involved:
 - i. Educating the retail sector about the susceptibility of avocados to damage as they ripen, particularly bruising. Ensuring the retailer educational messages were properly delivered to the staff on the retail floor. To achieve this, contractors were used to educate retail staff in Brisbane, Sydney, Melbourne and Perth. The contractors conducted short training sessions with the produce staff in the retail outlets which included both supermarkets and independent grocers. Retailer training delivering best practice information set out in the retailer manual, retail handling guides and the retail modules within the BPR, focused on optimising fruit quality. Due to high staff turnover associated with this sector, training was aimed to be repeated in selected stores approximately twice a year to maximize effectiveness and to provide a mechanism to monitor changes in practice.
 - ii. Four trainers were contracted for a maximum of 2.5 days per week each.
 - iii. Under AV10006 approximately 900 retailers had been targeted throughout Brisbane, Sydney, Melbourne and Perth. These stores were revisited during AV12013 to account for staff changes within the stores and the communication of new information. The goal for AV12013 was to train an additional 300-400 stores which was achieved.
 - iv. In the training sessions trainers assessed whether the store's handling practices had improved. The assessments were based on the major points within the Avocado Handling: Retail guide developed in AV08017.
 - v. Throughout the training sessions trainers also gathered information from retailers about items such as:
 - a. The quality of fruit in the marketplace.
 - b. Any specific quality issues retailers are experiencing. All quality issues identified fed into *AV12012 Coordination of Data Management and Avocado Quality Improvement and Extension Program* to educate growers, transporters and wholesalers. This included specific and ongoing quality complaints of particularly poor avocado displays. Grower or packhouse details were noted if known (based on the fruit stickers).
 - c. Feedback regarding the development of the avocado Retailer Training manual.
 - d. Feedback regarding the development and use of plastic/silicon avocado models to identify ripeness levels.
 - e. Use of the avocado Retailer Training manual in training after its publication.
 - f. Promotion of the Best Practice Resource (BPR).
 - g. Gathered feedback on other information retailers need/want.
 - vi. Schedules were developed for trainers to follow including a detailed list of stores to visit, route plans for visits and a guide on how to conduct the training and the major points to focus upon.
 - vii. Recommendations made in the final report of *AH11025 Partnering Fresh Produce with Retail* were reviewed to identify alternative methods of working with retailers to improve quality.
 - viii. Materials were developed to assist retailer training including:

- a. Information on the upcoming avocado season (expected volumes, quality issues to anticipate).
 - b. Survey forms to collect retailer feedback and comments.
 - c. 'Ripe and Ready' stickers were printed and distributed to retailers to use to identify ripe avocados with the aim of reducing consumer handling.
 - d. Desk top research was conducted to identify potential tools to assist retailers to determine the level of ripeness of fruit on display. One of the primary tools investigated were the plastic/silicon avocado models. This consisted of six avocado models at the same firmness as each of the six established avocado ripeness levels. This would assist the retailer to accurately and consistently identify fruit at each ripeness level to apply the 'Ripe and Ready' stickers to reduce consumer handling.
 - e. This project also allowed for the production of a number of model sets which were used in a small scale trial to assess their usefulness and success at retail level. Results from these trials, determined whether large scale production of the models would be considered.
 - f. Order forms for training and 'Ripe and Ready' stickers.
 - g. All materials were printed and distributed.
- ix. Instructions for retailers on how to log onto the BPR.
4. Ongoing maintenance and promotion of the BPR. This included updating online, interactive adult learning modules and best practice information by supply chain sector. The BPR was originally developed in AV10006 with the goal of reaching a wider audience and enabling immediate and cost effective updating of information based on new research. Activities in this project included:
- i. Transforming hard copy materials to online, interactive, adult learning modules.
 - ii. Enabling user access to the system through the distribution of system instructions and log in details.
 - iii. Training on how to use the system for supply chain members.
 - iv. Some capacity to assist users to upload their own business content, for example tailoring some of the training modules to be more specific to their business.
 - v. Revision and improvements to the system based on user feedback.
 - vi. Inclusion of new modules into the system:
 - a. Canopy Management Options for Australian Avocado Orchards – this was based on the *AV04008 Canopy Management Guidelines* booklet that was developed for use by growers and their managers.
 - b. Addition of transport, harvesting and avocado ripening modules as these weren't completed during AV10006, these modules and assessments were based on the poster series developed in AV10006.
 - c. Addition of the Retailer Training manual information to target retailers and their staff.
 - d. Addition of a workplace health and safety module for grower/packhouse businesses.
 - e. Addition of grower focused modules with information sourced from *AV10002 Avocado Information Delivery*. This included:
 - i. Use of the 'how to' videos developed in AV10002 to support the modules,

i.e. videos on how to inject trees for *Phytophthora* protection would be used in the module on managing *Phytophthora*.

- ii. Addition of revised Agrilink avocado information to the 'Growing' section to act as a standard reference for growers. Modules include issues such as: Managing Nutrition, Irrigation, Rootstock Selection and Phytophthora Management.

Outputs

Outputs from AV12013 comprised of:

- Delivery of retailer training to a total of 1,531 stores that were targeted through this program and, on average, each participating store received two visits.
- An extensive list of retail outlets in Brisbane, Sydney, Melbourne and Perth which can be drawn on for information and communicated with.
- Historical information and tracking of current retailer standards and any improvements that participated stores have made.
- Distribution of training materials for staff training within the retail sector including the in-depth Retailer Training manual that was developed and published.
- Revision of the Ripening Manual as needed to incorporate any new science and recommendations.
- Content additions to the BPR included in the sections of growing, retail, workplace health and safety and training course.
- Addition of eleven new modules to the BPR training course plus relevant best practice reference materials focusing on how to grow, transport, ripen and handle avocados to improve avocado quality for the consumer.
- Documented options for retailer training tools to assist in accurately and consistently labelling ripe fruit.
- Articles in the Talking Avocados magazine, the avocados industry's quarterly publication.
- Milestones and final project reports delivered as per the research agreement.

Outcomes

The outcomes from AV12013 comprised of:

- Engagement of 1,531 retail outlets across the country via retailer training in-store. Over 95% of retailers that were approached, participated in the training program. Of the participating retailers 52% have improved their practices or retained near perfect in-store practices.
- An extensive database has been created on retailers and their practices. This allows tracking of the change of these practices over time. Their participation allowed Avocados Australia to form direct relationships with retailers, as well as providing them with educational and point of sale material directly and providing access to the BPR.
- A reduction of internal quality defects within the retail sector relating to bruising, body rots, vascular browning, diffuse flesh discolouration and stem end rot, with a better consistency of ripeness across retail consignments.
- Improved fruit quality sent to wholesalers and direct to retailers due to an increase in staff training throughout the picking and packing processes of the supply chain.
- Improved access to best practice information by all sectors of the supply chain through the BPR.

Evaluation and Discussion

Revision of existing supply chain education material

Over the past 9 years the avocado industry has worked extensively to create easy to use supply chain guides, the aim being to improve and maintain a high quality of avocados available for consumers. Throughout projects AV08017 and AV10006 a number of education materials were created, promoted and distributed. This work has continued into AV12013 due to the importance of extending recommendations and new research findings to all sectors of the avocado supply chain.

For successful adoption by supply chain stakeholders, recommendations need to be current, accurate and viable for business to implement. A focus point of this project was to review and revise the range of educational materials when required. This included creating new educational materials and reviewing any additional retailer training tools to assist retailers to identify avocado ripeness levels.

At the outset, it was expected that research underway might lead to new best practice recommendations for managing quality. However, the research into bruising and skin spotting in AV10019 and the facility checks conducted in AV12012 with packhouses and wholesalers identified the existing recommendations are appropriate and should continue to be extended.

Part of the revision work also included a review of additional non-invasive retailer support tools to help identify ripeness for consumers. This review largely focused upon the silicon avocado models that were developed by Queensland Department of Agriculture and Fisheries (Figure 1). Though various technologies were researched once identified i.e. Agrost 100 Field unit and Agrost 14 Motor V3. Both of these technologies unfortunately were identified as invasive to avocados as well as being unviable for retailers due to their large and cumbersome size.

Figure 1: A mixed silicon avocado model



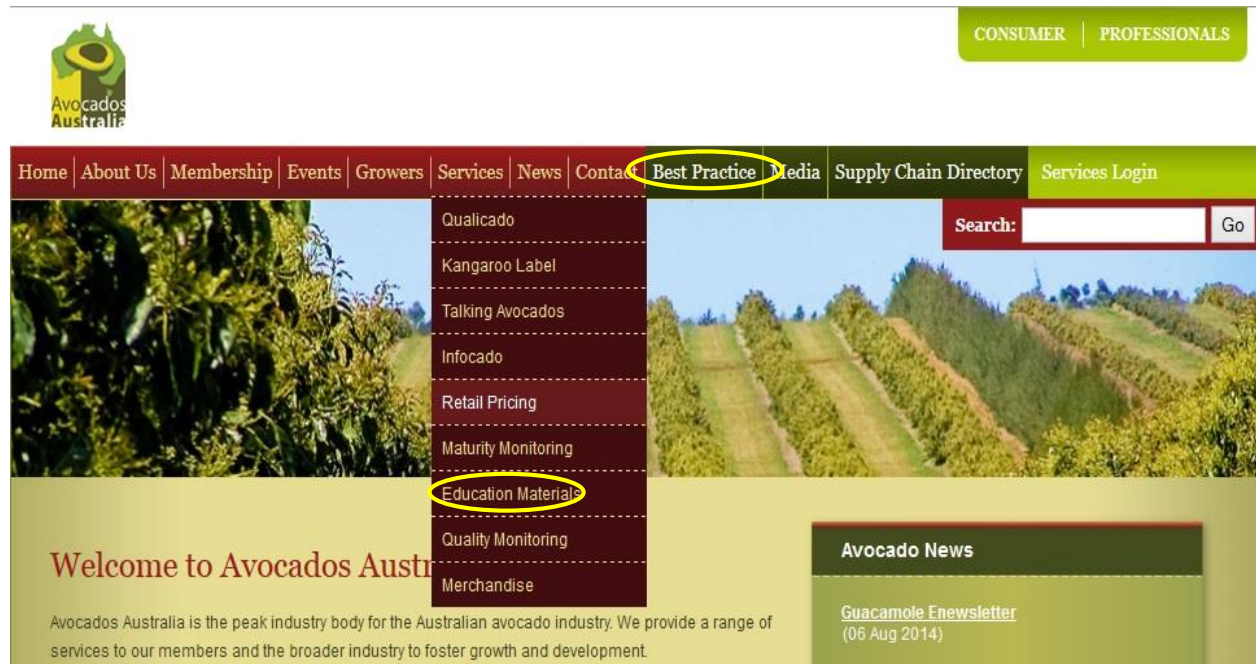
Figure 2: 'Ripe and Ready' stickers



The silicon avocado models when trialed also performed poorly in respect to usefulness to retailers. The models were trialed with over 100 stores with an average rating of 3/10 being recorded. Increased interest has been shown for the 'Ripe and Ready' stickers (Figure 2) and feedback has

strongly demonstrated a desire for educational material targeting retail staff as well as consumers. This feedback was passed onto Horticulture Innovation Australia which produced point of sale material for consumers, whilst Avocados Australia progressed with the production of the Retailer Training manual and Avocado Guidelines for Retailers poster (Appendix 2 and 3). All of these items have been distributed by Avocados Australia via the retailer training program.

Figure 3: Screen shot of Avocados Australia website



All educational materials are available on the Avocados Australia website (Figure 3) as well as the BPR.

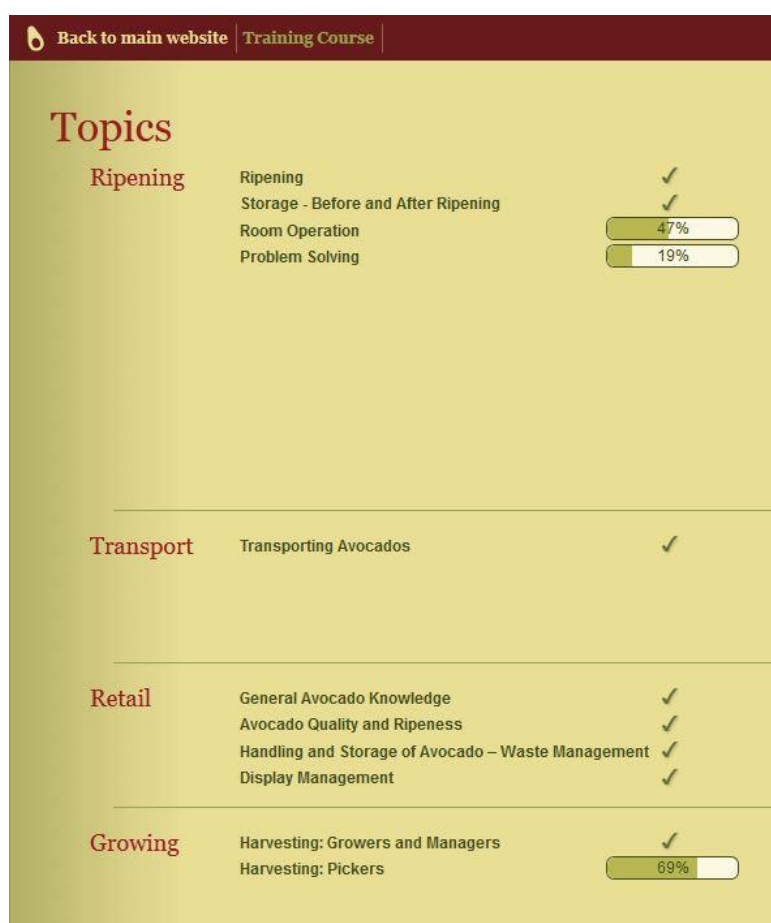
Best Practice Resource

The aim of the BPR was to house extensive best practice information for all sectors of the supply chain in a format that can be easily and regularly updated and which is cost effective to maintain.

The ongoing maintenance of the BPR has been successful with additional content and training courses uploaded. In this project the 'Training Course' section has been expanded to cover four topics: Growing, Transport, Ripening and Retail. In total the four topics consist of 11 modules (Figure 4).

Additional topics for the 'Training Course' are planned for the packhouse and wholesale sectors of the supply chain. The content for each topic has been created and is currently in the process of being uploaded. The major focus for the packhouse topic is the improvement of fruit grading to assist businesses in providing more uniform consignments. Correct handling and storage recommendations before and after the ripening process is the primary focus of the wholesale topic. Training information for the ripening process is already covered in the Ripening topic (Figure 4).

Figure 4: Screenshot of the BPR 'Training Course' topics and modules.



Additional information has been uploaded to the content sections of each supply chain sector. The Manage WHS (Workplace Health and Safety) chapter, Canopy Management and Qualicado sections within the Growing chapter have been uploaded during this project. Prior to AV12013, *AV10002: Avocado Best Management Practices and Internet Based Information Delivery*, which was managed by the Queensland Department of Agriculture and Fisheries (QDAF) contributed a substantial amount of content to the Growing chapter with information being derived from numerous past projects.

The Manage WHS chapter was created to house specific resources that were developed for the avocado industry to manage Workplace Health and Safety and assist them to meet their legal obligations. The resources include numerous guides, checklists and inductions (Figure 5). Many of these resources have been developed as downloadable templates that business managers can easily obtain and use. The content is structured with relevant links to guide the user through a logical process to develop a WHS system tailored for their own business.

The Canopy Management and Qualicado sections in the Growing chapter have been uploaded to provide easy access to completed research and extension. The Canopy Management content (Figure 6) was developed through project *AV04008: Canopy Management Guidelines*, whilst the content included in the Qualicado section is a direct output of workshops undertaken in AV12012 (Figure 7).

The presentations delivered at each AV12012 workshop have been uploaded to increase the availability of this information to a wider audience across the Australian avocado industry.

Figure 5: Screenshot of Manage WHS (Workplace Health and Safety) content



Figure 6: Screenshot of the Canopy Management section within the Growing chapter



Figure 7: Screenshot of the Qualicado content with direct links to presentations



The maintenance of the BPR website has provided extensive information to a wide audience across all sectors of the supply chain. The method of using the BPR for information delivery is very effective in improving time and cost efficiency when compared to past distribution of hard copy materials.

The BPR to date has attracted 422 users across 360 businesses within Australia. This has been accomplished over the last two and a half years of this project. The users of the BPR consist of growers, packhouses, transporters, wholesalers, ripeners, marketers, retailers, input suppliers, industry staff and researchers.

Retailer Training

The retailer training program expanded on the work that was originally completed in AV1006. AV1006 targeted approximately 900 retailers across Brisbane, Sydney, Melbourne and Perth with 1,593 training sessions conducted. In this project 1,531 retailers were targeted (Appendix 4) across the above mentioned cities with a total of 3,775 training sessions completed. Over 95% of retailers approached to participate did so and welcomed the information that was provided through the retailer training program.

Over the duration of this project 5% of retailers approached chose not to participate in the program and a number of stores closed down. Due to the resource intensity of retailer training Avocados Australia undertook a review of the program to optimize the efficiency and effectiveness of the program (Appendix 5). The review also assessed the performance of stores within each city as well as nationally and demonstrated significant improvement. The review identified that of the stores that had repeat training sessions, 52% improved their practices or retained near perfect in-store practices. It also emphasized the value of monitoring store performance so that training can be more targeted and therefore, more efficient

Promotion of education materials

Industry stakeholders were continually encouraged throughout this project to use the hard copy educational materials, information and BPR. The avenues used to achieve this goal across all supply chain sectors have been the AV12012 Qualicado workshops, Guacamole, Talking Avocados, the BPR and the retailer training program managed in this project. Overall AV12013 has successfully managed the retailer training program, the range of educational materials and delivery of the key information within these materials.

Recommendations

The following is a list of recommendations from the successful completion of AV12013:

- Distribution and promotion of educational materials should continue to drive adoption of industry best practices.
- Revision of existing educational materials should be undertaken when new research identifies new practices to improve fruit quality.
- Creation of new educational materials should continue if and when required, this should only be undertaken when industry feedback identifies the need.
- The Best Practice Resource (BPR) should continue to be promoted as the primary source of technical avocado industry information for all stakeholders.
- For the BPR to remain the primary source of technical information, ongoing maintenance is required, this should be a primary focus for industry.
- The retailer training program should continue and incorporate the recommendations from the 'Review of Retailer Training Program' to expand the reach of the program.

Scientific Refereed Publications

None to report.

Intellectual Property/Commercialisation

No commercial IP generated.

The educational materials and information created in this project have been made available to industry stakeholders through:

- Availability of materials on the Avocados Australia website
- Direct distribution to stakeholders when requested or ordered
- Relevant supply chain stakeholder meetings where educational materials are displayed, provided and communicated

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- Jenny Margetts – P2P Solutions
- Snap Brisbane Felix Street – Educational Material print and design
- Print Approach – Educational Material print and design

Appendices

Appendix 1 – List of Avocados Australia Educational Material

Appendix 2 – Retailer Training Manual

Appendix 3 – Avocado Guidelines for Retailers poster

Appendix 4 – List Retailer Training Program participants

Appendix 5 – Review of Retailer Training Program

Appendix 1 – List of Avocados Australia Educational Material

Avocados Australia Educational Materials

Educational Material	Type
Canopy Management Guidelines for Avocados in Australia (AV04008)	Booklet
Avocado Harvesting: Pickers	Poster
Avocado Harvesting: Grower & Managers	Banner
Packhouse: Avocado Handling Chart	Banner
Australian Avocado Grading Guide	Poster
Bumper Sticker: Don't Drop!	Sticker
Bumper Sticker: Ask If Unsure	Sticker
Avocado Transport Guide: Road and Rail Booklet	Booklet
Avocado Transport Guide: Road and Rail Quick Reference	Poster
Wholesale: Avocado Handling Chart	Banner
Avocado Ripening Manual	Manual
Avocado Colour & Ripeness Chart	Banner
Retail: Avocado Handling Chart	Banner
Little Green Book: The Adventures of Alvin	Booklet
Retailer Training Manual	Manual
Avocado Guidelines for Retailers	Poster
Keep Calm & Eat Avocados	Poster

Appendix 2 – Retailer Training Manual



**Avocados Australia
Limited**

**AVOCADO QUALITY
DECEMBER 2015**

**RETAILER
TRAINING
MANUAL**



**Horticulture
Innovation
Australia**

Retailer Ready Reference Guidelines

Retail Sector	Do ✓	Don't ✗
Receival	<ul style="list-style-type: none"> • Conduct receival inspection to determine quality. • Ensure arriving avocados are stored correctly immediately. 	<ul style="list-style-type: none"> • Accept poor quality fruit (damaged or diseased). • Leave avocados in high temperature environments (>20°C).
Storage	<ul style="list-style-type: none"> • Store ripening avocados at optimum temperatures (16 – 20°C). • Ensure sufficient air flow between packages (retains uniformity of ripening). • Ensure packages are stacked to avoid fruit damage. • Store avocados for short time frames (2 – 4 days). 	<ul style="list-style-type: none"> • Store ripening avocados at excessive temperatures (<16°C or >20°C). • Over fill storage areas, as air flow will be reduced. • Stack packages incorrectly as weight compression results. • Store avocados for extended periods (>1 week).
Handling	<ul style="list-style-type: none"> • Treat avocados gently. • Handle avocados in the package that they were purchased in. • Discard dropped avocados. • Test ripeness by gently pressing the stem end. 	<ul style="list-style-type: none"> • Over squeeze avocados. • Retain avocados that have been dropped >10cm. • Press heavily over the body when testing ripeness.
Display	<ul style="list-style-type: none"> • Optimise stock control to reduce display time. • Regularly check display & stock levels. • Identify avocados that are “ripe & ready”. • Display ripest avocados on top and towards the front. • Discard avocados that have been dropped are over-soft or have rots. 	<ul style="list-style-type: none"> • Tumble fill displays. • Stack fruit more than 2 layers deep. • Display the less ripe fruit on top or at the front of display. • Place dropped avocados back on display. • Display avocados affected with damage (body rots, over soft).



Additional Information: To read more regarding the above guidelines please refer to the AAL Retailer Training Manual, AAL Ripening Manual and Best Practice Resource. Hard copy manuals obtained through Avocados Australia (AAL).

Visit <http://bestpractice.avocado.org.au/Login.aspx> to apply for access to the Best Practice Resource for additional information regarding avocados at the retail level.



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1. Industry Overview

1.1 Industry Facts & Figures

Australian Avocado Production



Australian Avocado Production, 1997/98 to 2014/15 (tonnes)

Australian Avocado Consumption



Australian Avocado Consumption, 1997/98 to 2014/15 (kg/capita)

1.2 Major Australian Production Regions



Harvesting periods for Shepard and Hass Avocados

GROWING AREAS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Atherton Tablelands		Shepard	Shepard	Shepard	Hass	Hass						
Bundaberg - Childers			Shepard	Shepard	Hass	Hass	Hass	Hass				
Sunshine Coast				Hass	Hass	Hass	Hass	Hass	Hass	Hass		
Tamborine - Blackall Ranges									Hass	Hass	Hass	Hass
Lockyer Valley						Hass	Hass	Hass	Hass	Hass	Hass	Hass
Toowoomba						Hass	Hass	Hass	Hass	Hass	Hass	Hass
Northern NSW							Hass	Hass	Hass	Hass	Hass	
Central NSW								Hass	Hass	Hass	Hass	Hass
Tristate	Hass	Hass								Hass	Hass	Hass
Perth									Hass	Hass	Hass	Hass
South West WA	Hass	Hass	Hass							Hass	Hass	Hass

Shepard
 Hass

1.3 Australian Avocado Varieties



HASS accounts for 80 – 85% Aust. production.



SHEPARD accounts for 10% Aust. production.



FUERTE



GWEN



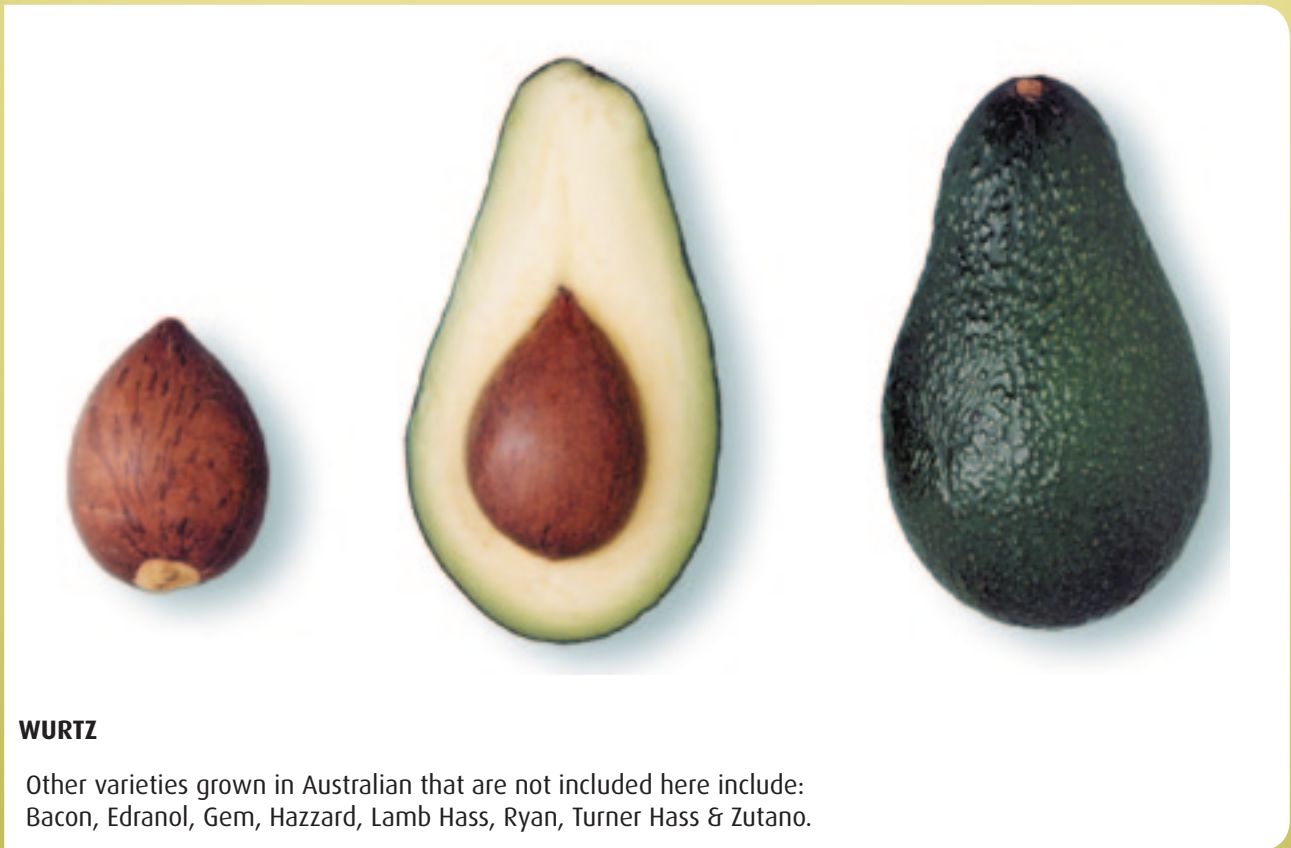
PINKERTON



REED



SHARWIL



WURTZ

Other varieties grown in Australian that are not included here include: Bacon, Edranol, Gem, Hazzard, Lamb Hass, Ryan, Turner Hass & Zutano.

2. Avocado Quality Issues

2.1 External Quality



CUT DAMAGE Fruit with cuts should not be packed as it leads to infection and body rots.

Cause: Fruit coming into contact with sharp points and edges during harvest, packing or transport.



PEST DAMAGE Fruit with pest feeding damage should not be packed as it leads to body rots.

Cause: Rodents, caterpillars & leafrollers feeding on the outer layer of the fruit.



PUNCTURE DAMAGE Fruit with punctures should not be packed as it leads to infection and body rots.

Cause: Fruit coming into contact with sharp points and edges during harvest, packing or transport.



CRACKED SKIN Fruit with skin cracks should not be packed, once skin has cracked it leads to flesh deterioration and discolouration. Skin cracking can occur after packing has been completed.

Cause: Over maturation of fruit and has been found in both green and dark skin varieties.



THRIPS Fruit that has suffered thrips damage should not be packed though depending on severity the flesh is edible.

Cause: Red-Banded Thrips (*Selenothrips rubrocinctus*) feeding on the outside of fruit.



SUNBURN Fruit with severe sunburn should not be packed as damage may extend into the flesh.

Cause: Fruit has suffered high sun exposure i.e. being left in direct sunlight for long periods of time.



TREE RUB Severe cases of tree rub should not be packed (>10%). Depending on severity the flesh is edible.

Cause: Fruit rubbing against stems, branches, leaves or other fruit when growing or transporting.



SUNBLEACH Low levels of sun bleach (<10%) is acceptable. Depending on severity the flesh is edible.

Cause: Physiological or genetic disorder with blotches appearing as white to reddish patches.



CHIMERA Identified in fruit by abnormal skin colouring. It does not affect the quality of the flesh.

Cause: A genetic defect in the fruit causing skin discolouration.



SKIN SPOTTING Appears as dark spots speckled across the skin. It does not affect the quality of the flesh.

Cause: Packing when fruit is wet or fruit is exposed to excessive brushing. Fruit quality is not affected.



RIDGING A deformity of the skin. Ridging does not affect the quality of the flesh.

Cause: May be a result from environmental conditions or insect/pathogen attack in early stages of development.



DISCRETE PATCHES Is the browning to blackening of the avocado skin. It is acceptable at low levels (<10%) and does not affect the quality of flesh. If severe (>10%) may impact flesh quality.

Cause: Chill injury of fruit stored at incorrect temperatures or for long periods.



SHRIVEL Fruit appears shrunken and has areas of wrinkled skin. Greater the severity the lower quality of flesh.

Cause: Due to high water loss through ripening and storage phases. Could also indicate immaturity.



EXTERNAL ROTS Identified by brown to black sunken areas. White to pink colouring may be evident due to development of fungal spores. Once noticed should be discarded. External rots affect the skin and flesh and continue to develop as the fruit matures with a large impact on flesh quality.

Cause: Contamination by fungal disease.



2.2 Internal Quality



BRUISING Is dark brown to black flesh discoloration with a distinct outline with or without air cavities. Avocados are more susceptible to bruising as they ripen. Bruised flesh is inedible.

Cause: Rough handling and treatment causing heavy impact through the supply chain. Excessive handling of softening fruit.



VASCULAR BROWNING Is the browning of fibres that stretch along the length of the fruit. Usually associated with the occurrence of stem end rot and affected flesh is inedible.

Cause: Contamination by fungal diseases from long term storage of fruit. The same fungal diseases also contribute to stem end rot.



DIFFUSE FLESH DISCOLOURATION Is grey to brown coloured flesh usually appearing at the seed base and does not possess a clearly defined margin. Affected flesh is inedible.

Cause: Over maturity, holding ripening fruit at low temperatures, fruit stored too long at standard temperatures and high ethylene levels in storage.



STEM END ROT Is grey to brown discoloured flesh at the site where the stem was attached. Spreads downward through flesh and is associated with vascular browning. Affected flesh is inedible.

Cause: Fungal diseases entering through the stem end.



BODY ROTS Are discrete areas of discoloured flesh adhering to the skin. The affected areas can be firm or soft and may not always be obvious from the outside. Affected flesh is inedible.

Cause: Fruit flesh being invaded by fungal diseases via the skin.



UNEVEN RIPENING Can be identified by uneven softening of the flesh and with the hard flesh adhering to the seed.

Cause: Severe stress at fruit growth, harvest maturity variability, chilling injury from low storage temperatures or high ripening temperatures.



STONES IN FLESH Are hard lumps under the skin about 5mm in diameter. The wound may be noticeable on the outer surface if recent damage, but the skin may heal as the fruit ages. Unaffected flesh is edible.

Cause: Insect damage, Fruit Spotting Bug (*Amblypelta nitida*) and Banana Spotting Bug (*Amblypelta lutescens*).



PINK STAINING Identified by pink/reddish/purple streaking discoloration of the vascular flesh.

Cause: Cooler growing conditions or sun exposure in field.

3. Reduce Avocado Wastage

3.1 Fruit Handling

- Always inspect avocado arrivals for quality; by cutting and visual inspections
- Never tumble fill displays as this can lead to bruising
- Once avocados start to soften, they are extremely susceptible to bruising. Always minimise drop heights and treat avocados like eggs:
 - > Rubbery to softening fruit - less than 10cm
 - > Firm ripe to soft ripe fruit - less than 3cm
- Ensure fruit are stored at the right temperature depending on their stage of ripeness
- Stack packages carefully for correct alignment to avoid package collapse
- When checking ripeness DON'T squeeze, very gently press the stem end to minimise bruising
- Refine store stock control to minimise storage and display time

3.2 Optimise Display

- Ask for fruit orders from your supplier to contain fruit at a range of ripeness levels
- Do not stack fruit more than two layers deep – this will help prevent bruising
- Carefully rotate stock regularly so the oldest or ripest fruit is displayed first with display containing fruit at a range of ripeness levels
- Avoid displaying avocados on wet racks which can lead to quality issues such as body rots
- Discard avocados which have been dropped, are over ripe or have rots to avoid consumer disappointment and improve repurchase
- Display next to produce that provides an attractive colour contrast (e.g. tomatoes, citrus)
- Display with complimentary products (e.g. garlic, guacamole mix, prepacked salad)
- Regularly monitor the display and stock levels to ensure display is full of high quality fruit



Extract of Avocado Handling: Retail Chart



3.3 Customer Help

- Consumers can cause damage to fruit when they are searching the display for a ripe avocado
- Research shows that most consumers prefer to buy fruit to eat that evening or the next day
- Display signage instructing people to gently press the stem end to check for ripeness
- Use the ripe and ready stickers (or similar) to identify which avocados are ripe
- Design the display to have the ripe and ready avocados separated at the front of display
- Chat to customers about how to select a good avocado at a ripeness level to meet their needs
- Utilise industry Point of Sale material such as handling tips and recipe booklets to educate consumers

Check out www.avocado.org.au for recipe ideas, nutritional information and a host of other healthy living tips.



Ripe & Ready Stickers



Extract of Hass Avocado Ripeness Testing Poster

4. Available Support Mechanisms

4.1 Hard Copy Materials

Improving avocado quality is the responsibility of everyone in the supply chain.

Education materials have been developed for all sectors of the avocado supply chain.

Materials aim to assist the supply chain to improve handling practices, thus fruit quality.

The following materials may be of use to you and your staff:

- **Avocado Handling: Retail Chart** – outlines key issues retailers need to be aware of to assist in maintaining avocado quality. Issues include handling, storage and customer help.
- **Avocado Colour & Ripeness Chart** – displays ripeness stages of Hass and Green Skin varieties.
- **The Little Green Book: The Adventures of Alvin** – provides a basic history of avocados and an overview of the avocado supply chain. Has been designed to inform all of supply chain members of how the treatment of the avocado will impact on the end quality of the product.

Copies of these materials can be downloaded from www.industry.avocado.org.au by clicking on the Services tab, Education Materials. Hardcopies of materials can be ordered by contacting Avocados Australia on 07 3846 6566.

The following Point of Sale materials may be of use to you and your consumers:

- **Avocado Ripeness Poster** – outlines to consumers how to check avocado ripeness without excessive handling and squeezing.
- **Avocado Handling Booklet** – identifies to consumers the correct manner in which to handle and store their avocado purchases for quality avocados.
- **Avocado Recipe Booklet** – provides the consumer with recipes to expand the current usage of avocado that they may not currently be utilising them for.

Hardcopies of Point of Sale material can be ordered by contacting Avocados Australia on 07 3846 6566.

Acknowledgement:

All educational materials were developed in conjunction with experts at the Queensland Department of Agriculture and Fisheries (QDAF).

4.2 Online Reference

Australian Avocado Best Practice Resource (BPR) is an online one-stop-shop for all sectors of the avocado supply chain.

Information is sourced from the latest R&D and checked by industry experts.

New information and research is continually updated to ensure the system is as comprehensive as possible.

The website includes a specific section for retailers which is provided as a free service. To apply, go to www.industry.avocado.org.au, click on the Best Practice Tab, Apply for Access and follow the prompts.

4.3 In Store Training

Avocados Australia currently runs a program aimed to assist retail outlets in handling, presenting and ultimately selling more avocados. Training occurs in Sydney, Melbourne, Brisbane and Perth.

During the training session, the trainers provide:

- Hard copy materials as mentioned in the “Hard Copy Materials” section
- Rolls of Ripe and Ready Stickers – for use in identifying ripe fruit within the avocado display
- Advice on how to interpret and understand the education materials
- Updated avocado industry news and events that may affect the quality and/or volume of avocados
- Order forms to enable the retailer to source additional copies of educational materials
- Order forms to enable the retailer to source additional copies of POS materials

Currently this is a free service provided by the Australian avocado industry. All store types are welcome to participate from independent green grocers through to supermarkets.

For more information about this service please contact the Avocados Australia office on 07 3646 6566 or email admin@avocado.org.au



Screen shot of the BPR log in page.



The Little Green Book



Avocado Ripening Manual



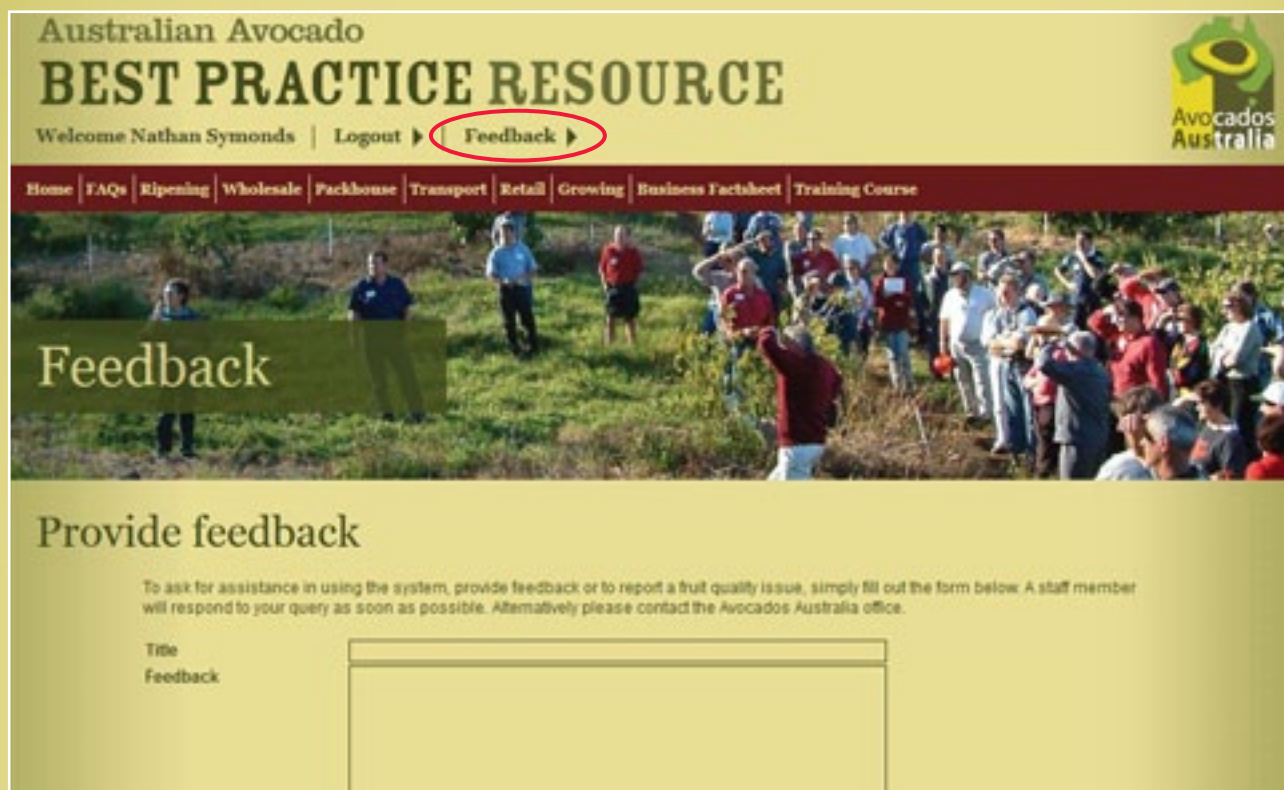
Avocado Colour & Ripeness Chart

Avocado Retailer Training Manual

5. Frequently Asked Questions (FAQ's)

If there is a question that you would like to ask that isn't answered below please visit the Best Practice Resource website <http://bestpractice.avocado.org.au/Login.aspx>. Once logged in click on 'Feedback' (underneath the heading) and ask your question.

If you are experiencing avocado quality issues please report via 'Feedback' as well. An Avocados Australia Limited staff member will answer your enquiry as soon as possible. Otherwise contact Avocados Australia direct on (07) 3846 6566 or Toll Free 1300 303 971.



Screen shot of BPR feedback section.

Why does Shepard skin colour vary in darkness?

Shepard skin colours can vary depending on where they were grown, how late in the season it is and where they were located on the tree.

Shepard and other green skin varieties stay green as they ripen unlike Hass and Lamb Hass which darken to a purple colour as they ripen. Please refer to the Avocado Colour & Ripeness Chart at <http://industry.avocado.org.au/EducationMaterials.aspx>

What are the biggest quality issues for avocados in Australia?

In order of frequency; bruising, body rots and vascular browning are the biggest internal quality issues the avocado industry currently faces which all can be avoided by following industry best practice. Please refer <http://bestpractice.avocado.org.au/Login.aspx>

How does Avocados Australia know that bruising, body rots and vascular browning are the biggest quality issues?

Avocados Australia has developed several programs aimed at monitoring quality over the last few years. These include monthly quality surveys in 64 stores across Sydney, Melbourne, Brisbane and Perth as well as monthly Dry Matter percentage (DM%) surveys. The DM% surveys involve testing the percentage of DM from randomly selected avocados from the Sydney Markets. This is a way to measure fruit maturity.

The minimum DM% for Hass is 23% and 21% for Shepard at harvesting time. This has been based on consumer research that was conducted in 2007 to benchmark consumer acceptance. Research showed acceptability of avocados declined from around 95% to 70% if the DM% is below 23% or 21% for the respective variety. It also showed that 70% of consumers would choose 26% DM avocados over 22% DM avocados.

The DM% standards aim to assist growers and packhouses to achieve the best tasting avocados.

What are the avocado industry's quality goals?

A premium grade avocado must:

- Have 23% DM (Hass) or 21% DM (Shepard) or above at the time of harvest
- Be of a firmness level under 1kgf at the point of purchase in retail outlets i.e. firm ripe to soft ripe. Please refer to the Avocado Colour & Ripeness Chart at <http://industry.avocado.org.au/EducationMaterials.aspx>
- Have no more than 10% internal flesh damage at point of purchase

How do I tell if the fruit is ripe?

- The Avocado Colour & Ripeness chart illustrates the colour change of a ripening avocado. All avocados soften as they ripen. Please refer to the Avocado Colour & Ripeness Chart at <http://industry.avocado.org.au/EducationMaterials.aspx>
- Below is a guide to how the avocados will feel in firmness as they ripen

Ripeness stage	Description
Hard	No give with strong thumb pressure
Rubbery	Slight give with strong thumb pressure
Softening	Fruit deforms 2-3mm with moderate thumb pressure
Firm ripe	Fruit deforms 2-3mm with slight thumb pressure

Several factors can affect the time taken to ripen:

- Fruit maturity
- Temperature management and fruit age
- Ripening temperature
- Exposure time to ethylene
- Farm location
- Block location on farm
- Production practices

How can avocados be ripened at home?

To ripen an avocado, place the fruit on a bench in a plain brown paper bag and store at room temperature until ready to eat. This will usually take 2-5 days.

Including an apple or banana in the bag accelerates the initiation process, as these fruits give off ethylene gas naturally - a ripening agent.

How can I tell how old the fruit is?

Generally the date the fruit was packed is recorded on the carton or tray. In some cases the date picked is also recorded. Your supplier should also be able to advise you further about this.

Should avocados be kept in the fridge?

Ripe avocados can be stored in the refrigerator for 2-3 days. Unripe fruit will not ripen if refrigerated.

How much fruit does an individual avocado tree produce?

If given enough space, sunlight, and nutrients an avocado tree can produce up to 500kg of fruit depending on the variety. In a commercial orchard, trees are kept to a manageable height and shape and 8-10 year old trees can produce approximately 50kg of fruit depending on the variety.

Why does supply of avocados fluctuate?

Avocado trees can develop a tendency to be alternate or irregular bearing. Alternate bearing means crop production may vary from light to heavy, year to year. Irregular bearing results in harvest times differing year to year. Growers do try to manage this to encourage an even supply of production.

Weather events i.e. cyclones, floods, heatwaves and droughts can also largely influence the supply of fruit.

As illustrated on page 5, Australian avocados are now grown all year round. New Zealand imports during summer, range between 5,000 - 11,000 tonnes of fruit. Historically Queensland has produced the majority of avocados but supply from south Western Australia is increasing.

What are the benefits of eating avocados?



Avocados contain a range of vital nutrients needed for a healthy body. They are low in sugar, contain fibre and are salt free. They contain vitamin A, thiamine, riboflavin, niacin, vitamin C and magnesium, to name a few.

- Rich in vitamin C - Vitamin C is an amazing antioxidant, anti-viral and anti-bacterial.
- Great for maintaining a healthy weight - The body needs fats as they are vital for good health. Avocados contain fat, 60% of which is monounsaturated, 20% is polyunsaturated and only 20% is saturated. Substituting high saturated fat like butter with avocado will help stop you reaching for the bad fats as they help reduce fat craving by giving your body the necessary fats needed.
- Helps lower cholesterol - Avocados are a great source of dietary fibre. Eating 100g of avocado will give you 6.7g of dietary fibre, which is 42% of your Recommended Daily Intake (RDI).
- A powerful antioxidant - Avocado contains an amino acid called Glutathione which is a powerful antioxidant. Increasing the body's production of glutathione inhibits the progression of the aging process.
- Brilliant for your skin - Eating 190g of avocado gives you 3.09mg of vitamin E which is 39% of an adult's RDI. Vitamin E when consumed prior to or during alcohol, inhibits the ability of alcohol to cause fatty liver.
- Helps protect your Liver - Vitamin K is an antioxidant and helps protect the liver from free radicals damage and may be up to 80% as effective as Vitamin E for preventing the oxidation of Linoleic Acid.

For more information please refer <http://www.avocado.org.au/nutrition-information-panel>

What activities does the industry do to promote avocados?

- Running promotional programs and campaigns throughout the year. These can include:
 - > Promotions targeting consumers on TV, in magazines and online
 - > Food service promotions to encourage a higher usage of avocados by food service outlets
 - > Providing recipe ideas and workshops to professional chefs in major cities
 - > Providing education material for consumer education to reduce wastage and improve consumer experience
 - > Maintaining a comprehensive and regularly updated consumer website: www.avocado.org.au



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<http://bestpractice.avocado.org.au/Login.aspx>

Appendix 3 – Avocado Guidelines for Retailers poster

Avocado Guidelines for Retailers

	Do 	Don't 
Receival	<ul style="list-style-type: none"> • Conduct receival inspection to determine quality. • Ensure arriving avocados are stored correctly immediately. 	<ul style="list-style-type: none"> • Accept poor quality fruit (damaged or diseased). • Leave avocados in high temperature environments (>20°C).
Storage	<ul style="list-style-type: none"> • Store ripening avocados at optimum temperatures (16 – 20°C). • Ensure sufficient air flow between packages (retains uniformity of ripening). • Ensure packages are stacked to avoid fruit damage. • Store avocados for short time frames (2 – 4 days). 	<ul style="list-style-type: none"> • Store ripening avocados at excessive temperatures (<16°C or >20°C). • Over fill storage areas, as air flow will be reduced. • Stack packages incorrectly as weight compression results. • Store avocados for extended periods (>1 week).
Handling	<ul style="list-style-type: none"> • Treat avocados gently. • Handle avocados in the package that they were purchased in. • Discard dropped avocados. • Test ripeness by gently pressing the stem end. 	<ul style="list-style-type: none"> • Over squeeze avocados. • Retain avocados that have been dropped >10cm. • Press heavily over the body when testing ripeness.
Display	<ul style="list-style-type: none"> • Optimise stock control to reduce display time. • Regularly check display & stock levels. • Identify avocados that are “ripe & ready”. • Display ripest avocados on top and towards the front. • Discard avocados that have been dropped are over-soft or have rots. 	<ul style="list-style-type: none"> • Tumble fill displays. • Stack fruit more than 2 layers deep. • Display the less ripe fruit on top or at the front of display. • Place dropped avocados back on display. • Display avocados affected with damage (body rots, over soft).

Additional Information:

To read more regarding the above guidelines please refer to the AAL Retailer Training Manual, AAL Ripening Manual and Best Practice Resource. Hard copy manuals available through Avocados Australia (AAL).

Visit <http://bestpractice.avocado.org.au/Login.aspx> to apply for access to the Best Practice Resource for additional information regarding avocados at the retail level.



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Appendix 4 – List Retailer Training Program participants

List of Retailer Training Program Participants

Key:

= Current Retailer Training Participants

'= Past Retailer Training Participants

* Note: Past entries includes stores that have closed or don't want to participate

* Note: Last Visit contains the last rating / visit no. & date of last visit

Retail Store Name	Suburb	State	Rating/Visit No./Date
BRISBANE			
Woolworths Buranda	Buranda	QLD	4/5 Sep-15
Coles Coorparoo	Coorparoo	QLD	4/5 Sep-15
Woolworths Coorparoo	Coorparoo	QLD	4/5 Sep-15
IGA East Brisbane	East Brisbane	QLD	2/5 Oct-15
SPAR East Brisbane	East Brisbane	QLD	2/4 Oct-15
Fine Fruit on James	Fortitude Valley	QLD	1/5 Mar-12
Foodworks Fortitude Valley	Fortitude Valley	QLD	1/nr Aug-12
McWhirters Farmers Market	Fortitude Valley	QLD	2/5 Jul-13
IGA Marketplace Greenslopes	Greenslopes	QLD	1/5 Sep-15
Woolworths Kelvin Grove	Kelvin Grove	QLD	1/3 Sep-12
Milton Fruit Bowl	Milton	QLD	4/5 Oct-15
All About Fruit	New Farm	QLD	4/5 Feb-15
Coles New Farm	New Farm	QLD	4/5 Feb-15
Standard Market Company	Newstead	QLD	1/5 Sep-15
Woolworths Newstead	Newstead	QLD	1/5 Sep-15
Rosalie Gourmet Markets	Rosalie	QLD	3/5 Oct-15
Woolworths Spring Hill	Spring Hill	QLD	2/5 Feb-13
Coles Toowong	Toowong	QLD	3/5 Mar-13
Fruity Capers Toowong	Toowong	QLD	3/5 Mar-13
Toowong Fruit Fresh	Toowong	QLD	3/5 Oct-15
Woolworths Toowong	Toowong	QLD	3/4 Mar-13
Charlie & Liz's Family Fruit Market	West End	QLD	4/5 Sep-15
Coles West End	West End	QLD	3/5 Sep-15
The Stores	West End	QLD	1/5 Oct-15
Zone Fresh Gourmet Markets Windsor	Windsor	QLD	5/5 Mar-15
Gabba Fruit Market	Woolloongabba	QLD	3/5 Sep-15
Coles Ascot	Ascot	QLD	2/5 Aug-12
IGA Ascot	Ascot	QLD	1/5 Aug-12
Coles Aspley Albany Creek Rd	Aspley	QLD	4/4 May-15
Coles Aspley Robinson Rd	Aspley	QLD	1/5 Feb-14
TBBones - Fresh Fruit Market	Aspley	QLD	1/5 Feb-14
Top Spot Fruit Market	Aspley	QLD	4/5 May-15
Coles Bracken Ridge	Bracken Ridge	QLD	2/5 Sep-15
Woolworths Carseldine	Carseldine	QLD	2/4 Jun-13
Coles Chermside	Chermside	QLD	3/5 Mar-15
Fresh Sensations Chermside	Chermside	QLD	2/5 May-13
Woolworths Chermside	Chermside	QLD	4/5 Mar-15
Clayfield Fruit Market	Clayfield	QLD	4/5 Mar-15
Clayfield Harvest	Clayfield	QLD	4/4 Mar-15
George's Cabbage Patch	Deagon	QLD	3/5 Sep-15
IGA Deagon	Deagon	QLD	2/5 Sep-15
IGA Hamilton	Hamilton	QLD	2/nr Aug-12
Coles Lutwyche	Lutwyche	QLD	2/5 Feb-14
Bi-Lo Toombul	Nundah	QLD	2/5 Jun-13
Coles Toombul	Nundah	QLD	5/3 May-15
Get Fresh Deli	Nundah	QLD	3/5 May-15

Toombul Fruit Market	Nundah	QLD	2/nr Feb-14
Woolworths Nundah	Nundah	QLD	1/5 May-15
Woolworths Sandgate	Sandgate	QLD	2/5 Apr-14
Taigum Discount Fruit Market	Taigum	QLD	1/nr Jun-13
Woolworths Taigum	Taigum	QLD	1/4 Jun-13
Harvest on Hamilton	Wavel Heights	QLD	2/5 Feb-14
Albany Fresh Quality Fruits	Albany Creek	QLD	1/5 May-13
Coles Albany Creek	Albany Creek	QLD	1/5 Oct-13
Woolworths Albany Creek	Albany Creek	QLD	2/4 May-13
Bi-Lo Alderley	Alderley	QLD	1/nr Sep-10
Coles Arana Hills	Arana Hills	QLD	2/nr May-13
Ashgrove Fresh Fruit Market	Ashgrove	QLD	1/4 Sep-12
Coles Ashgrove	Ashgrove	QLD	1/nr Sep-12
Woolworths Ashgrove	Ashgrove	QLD	1/5 Sep-12
Charlie's Fruit Market	Everton Park	QLD	4/5 Apr-15
Coles Everton Park	Everton Park	QLD	3/5 Apr-15
O'Boys Fruit and Vegetables	Everton Park	QLD	1/5 May-13
Woolworths Everton Park	Everton Park	QLD	1/3 May-13
Vince & Charlie Fruit Market	Ferny Hills	QLD	2/3 May-13
Stafford Road Fresh Pty Ltd	Kedron	QLD	1/3 Mar-15
Cocos Fresh Food Markets Keperra	Keperra	QLD	1/nr Sep-10
Super Fruta	Keperra	QLD	1/4 Sep-12
Woolworths Keperra	Keperra	QLD	3/nr May-13
IGA McDowall	McDowall	QLD	1/nr May-13
Coles Brookside	Michelton	QLD	1/5 Apr-15
IGA Mitchelton	Mitchelton	QLD	3/nr May-13
Woolworths Mitchelton	Mitchelton	QLD	4/5 Apr-15
Coles Newmarket	Newmarket	QLD	4/5 Mar-15
Fruit Fantasy & Deli	Stafford	QLD	4/5 Mar-15
Rode Fresh	Stafford	QLD	4/5 May-15
Woolworths Stafford	Stafford	QLD	4/4 Mar-15
Frescos Fruit Market Stafford	Stafford	QLD	4/5 Mar-15
Coles Stafford Heights	Stafford Heights	QLD	2/4 May-15
Coles The Gap	The Gap	QLD	1/4 Sep-12
Frescos Fruit Market The Gap	The Gap	QLD	2/5 Sep-12
Simons Gourmet Gallery	Chapel Hill	QLD	2/4 May-13
Woolworths Darra	Darra	QLD	3/4 Oct-14
Forest Village Fruit & Veg	Forest Lake	QLD	2/5 Oct-13
Woolworths Forest Lake	Forest Lake	QLD	2/5 Oct-13
Coles Inala	Inala	QLD	4/5 Oct-14
Van Long FruitnVeg	Inala	QLD	2/nr Feb-13
Woolworths Inala	Inala	QLD	4/5 Oct-14
Coles Indooroopilly	Indooroopilly	QLD	3/5 Oct-14
Fruity Capers Indooroopilly	Indooroopilly	QLD	1/5 Jul-13
Indooroopilly Fruit	Indooroopilly	QLD	1/5 Oct-14
Woolworths Indooroopilly	Indooroopilly	QLD	3/5 Oct-14
Woolworths Jindalee	Jindalee	QLD	1/5 Jul-13
Coles Kenmore	Kenmore	QLD	3/5 Oct-14
iFruit Fresh	Kenmore	QLD	3/5 Oct-14
Woolworths Kenmore	Kenmore	QLD	3/nr Oct-14
Kenmore Fresh	Kenmore	QLD	3/5 Oct-14
Coles Middle Park	Middle Park	QLD	1/4 Jul-13
Middle Park Fresh Food Market	Middle Park	QLD	1/4 Jul-13
Coles Mt Ommaney	Mount Ommaney	QLD	3/5 Oct-14
Mt Ommaney Fruit Market	Mount Ommaney	QLD	4/5 Oct-14
Woolworths Mt Ommaney	Mount Ommaney	QLD	4/nr Oct-14

Woolworths Richlands	Richlands	QLD	4/4 Oct-14
Naturally Fruit	Taringa	QLD	2/5 Oct-15
Annerley Fruit Market	Annerley	QLD	2/3 Nov-13
Sam Coco Trading	Annerley	QLD	3/4 Sep-15
Coles Corinda	Corinda	QLD	2/5 Oct-14
Coles Fairfield	Fairfield	QLD	4/5 Oct-14
Superior Fruit & Wendys Kitchen	Graceville	QLD	3/5 Oct-14
Onan Global Goods	Moorooka	QLD	zero visits
Woolworths Moorooka	Moorooka	QLD	3/5 Oct-14
Crisp on Creek	Mount Gravatt	QLD	4/5 Nov-13
Crispy Carrot Fruit Shop	Mount Gravatt	QLD	5/5 Jul-14
Woolworths Mt Gravatt	Mount Gravatt	QLD	5/5 Jul-14
Blunder Road Country Markets	Oxley	QLD	5/5 Oct-14
Woolworths Sherwood	Sherwood	QLD	2/4 Apr-13
Tarragindi Fruit Barn	Tarragindi	QLD	2/2 Mar-12
Coles Upper Mt Gravatt Kessels Rd	Upper Mount Gravatt	QLD	4/4 Feb-15
Delicious Fruits	Upper Mount Gravatt	QLD	1/nr Jun-10
Fresh N Wild	Upper Mount Gravatt	QLD	1/nr Jun-10
Garden City Discount Fruitbarn	Upper Mount Gravatt	QLD	3/3 Oct-13
Spuds and Plums	Upper Mount Gravatt	QLD	1/5 Feb-15
The Fruits of Life	Upper Mount Gravatt	QLD	5/4 Jun-14
The Village Fresh Fruit & Deli	Upper Mount Gravatt	QLD	1/nr Jan-12
Coles Upper Mt Gravatt Logan Rd	Upper Mount Gravatt	QLD	4/4 Feb-15
Woolworths Garden City	Upper Mount Gravatt	QLD	3/5 Oct-13
Harvest Fruit & Veg	Yeronga	QLD	1/5 Oct-14
A+ Fruit Market	Acacia Ridge	QLD	4/3 Oct-13
GFresh Market	Acacia Ridge	QLD	1/3 Oct-14
IGA Acacia Ridge	Acacia Ridge	QLD	5/4 Oct-14
Woolworths Acacia Ridge	Acacia Ridge	QLD	5/4 Oct-14
Calamvale Discount Fruit Barn	Calamvale	QLD	5/5 Jun-15
Pick N Pay Supermarket Calamvale	Calamvale	QLD	1/nr Jun-10
Troppos Fruit Market Calamvale	Calamvale	QLD	5/3 Jun-14
Woolworths Calamvale Compton Rd	Calamvale	QLD	5/4 Jul-14
Woolworths Calamvale Nottingham Rd	Calamvale	QLD	5/5 Jun-15
Woolworths Eight Mile Plains	Eight Mile Plains	QLD	4/5 Sep-14
Bellas Fruit Market	Eight Mile Plains	QLD	5/5 Oct-14
IGA Parkinson	Parkinson	QLD	6/4 Jun-15
Centre Place Fruit Market	Rochedale	QLD	4/5 Sep-14
IGA Rochedale	Rochedale	QLD	5/5 Sep-14
Rochedale Markets	Rochedale	QLD	1/5 Sep-15
Coles Runcorn	Runcorn	QLD	2/2 May-12
Hot Chilli Fruit n Veg	Runcorn	QLD	4/2 Sep-14
Logan Discount Fruit Barn	Slacks Creek	QLD	2/5 Jun-15
Coles Springwood	Springwood	QLD	6/5 Sep-14
Woolworths Springwood	Springwood	QLD	5/4 Sep-14
Cocos Fresh Food Markets Sunnybank Hills	Sunnybank	QLD	1/nr Jun-10
Coles Sunnybank	Sunnybank	QLD	4/5 Jun-14
Georges Quality Fruit Shop	Sunnybank	QLD	3/nr Jan-14
Mango Mango Fresh Fruit Market	Sunnybank	QLD	1/nr Jan-12
Sunnybank Discount Fruit Market	Sunnybank	QLD	1/5 Sep-15
Sunnybank Fruit Market	Sunnybank	QLD	5/5 Jun-14
Woolworths Sunnybank	Sunnybank	QLD	4/4 Sep-13
Coles Pinelands	Sunnybank Hills	QLD	5/5 Jun-14
Coles Sunnybank Hills	Sunnybank Hills	QLD	5/nr Jun-14
Fresh Fanatics	Sunnybank Hills	QLD	5/4 Jun-14
Woolworths Sunnybank Hills	Sunnybank Hills	QLD	5/5 Jun-14

Pinelands Fruit World	Sunnybank Hills	QLD	2/5 Jun-14
Big Gun Growers Market	Underwood	QLD	4/4 Sep-14
Underwood Fresh	Underwood	QLD	4/5 Sep-14
Woolworths Underwood	Underwood	QLD	4/2 Sep-14
Woolworths Bulimba	Bulimba	QLD	2/5 Nov-13
Woolworths Camp Hill	Camp Hill	QLD	4/4 Feb-15
Cannon Hill Fresh	Cannon Hill	QLD	5/5 Sep-14
Coles Cannon Hill	Cannon Hill	QLD	5/5 Sep-14
Freshaz Gourmet Markets	Cannon Hill	QLD	1/4 Mar-12
Woolworths Cannon Hill	Cannon Hill	QLD	5/5 Sep-14
Carina Fresh	Carina	QLD	4/5 Nov-13
Foodworks Carina	Carina	QLD	1/nr Apr-13
IGA Carina Cleveland Rd	Carina	QLD	3/5 Nov-13
IGA Carina Stanley Road	Carina	QLD	3/3 Nov-13
Carindale Discount Fruit Barn	Carindale	QLD	3/nr Sep-14
Coles Carindale	Carindale	QLD	4/5 Sep-14
Fresh Sensations Carindale	Carindale	QLD	5/5 Apr-15
Woolworths Carindale	Carindale	QLD	5/5 Sep-14
IGA Gumdale	Gumdale	QLD	1/5 Jan-14
IGA Manly	Manly	QLD	1/nr Sep-10
Woolworths Manly	Manly	QLD	2/4 May-15
Coles Morningside	Morningside	QLD	3/5 Feb-15
Feast on Fruit	Morningside	QLD	4/5 Sep-14
Woolworths Morningside	Morningside	QLD	4/5 Sep-14
Enjoy Fresh	Tingalpa	QLD	1/nr Sep-10
Coles Wynnum Florence St	Wynnum	QLD	3/5 May-15
Coles Wynnum Wynnum Rd	Wynnum	QLD	3/5 May-15
IGA Wynnum	Wynnum	QLD	2/5 Jan-14
Woolworths Wynnum	Wynnum	QLD	3/4 May-15
Perrys Fruit Market	Wynnum Central	QLD	3/4 May-15
Woolworths Alexandra Hills	Alexandra Hills	QLD	6/5 May-15
Paradise Fruits	Birkdale	QLD	2/4 Apr-12
Woolworths Birkdale	Birkdale	QLD	2/3 Apr-12
Capalaba Fruit	Capalaba	QLD	1/5 Mar-15
Cocos Fresh Food Markets Capalaba	Capalaba	QLD	1/nr Jan-14
Coles Capalaba Redland Bay Rd	Capalaba	QLD	3/nr Jan-14
Fresh Sensations Capalaba	Capalaba	QLD	5/5 Mar-15
Mango Micks Capalaba Central	Capalaba	QLD	4/4 Jan-14
Woolworths Capalaba Old Cleveland Rd	Capalaba	QLD	5/4 Mar-15
Woolworths Capalaba Redland Bay Rd	Capalaba	QLD	5/5 Mar-15
Coles Capalaba Moreton Bay Rd	Capalaba	QLD	4/5 Mar-15
Chandler Mega Fresh	Capalaba West	QLD	1/3 Jan-14
Big Mushroom Fruit Barn	Cleveland	QLD	4/5 Mar-15
Cleveland Discount Fruit Barn	Cleveland	QLD	4/5 Mar-15
IGA Cleveland	Cleveland	QLD	3/5 Mar-15
Coles Cleveland	Cleveland	QLD	5/5 Mar-15
Woolworths Cleveland	Cleveland	QLD	3/5 Jan-14
Woolworths Redlands	Redlands	QLD	zero visits
Coles Victoria Point	Victoria Point	QLD	4/4 May-15
Lakeside Fruit & Veg	Victoria Point	QLD	1/4 May-15
Victoria Point Fruit Market	Victoria Point	QLD	4/5 May-15
Woolworths Victoria Point Bunker Rd	Victoria Point	QLD	4/4 May-15
Woolworths Victoria Point Redland Bay Rd	Victoria Point	QLD	1/4 Apr-13
IGA Clontarf	Clontarf	QLD	1/3 Aug-12
Woolworths Kallangur	Kallangur	QLD	2/5 Jun-13
Coles Kippa-Ring	Kippa-Ring	QLD	3/4 May-15

Gourmet Green Grocer	Kippa-Ring	QLD	1/3 May-15
Kippa Ring Fresh Markets	Kippa-Ring	QLD	1/4 Apr-14
Woolworths Kippa-Ring	Kippa-Ring	QLD	4/4 May-15
Lawnton Country Markets	Lawnton	QLD	2/4 Jun-13
Woolworths Margate	Margate	QLD	4/4 May-15
Coles North Lakes	North Lakes	QLD	3/5 Apr-14
Fabulous Fruit	North Lakes	QLD	2/5 Apr-14
Woolworths North Lakes	North Lakes	QLD	2/5 Apr-14
Coles Redcliffe	Redcliffe	QLD	1/5 May-15
IGA Redcliffe	Redcliffe	QLD	1/3 May-15
The Coeliac Shack	Redcliffe	QLD	zero visits
Woolworths Redcliffe	Redcliffe	QLD	4/5 May-15
Scarborough Farmers Market	Scarborough	QLD	1/5 Aug-12
Coles Bray Park	Strathpine	QLD	1/4 Sep-12
Coles Strathpine	Strathpine	QLD	2/nr Jun-13
Strathpine Discount Fruit Barn	Strathpine	QLD	4/4 Apr-15
Woolworths Strathpine	Strathpine	QLD	4/4 Apr-15
Woolworths Warner	Warner	QLD	1/4 Sep-12
Lighthouse Discount Fruit and Veg	Woody Point	QLD	1/1 Aug-12
IGA Brassall	Brassall	QLD	1/3 Oct-15
IGA Brassall Supa	Brassall	QLD	1/4 Oct-15
Woolworths Brassall	Brassall	QLD	1/5 Oct-15
Woolworths Brookwater	Brookwater	QLD	1/3 Oct-15
IGA Goodna	Goodna	QLD	1/2 Oct-15
St Ives Fruit Market	Goodna	QLD	1/5 Oct-15
Woolworths Goodna	Goodna	QLD	2/5 Oct-15
Coles Ipswich Super Store	Ipswich	QLD	1/5 Oct-15
Woolworths Ipswich Riverlink	Ipswich	QLD	1/4 Oct-15
Woolworths Ipswich City Square	Ipswich	QLD	1/5 Oct-15
Coles Ipswich Riverlink	North Ipswich	QLD	1/5 Oct-15
Coles Redbank	Redbank	QLD	2/5 Oct-15
Foodworks Redbank Plains	Redbank Plains	QLD	1/5 Oct-15
Redbank Fruit Market	Redbank Plains	QLD	1/3 Oct-15
Woolworths Collingwood Park	Collingwood Park	QLD	1/3 Oct-15
Fruitz on Fire	Springfield Lakes	QLD	2/4 Oct-15
Woolworths Springfield	Springfield Lakes	QLD	2/5 Oct-15
Coles Springfield	Springfield Lakes	QLD	1/4 Oct-15
Yamanto Country Market	Yamanto	QLD	zero visits
Beenleigh Discount Fruit Market	Beenleigh	QLD	2/5 Dec-13
Beenleigh Green Grocer	Beenleigh	QLD	2/4 Feb-13
Coles Beenleigh	Beenleigh	QLD	5/3 Apr-15
Woolworths Beenleigh	Beenleigh	QLD	5/5 Apr-15
IGA Boronia Heights	Boronia Heights	QLD	1/nr Oct-10
Coles Browns Plains	Browns Plains	QLD	5/5 Jun-15
Woolworths Browns Plains	Browns Plains	QLD	5/4 Jun-15
Woolworths Browns Plains Westpoint	Browns Plains	QLD	1/4 Jun-15
Woolworths Daisy Hills	Daisy Hill	QLD	3/5 Sep-14
Woolworths Holmview	Holmview	QLD	3/5 Apr-15
Banana George Fruit Barn	Logan Central	QLD	4/nr Jun-15
Coles Logan Central	Logan Central	QLD	5/4 Jun-15
Fruit 4 Less	Logan Central	QLD	3/2 Jun-15
IGA Logan Central	Logan Central	QLD	4/1 Jun-15
Logan Central Produce	Logan Central	QLD	2/2 Mar-12
Coles Loganholme Bryants Rd	Loganholme	QLD	1/4 Jul-12
Coles Loganholme Pacific Hwy	Loganholme	QLD	3/4 Sep-14
Foodworks Loganholme	Loganholme	QLD	1/nr Jul-12
Woolworths Loganholme	Loganholme	QLD	4/5 Sep-14

Coles Marsden	Marsden	QLD	3/5 Jun-15
Marsden Country Fruit Market	Marsden	QLD	2/4 Jun-15
Olleys Orange Country Market	North Maclean	QLD	1/nr Oct-10
Homestead Markets	Park Ridge	QLD	2/5 Jun-15
Woolworths Park Ridge	Park Ridge	QLD	2/5 Jun-15
IGA Regents Park	Regents Park	QLD	4/4 Sep-13
Troppos Fruit Market Regents Park	Regents Park	QLD	5/5 Jul-14
Coles Waterford West	Waterford West	QLD	3/4 Apr-15
Mal Meninga Fresh	Waterford West	QLD	1/3 Feb-13
Waterford Discount Fruit Barn	Waterford West	QLD	2/5 Apr-15
Triple C Fruit Market	Woodridge	QLD	4/5 Jun-15
Woolworths Woodridge	Woodridge	QLD	3/4 Jun-15
Discount Fruit Barn Ashmore	Ashmore	QLD	1/3 Jul-15
IGA Ashmore	Ashmore	QLD	1/5 Jul-15
Woolworths Ashmore	Ashmore	QLD	1/5 Jul-15
Harbour Town Discount Fruit Barn	Biggera Waters	QLD	1/5 Jul-15
Woolworths Biggera Waters	Biggera Waters	QLD	1/5 Jul-15
Coles Broadbeach	Broadbeach	QLD	1/5 Jul-15
Woolworths Broadbeach	Broadbeach	QLD	1/5 Jul-15
Woolworths Burleigh Heads	Burleigh Heads	QLD	1/5 Jul-15
Broccoli Brothers	Burleigh Waters	QLD	1/5 Jul-15
Coles Burleigh Waters	Burleigh Waters	QLD	1/5 Jul-15
Earth Markets Burleigh	Burleigh Waters	QLD	1/5 Jul-15
Coles Helensvale	Helensvale	QLD	1/5 Aug-15
Discount Fruit Barn Helensvale	Helensvale	QLD	1/5 Aug-15
Woolworths Helensvale	Helensvale	QLD	1/5 Aug-15
Gold Coast Growers Market	Mermaid Beach	QLD	1/5 Jul-15
Mermaid Fruit Market	Mermaid Beach	QLD	1/4 Jul-15
Coles Miami	Miami	QLD	1/5 Jul-15
Woolworths Pacific Pines	Pacific Pines	QLD	1/4 Aug-15
Coles Robina	Robina	QLD	1/5 Aug-15
Earth Markets Robina	Robina	QLD	1/5 Aug-15
Robina Fresh Deli & Fruits	Robina	QLD	1/5 Aug-15
Woolworths Robina (Lower)	Robina	QLD	1/5 Aug-15
Woolworths Robina (Upper)	Robina	QLD	1/5 Aug-15
Coles Runaway Bay	Runaway Bay	QLD	1/4 Jul-15
Fruita Bella	Runaway Bay	QLD	1/5 Jul-15
Woolworths Runaway Bay	Runaway Bay	QLD	1/5 Jul-15
Coles Southport	Southport	QLD	1/5 Aug-15
Woolworths Southport	Southport	QLD	1/5 Aug-15
Andys West End Fruit Market	West End	QLD	4/nr Sep-15
Arndale Fruit Shop	Springwood	QLD	1/nr Sep-10
Beenleigh Fresh markets	Beenleigh	QLD	zero visits
Boutique Fruit Shop	Salisbury	QLD	1/nr Sep-10
Buranda Fresh	Woolloongabba	QLD	4/3 Sep-13
Burgo's Fruit Barn	Victoria Point	QLD	3/nr Jan-14
Coles Toombul 2	Toombul	QLD	1/4 May-15
Everton Plaza Fruit Market	Everton Park	QLD	2/4 May-13
Fairfield Fresh Market	Fairfield	QLD	4/nr Oct-13
Fancee Fruit	Carindale	QLD	2/nr Jan-12
Farm Gate Fruit Market	Redcliffe	QLD	1/1 Apr-14
Fat Carrot	West End	QLD	2/nr Mar-12
Ferny Grove Fruit Market	Ferny Grove	QLD	1/nr May-13
Froedo's Fruit Market	Beenleigh	QLD	1/nr Oct-10
Fruit Lovers	Springwood	QLD	1/nr Sep-10
Fruit Shop	Everton Park	QLD	1/nr Feb-14
Fruit Tempations	Camp Hill	QLD	1/nr Jan-12

Fruit World Sunnybank	Sunnybank Hills	QLD	3/4 Feb-15
FruitALicious	Clontarf	QLD	1/nr Aug-12
Greenvale Fruit Market Moorooka	Moorooka	QLD	1/nr Jul-10
IGA Carindale	Carindale	QLD	4/nr Oct-13
IGA Mt Gravatt	Mount Gravatt	QLD	2/nr Jan-12
IGA Mt Gravatt	Mount Gravatt	QLD	2/4 Oct-13
IGA Stones Corner	Stones Corner	QLD	1/nr Sep-15
Jindalee Fresh Fruit Market	Jindalee	QLD	1/4 Jul-13
JJ's Fruit Market	Greenslopes	QLD	2/5 Sep-13
Lenos Fruit Shop	West End	QLD	1/nr Sep-15
Macca's Fruit & Veg	Hillcrest	QLD	1/nr Oct-10
Mango Micks Logan Central	Logan Central	QLD	2/3 Sep-13
Mango Mix	Marsden	QLD	1/5 Mar-13
Mega Fresh, Whites Hill	Camp Hill	QLD	1/5 Apr-13
Monier Fresh	Darra	QLD	3/4 Oct-14
Mother of All Fruits	Annerley	QLD	1/3 Mar-12
Payne's Fruit Centre	Aspley	QLD	1/nr Jun-12
Payne's Fruit Centre	Albany Creek	QLD	zero visits
PJ's Fruit Market	Margate	QLD	3/5 Mar-14
Rochedale Markets	Rochedale	QLD	6/nr Sep-15
The Cabbage Patch	Deagon	QLD	1/nr Sep-15
Think Fresh Food Markets	Redcliffe	QLD	2/4 Jun-13
Wellers Hill Fruit Shop	Wellers Hill	QLD	1/nr Sep-10
Woolworths Cleveland Shore St	Cleveland	QLD	2/5 Apr-13
Zone Fresh Gourmet Markets Cannon Hill	Cannon Hill	QLD	1/nr Jun-10
IGA Milton	Milton	QLD	3/nr Oct-15
SYDNEY			
Coles Broadway	Broadway	NSW	13/3 Jun-15
Harris Farm Markets Broadway	Broadway	NSW	13/4 Jun-15
Duffy Bros The Country Fresh Markets Darlinghurst	Darlinghurst	NSW	13/4 Jun-15
IGA Darlinghurst	Darlinghurst	NSW	8/3 Jun-15
IGA Haymarket	Haymarket	NSW	13/2 Jun-15
Coles Kings Cross	Kings Cross	NSW	7/3 Jun-15
Harris Farm Markets Potts Point	Potts Point	NSW	7/3 Jun-15
Waterside Fruit Connection	Pyrmont	NSW	13/4 Jun-15
Fruitique	Redfern	NSW	5/nr May-13
Redfern Fruit Market	Redfern	NSW	7/3 Jun-15
Aboutlife	Surry Hills	NSW	3/4 Jun-15
Maloneys Surry Hills	Surry Hills	NSW	7/4 Jun-15
Surry Hills Village Grocer	Surry Hills	NSW	8/3 Jun-15
David Jones Food Hall	Sydney CBD	NSW	8/4 Jun-15
Woolworths Sydney CBD Town Hall	Sydney CBD	NSW	9/3 Jun-15
Wynyard Fruit Passion	Sydney CBD	NSW	13/3 Jun-15
Woolworths Woolloomooloo	Woolloomooloo	NSW	4/3 Oct-14
Bondi Road Fruitologist	Bondi	NSW	13/4 May-15
IGA Bondi	Bondi	NSW	6/2 Apr-13
Fresh At Bondi	Bondi Beach	NSW	13/3 May-15
IGA Bondi Beach	Bondi Beach	NSW	13/3 May-15
Coles Bondi Junction Spring St	Bondi Junction	NSW	13/3 May-15
Divine Fruit Centre	Bondi Junction	NSW	13/3 May-15
Harris Farm Markets Bondi Junction	Bondi Junction	NSW	13/4 May-15
Coles Bondi Junction Oxford St	Bondi Junction	NSW	13/2 May-15
Norton Street Grocer Bondi Junction	Bondi Junction	NSW	13/3 May-15
Woolworths Bondi Junction	Bondi Junction	NSW	13/3 May-15
Ferraros Boutique Grocer	Double Bay	NSW	13/4 May-15
Woolworths Double Bay	Double Bay	NSW	13/3 May-15
Coles Edgecliff	Edgecliff	NSW	13/3 May-15
Harris Farm Markets Edgecliff	Edgecliff	NSW	13/3 May-15
North Bondi Fruit Market Deli Plus	North Bondi	NSW	13/4 May-15

Parisi's Food Hall	Rose Bay	NSW	13/4 May-15
Plumer Village Grocers	Rose Bay	NSW	13/2 May-15
Vaucluse Fruit Shop	Vaucluse	NSW	7/4 May-15
7 Star Supermarket	Waverley	NSW	1/nr Jun-14
Botany Fresh	Botany	NSW	13/3 May-15
IGA Botany	Botany	NSW	13/3 May-15
Coogee Bay Super Fresh	Coogee	NSW	13/3 May-15
Maloneys Coogee	Coogee	NSW	13/4 May-15
Woolworths Coogee	Coogee	NSW	13/2 May-15
Eastgardens Fruit Centre	Eastgardens	NSW	13/4 May-15
East Village Fruit Market	Eastlakes	NSW	13/2 May-15
Eastlakes Fruit Market	Eastlakes	NSW	13/2 May-15
Jimmy Fruit Market	Eastlakes	NSW	13/2 May-15
Woolworths Eastlakes	Eastlakes	NSW	13/2 May-15
Coles Hillsdale	Hillsdale	NSW	11/2 Oct-14
Farmer Johns Fruit Barn & Deli	Hillsdale	NSW	13/3 May-15
Woolworths Hillsdale	Hillsdale	NSW	13/3 May-15
ALDI Maroubra	Maroubra	NSW	4/2 Sep-12
Freshpoint Markets	Maroubra	NSW	13/3 May-15
Freshworld Fruit Market Maroubra	Maroubra	NSW	13/3 May-15
Green & Red Village Fruit Market	Maroubra	NSW	8/3 May-15
Kims Village Fruit Market	Maroubra	NSW	5/3 Apr-13
The Greener Grocer	Maroubra	NSW	1/3 Sep-14
Woolworths Maroubra Beach	Maroubra	NSW	13/2 May-15
Coles Maroubra	Maroubra	NSW	13/3 May-15
Coles Pagewood	Pagewood	NSW	13/2 May-15
Franklins Pagewood	Pagewood	NSW	6/2 Apr-13
Woolworths Pagewood	Pagewood	NSW	6/3 Apr-13
Coles Randwick	Randwick	NSW	13/2 May-15
Daily Fresh Fruit Market	Randwick	NSW	13/4 May-15
Randwick Plaza Fruit Centre	Randwick	NSW	13/3 May-15
Royal Randwick Fruit Market	Randwick	NSW	13/3 May-15
Woolworths Randwick	Randwick	NSW	13/2 May-15
Azzi Fruit Shop	Enmore	NSW	1/2 Jul-15
IGA Enmore	Enmore	NSW	1/3 Jul-15
Addison Road Fruit Market	Marrickville	NSW	13/2 Jun-15
ALDI Marrickville	Marrickville	NSW	4/1 Sep-12
Foodworks Marrickville	Marrickville	NSW	13/3 Jun-15
Green Grocer	Marrickville	NSW	3/2 May-15
Marrickville Fruitland	Marrickville	NSW	5/nr Feb-13
Woolworths Marrickville Illawarra Rd	Marrickville	NSW	13/2 Jun-15
Woolworths Marrickville Victoria Rd	Marrickville	NSW	13/3 Jun-15
Panetta Mercato Marrickville	Marrickville	NSW	13/4 Jun-15
IGA Mascot	Mascot	NSW	13/3 May-15
ALDI Waterloo	Waterloo	NSW	1/2 May-12
Coles Waterloo	Waterloo	NSW	13/2 Jun-15
Fratelli Fresh	Waterloo	NSW	8/4 Nov-13
IGA Abbotsford	Abbotsford	NSW	6/nr Mar-15
Ashfields of Fruit	Ashfield	NSW	6/3 Mar-15
Coles Ashfield	Ashfield	NSW	1/3 Jul-15
Emiles Fruit & Vegetables	Balmain	NSW	13/4 Jun-15
Woolworths Balmain	Balmain	NSW	13/4 Jun-15
Papa Joe & Co	Balmain	NSW	13/nr Jun-15
Five Dock Fruit & Vege	Five Dock	NSW	6/3 Mar-15
Supabarn Five Dock	Five Dock	NSW	6/3 Mar-15
Galluzzos Fruit Market	Glebe	NSW	13/4 Jun-15
Louis Fruit Market	Glebe	NSW	13/3 Jun-15
Coles Leichhardt	Leichhardt	NSW	13/2 Jun-15
Woolworths Leichhardt	Leichhardt	NSW	13/2 Jun-15

Leichhardt Fresh Food Market	Leichhardt	NSW	13/4 Jun-15
Norton Street Grocer Leichhardt	Leichhardt	NSW	14/3 Jun-15
Trim's Market Town	Leichhardt	NSW	13/3 Jun-15
Arcella Fresh	Petersham	NSW	7/2 Jul-15
K Jim Fruit Market	Petersham	NSW	7/2 Jul-15
Darling Fresh	Rozelle	NSW	13/2 Jun-15
IGA Rozelle	Rozelle	NSW	9/2 Jun-15
Rozelle Fruit Shop	Rozelle	NSW	13/3 Jun-15
IGA Stanmore	Stanmore	NSW	1/3 Jul-15
IGA Summer Hill	Summer Hill	NSW	1/3 Jul-15
Summer Hill Organic Fruit Market	Summer Hill	NSW	1/2 Jul-15
Summer Hill Village Fruit Shop	Summer Hill	NSW	7/3 Jul-15
Evergreen Fruit Market	Artarmon	NSW	2/2 Mar-15
Harris Farm Markets Cammeray	Cammeray	NSW	7/3 Jul-15
IGA Cremorne	Cremorne	NSW	13/3 Jul-15
IGA Crows Nest	Crows Nest	NSW	6/2 Mar-15
Superfresh Crows Nest	Crows Nest	NSW	12/3 Mar-15
Thomas Dux Lane Cove	Lane Cove	NSW	12/3 Mar-15
Coles Lane Cove	Lane Cove	NSW	1/1 Jul-15
IGA Lane Cove	Lane Cove	NSW	1/2 Jul-15
Woolworths Lane Cove	Lane Cove	NSW	12/nr Mar-15
Figtree Green Grocer	Lane Cove West	NSW	12/4 Mar-15
Kirribilli House of Fruit	Milsons Point	NSW	1/4 Jul-15
Arenas Fruit Shop	Mosman	NSW	13/3 Jul-15
Best Fruit Mosman	Mosman	NSW	13/4 Jul-15
Fourth Village Providore	Mosman	NSW	7/4 Mar-15
Harris Farm Markets Mosman	Mosman	NSW	13/3 Jul-15
Johnnies Fruit Shop	Mosman	NSW	13/3 Jul-15
Coles Neutral Bay	Neutral Bay	NSW	12/3 Jul-15
Dom the Grocer	Neutral Bay	NSW	13/2 Jul-15
Marios Market	Neutral Bay	NSW	13/nr Jul-15
Woolworths Neutral Bay Grosvenor St	Neutral Bay	NSW	13/3 Jul-15
IGA North Sydney	North Sydney	NSW	12/2 Mar-15
Losurdos Fresh Express	North Sydney	NSW	12/3 Mar-15
Anticos Northbridge Fruit World	Northbridge	NSW	1/3 Jul-15
Woolworths Northbridge	Northbridge	NSW	1/3 Jul-15
Harris Farm Markets Willoughby	Willoughby	NSW	13/2 Jul-15
Willoughby Fresh	Willoughby	NSW	1/2 Jul-15
IGA Allambie Heights	Allambie Heights	NSW	1/nr Jul-15
Coles Balgowlah	Balgowlah	NSW	4/3 Jul-15
North Balgowlah Fruit Market	Balgowlah	NSW	1/4 Jul-15
The Village Grocer	Balgowlah	NSW	11/3 Apr-15
Woolworths Balgowlah	Balgowlah	NSW	1/3 Jul-15
Balgowlah Heights Fruit & Flowers	Balgowlah Heights	NSW	1/3 Jul-15
IGA Balgowlah Heights	Balgowlah Heights	NSW	2/3 Jul-15
Coles Brookvale	Brookvale	NSW	12/3 Apr-15
Country Growers Brookvale	Brookvale	NSW	12/3 Apr-15
Green Street Grocer	Brookvale	NSW	1/nr Jul-15
IGA Collaroy Beach	Collaroy Beach	NSW	12/2 Apr-15
IGA Collaroy Plateau	Collaroy Plateau	NSW	1/3 May-14
Vumbuca Fruit Market	Dee Why	NSW	12/3 Apr-15
Woolworths Dee Why	Dee Why	NSW	1/3 Jul-15
IGA Elanora Heights	Elanora Heights	NSW	1/2 Jul-15
IGA Freshwater	Freshwater	NSW	6/2 Jul-15
The Captain Freshwater Florist And General Store	Freshwater	NSW	1/2 Jul-15
ALDI Manly	Manly	NSW	3/1 Jun-12
Coles Manly	Manly	NSW	1/2 Jul-15
Harris Farm Markets Manly	Manly	NSW	13/4 Jul-15
Coles Manly Vale	Manly Vale	NSW	1/2 Jul-15

Coles Mona Vale	Mona Vale	NSW	1/2 Jul-15
Harris Farm Markets Mona Vale	Mona Vale	NSW	8/3 Apr-15
Thomas Dux Mona Vale	Mona Vale	NSW	12/3 Apr-15
Narrabeen Fruit Market	Narrabeen	NSW	12/3 Apr-15
Woolworths Narrabeen	Narrabeen	NSW	1/3 Jul-15
Narraweena Fruit Shop	Narraweena	NSW	1/3 Jul-15
Forestway Fresh	Terrey Hills	NSW	6/4 Apr-15
Coles Warriewood	Warriewood	NSW	1/2 Jul-15
Woolworths Warriewood	Warriewood	NSW	12/nr Apr-15
Castlecrag Fruiterers	Castlecrag	NSW	1/3 Jul-15
IGA Castlecrag	Castlecrag	NSW	1/2 Jul-15
ALDI Chatswood	Chatswood	NSW	3/1 May-12
Coles Chatswood Victoria Avenue	Chatswood	NSW	12/3 Mar-15
Fruitezy Chatswood Spring St	Chatswood	NSW	12/nr Mar-15
Fruitezy Chatswood Victoria Ave	Chatswood	NSW	12/3 Mar-15
Woolworths Frenchs Forest	Frenchs Forest	NSW	4/3 Apr-15
Gordon Village Fruit Market	Gordon	NSW	12/2 Mar-15
Woolworths Gordon	Gordon	NSW	12/2 Mar-15
Coles Lindfield	Lindfield	NSW	1/2 Jul-15
Bobbin Head Fruit Market	North Turrumurra	NSW	7/3 Jul-15
IGA Bobbin Head	North Turrumurra	NSW	1/3 Jul-15
Pymble Garden Fresh	Pymble	NSW	1/3 Jul-15
Roseville Fresh Foods	Roseville	NSW	1/3 Jul-15
Harris Farm Markets St Ives	St Ives	NSW	7/2 Jul-15
IGA St Ives	St Ives	NSW	6/3 Mar-15
Woolworths St Ives	St Ives	NSW	1/3 Jul-15
Fita Fruita Turrumurra Eastern Rd	Turrumurra	NSW	7/3 Jul-15
Fita Fruita Turrumurra Pacific Hwy	Turrumurra	NSW	1/3 Jul-15
IGA Turrumurra Eastern Rd	Turrumurra	NSW	1/3 Jul-15
IGA Turrumurra Pacific Highway	Turrumurra	NSW	1/3 Jul-15
East Turrumurra Fruit Shop	Turrumurra	NSW	6/3 Mar-15
IGA West Pymble	West Pymble	NSW	1/2 Jul-15
Harris Farm Markets Boronia Park	Boronia Park	NSW	1/3 Aug-15
Eastwood Fruit Market	Eastwood	NSW	6/3 Apr-15
IGA Eastwood	Eastwood	NSW	1/0 Aug-15
Superfresh Eastwood	Eastwood	NSW	6/3 Aug-15
Woolworths Eastwood	Eastwood	NSW	6/2 Apr-15
Coles Epping	Epping	NSW	4/2 Aug-15
Epping Fruit Market	Epping	NSW	7/2 Aug-15
Carlos Fresh Gladesville	Gladesville	NSW	1/3 Aug-15
Coles Gladesville	Gladesville	NSW	1/2 Aug-15
Woolworths Gladesville (Metro)	Gladesville	NSW	1/3 Aug-15
Coles Macquarie Park	Macquarie Park	NSW	1/2 Aug-15
Woolworths Marsfield	Marsfield	NSW	1/2 Aug-15
Galluzzo's Fine Foods	North Epping	NSW	1/3 Aug-15
Cox's Road Fruit Market	North Ryde	NSW	1/3 Aug-15
Panetta Mercato North Ryde	North Ryde	NSW	1/3 Aug-15
Woolworths North Ryde	North Ryde	NSW	1/3 Aug-15
IGA Putney	Putney	NSW	1/3 Aug-15
Urban Fresh Putney	Putney	NSW	1/3 Aug-15
Golden Banana	Ryde	NSW	12/3 Apr-15
IGA Ryde	Ryde	NSW	4/3 May-14
Midway Market Place	Ryde	NSW	1/3 Aug-15
Woolworths Top Ryde	Ryde	NSW	1/2 Dec-14
Fields of Fruit	Bankstown	NSW	1/3 Aug-15
IGA Bankstown	Bankstown	NSW	1/2 Aug-15
Trim's Fresh Bankstown	Bankstown	NSW	1/3 Aug-15
Woolworths Bankstown	Bankstown	NSW	1/3 Aug-15
Coles Burwood Burwood Rd	Burwood	NSW	12/3 Mar-15

Freshworld Fruit Market Burwood	Burwood	NSW	12/3 Mar-15
Fruit Barn	Burwood	NSW	3/nr May-12
Woolworths Burwood	Burwood	NSW	12/2 Mar-15
Campsie Growers Market	Campsie	NSW	1/3 Aug-15
The World of Fruit	Campsie	NSW	1/2 Aug-15
Abu Salim Supermarket	Greenacre	NSW	1/nr Aug-15
Coles Greenacre	Greenacre	NSW	1/3 Aug-15
IGA Greenacre	Greenacre	NSW	1/1 Aug-15
Foodworks Homebush	Homebush	NSW	5/2 Jun-13
Homebush Fruit Bowl	Homebush	NSW	12/3 Mar-15
IGA Manellis	North Strathfield	NSW	1/3 Mar-15
Woolworths North Strathfield	North Strathfield	NSW	6/3 Mar-15
ALDI North Strathfield	North Strathfield	NSW	3/2 May-12
Coles Roselands	Roselands	NSW	1/2 Aug-15
Food For Less Roselands	Roselands	NSW	1/1 Aug-15
Roselands Fruit World	Roselands	NSW	1/2 Aug-15
Bazzi Mixed Business	Arncliffe	NSW	1/3 Aug-15
IGA Arncliffe	Arncliffe	NSW	1/2 Aug-15
All Seasons Fruit Market	Bexley	NSW	13/3 May-15
IGA Bexley	Bexley	NSW	1/2 Aug-15
Coles Brighton Le Sands	Brighton-Le-Sands	NSW	13/2 May-15
Fresh Zone Market	Brighton-Le-Sands	NSW	13/2 May-15
IGA Hurstville	Hurstville	NSW	1/2 Aug-15
Adams Apple "At The Station"	Hurstville	NSW	2/3 May-13
Adams Apple Fruit & Vegetables	Hurstville	NSW	13/4 May-15
ALDI Hurstville	Hurstville	NSW	4/1 Sep-12
Coles Hurstville	Hurstville	NSW	13/3 May-15
St George Fruit Market	Hurstville	NSW	1/2 Aug-15
Eves Apple	Kogarah	NSW	13/3 May-15
President Avenue Fruit World	Kogarah	NSW	13/3 May-15
Mortdale Fruit Box Market Deli	Mortdale	NSW	1/3 Aug-15
Mortdale Tropics	Mortdale	NSW	1/3 Aug-15
IGA Oatley	Oatley	NSW	1/3 Aug-15
Oatley Fruit Market	Oatley	NSW	1/2 Aug-15
Village Fresh	Oatley	NSW	1/3 Aug-15
Coles Ramsgate	Ramsgate	NSW	1/3 Aug-15
Beachside Fresh	Ramsgate Beach	NSW	1/3 Aug-15
IGA Ramsgate	Ramsgate Beach	NSW	1/1 Aug-15
CNY Fruitworld	Rockdale	NSW	3/2 May-15
Kings Court Country Fresh	Rockdale	NSW	13/2 May-15
Miles Fresh Food Market	Rockdale	NSW	13/3 May-15
Rockdale Fruit Market	Rockdale	NSW	13/2 May-15
Woolworths Rockdale	Rockdale	NSW	13/2 May-15
Sans Souci Fresh	Sans Souci	NSW	1/3 Aug-15
Best Fresh Farm Markets Caringbah	Caringbah	NSW	12/3 Apr-15
Woolworths Caringbah	Caringbah	NSW	12/2 Apr-15
Coles Caringbah	Caringbah	NSW	5/nr Mar-13
Cronulla Fruit Fair	Cronulla	NSW	12/4 Apr-15
IGA Cronulla (Ricks)	Cronulla	NSW	11/3 Aug-15
Woolworths Cronulla	Cronulla	NSW	1/2 Aug-15
Fresh Harvest	Engadine	NSW	1/2 Aug-15
IGA Engadine	Engadine	NSW	1/2 Aug-15
Sydney's Best Engadine	Engadine	NSW	1/4 Aug-15
GyMEA Fresh Fruit Market	GyMEA	NSW	6/3 Apr-15
Supabarn GyMEA	GyMEA	NSW	6/2 Apr-15
IGA Heathcote	Heathcote	NSW	1/1 Aug-15
Jannali Quality Fruit & Vegies	Jannali	NSW	6/2 Apr-15
Kareela Quality Fruit	Kareela	NSW	3/4 Apr-14
Kurnell Fresh Food Supplies	Kurnell	NSW	6/3 Jun-13

IGA Lilli Pilli	Lilli Pilli	NSW	1/3 Aug-15
Fruitezy Miranda	Miranda	NSW	2/3 Apr-15
Woolworths Miranda	Miranda	NSW	12/3 Apr-15
Supabarn Sutherland	Sutherland	NSW	6/3 Apr-15
Best Fresh Farm Markets Sutherland	Sutherland	NSW	12/3 Apr-15
Best Fresh Sylvania	Sylvania	NSW	8/4 Apr-15
Coles Sylvania	Sylvania	NSW	8/3 Apr-15
IGA Sylvania	Sylvania	NSW	1/2 Aug-15
Woolworths Sylvania	Sylvania	NSW	1/3 Aug-15
Sylvania Fruit World	Sylvania	NSW	12/2 Apr-15
Peters Fresh	Sylvania Waters	NSW	12/3 Apr-15
IGA Taren Point	Taren Point	NSW	1/2 Aug-15
Freshworld Markets	Auburn	NSW	1/2 Sep-15
JJ Fruit Market	Auburn	NSW	1/2 Sep-15
Sunshine Fruit	Auburn	NSW	1/2 Sep-15
Woolworths Auburn	Auburn	NSW	1/3 Sep-15
Always Greener	Cabramatta	NSW	5/2 May-15
The Best Fruit Market	Cabramatta	NSW	5/2 May-15
Young Lee Asian Grocery	Cabramatta	NSW	5/2 May-15
Coles Chipping Norton	Chipping Norton	NSW	1/2 Sep-15
IGA Chipping Norton	Chipping Norton	NSW	1/2 Sep-15
Sunshine Fruit & Veg	Chipping Norton	NSW	1/3 Sep-15
Chullora Fruitland	Chullora	NSW	1/3 Aug-15
Woolworths Chullora	Chullora	NSW	1/3 Aug-15
Carlos Fresh Fairfield	Fairfield	NSW	5/3 May-15
Coles Fairfield	Fairfield	NSW	5/3 May-15
Fairfield Fruitmania	Fairfield	NSW	5/2 May-15
Fruitopia Fresh Fairfield	Fairfield	NSW	5/2 May-15
Abou Merhi Fruit Market	Granville	NSW	1/3 Sep-15
Woolworths Granville	Granville	NSW	1/2 Sep-15
Coles Liverpool	Liverpool	NSW	5/3 May-15
Fresh Choice Hoxton Park	Hinchinbrook	NSW	1/3 Oct-15
Liverpool Fresh Fruit Market	Liverpool	NSW	4/3 May-15
Liverpool Fruit Market	Liverpool	NSW	5/3 May-15
Macquarie Fruit Shop	Liverpool	NSW	5/3 May-15
Sams Country Growers	Liverpool	NSW	5/3 May-15
Coles Merrylands	Merrylands	NSW	5/2 May-15
Hamze Bros Fruit Market	Merrylands	NSW	1/3 Feb-14
Harris Farm Markets Merrylands	Merrylands	NSW	5/2 May-15
Trim's Fresh Merrylands	Merrylands	NSW	5/1 May-15
Woolworths Merrylands	Merrylands	NSW	5/3 May-15
Milperra Plaza Fruit Market	Milperra	NSW	1/2 Sep-15
Food Lovers Market	Moorebank	NSW	1/2 Sep-15
Newbridge Road Fruit Market	Moorebank	NSW	1/2 Sep-15
Woolworths Moorebank	Moorebank	NSW	1/2 Sep-15
Harris Farm Markets Baulkham Hills	Baulkham Hills	NSW	6/3 Apr-15
The Century Fruit Shop	Beecroft	NSW	6/4 Apr-15
Carlingford Fruit World	Carlingford	NSW	12/3 Apr-15
Woolworths Carlingford	Carlingford	NSW	6/2 Apr-15
Freshworld Fruit Market Castle Hill	Castle Hill	NSW	12/3 Apr-15
IGA Castle Hill Gilbert Rd	Castle Hill	NSW	5/2 Jan-15
Northwest Grower Fruitworld	Castle Hill	NSW	4/2 Apr-15
Martellis Fruit Market Cherrybrook	Cherrybrook	NSW	6/3 Apr-15
Woolworths Cherrybrook	Cherrybrook	NSW	6/3 Apr-15
Coles North Rocks	North Rocks	NSW	2/3 Sep-15
Fruit Mania	North Rocks	NSW	2/1 Sep-15
IGA Oatlands	Oatlands	NSW	1/2 Sep-15
Oatlands Fresh	Oatlands	NSW	1/3 Sep-15
Coles Parramatta Church St	Parramatta	NSW	12/2 Apr-15

Country Growers Parramatta	Parramatta	NSW	12/3 Apr-15
Fresh Grocer Express Parramatta	Parramatta	NSW	12/3 Apr-15
Parramatta Market	Parramatta	NSW	6/nr May-13
Woolworths Parramatta	Parramatta	NSW	12/3 Apr-15
Pendle Hill Fruit World	Pendle Hill	NSW	1/3 Sep-15
Woolworths Pendle Hill	Pendle Hill	NSW	1/3 Sep-15
Coles Pennant Hills	Pennant Hills	NSW	1/1 Sep-15
Harris Farm Markets Pennant Hills	Pennant Hills	NSW	12/3 Apr-15
IGA Telopea	Telopea	NSW	1/2 Sep-15
Woolworths Thornleigh	Thornleigh	NSW	1/3 Sep-15
IGA Toongabbie Claudia St	Toongabbie	NSW	1/3 Sep-15
IGA Toongabbie Fitzwilliam Rd	Toongabbie	NSW	1/2 Sep-15
Portico Fruit & Veg & Asian Supermarket	Toongabbie	NSW	1/nr Sep-15
Woolworths Toongabbie	Toongabbie	NSW	1/2 Sep-15
IGA Wentworthville	Wentworthville	NSW	1/2 Sep-15
Sunrise Fruit & Veg	Wentworthville	NSW	1/2 Sep-15
Woolworths Wentworthville	Wentworthville	NSW	1/3 Sep-15
Trim's Fresh Winston Hills	Winston Hills	NSW	6/2 Apr-15
Coles Asquith	Asquith	NSW	1/2 Sep-15
Coles Berowra	Berowra	NSW	1/3 Sep-15
Dural Fresh	Dural	NSW	7/3 Sep-15
IGA Dural	Dural	NSW	1/2 Sep-15
Woolworths Dural	Dural	NSW	1/2 Sep-15
IGA Galston	Galston	NSW	1/3 Sep-15
Woolworths Glenorie	Glenorie	NSW	1/2 Sep-15
Coles Hornsby	Hornsby	NSW	6/2 Jun-13
Freshco Fruit Market	Hornsby	NSW	11/3 Apr-15
Thomas Dux Hornsby	Hornsby	NSW	12/3 Apr-15
Woolworths Hornsby	Hornsby	NSW	6/2 Apr-15
Mount Colah Fruit World	Mount Colah	NSW	1/3 Sep-15
Aldi Mount Kuring-gai	Mount Kuring-gai	NSW	1/2 Sep-15
IGA Wahroonga	Wahroonga	NSW	1/3 Sep-15
Paradise Fruit Land Waitara	Waitara	NSW	13/2 Sep-15
Greens 'n' Reds	Westleigh	NSW	1/2 Sep-15
Blacktown Growers	Blacktown	NSW	1/4 Sep-15
Coles Blacktown	Blacktown	NSW	1/2 Sep-15
Lancaster St Fresh Fruit Market	Blacktown	NSW	1/2 Sep-15
Woolworths Blacktown	Blacktown	NSW	1/2 Sep-15
Coles Doonside	Doonside	NSW	1/2 Sep-15
IGA Doonside Bungarabee Rd	Doonside	NSW	1/3 Sep-15
Coles Kings Langley	Kings Langley	NSW	1/2 Sep-15
Woolworths Kings Langley	Kings Langley	NSW	1/3 Sep-15
Woolworths Marayong	Marayong	NSW	1/3 Sep-15
IGA Minchinbury	Minchinbury	NSW	1/1 Sep-15
Coles Mount Druitt	Mount Druitt	NSW	1/2 Sep-15
Fresh Farm Market	Mount Druitt	NSW	1/3 Sep-15
Minchinbury Fruit Market	Mount Druitt	NSW	1/4 Sep-15
Woolworths Mount Druitt	Mount Druitt	NSW	1/2 Sep-15
IGA Quakers Hill	Quakers Hill	NSW	1/2 Sep-15
Fresh Food Market Rooty Hill Pty Ltd	Rooty Hill	NSW	1/1 Sep-15
Rooty Hill Fruit Market	Rooty Hill	NSW	1/2 Sep-15
Coles Rouse Hill	Rouse Hill	NSW	6/3 Apr-15
Harvest Market Rouse Hill	Rouse Hill	NSW	4/3 Jan-15
Country Growers Rouse Hill	Rouse Hill	NSW	7/nr Sep-13
Martellis Fruit Market Rouse Hill	Rouse Hill	NSW	11/3 Apr-15
Woolworths Bonnyrigg	Bonnyrigg	NSW	1/2 Oct-15
Ornato's Fruit World	Bonnyrigg	NSW	1/3 Oct 15
Aldi Busby	Busby	NSW	1/nr Oct-15
Woolworths Carnes Hill	Carnes Hill	NSW	1/2 Oct-15

Casula Fruit World	Casula	NSW	1/3 Oct-15
Coles Casula	Casula	NSW	1/2 Oct-15
IGA Casula	Casula	NSW	1/2 Oct-15
Junman Fresh	Casula	NSW	1/2 Oct-15
Coles Edensor Park	Edensor Park	NSW	1/3 Oct-15
Freds Fruit Market	Edensor Park	NSW	1/4 Oct-15
IGA Greenfield Park	Greenfield Park	NSW	1/2 Oct-15
Woolworths Miller	Miller	NSW	1/3 Oct-15
IGA Prestons	Prestons	NSW	1/2 Oct-15
Trim's Fresh Wetherill Park	Wetherill Park	NSW	1/4 Oct-15
Woolworths Wetherill Park	Wetherill Park	NSW	1/3 Oct-15
Coles Campbelltown Gilchrist Drv	Campbelltown	NSW	1/1 Oct-15
Coles Campbelltown Queen St	Campbelltown	NSW	1/3 Oct-15
Country Fresh	Campbelltown	NSW	1/4 Oct-15
Filled with Fruit and Deli	Campbelltown	NSW	1/4 Oct-15
Macarthur Square Fruit Market	Campbelltown	NSW	1/3 Oct-15
V & J Fruit World	Campbelltown	NSW	1/4 Oct-15
Woolworths Campbelltown Gilchrist Dr	Campbelltown	NSW	1/2 Oct-15
Woolworths Campbelltown Queen St	Campbelltown	NSW	1/2 Oct-15
Woolworths Campbelltown Tindall St	Campbelltown	NSW	1/3 Oct-15
Coles Ingleburn	Ingleburn	NSW	1/nr Oct-15
Woolworths Ingleburn	Ingleburn	NSW	1/3 Oct-15
IGA Leumeah	Leumeah	NSW	1/2 Oct-15
Coles Macquarie Fields	Macquarie Fields	NSW	1/2 Oct-15
Fruit World	Macquarie Fields	NSW	1/3 Oct-15
Woolworths Macquarie Fields	Macquarie Fields	NSW	1/3 Oct-15
Minto's Fruit Orchard	Minto	NSW	1/5 Oct-15
Woolworths Minto	Minto	NSW	1/3 Oct-15
Coles Cambridge Gardens	Cambridge Gardens	NSW	1/2 Oct-15
IGA Colyton	Colyton	NSW	1/3 Oct-15
IGA Erskine Park	Erskine Park	NSW	1/4 Oct-15
IGA Kingswood	Kingswood	NSW	1/2 Oct-15
Coles Penrith	Penrith	NSW	1/4 Oct-15
Freshworld	Penrith	NSW	1/4 Oct-15
Trim's Fresh Penrith	Penrith	NSW	1/4 Oct-15
Woolworths Penrith	Penrith	NSW	1/2 Oct-15
Trim's Fresh St Clair	St Clair	NSW	1/4 Oct-15
Woolworths St Clair	St Clair	NSW	1/4 Oct-15
Coles St Marys	St Marys	NSW	1/3 Oct-15
Sam's Fresh Food Barn	St Marys	NSW	1/2 Oct-15
St Marys Fresh Fruit Market	St Marys	NSW	1/4 Oct-15
Woolworths St Marys	St Marys	NSW	1/2 Oct-15
IGA Tregear	Tregear	NSW	1/3 Oct-15
IGA Werrington	Werrington	NSW	1/2 Oct-15
Bayfresh Fruit & Vege	Bonnells Bay	NSW	2/nr May-14
Coles Bonnells Bay	Bonnells Bay	NSW	3/2 Jun-15
Carrington Fruit Factory	Carrington	NSW	2/nr Apr-14
Hunter Valley Growers Market	Charlestown	NSW	2/3 Jun-15
Woolworths Charlestown	Charlestown	NSW	2/3 Jun-15
Mega Fruit Barn	Cooranbong	NSW	3/4 Jun-15
Harris Farm Markets Glendale	Glendale	NSW	3/2 Jun-15
Woolworths Glendale	Glendale	NSW	3/2 Jun-15
Fruit Brothers	Hamilton	NSW	3/4 Jun-15
Jesmond Fruit Barn	Jesmond	NSW	3/4 Jun-15
Coles Green Hills	Maitland East	NSW	1/3 Jun-15
Woolworths Green Hills	Maitland East	NSW	1/3 Jun-15
Merewether Food World	Merewether	NSW	3/3 Jun-15
Fruit & Peel	Newcastle	NSW	3/3 Jun-15
IGA Newcastle Hunter St	Newcastle	NSW	2/nr Apr-14

Growers Best	Newcastle West	NSW	1/4 Jun-15
Hunter Organic Foods	The Junction	NSW	3/4 Jun-15
Coles Warners Bay	Warners Bay	NSW	3/2 Jun-15
Leisure Coast Fruit Market	Fairy Meadow	NSW	2/3 Jun-14
Crinis Fruit Market	Figtree	NSW	2/3 Jun-14
Coles Shellharbour	Shellharbour	NSW	2/3 Jun-14
Mr Spudleys Vegie Patch	Shellharbour	NSW	2/4 Jun-14
Thirroul Fruit Barn	Thirroul	NSW	2/4 Jun-14
Country Grocer	Unanderra	NSW	2/4 Jun-14
Woolworths Warilla	Warilla	NSW	1/3 Jun-14
Mitchells Fruit for Less	Warilla	NSW	2/2 Jun-14
Mitchells Harvest Market Pty Ltd	Wollongong	NSW	2/4 Jun-14
Woonona Fruit Basket	Woonona	NSW	2/3 Jun-14
Anchors Fresh Fruit	Bowral	NSW	2/3 Jun-14
Harris Farm Markets Bowral	Bowral	NSW	2/4 Jun-14
Woolworths Bowral	Bowral	NSW	2/4 Jun-14
Highlands Fresh Pty Ltd	Mittagong	NSW	2/4 Jun-14
IGA Moss Vale	Moss Vale	NSW	2/4 Jun-14
Alis Fruit Land	Granville	NSW	1/nr Sep-15
Antico Fresh Pty Ltd	Lindfield	NSW	1/nr Jul-15
Arlingtons Fine & Fresh Foods	Seaforth	NSW	1/1 Jul-15
Artarmon Fruit Market	Artarmon	NSW	9/nr Apr-14
Ashfield Fruit World	Ashfield	NSW	1/nr Jul-15
Aussie Fruitveg Market	Campbelltown	NSW	1/nr Oct-15
Balgowlah Fruit Market	Balgowlah	NSW	3/nr May-14
Balgowlah Heights Fruit & Vege	Balgowlah Heights	NSW	7/3 Jul-15
Balmain Fruit Market	Balmain	NSW	3/nr May-12
Blaxcell Fruit Market	Granville	NSW	1/nr Sep-15
Blue Ribbon Fruit Market	South Hurstville	NSW	1/0 Aug-15
Borsellino Bros Fruit Market	Petersham	NSW	1/nr Jul-15
Bossi Bros Top Quality Fruit & Veg	Rockdale	NSW	10/3 Jul-14
Box Road Fruit Market	Miranda	NSW	1/0 Aug-15
Box Village Fruit Market	Sylvania	NSW	1/0 Aug-15
Burraneer Fruit Market	Cronulla	NSW	1/0 Aug-15
Cisy's Fruit & Groceries Shop	Stanmore	NSW	1/nr Jul-15
City Fresh Fruit Company	Sydney CBD	NSW	6/nr May-13
Coles Castlecrag	Castlecrag	NSW	1/nr Jul-15
Collaroy Plateau Fruit Market	Collaroy Plateau	NSW	3/nr Jul-15
Cremorne Quality Fruit & Veg	Cremorne	NSW	10/nr Jul-15
Duffy Bros The Country Fresh Markets Blacktown	Blacktown	NSW	1/nr Sep-15
Duskwin Pty Ltd	Campbelltown	NSW	1/nr Oct-15
Eastern Rd Fruit Market	Turrumurra	NSW	1/nr Jul-15
Eastwood Village Superfresh	Eastwood	NSW	2/nr Aug-15
Family Fruit Market	Greenfield Park	NSW	1/nr Oct-15
Farmer Johns Fruit Barn Sutherland	Sutherland	NSW	1/0 Aug-15
Ferraro D & M	Oatley	NSW	1/3 Aug-15
Food For Less Minto	Minto	NSW	1/nr Oct-15
Foodworks Miranda	Miranda	NSW	1/0 Aug-15
Franklins Cronulla	Cronulla	NSW	2/3 Feb-12
Fresh Grocer Express North Rocks	North Rocks	NSW	2/1 Sep-15
FreshnFruity	St Clair	NSW	1/nr Oct-15
Fruit for Life	Brookvale	NSW	zero visits
Fruities Fruit Market	Miranda	NSW	1/0 Aug-15
Fruitopia Fresh Ashfield	Ashfield	NSW	1/nr Jul-15
Fruitworld Fruit Market North Castle Hill	Castle Hill	NSW	2/3 Feb-14
Fuller Road Food Shop	Chatswood	NSW	1/nr Jul-15
Gone Bananas	Wentworthville	NSW	zero visits
Good Fruit	Bondi Junction	NSW	8/2 Mar-14
Growers Fruit Market Penrith	Penrith	NSW	1/nr Oct-15

H & H All Seasons Fruit Market	Granville	NSW	1/nr Sep-15
Harbord Growers Market	Freshwater	NSW	12/nr Jul-15
Harbord Mixed Grocery	Freshwater	NSW	1/nr Jul-15
Harris Farm Markets North Strathfield	North Strathfield	NSW	11/3 Nov-14
Harvest Market Newcastle	Newcastle	NSW	2/3 Apr-14
Hawach Fruit Market	Engadine	NSW	1/0 Aug-15
Home Fresh Fruit & Vege	Beacon Hill	NSW	zero visits
IGA Austral	Austral	NSW	1/nr Oct-15
IGA Berowra	Berowra	NSW	1/nr Sep-15
IGA Bonnyrigg	Bonnyrigg	NSW	1/nr Oct-15
IGA Lindfield	Lindfield	NSW	1/nr Jul-15
IGA Miller	Miller	NSW	1/nr Oct-15
IGA Miranda	Miranda	NSW	1/0 Aug-15
IGA Mosman	Mosman	NSW	zero visits
IGA Orange	Orange	NSW	zero visits
IGA Penrith	Penrith	NSW	1/nr Oct-15
IGA Sutherland	Sutherland	NSW	1/0 Aug-15
IGA Westleigh	Westleigh	NSW	zero visits
Ionian Fruit & Vegetable Suppliers Pty Ltd	Hurlstone Park	NSW	1/nr Jul-15
Jenny's Fruit & Vegie Garden	Caringbah	NSW	1/0 Aug-15
Jim's Fruit Barn	Moss Vale	NSW	2/nr Jun-14
Kingswood Park Salad Bowl	Kingswood	NSW	1/nr Oct-15
Lindfield Market Garden	Lindfield	NSW	1/nr Jul-15
Lombardo Bros Pty Ltd	Milsons Point	NSW	12/3 Mar-15
Macquarie Fields Fruit Market	Macquarie Fields	NSW	1/nr Oct-15
Manly Fruit and Vegetable	Manly	NSW	1/nr Jul-15
Market Box	Chatswood	NSW	1/nr Jul-15
Martelli's Fruit Market Epping	Epping	NSW	9/3 May-14
Martellis Fruit Market Pennant Hills	Pennant Hills	NSW	zero visits
Mayland Fruit Market	Marrickville	NSW	6/2 Oct-14
Metro Grocer Pty Ltd Marrickville	Marrickville	NSW	zero visits
Mona Vale Fruitland	Mona Vale	NSW	1/nr Jul-15
Olympic Fruitmarket	Petersham	NSW	1/nr Jul-15
Panetta Fruit Market Gladesville	Gladesville	NSW	1/3 Aug-15
Panetta Fruit Market Miranda	Miranda	NSW	9/4 Apr-14
Paradise Fruit Land Lindfield East	East Lindfield	NSW	1/nr Jul-15
Parisis Fruit World Pty Ltd	Baulkham Hills	NSW	zero visits
Patchys Fruit Bowl	Penrith	NSW	1/nr Oct-15
Pollifrone F & Sons	Terrey Hills	NSW	3/nr May-14
Queen Victoria Fruit & Vegetables	Kogarah	NSW	2/nr Jan-12
Ripe Grocer	Mona Vale	NSW	1/nr Jul-15
So Fresh Balmain	Balmain	NSW	1/nr Jul-15
So Fresh Miranda	Miranda	NSW	1/0 Aug-15
Somboun Grocery	Campbelltown	NSW	1/nr Oct-15
Something Fruity	Westmead	NSW	zero visits
Souq Fruit & Vege Deli	Burwood	NSW	7/3 Mar-15
Southgate Sylvania Best Fresh	Sylvania	NSW	1/0 Aug-15
Start Fresh Fruit and Vegetables	Castle Cove	NSW	zero visits
Sunshine Fruit Market	Mount Druitt	NSW	1/3 Sep-15
Super Save Fruit Market	Granville	NSW	1/1 Sep-15
Sylvania Waters Fruit Centre	Sylvania Waters	NSW	1/0 Aug-15
The Agora of Lane Cove	Lane Cove	NSW	9/4 Aug-14
The Organic Grocer	Sutherland	NSW	1/0 Aug-15
The Werrington Fruit Bowl	Werrington	NSW	1/nr Oct-15
Thomas Dux Surry Hills	Surry Hills	NSW	11/3 Oct-14
Top Fruit & Vegetables Double Bay	Double Bay	NSW	3/nr Apr-13
Top Value Fruit & Vegetables	Mount Kuring-gai	NSW	1/2 Sep-15
Turrumurra Fruit World	Turrumurra	NSW	7/3 Jul-15
Vegie-Smart Direct	Prairiewood	NSW	1/nr Oct-15

Vella T	Sylvania	NSW	1/0 Aug-15
Villaggio Fresco	Summer Hill	NSW	7/3 Jul-15
Waters Melon Fruit Market	Sylvania Waters	NSW	1/0 Aug-15
Westleigh Tropics Fruit Market	Westleigh	NSW	1/nr Sep-15
Willoughby Fruit Market	Willoughby	NSW	1/2 Jul-15
MELBOURNE			
Albert Park Fruit Palace	Albert Park	VIC	5/5 Jul-13
Gum Tree Good Food Albert Park	Albert Park	VIC	1/4 Aug-15
IGA Albert Park	Albert Park	VIC	5/3 Aug-15
IGA Docklands Rakaia Way	Docklands	VIC	1/3 Aug-15
Coles Melbourne CBD Elizabeth St	Melbourne CBD	VIC	5/5 Apr-13
Coles Melbourne CBD Latrobe St	Melbourne CBD	VIC	4/4 Apr-13
Coles Melbourne CBD Spencer St	Melbourne CBD	VIC	5/4 Apr-13
IGA Melbourne CBD Exhibition St	Melbourne CBD	VIC	5/4 Apr-13
Coles Port Melbourne	Port Melbourne	VIC	7/4 Apr-15
Thomas Dux Port Melbourne	Port Melbourne	VIC	5/4 Apr-15
Coles South Melbourne	South Melbourne	VIC	8/4 Aug-15
IGA South Melbourne	South Melbourne	VIC	8/2 Aug-15
Gum Tree Good Food Sth Yarra	South Yarra	VIC	1/4 Aug-15
Coles Yarraville	Yarraville	VIC	1/4 Oct-15
The Happy Apple Greengrocer	Ascot Vale	VIC	1/4 Oct-15
Brunswick Fresh	Brunswick	VIC	9/2 Mar-14
Coles Brunswick	Brunswick	VIC	4/4 May-15
Gangemi	Brunswick	VIC	4/4 Nov-14
IGA Brunswick	Brunswick	VIC	5/4 Apr-14
La Manna Fresh Brunswick	Brunswick	VIC	4/4 May-15
Russel Fruit	Brunswick	VIC	2/3 May-15
Woolworths Brunswick Albert St (Safeway)	Brunswick	VIC	7/3 May-15
Woolworths Brunswick Sydney Rd	Brunswick	VIC	1/4 Nov-14
Albion Budget Supermarket	Brunswick West	VIC	5/2 Mar-14
Coles Brunswick West	Brunswick West	VIC	5/5 May-13
Woolworths Carlton	Carlton	VIC	5/4 Dec-14
La Manna Fresh Essendon Fields	Essendon Fields	VIC	2/5 Mar-15
Coles Fitzroy	Fitzroy	VIC	4/4 Apr-14
Fitroy's Finest Fruit	Fitzroy	VIC	1/3 Jul-15
IGA Fitzroy	Fitzroy	VIC	7/3 Jul-15
The Vegetable Connection	Fitzroy	VIC	2/4 Jul-15
Woolworths Fitzroy	Fitzroy	VIC	6/4 Jul-15
Mecca Brothers Fruit City	Fitzroy North	VIC	9/4 Nov-14
Highpoint Fruit & Vegetable Market	Maribyrnong	VIC	1/4 Oct-15
The Edge Fruit Market	Maribyrnong	VIC	1/3 Oct-15
Coles Moonee Ponds	Moonee Ponds	VIC	1/4 Oct-15
Demarias	Moonee Ponds	VIC	1/3 Oct-15
Frootz on Parade	North Fitzroy	VIC	7/4 Nov-14
IGA North Fitzroy	North Fitzroy	VIC	4/3 May-15
IGA Northcote	Northcote	VIC	6/4 Jul-15
Fresh Central Fruit & Veg	Ashburton	VIC	3/5 Jun-15
IGA Ashburton	Ashburton	VIC	6/3 Jun-15
Top Shelf Fruits	Ashburton	VIC	3/5 Jun-15
Woolworths Ashwood	Ashwood	VIC	2/3 Jun-15
Signorelli Fresh	Balwyn	VIC	2/4 Jun-15
IGA Balwyn	Balwyn	VIC	5/3 Jun-15
Coles Balwyn East	Balwyn East	VIC	6/4 Jun-15
Signorelli Fresh Fruiterers	Balwyn North	VIC	1/3 Jun-15
Camberwell Fresh Fruits	Camberwell	VIC	2/4 Jun-15
Camberwell Market Fruit & Veg	Camberwell	VIC	1/5 Jun-15
Coles Camberwell	Camberwell	VIC	1/5 Aug-12
Toorak Road Fruit Market	Camberwell	VIC	2/4 Jun-15
Woolworths Camberwell	Camberwell	VIC	3/5 Apr-14

Woolworths Middle Camberwell (Safeway)	Camberwell	VIC	8/4 Jun-15
Fruits on the Well	Camberwell	VIC	6/nr Jun-13
Golden Gardenia Fruit & Veg	Camberwell	VIC	4/3 Jun-15
Canterbury Fruit Emporium	Canterbury	VIC	2/4 Jan-15
IGA Canterbury	Canterbury	VIC	6/2 Jan-15
IGA Hawthorne Burwood Rd	Hawthorn	VIC	5/3 Jul-15
IGA Hawthorne Glenferrie Rd	Hawthorn	VIC	4/5 Jul-15
Fruits On High	Kew	VIC	1/4 May-15
Leo's Fine Foods	Kew	VIC	6/5 May-15
Toscano's Kew	Kew	VIC	8/4 Jul-15
Woolworths Kew	Kew	VIC	9/4 Aug-14
S & L Fruit Supply	Kew East	VIC	5/4 Jul-15
Mont Albert Fresh Fruit & Vegetables	Mont Albert	VIC	1/5 Aug-14
Coles Richmond Church St	Richmond	VIC	7/5 Apr-13
Coles Richmond Swan St	Richmond	VIC	5/4 Feb-13
Coles Richmond Victoria St	Richmond	VIC	6/5 Apr-13
Thomas Dux Richmond	Richmond	VIC	3/5 Nov-14
Toscano's Richmond	Richmond	VIC	6/5 Nov-14
Colonial Fruit	Armadale	VIC	1/4 Feb-15
Thomas Dux Armadale	Armadale	VIC	6/4 Mar-14
Carnegie Fresh	Carnegie	VIC	8/4 Jul-14
Carnegie Fruit Market	Carnegie	VIC	2/5 Aug-12
Sunny's Fruit Market	Carnegie	VIC	2/4 Sep-15
Woolworths Carnegie	Carnegie	VIC	6/4 Jun-14
Woolworths Glen Huntly	Glen Huntly	VIC	1/4 Jun-15
Coles Malvern	Malvern	VIC	1/4 Feb-15
Fruit Nest Malvern	Malvern	VIC	1/5 Feb-15
Renown Fruit Emporium	Malvern	VIC	1/5 Feb-15
Woolworths Malvern	Malvern	VIC	1/4 Feb-15
Gum Tree Good Food Middle Park	Middle Park	VIC	1/3 Mar-14
Cato Fruits & Vegetables	Prahran	VIC	2/nr Dec-11
Coles Prahran	Prahran	VIC	4/5 Apr-13
Surace Fresh	Prahran	VIC	1/4 Jul-15
Woolworths Prahran	Prahran	VIC	3/4 Mar-13
Cheong Fruit and Vegetables	South Yarra	VIC	2/4 Aug-15
F & J Fruiterers	South Yarra	VIC	6/4 Mar-14
Garden State Fruit Supply	South Yarra	VIC	5/nr Mar-14
Green Apple Fruit & Deli	South Yarra	VIC	2/3 Jul-15
Woolworths South Yarra	South Yarra	VIC	9/3 Jul-15
Patty's Fruit & Veg	South Yarra	VIC	6/4 Aug-15
Pino's Fine Produce	South Yarra	VIC	7/nr Mar-14
Reliable Fruit & Veg	South Yarra	VIC	7/3 Mar-14
Russo's Fruit Supply	South Yarra	VIC	5/4 Aug-15
Woolworths Toorak	Toorak	VIC	5/3 Jul-15
Foodworks Windsor	Windsor	VIC	6/4 Jul-15
Bentleigh Fresh Fruit Centre	Bentleigh	VIC	1/4 Jun-15
Bentleigh Produce Store	Bentleigh	VIC	3/3 Jun-15
Bentleigh Quality Produce	Bentleigh	VIC	1/3 Jun-15
IGA Bentleigh	Bentleigh	VIC	3/3 Jun-15
Roccas Fresh Fruit & Vegetables	Bentleigh	VIC	2/3 Sep-15
Woolworths Bentleigh	Bentleigh	VIC	1/3 Sep-15
IGA Bentleigh East	Bentleigh East	VIC	5/3 Jun-14
Natoli's Naturally	Bentleigh East	VIC	1/4 Jun-14
Thomas Dux Black Rock	Black Rock	VIC	7/4 Aug-15
Aldi Chadstone	Chadstone	VIC	2/4 Mar-12
Coles Chadstone	Chadstone	VIC	2/4 Jul-15
Colonial Fruit Market	Chadstone	VIC	2/5 Feb-15
Woolworths Chadstone	Chadstone	VIC	5/3 Jul-15
Woolworths Chelsea	Chelsea	VIC	7/4 Aug-15

Clayton's Fresh Fruit Mart	Clayton	VIC	6/4 Jul-14
Aldi Dandenong	Dandenong	VIC	2/nr Mar-12
Aldi Dandenong Region	Dandenong	VIC	2/3 Mar-12
Budget Fruit	Dandenong	VIC	1/3 Apr-15
Coles Dandenong	Dandenong	VIC	1/4 Apr-15
Dandenong Fruit Fair	Dandenong	VIC	8/5 Apr-15
Woolworths Dandenong	Dandenong	VIC	1/3 Apr-15
Foodworks Dandenong	Dandenong North	VIC	1/3 Apr-15
Menzies Ave Fruit Supply	Dandenong North	VIC	6/2 Apr-15
Woolworths Dingley	Dingley Village	VIC	1/3 Apr-15
Coles Hampton	Hampton	VIC	3/4 Aug-15
Hampton 7 Day Market	Hampton	VIC	1/5 Aug-15
Woolworths Hampton	Hampton	VIC	6/4 Aug-15
Coles Keysborough	Keysborough	VIC	1/4 Aug-12
Parkmore Fruit & Vegetable Market	Keysborough	VIC	7/4 Apr-15
Scicluna's Real Food Merchants	Mentone	VIC	6/5 Aug-15
Woolworths Mentone	Mentone	VIC	10/4 Aug-15
Market Europa	Moorabbin	VIC	1/3 Apr-15
Devine Quality Fruit Mordialloc	Mordialloc	VIC	5/4 Aug-15
Woolworths Mordialloc	Mordialloc	VIC	8/4 Aug-15
Aldi Mulgrave	Mulgrave	VIC	1/nr Sep-11
Timmy's Fresh	Mulgrave	VIC	8/4 Jul-15
Woolworths Mulgrave	Mulgrave	VIC	1/3 Jul-15
Foodworks Murrumbeena	Murrumbeena	VIC	3/4 Sep-15
IGA Murrumbeena Murrumbeena Rd	Murrumbeena	VIC	7/4 Jul-15
Murrumbeena Fruit Bowl	Murrumbeena	VIC	1/3 Jun-14
Market Europa	Noble Park	VIC	1/3 Apr-15
Alexanders Fruit Market	Oakleigh	VIC	1/3 Sep-15
IGA Oakleigh East	Oakleigh East	VIC	4/2 Apr-13
IGA Ormond	Ormond	VIC	6/4 Jun-15
Ormond Fresh Produce	Ormond	VIC	4/4 Jun-15
Aldi Bayswater	Bayswater	VIC	3/3 Mar-12
Coles Bayswater	Bayswater	VIC	1/3 Feb-15
Woolworths Bayswater	Bayswater	VIC	6/3 Feb-15
Woolworths Bayswater North	Bayswater North	VIC	9/4 Sep-15
Froot Delicious	Blackburn South	VIC	11/4 Sep-15
Woolworths Blackburn South	Blackburn South	VIC	8/5 Jan-15
Europa Deli	Boronia	VIC	1/4 Oct-15
IGA Alchester	Boronia	VIC	5/3 Oct-15
Woolworths Boronia	Boronia	VIC	7/4 Oct-15
Coles Boronia	Boronia	VIC	3/3 Oct-15
Coles Box Hill	Box Hill	VIC	7/3 Aug-14
Woolworths Box Hill	Box Hill	VIC	4/5 Feb-13
IGA Burwood	Burwood	VIC	3/3 Nov-14
Coles Burwood East	Burwood East	VIC	8/3 Dec-14
Fresh In One	Burwood East	VIC	1/3 Dec-14
Chirside Fruit Market	Chirside	VIC	5/3 Jul-13
Woolworths Chirside Park	Chirside Park	VIC	4/4 Jul-13
Coles Chirside Park	Chirside Park	VIC	1/4 Jan-13
IGA Coldstream	Coldstream	VIC	6/2 Jul-15
Yarra Farm Fresh	Coldstream	VIC	1/3 Jul-15
Aldi Croydon	Croydon	VIC	2/3 Apr-12
Jefferies Family Supermarket	Croydon	VIC	1/3 Sep-15
Michael's Fresh Fruit	Croydon	VIC	2/3 Sep-15
The Persimmon Tree	Croydon	VIC	3/3 Sep-15
Woolworths Croydon	Croydon	VIC	5/3 Sep-15
Coles Croydon	Croydon	VIC	7/3 Sep-15
Aldi Endeavour Hills	Endeavour Hills	VIC	3/2 Apr-15
Bakian Fruit Village	Endeavour Hills	VIC	8/3 Apr-15

Woolworths Endeavour Hills	Endeavour Hills	VIC	5/3 Sep-12
The Cool Store	Ferntree Gully	VIC	2/3 Sep-15
Woolworths Ferntree Gully	Ferntree Gully	VIC	2/3 Oct-15
Coles Forest Hill	Forest Hill	VIC	9/4 Jan-15
Colonial Fruit Co Pty Ltd	Forest Hill	VIC	2/5 Jan-15
Woolworths Forest Hill	Forest Hill	VIC	3/3 Jan-15
Thomas Dux Glen Waverley	Glen Waverley	VIC	6/4 Sep-14
Coles Glen Waverley	Glen Waverley	VIC	2/5 Aug-12
Coles Lilydale Village	Lilydale	VIC	7/4 Jul-15
Woolworths Lilydale	Lilydale	VIC	3/3 Jul-15
IGA Mt Waverley	Mount Waverley	VIC	6/4 Jan-15
Tony & Carmel Fruit & Vegies Suppliers	Mount Waverley	VIC	1/5 Jan-15
North Ringwood Fruit Market	North Ringwood	VIC	6/5 May-13
Aldi Ringwood	Ringwood	VIC	2/nr Feb-12
Coles Ringwood Eastland SC	Ringwood	VIC	2/3 Feb-15
Coles Ringwood Maroondah Hwy	Ringwood	VIC	1/3 Feb-15
Ringwood Fresh Green Grocer	Ringwood	VIC	7/3 Feb-15
The Fruit Gallery	Ringwood	VIC	1/5 Feb-15
Woolworths Ringwood	Ringwood	VIC	6/4 Feb-15
Fayez's Fruit & Vege	Templestowe Lower	VIC	1/4 Mar-15
Fruit & Vege Lower Templestowe	Templestowe Lower	VIC	1/4 Mar-15
Woolworths Vermont	Vermont	VIC	1/4 Mar-13
Jack & Lily Food & Vegetable	Vermont South	VIC	1/3 Jan-15
The Cabbage Patch	Vermont South	VIC	8/5 Jan-14
Coles Vermont South	Vermont South	VIC	4/5 Mar-13
Fruitopia Fresh Market	Wantirna	VIC	1/4 Feb-15
A & A Studfield Fruit Supply	Wantirna South	VIC	6/4 Sep-14
Bushy Park Fruit & Veg	Wantirna South	VIC	1/5 Jan-13
Knox City Fruit & Vegetable Market	Wantirna South	VIC	2/3 Feb-15
Knox Gate Fruit Market	Wantirna South	VIC	4/5 Jun-13
Aldi Wheelers Hill	Wheelers Hill	VIC	1/4 Apr-12
Woolworths Wheelers Hill	Wheelers Hill	VIC	5/5 Feb-13
Woolworths Bundoora	Bundoora	VIC	2/3 Sep-15
Coles Bundoora	Bundoora	VIC	7/3 Sep-15
Psarakos Market	Bundoora	VIC	1/5 Sep-15
Coles Doncaster	Doncaster	VIC	6/4 Jun-13
Aldi Doncaster East	Doncaster East	VIC	4/3 Apr-12
Mirrabella Bros	Doncaster East	VIC	1/4 Sep-15
Tunstall Fresh	Doncaster East	VIC	1/3 Sep-15
Coles Donvale	Donvale	VIC	1/3 Sep-15
Aldi Heidelberg	Heidelberg	VIC	2/4 Mar-12
Woolworths Heidelberg (Safeway)	Heidelberg	VIC	7/4 Sep-15
Aldi Heidelberg West	Heidelberg West	VIC	2/3 Mar-12
Market Fresh Direct	Ivanhoe	VIC	5/4 Sep-12
The Froot Shop	Ivanhoe	VIC	4/3 Sep-15
East Ivanhoe Fruit Supply	Ivanhoe East	VIC	7/3 Sep-15
All Seasons Fruit Market	Lalor	VIC	5/5 Aug-12
Coles Lalor Darebin Rd	Lalor	VIC	4/3 Apr-14
Coles Lalor May Rd	Lalor	VIC	5/3 Apr-14
Fruits of Lalor	Lalor	VIC	1/4 Sep-15
MNM Fruit	Preston	VIC	1/4 Sep-15
Sam Virgona & Sons	Preston	VIC	1/3 Sep-15
The Centreway	Preston	VIC	1/3 Apr-14
Coles Reservoir	Reservoir	VIC	4/3 Oct-12
Woolworths Templestowe	Templestowe	VIC	1/3 Mar-15
Coburg Markets Fruit & Veg	Coburg	VIC	1/3 Mar-14
D Galati & Sons	Coburg	VIC	6/nr Mar-14
Vinnie's Fruit	Coburg	VIC	5/2 Mar-14
Woolworths Coburg (Safeway)	Coburg	VIC	6/4 Mar-14

The Fresh Fruit World Epping	Epping	VIC	1/3 Apr-14
Coles Essendon Fields	Essendon Fields	VIC	1/4 Mar-15
Anderson Road Fruit & Vege	Fawkner	VIC	1/2 Dec-14
Fawkner Fresh	Fawkner	VIC	4/4 Dec-14
IGA Fawkner	Fawkner	VIC	2/3 Dec-14
Coles Glenroy	Glenroy	VIC	1/3 Dec-14
Vin Fresh	Glenroy	VIC	1/3 May-15
Senserricks Fruit & Flowers	Keilor	VIC	1/4 Dec-14
Fine Fruit of Niddrie	Niddrie	VIC	1/4 May-15
Niddrie Fresh	Niddrie	VIC	1/4 May-15
The Fresh Fruit World Niddrie	Niddrie	VIC	1/5 May-15
Woolworths Niddrie	Niddrie	VIC	1/3 May-15
IGA Pascoe Vale	Pascoe Vale	VIC	1/nr Nov-11
Geelong Fresh Foods	Geelong West	VIC	1/4 Jul-14
Berwick Fresh Fruit & Vege	Berwick	VIC	5/4 Jul-13
Parkhill Fresh Fruit & Vegetables	Berwick	VIC	5/5 Feb-13
Woolworths Berwick	Berwick	VIC	5/5 May-13
A & A Lezzi Fruit Market	Ivanhoe	VIC	2/4 Aug-13
Aarththi Supermarket	Dandenong	VIC	2/nr Jan-12
Aarya Supermarket	Bentleigh	VIC	2/nr Jan-12
Alamdar Superstore	Dandenong	VIC	1/nr Dec-11
Alchester Village Food-way	Boronia Heights	VIC	zero visits
Alchester Village Fruit Supply	Boronia	VIC	4/5 Aug-13
All About Taste	Chelsea Heights	VIC	2/nr Jul-12
Aspendale Gardens Fruit Centre	Aspendale Gardens	VIC	2/4 Sep-14
Bayswater Fruit Supply	Bayswater	VIC	1/nr Nov-11
Biviano's Fruit Haven	Doncaster	VIC	8/5 Jul-13
Brady Road Fruit	Dandenong North	VIC	6/4 Jul-13
Bundoora Fine Fruits	Bundoora	VIC	8/nr Oct-15
Catalano V & T	Clayton	VIC	1/nr Dec-11
Chadstone Fruit Market	Chadstone	VIC	4/5 Jun-12
Chelsea Market Fruitland	Chelsea	VIC	2/nr Oct-12
Coles Lilydale Main St	Lilydale	VIC	4/4 Aug-13
Croydon Fruit Market	Croydon	VIC	2/nr Oct-15
Dingley Fresh Fruit & Vegetables	Dingley Village	VIC	4/4 Sep-12
Extra Fresh Vegies & Fruit	Bentleigh	VIC	3/3 Jun-15
Fitzroy Community Fruit and Vegetable Market	Fitzroy	VIC	zero visits
Fresh 'n' Healthy Fruit Shop	Croydon	VIC	4/5 Jun-13
Freshco Produce	Ringwood	VIC	1/nr Nov-11
Fruit Fair	Dandenong	VIC	7/nr Aug-13
Fruit in a Box	Wantirna	VIC	1/nr Oct-11
IGA Docklands River Esplanade	Docklands	VIC	7/0 Jul-15
Fruitland Chelsea Market	Chelsea	VIC	1 Dec-15
G Camuglia & Sons	Preston	VIC	6/nr Oct-15
Glenhuntly Fruit Supply	Glen Huntly	VIC	1/nr Dec-11
Harvest of the Yarra Valley	Lilydale	VIC	1/nr Oct-11
Harvest Quality Fruiterers	Lilydale	VIC	1/nr Nov-11
IGA Albert Park	Albert Park	VIC	1/nr Dec-11
IGA Croydon Hills	Croydon Hills	VIC	4/nr Oct-15
IGA Glenroy	Glenroy	VIC	4/5 Jun-13
IGA Windsor	Windsor	VIC	6/4 Jul-15
Italo Nardone Fruiterer	Fawkner	VIC	3/5 Jun-13
Lentini Frank	Vermont	VIC	zero visits
Lilydale Fruit Market	Lilydale	VIC	3/5 Jul-13
Mentone Fruit & Vegetable Market	Mentone	VIC	3/5 Sep-12
Mentone Railway Fruit Palace	Mentone	VIC	2/nr Jun-12
Mirabella's Premium Fruit Mont Albert	Mont Albert	VIC	9/5 Aug-13
Mordialloc Fruit Supply	Mordialloc	VIC	2/nr Jul-12
Organic Works	Camberwell	VIC	2/nr Mar-12

Organics At Preston Markets	Preston	VIC	1/nr Nov-11
Palmer's Fruit Palace	Clayton	VIC	7/3 Aug-14
Prahran's Fresh Fruit & Vegetables	Prahran	VIC	2/nr Jul-13
Prahran's Fresh Fruit & Vegetables	South Yarra	VIC	3/4 May-12
Psarakos Pty Ltd	Bundoora	VIC	4/3 Mar-15
Railway Parade Fruit Shop	Nobel Park	VIC	1/nr Dec-11
Rocky's Fruit & Vegies	South Yarra	VIC	1/nr Nov-11
Simon's Fruits	Camberwell	VIC	3/nr Apr-13
The Green Grocer	North Fitzroy	VIC	3/5 May-13
Thurlow's Biodynamic & Organic Fruit & Vegetables	Croydon	VIC	1/nr Oct-15
Victory Fresh	Wantirna South	VIC	7/3 Sep-14
Virgona Fruit & Veg	Croydon	VIC	8/nr Oct-15
Wantirna Mall Fruit Mart	Wantirna	VIC	5/5 Feb-13
Waverley Garden Fruit Mart	Mulgrave	VIC	8/4 Jul-15
Wild About Fruit	Coldstream	VIC	1/3 Jul-15
PERTH			
IGA Leederville	Leederville	WA	7/4 Sep-15
Fresh Provisions	Mount Lawley	WA	1/4 Oct-15
IGA Mount Lawley 2nd Ave	Mount Lawley	WA	1/3 Oct-15
Coles North Perth	North Perth	WA	4/3 Oct-15
North Perth Growers Market	North Perth	WA	3/4 Oct-15
IGA Northbridge Supa	Northbridge	WA	3/4 Oct-15
Coles South Perth	South Perth	WA	6/3 Apr-15
IGA South Perth	South Perth	WA	4/5 Apr-15
Millpoint Road Fresh Food Market	South Perth	WA	3/4 Sep-14
IGA Applecross Canning Hwy	Applecross	WA	6/5 Apr-15
The Good Grocer	Applecross	WA	4/4 Apr-15
Coles Melville	Bicton	WA	6/4 Apr-15
Melville Fruit & Veg	Bicton	WA	6/4 Apr-15
Coles Booragoon	Booragoon	WA	6/4 Apr-15
Fresh Today	Booragoon	WA	4/4 Apr-15
Woolworths Booragoon	Booragoon	WA	6/3 Apr-15
IGA Bullcreek	Bullcreek	WA	3/3 Jul-15
Woolworths Bullcreek	Bullcreek	WA	4/4 Jun-15
Coles Fremantle	Fremantle	WA	5/3 Apr-15
Woolworths Fremantle	Fremantle	WA	1/3 Apr-15
IGA Hilton	Hilton	WA	4/4 Apr-15
2 & 5 Fresh	Kardinya	WA	3/4 Jul-15
Coles Kardinya	Kardinya	WA	5/4 Jul-15
IGA Leeming	Leeming	WA	4/3 Jul-15
IGA Mount Pleasant	Mount Pleasant	WA	6/5 Apr-15
The Fruit Basket	Mount Pleasant	WA	6/5 Apr-15
IGA Myaree	Myaree	WA	3/4 Apr-15
Woolworths Palmyra	Palmyra	WA	4/4 Apr-15
Coles South Lake	South Lake	WA	6/3 Jul-15
Coles Spearwood	Spearwood	WA	3/3 May-15
Woolworths Spearwood	Spearwood	WA	3/4 May-15
Woolworths Willagee	Willagee	WA	3/4 Apr-15
IGA Winthrop	Winthrop	WA	4/4 Jul-15
Longs Oriental Supermarket	Yangebup	WA	6/1 Jul-15
IGA Belmont Belvidere St	Belmont	WA	4/4 May-15
Bentley Fresh	Bentley	WA	6/4 May-15
Coles Bentley	Bentley	WA	4/3 May-15
Woolworths Bentley	Bentley	WA	6/3 May-15
Brookland Piazza Fresh	Canning Vale	WA	6/4 Jun-15
Fresh Fruit N Veg	Canning Vale	WA	5/3 Dec-14
IGA Canning Vale	Canning Vale	WA	5/4 Jun-15
Livingston Fresh	Canning Vale	WA	2/4 Oct-12
Cannington Fresh Market	Cannington	WA	5/4 May-15

Coles Carousel	Cannington	WA	4/3 May-15
Woolworths Cannington	Cannington	WA	6/3 May-15
Woolworths Canningsvale	Canningsvale	WA	6/4 Jun-15
Coles Belmont	Cloverdale	WA	6/4 May-15
IGA Belmont Belmont St	Cloverdale	WA	6/2 May-15
Woolworths Belmont	Cloverdale	WA	4/4 May-15
IGA Como	Como	WA	6/5 Apr-15
Coles East Victoria Park	East Victoria Park	WA	6/3 Apr-15
Domenics Fruit & Vegetables	East Victoria Park	WA	4/5 Apr-15
IGA East Victoria Park	East Victoria Park	WA	4/4 Apr-15
Swansea Street Markets	East Victoria Park	WA	4/4 May-15
Coles Karawara	Karawara	WA	2/3 May-15
IGA Lynwood	Lynwood	WA	5/4 Jun-15
5 Seasons Fresh	Parkwood	WA	2/4 Jul-15
IGA Queens Park	Queens Park	WA	4/3 May-15
IGA Riverton	Riverton	WA	5/4 Jul-15
Woolworths Riverton	Riverton	WA	5/3 Jul-15
IGA Rossmoyne	Rossmoyne	WA	5/4 Jul-15
Woolworths Victoria Park	Victoria Park	WA	6/3 Apr-15
Gilbert's Fresh Market Willetton	Willetton	WA	5/4 Jul-15
IGA Willetton	Willetton	WA	3/3 Jul-15
Willetton Fresh Markets	Willetton	WA	3/4 Jul-15
Woolworths Willetton	Willetton	WA	5/4 Jul-15
Coles Willetton	Willetton	WA	5/3 Jul-15
Coles Dianella	Dianella	WA	2/4 Oct-15
Dianella Fresh	Dianella	WA	3/4 Oct-15
Woolworths Dianella	Dianella	WA	5/3 Oct-15
Coles Inglewood	Inglewood	WA	5/4 Oct-15
8th Avenue Fruit & Veg	Maylands	WA	1/4 Oct-15
Coles Maylands	Maylands	WA	5/4 Oct-15
IGA Maylands Park	Maylands	WA	5/4 Oct-15
Coles Morley	Morley	WA	8/3 Oct-15
IGA Morley	Morley	WA	5/4 Oct-15
MCQ Fresh Supermarket	Morley	WA	7/4 Oct-15
Morley Fresh	Morley	WA	3/4 Oct-15
Morley Market Fresh	Morley	WA	3/3 Oct-15
Woolworths Morley	Morley	WA	7/3 Oct-15
Hawthorn Fresh	Mt Hawthorn	WA	5/3 Sep-15
IGA Mt Hawthorn	Mt Hawthorn	WA	4/4 Sep-15
Woolworths Mt Hawthorn	Mt Hawthorn	WA	7/3 Sep-15
Coles Noranda	Noranda	WA	5/4 Sep-15
Noranda Fresh	Noranda	WA	4/4 Sep-15
Woolworths Noranda	Noranda	WA	5/4 Sep-15
Balcatta Growers Fresh	Stirling	WA	5/4 Sep-15
Woolworths Westminister	Westminister	WA	7/4 Sep-15
Coles Yokine	Yokine	WA	7/4 Oct-15
Fresh Stop Market	Yokine	WA	7/4 Oct-15
Woolworths Yokine	Yokine	WA	6/4 Oct-15
Flinders Fruit and Vegetables	Yokine	WA	7/4 Oct-15
Coles Balcatta	Balcatta	WA	7/3 Sep-15
IGA Bedford	Bedford	WA	4/4 Oct-15
The Herdsman Churchlands	Churchlands	WA	7/4 Sep-15
IGA City Beach	City Beach	WA	4/4 Oct-15
Coles Claremont	Claremont	WA	6/4 Oct-15
Jacks Wholefoods and Groceries	Claremont	WA	6/4 Oct-15
Woolworths Cottesloe	Cottesloe	WA	5/3 Oct-15
IGA Crawley	Crawley	WA	5/4 Oct-15
IGA Doubleview	Doubleview	WA	7/5 Sep-15
Sunfresh Fruit & Vegetables	Doubleview	WA	1/4 Sep-15

Woolworths Floreat	Floreat	WA	7/4 Oct-15
Coles Floreat	Floreat	WA	7/4 Oct-15
Coles Innaloo	Innaloo	WA	7/3 Sep-15
Innaloo Fresh Market	Innaloo	WA	4/5 Sep-15
Innaloo Produce	Innaloo	WA	7/4 Sep-15
Woolworths Innaloo	Innaloo	WA	7/3 Sep-15
IGA Mosman Park Stirling Hwy	Mosman Park	WA	2/3 Oct-15
IGA Mosman Park Wellington St	Mosman Park	WA	3/4 Apr-15
IGA Osborne Park	Osborne Park	WA	4/3 Sep-15
Coles Scarborough	Scarborough	WA	7/4 Sep-15
IGA Shenton Park	Shenton Park	WA	6/4 Sep-15
Woolworths Subiaco Square	Subiaco	WA	7/3 Sep-15
Coles Subiaco	Subiaco	WA	7/3 Sep-15
IGA Wembley	Wembley	WA	7/4 Sep-15
IGA Wembley Downs	Wembley Downs	WA	7/4 Sep-15
Coles West Leederville	West Leederville	WA	4/4 Sep-15
Farmer Jacks Woodlands	Woodlands	WA	6/4 Feb-15
Coles Alexander Heights	Alexander Heights	WA	6/4 Sep-15
Woolworths Alexander Heights	Alexander Heights	WA	5/3 Sep-15
IGA Ballajura	Ballajura	WA	4/3 Sep-15
IGA Ballajura The Market Place	Ballajura	WA	5/3 Sep-15
Woolworths Ballajura	Ballajura	WA	4/3 Sep-15
Coles Beldon	Beldon	WA	7/3 Jul-15
Woolworths Beldon	Beldon	WA	7/3 Jul-15
Coles Butler	Butler	WA	6/3 Jul-15
Farmer Jacks Butler	Butler	WA	1/4 Jul-15
IGA Butler	Butler	WA	3/3 Jul-15
Woolworths Carramar	Carramar	WA	5/3 Aug-15
Coles Clarkson	Clarkson	WA	7/4 Jul-15
Ocean Keys Fresh	Clarkson	WA	1/4 Jul-15
Woolworths Clarkson	Clarkson	WA	7/3 Jul-15
IGA Connolly	Connolly	WA	7/4 Jul-15
IGA Craigie Fresh	Craigie	WA	1/3 Aug-15
Woolworths Currambine	Currambine	WA	7/4 Jul-15
IGA Darch	Darch	WA	5/3 Aug-15
Farmhouse Fresh	Duncraig	WA	7/4 Aug-15
IGA Carine	Duncraig	WA	7/4 Aug-15
IGA Duncraig Marri Rd	Duncraig	WA	7/3 Aug-15
Mr Fresh Carine	Duncraig	WA	7/4 Aug-15
IGA Edgewater	Edgewater	WA	7/3 Jul-15
IGA Girrawheen	Girrawheen	WA	7/3 Sep-15
Coles Greenwood	Greenwood	WA	7/3 Sep-15
Farmer Jacks Greenwood	Greenwood	WA	7/4 Sep-15
Greenwood Fresh	Greenwood	WA	7/4 Sep-15
Gwelup Fruits & More	Gwelup	WA	4/5 Aug-15
IGA Gwelup	Gwelup	WA	5/3 Aug-15
IGA Heathridge	Heathridge	WA	5/3 Jul-15
Coles Hillarys	Hillarys	WA	7/3 Aug-15
Coles Whitfords	Hillarys	WA	5/4 Aug-15
Whitfords Fresh	Hillarys	WA	5/4 Aug-15
Woolworths Hillarys	Hillarys	WA	7/4 Aug-15
Coles Joondalup	Joondalup	WA	7/4 Jul-15
IGA Joondalup Candlewood Blvd	Joondalup	WA	7/3 Jul-15
IGA Joondalup Joondalup Dr	Joondalup	WA	6/4 Jul-15
Lakeside Fresh Harvest	Joondalup	WA	7/4 Jul-15
Woolworths Joondalup	Joondalup	WA	7/3 Jul-15
Karrinyup Fresh Growers Market	Karrinyup	WA	4/3 Aug-15
Woolworths Karrinyup	Karrinyup	WA	7/4 Aug-15
IGA Kingsley	Kingsley	WA	5/4 Jul-15

IGA Kinross	Kinross	WA	7/4 Jul-15
Farmer Jacks Landsdale	Landsdale	WA	3/3 Aug-15
Kingsway City Growers Market	Madeley	WA	3/4 Aug-15
Woolworths Madeley	Madeley	WA	7/3 Aug-15
Morley Growers Market	Malaga	WA	4/4 Mar-15
IGA Marmion	Marmion	WA	7/4 Aug-15
IGA Merriwa	Merriwa	WA	7/4 Jul-15
Basils Fine Foods	Mindarie	WA	5/5 Aug-15
Coles Mirrabooka	Mirrabooka	WA	7/3 Oct-15
Mirrabooka Fresh Produce	Mirrabooka	WA	3/3 Oct-15
Woolworths Mirrabooka	Mirrabooka	WA	6/3 Oct-15
IGA Mullaloo	Mullaloo	WA	7/4 Jul-15
Erica's Shed Farmer's Market	Neerabup	WA	1/4 Aug-15
Farmer Jacks North Beach	North Beach	WA	5/4 Aug-15
IGA North Beach	North Beach	WA	2/4 Aug-12
Farmer Jacks Ocean Reef	Ocean Reef	WA	7/4 Jul-15
IGA Beaumaris	Ocean Reef	WA	7/4 Jul-15
IGA Pearsall	Pearsall	WA	1/3 Aug-15
IGA Quinns Rocks	Quinns Rocks	WA	7/4 Jul-15
Coles Wanneroo	Wanneroo	WA	5/3 Aug-15
D'Uva's	Wanneroo	WA	1/4 Aug-15
Garden Glow Fruit & Vegetable Wholesalers	Wanneroo	WA	4/5 Aug-15
IGA Wanneroo	Wanneroo	WA	6/3 Aug-15
Wanneroo Fresh	Wanneroo	WA	5/4 Aug-15
Fruit and Veg Life	Warwick	WA	7/4 Sep-15
Woolworths Warwick	Warwick	WA	7/4 Sep-15
Coles Warwick	Warwick	WA	7/4 Sep-15
Woolworths Woodvale	Woodvale	WA	5/3 Jul-15
Daily Fresh Choice	Yanchep	WA	2/4 Jul-15
Woolworths Yanchep	Yanchep	WA	4/3 Jul-15
Coles Bassendean	Bassendean	WA	2/4 Oct-13
Coles Beechboro	Beechboro	WA	4/3 Oct-15
Woolworths Beechboro Altone Rd	Beechboro	WA	2/3 Mar-15
Woolworths Beechboro Bennett Springs Dr	Beechboro	WA	5/4 Mar-15
Coles Ellenbrook	Ellenbrook	WA	6/3 May-15
Ellenbrook Fresh	Ellenbrook	WA	4/3 May-15
Woolworths Ellenbrook	Ellenbrook	WA	6/3 May-15
Coles High Wycombe	High Wycombe	WA	6/4 May-15
Coles Midland	Midland	WA	6/3 May-15
Ha's Fresh Premium Produce	Midland	WA	6/4 May-15
IGA Midland	Midland	WA	6/3 May-15
Woolworths Midland 274 Great Eastern Hwy	Midland	WA	6/4 May-15
Gilbert's Fresh Market Midland	Midland	WA	6/4 May-15
Woolworths Midland 309 Great Eastern Hwy	Midland	WA	6/3 May-15
Coles Armadale Armadale Rd	Armadale	WA	3/4 Jun-15
Coles Armadale Jull St	Armadale	WA	4/3 Jun-15
Woolworths Armadale	Armadale	WA	4/4 Jun-15
Coles Forrestfield	Forrestfield	WA	6/4 May-15
Foodworks Forrestfield	Forrestfield	WA	4/4 May-15
Le's Family Fresh	Forrestfield	WA	6/4 Aug-15
Woolworths Forrestfield	Forrestfield	WA	6/4 May-15
Coles Gosnells	Gosnells	WA	4/4 Jun-15
IGA Gosnells	Gosnells	WA	3/3 Dec-14
Coles Kalamunda	Kalamunda	WA	6/3 May-15
Woolworths Kalamunda	Kalamunda	WA	4/4 May-15
IGA Kalamunda	Kalamunda	WA	6/3 May-15
Coles Kelmscott	Kelmscott	WA	4/3 Jun-15
Woolworths Kelmscott	Kelmscott	WA	4/3 Jun-15
IGA Lesmurdie Lesmurdie Rd	Lesmurdie	WA	4/4 May-15

IGA Lesmurdie Sanderson Rd	Lesmurdie	WA	4/3 May-15
Coles Maddington	Maddington	WA	5/4 May-15
Farmer Jacks Maddington	Maddington	WA	3/3 May-15
Woolworths Maddington	Maddington	WA	5/3 May-15
Coles Southern River	Southern River	WA	4/3 Jun-15
Ranford Fresh	Southern River	WA	2/4 Jun-15
Woolworths Southern River	Southern River	WA	6/3 Jun-15
Coles Thornlie Forest Lakes Dr	Thornlie	WA	6/3 May-15
Coles Thornlie Spencer Rd	Thornlie	WA	6/4 May-15
IGA Thornlie 200 Spencer Rd	Thornlie	WA	4/1 Jun-15
IGA Thornlie 320 Spencer Rd	Thornlie	WA	6/3 May-15
Thornlie Square Fresh Produce	Thornlie	WA	6/4 May-15
Woolworths Thornlie Forest Lakes Dr	Thornlie	WA	6/3 May-15
Foodworks Atwell	Atwell	WA	3/4 May-15
Coles Gateway	Success	WA	5/4 May-15
Gateway Fresh	Success	WA	3/4 May-15
IGA Success	Success	WA	6/4 Jan-15
Woolworths Success	Success	WA	6/4 May-15
Action Food Stores	Innaloo	WA	1/nr Sep-15
Action Supermarket Ocean Reef	Ocean Reef	WA	1/nr Oct-15
Action Supermarket Warwick	Warwick	WA	1/nr Sep-15
Benara Fresh Market	Morley	WA	1/nr Oct-15
Boatshed Market	Cottesloe	WA	4/5 Oct-15
Cheap Foods Food Barns Wanneroo	Wanneroo	WA	1/0 Aug-15
Chilli Peppers Fresh Market	Merriwa	WA	5/3 Aug-14
Claremont Fresh	Claremont	WA	1/nr Oct-15
Coles Churchlands	Churchlands	WA	1/nr Sep-15
Coles Northbridge	Northbridge	WA	4/4 Oct-13
Craigie Fruits & Vege	Craigie	WA	1/0 Aug-15
Delish Gourmet	Kalamunda	WA	4/nr Apr-14
Dewsons Supermarkets	Mirrabooka	WA	1/nr Oct-15
Dianella Supermart	Dianella	WA	1/nr Oct-15
Eziway Food Stores Mt Lawley	Mount Lawley	WA	1/nr Oct-15
Eziway Food Stores Yokine	Yokine	WA	1/nr Oct-15
Farmer Jacks Subiaco Rokeby Rd	Subiaco	WA	2/nr Sep-15
Farmer Jacks Subiaco Station St	Subiaco	WA	1/nr Sep-15
Finer Fresh Fruit & Vegetable	Ballajura	WA	1/nr Sep-15
Foodland Bedford	Bedford	WA	1/nr Oct-15
Foodland Edgewater	Edgewater	WA	zero visits
Frank Fruit & Vegetables	Riverton	WA	2/nr Oct-12
Fresh Food Corner Supermarket	Mount Hawthorn	WA	1/nr Sep-15
Fresh Fruit Market	South Perth	WA	4/nr Aug-13
Fresh Provisions Claremont	Claremont	WA	1/nr Oct-15
G & T Fruit & Vegies	Mount Lawley	WA	1/nr Oct-15
Grand Prom Growers Market	Bedford	WA	3/nr Oct-15
Greenfield Fresh Fruit & Vege	Edgewater	WA	1/1 Jul-15
Herdsmen Fresh Essentials	Churchlands	WA	zero visits
Hilton Fresh	Hilton	WA	1/4 Sep-14
Homeland Grocery	Mirrabooka	WA	2/nr Oct-15
IGA Armadale	Armadale	WA	4/nr Jun-15
IGA Balcatta	Balcatta	WA	1/nr Sep-15
IGA Belmont Village	Belmont	WA	6/2 Apr-15
IGA City Beach Boulevard	City Beach	WA	3/nr Oct-15
IGA Cannington Cecil Ave	Cannington	WA	6 Dec-15
IGA Dianella	Dianella	WA	4/nr Oct-15
IGA Hillarys	Hillarys	WA	3/0 Aug-15
IGA Inglewood	Inglewood	WA	5/nr Oct-15
IGA Innaloo	Innaloo	WA	4/4 Jul-14
IGA Kelmscott	Kelmscott	WA	2/3 Apr-14

IGA Landsdale	Landsdale	WA	3/0 Aug-15
IGA Mirrabooka	Mirrabooka	WA	7/nr Oct-15
IGA Morley	Morley	WA	1/nr Oct-15
IGA Mount Lawley Beaufort St	Mount Lawley	WA	5/nr Oct-15
IGA Nedlands Florence Rd	Nedlands	WA	7/4 Oct-15
IGA Nedlands Stirling Hwy	Nedlands	WA	4/4 Oct-15
IGA Woodvale	Woodvale	WA	2/0 Jul-15
In Season Produce	Dianella	WA	2/nr Oct-13
Les Fresh	Innaloo	WA	3/nr Sep-15
Maylands Grocery	Maylands	WA	1/nr Oct-15
Metro Fresh	Applecross	WA	5/5 Aug-14
Midland Junction Fresh Markets	Midland	WA	2/nr Sep-12
Neerabup Fruit & Vege Supply	Neerabup	WA	zero visits
Neerabup No. 1 Shop Fresh Fruit & Vege	Neerabup	WA	1/0 Aug-15
Newmart Clarkson	Clarkson	WA	zero visits
Newmart Floreat	Floreat	WA	1/nr Oct-15
Newmart Greenwood	Greenwood	WA	1/nr Sep-15
Not IGA Hillarys	Hillarys	WA	2/3 Aug-12
Ocean Keys Fresh	Clarkson	WA	1/4 Nov-14
Osborne Supa Food	Osborne Park	WA	1/nr Sep-15
Rite Price Foods Mirrabooka	Mirrabooka	WA	1/nr Oct-15
Supa Valu Supermarkets Greenwood	Greenwood	WA	1/nr Sep-15
Supa Valu Supermarkets Maylands	Maylands	WA	1/nr Oct-15
Trappers Fruit and Veg	Woodvale	WA	2/4 Jul-12
Wembley Downs Supermarket	Wembley Downs	WA	1/nr Sep-15
Woolworths Wembley	Wembley	WA	1/nr Sep-15

Appendix 4 – Review of Retailer Training Program

Analysis of avocado industry retail training program report

Avocados Australia

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March 2015

Project Name: Review of HAL Project 'AV12013: *Implementing improvements in the avocado supply chain*'

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DRAFT

Abbreviations used in this report

AAL: Avocados Australia Limited

CAC: Californian Avocado Commission

HAL: Horticulture Australia Limited

HIA: Horticulture Innovation Australia Limited

POS: Point of Sale (material)

WW: Woolworths

ANALYSIS OF AVOCADO INDUSTRY RETAIL TRAINING PROGRAM REPORT

Requirement

Avocados Australia (AAL) has conducted a supply chain development program for a number of years to improve category performance and drive product demand. As part of this initiative, AAL has worked with fruit & vegetable retailers in Brisbane, Sydney, Melbourne and Perth to support development of this sector of the supply chain. This has involved store visits by contractors (engaged by AAL) to provide information on product handling, distribute training material and to collect a range of data related to performance and capacity of the store. This retail merchandising data has been collected since a pilot program was implemented in 2010/11 and includes information about sourcing practices, store displays, fruit handling practices, fruit quality, sales volumes, staff knowledge and training support.

AAL requires a review of this retail merchandising data. It is proposed this data and the operating environment be analysed (as outlined below) and reported; and recommendations provided on possible improvements to processes and retailer engagement to attain overall improvement of the category.

Background

Project background to review

AAL undertook a pilot retail training program in Queensland in 2010/2011 to refine the process which would underpin the rollout of a national program. Learnings from this pilot were then incorporated into a program covering capital cities (and near proximity cities) in 4 states. This national program commenced in 2011/12.

AAL currently employ 5 primary contractors (1 x Brisbane; 2 x Sydney; 1 x Melbourne; 1 x Perth) to undertake a number of activities across a number of HAL / HIA projects. These include:

- Collecting weekly pricing from 16 metropolitan stores (as part of HAL project: AV12007)
- Collecting samples of fruit for measurement of quality (as part of HAL Project: AV11015)
- Providing retailer training / support (as part of this HAL project: AV12013).

Of the five primary contractors employed, only four are employed as trainers on the n the retailer training program i.e. 1 x Brisbane; 1 x Sydney; 1 x Melbourne and 1 x Perth.

These contractors contribute varying amounts of time to project AV12013 depending on their other project work, however the maximum commitment is 20 hours per week. An approximation of the actual time provided is as follows:

- Queensland trainer – 5 - 8 hours per week
- Victorian trainer – 8 hours per week
- Western Australian trainer – 14 – 20 hours per week
- New South Wales trainer - 20 hours per week.

It should also be noted that in Brisbane, Melbourne and Perth there are also people trained to provide a backup role for retail training, should the primary contractor not be available.

Approach

Review of existing retail merchandising data and the operating environment

The following approach was adopted:

- 1) Collect background documentation (completed)

Material that has been collected and used as part of this review includes:

- Spreadsheet of all store survey data collected as part of the program
- Retailer Training Pack material
- Invoicing summaries for trainers over the 2012/13 and 2013/14 period.

In addition the reviewer attended part of a training meeting that AAL was conducting with the trainers (27 August 2014) in Brisbane. This provided valuable insights into how the retail training program was operating and the particular issues that trainers faced in delivering the outcomes required for the project.

- 2) Review scope of analysis with AAL – refine as necessary

There have been various meetings over the review timeframe. These meetings have resulted in:

- The reviewer developing a better understanding of the history, intent, challenges and achievements in delivering the program and its expected outcomes
- Scope of program review being refined
- The spreadsheeting of all store data updated to 30/6/14, so that full years can be compared in the data analysis i.e. at least 3 full year data sets.

- 3) Development of a profile of national f&v retail category and collect and document information on support and training options available to f&v retailers nationally to inform analysis.

- 4) Analyse data, with the aim to determine if:

- There has been an improvement of store performance, presentation of avocados and staff knowledge over time
- There are key indicators to determine store performance / improvement (e.g. independent v supermarket, suburb demographics, staff attitude etc.) (and how this might be exploited)
- The range of stores being visited and the frequency of visit is appropriate (and if limited resources (\$) might be better utilised to gain better outcomes for the industry)
- The data being collected is adequate, appropriate or could be better targeted or categorised to gain better insight into category performance at store level and drivers of practice change at retail level
- What on-going monitoring / assessment of data is required to ensure that appropriate oversight of the category and retailer performance is being undertaken and consequently utilised by AAL to achieve industry outcomes
- If there are other services in the market that could be leveraged / emulated to improve the outcome for the avocado industry.

Note: This list is indicative and will likely change / be expanded as data is interrogated.

- 5) Review scope of analysis with AAL – refine as necessary.

- 6) Review educational materials and data collection forms (and how they are administered and to whom).
- 7) Develop draft report – review with AAL.
 - Meeting held with Nathan Symonds 30 January 2015
 - Final draft report provided to AAL 16 February 2015 for comment.
- 8) Finalise report.

DRAFT

Findings – Recommendations - Actions

Assessment of supply chains in relation to this project

The following overview of the avocado supply chain (in relation to the program) is provided to assist in informing the analysis and recommendations provided.

The red arrows in the diagram below denote the relationships between the various parties in the avocado supply chain, Avocados Australia / HIA and the avocado retail trainers. The strong natural relationships follow the flow of product:

- from grower to wholesaler or supermarket DC;
- from wholesaler to secondary wholesaler, supermarket DC or independent retailer;
- from secondary wholesaler to independent retailer or independent supermarkets (regional areas)
- from DC to supermarket,

then ultimately to the consumer through one of these channels.

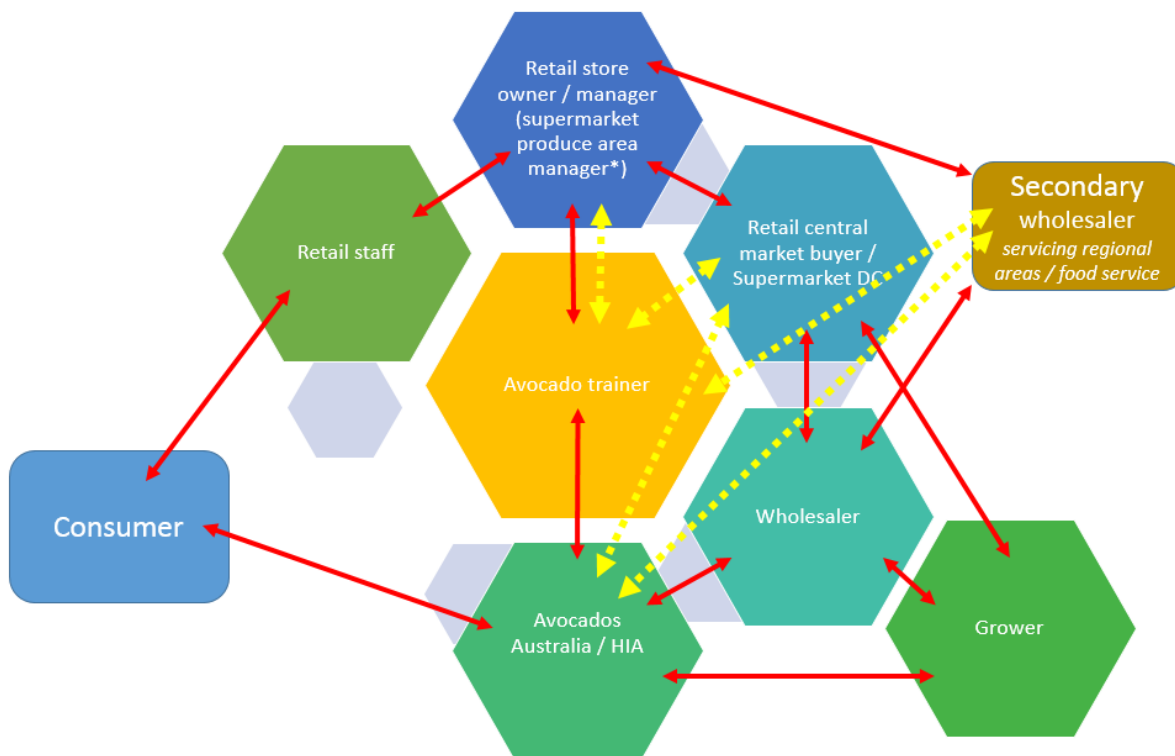


Figure 1: Supply chain diagram showing relationship with the retail training program (trainers and AAL) – red arrows denote strong relationships and yellow arrows denote relationships that need to be further developed.

* - the supermarket produce area manager is the person that has responsibility across a number of stores for the produce category.

Integral to the distribution of fruit is the role that buyers and distribution centres in the supply chain i.e. the central market buyer, the supermarket DC and secondary wholesalers.

As a result of the role that Avocados Australia has within the broader industry and a number of projects that it delivers, the organisation has existing relationships with growers, wholesalers, supermarket

management and consumers. HIA also maintains relationships with growers, the wholesaling sector, supermarket management and consumers. The retail trainers (on behalf of the industry) maintain relationships with independent retailers and supermarkets at store level.

The important and missing relationships across the supply chain, denoted by the yellow arrows, are between Avocados Australia / retail trainers and:

- The central market buyers (independents)
- Supermarket produce area managers,
- The supermarket DCs (quality managers), and
- Secondary wholesalers/ regional f&v retailers.

By recognising and strengthening some of these relationships, Avocados Australia can address quality issues with a broader section of the industry and use these relationships to further educate downstream businesses in the supply chain about improved quality management.

Recommendation 1:

To broaden the training base across the avocado sector, as part of this project, develop stronger relationships with other key supply chain parties, including:

- *Central Market Buyers (independents)*
- *Supermarket category managers (leverage current relationships)*
- *Supermarket DC quality managers (leverage current relationships)*
- *Supermarket produce area managers (leverage current relationships)*
- *Secondary wholesalers / regional fruit and vegetable retailers. [List of top 9 secondary wholesalers in Brisbane Market provided].*

And, engage these parties in training initiatives as appropriate.

Related Actions:

- *Identify key persons in each of these segments*
- *Through targeted consultation, identify the best way to engage these person in the training initiative (e.g. written material, one-on-one visit, determine appropriate person to conduct visit i.e. Program Manager or trainer, workshops etc.)*
- *Through targeted consultation, validate or develop education material / packages / workshops etc. that will meet the needs of each sector e.g. secondary wholesalers should be able to advise material and communication methods that would be useful for regional independent retailers. Initiatives should be piloted through Brisbane secondary wholesalers before being rolled out.*

Profile of fruit and vegetable retail sector

In Australia fresh produce is predominantly sold through the supermarket and independent retail channels.

As at February 2015, the supermarket sector is made up of:

- Woolworths / Safeway - total stores: 872
- Coles / BiLo - total stores: 762
- Aldi – total stores - 340
- IGA stores – total stores: 1400

According to ABS data the independent fruit and vegetable retail sector, as at 30 June 2013, is made up as follows:

	Non Employing	1-19 Employees	20-199 Employees	200+ Employees	Total
New South Wales	363	536	74	0	973
Victoria	267	436	29	0	732
Queensland	209	254	37	0	500
South Australia	61	138	22	0	221
Western Australia	75	115	23	0	213
Tasmania	14	28	0	0	42
Northern Territory	5	5	0	0	10
ACT	6	15	6	0	27
TOTAL					2682

Table 1: Number of specialist fruit & vegetable retailers by state showing number of employees (ABS – June 2013).

For information, AAL currently have the following number of stores identified as part of the program (independents and supermarkets). Not all of these stores have yet been visited. Some lists have recently been updated (Sydney and surrounds) or are in the process of being updated (Melbourne and surrounds).

	Coles	WW	Aldi	Ind. S/mkts	Ind. retailers	Total
QLD (Greater Brisbane)	70	80	0	42	189	381
NSW (Sydney / Newcastle / Southern Highlands)	102	139	21	162	428	852
Vic (Melbourne / Geelong)	33	37	12	29	117	228
WA (Perth)	56	54	0	114	103	327
TOTAL	261	310	33	347	837	1788

Table 2: Breakdown of current stores listed with AAL by store type

The figures in the table below (Table 3) show the number of stores that AAL have identified as part of this program and are either servicing or intending to service. It should be noted that:

- Aldi figures are low as it has been difficult to engage with the company
- When the Melbourne and surrounds store lists are updated it is expected that the overall percentages of stores engaged will be increased in all sectors.

It is expected that the stores that are identified by AAL as part of this program collectively represent the majority of volume of avocados sold through retail channels, as they are based in the major cities (high population areas). It is however not possible to provide data to support this assumption.

The figures do highlight the need to also use other approaches to capture those stores outside the city areas, including:

- Through secondary wholesalers and central market buyers to independent chains and independents in regional areas
- Through internal training mechanisms in the major supermarkets.

With this approach it should be possible to at least capture 90% of supermarkets and independents.

	Coles	WW	Aldi	Ind. S/mkts	Ind. retailers	Total
Total stores in Australia	762	872	340	1400*	2682	6,056
Total stores identified by AAL as part of this project	261	310	33	347	837	1,788
Percentage of AAL identified stores of total	34%	36%	10%	25%	31%	30%

Table 3: Breakdown of number and percentage of stores engaged through this project

* - Approximation based on IGA store numbers

Observations from contractor's training meeting (August 2014)

The reviewer attended a training afternoon for contractors that work on this project. All four primary contractors were in attendance. Backup training contracts were not in attendance.

Observations from the training session were:

- Contractors each have a 'set process' in how they deal with retailers - overall and at face value it appears to achieve a similar outcome.
- All contractors recognise that it is important to modify their approach based on who they are talking to in the shop.
- Contractors also noted that it is more difficult to deal with staff in the afternoons, therefore most try to deal with the supermarkets in the morning.
- There were specific requirements about how they deal with the supermarkets, in particular Coles, and these were discussed and experiences shared.
- There were questions raised about the point-of-sale (POS) material that the industry is using and the need to ensure that it fits new store format requirements e.g. all Jamie Oliver and mushroom industry POS is in 'pocket' size format for displays.

- It was a consensus of the group that one visit to the good independents every 2 years would be sufficient, unless there is new material to give out. Ideally it would be better to do more stores and less frequently than is currently the case.
- It was suggested at the beginning of the Shepard season, that retailers could be sent a postcard to highlight that greenskins are in the market for the following 3 – 4 months and information about handling and marketing them.

Recommendation 2:

- *Ensure that POS material sizing is appropriate for range of stores.*

Related Actions:

- *Highlight with HIA the need to address POS material sizing to ensure as many stores as possible are able to use the material.*

Recommendation 3:

- *Highlight to all retailers the approaching Shepard season and how greenskin perform and need to be managed differently.*

Related Actions:

- *At the beginning of the Shepard season, send a postcard about handling Shepard to all independent retailers and independent chains*
- *Determine in consultation with supermarkets how best to highlight this with supermarket staff.*

Note: a recommendation regarding number of store visits / retailer is provided in later recommendations.

Other related avocado industry training

Horticulture Australia Limited (HAL) / Horticulture Innovation Australia (HIA)

HAL / HIA have a range of consumer education material and POS including:

- 'Fact: Avocados Are Delicate' poster
- 'Your Guide to Loving Your Avocado' booklet
- 'Love that Avocado' recipe booklet.

The retail trainers distribute HAL / HIA consumer education and POS material when it is available.

HAL had also been working on an across industry project 'Retailer In-store Training' which aimed to develop short training videos for Woolworths and Aldi retail staff. See details below.

Unfortunately this project has not proceeded at this time however the initiative should be commended as this cross-commodity top down approach is quite suited to the supermarket sector and can be complementary to the work being undertaken in this program. It also provides a mechanism to engage with supermarkets in regional areas, where it is not cost effective to support the training approach currently adopted through this program.

Retailer In-store training

The objectives of this scoping study were to:

1. Improve in-store understanding and education around how best to handle and display fresh produce in the major grocery retailers in Australia
2. Identify materials that are most useful to individual retailers for in store training
3. Through in-store training materials aimed at store staff, improve the on-shelf quality of fresh produce

Based on discussions that were held with ALDI and Woolworths, a wide reaching national training program across all their stores was desired. Given the large number of employees across Australia, the most appropriate communication method is a DVD - it is relatively

cost-efficient, ensures consistency of message delivery and generates reasonable levels of retention with a store-based audience.

The content of the in-store training materials:

- Explain and show supply chain activities for each product from paddock to plate
- Explain and demonstrate merchandising and in-store fixturing information and standards
- Provide hints and tips around product usage that in-store staff can share with customers.

The DVD will be three minutes in length per product category, with four to six categories per DVD, and a single DVD will be issued to retail stores four times a year. The DVD will include a series of photos or simple footage of the supply chain from planting and growing through to arrival at the distribution centre.

The supply chain stages will vary slightly by product category but will include approximately eight to 12 different pictures.

Both ALDI and Woolworths have agreed to split all costs associated with the DVD 50:50. The DVDs will be delivered for ALDI in the first instance followed by Woolworths. ALDI have requested DVDs for a total of 22 fresh produce categories.

Project AH13026

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Source: HAL Across Industry Report 2013/2014

Recommendation 4:

- *AAL should be more closely engaged with HIA training initiatives to facilitate desired outcomes for the avocado industry and to ensure that training messages are consistent and that key findings from this program are integrated into any across industry projects. Likewise HIA should seek support from this program in developing any supply chain training material through their across industry projects that impact avocados.*

Related Actions:

- *Discuss with HIA future training initiatives that HIA are undertaking that impact the avocado category and determine the best way to collaborate in these activities.*

Central Markets Initiatives

Within the central market system the wholesalers and central market authorities often undertake promotion and marketing activities with their retailers. Some also provide some training activities. A summary of the support /activities that these entities undertake is provided in Appendix 1.

Across the five main central markets there is a mix of support for retailers. It appears that Perth has the most formal process for training, with in-market training sessions, that are well attended. Melbourne Markets claim to support retailers in store with produce handling advice and appear to have a large number of independents involved in business development initiatives. Sydney does not appear to do training, but there is an indication that they have previously developed a CD for retailers. Adelaide and Brisbane Markets provide promotional support, but training appears limited.

There are likely to be opportunities to engage with these services to support the independent retail trade, however opportunities should be considered with caution. Consideration should be given to:

- The consistency and focus of support that various market authorities and wholesaler bodies have provided over time.
- The focus of existing initiatives (most are based on marketing and promotion).
- The requirement for these services offered through central market entities to have a broad focus with the necessity to support all fruit and vegetable categories.
- The existing relationship that these entities have with HIA.

It would however be considered worthwhile to have discussions with the various lead entities in each market to see if there might be an opportunity to collaborate. For example, Avocados Australia may be able to present to one of the in-market training sessions in Perth Markets or Melbourne Market Authority may be able to effectively reach more retailer (claim to have 700 independent retailers on the books) than the existing AAL program can hope to achieve.

Recommendation 5:

- *Determine in conjunction with various lead central market entities, if there is an opportunity to collaborate to achieve greater outcomes for retailing sector.*

Related Actions:

- *AAL to meet and discuss opportunities with each central market entity that is taking the lead on retailer marketing and promotion.*

Review of educational material

The education material provided to the trainers is part of a package they have to disseminate to retailers during their store visits. Each package contains the following items listed in the left hand column. The reviewer's comments are made in relation to each item in the right hand column.

Materials for Retailers

Item	Comment	Comment / Action
Introduction letter 1X	The overall content of this flyer is good however the focus should be on selling the benefits of the program, so some rewording of the content would be beneficial. Restructuring of content would also improve readability	Minor rewording and restructuring of document
'Don't Drop Me' stickers 2X	Good visual aid for staff training	✓
'Listen and Ask' stickers 2X	Good visual aid for staff training	✓
'The Little Green Book' 3X	Quirky and engaging method to impart knowledge	✓
'Keep Calm and Eat Avocados' poster 2X	Quirky and engaging POS	✓
'Colour and Ripeness' chart 2X	Good visual aid for staff and consumers	✓
'Avocado Handling: Retail' chart 2X	Excellent educational content for retail staff	✓
Avocado industry marketing program summary - 'Turning Avocado Enthusiasts into Lovers'	Good summary to provide retailers an overview of promotional activities in which industry is investing in, on behalf of the category.	Needs to be updated for 2015
'AAL Newsflyer' 1X	Content of this flyer is good and should continue to be updated quarterly. The formatting of this flyer could be improved to improve readability.	
'Avocado Quick Reference Q&A'	Good summary of key questions. Could have minor re-write to structure question framework and focus answers.	Minor rewording recommended
Education material order form 1X	Appropriate. Easy to understand and fill out	✓
Retail POS material (when available)	AAL provided copies of material developed by HIA including: 'Fact: Are Avocados Delicate' poster 'Your Guide to Loving Your Avocado' 'Love that Avocado' recipes.	✓
Coles Store Visit Authorisation Letter	Not sighted. Assumed this has been approved by Coles so retain as is.	✓
Ripe and Ready stickers 2X	Good idea to encourage uptake of this practice.	✓
Pens 3X		✓

Table 4: Review of materials for retailers

Materials for trainers

Item	Comment	Comment / Action
Retailer Training Pack Contents' list (as at 30/6/14) and revised copy as at 1/9/14	Appropriate Updated as part of the retailer training day (27 August 2014)	✓
'Survey of Store Practices' survey	Significant amounts of data have been collected to date. The survey has been updated and simplified over the life of the project (versions include: 13/02/12 and 10/04/14). The survey was amended (interim measure) as a result of the retailer training day (27 August 2014) (version 1/09/14). Following this review it is recommended that the survey be updated and further simplified.	Recommended to be updated / simplified
'Avocado Quick Reference Q&A'	As in table above: Good summary of key questions. Could have minor re-write to structure question framework and focus answers.	Minor re-write recommended
Draft retailer manual – currently in draft format	Excellent reference material for retailers, DC staff, and primary / secondary wholesalers and possibly, consumers. This publication would benefit from restructuring and layout of the content. Contractors commented as the training forum (Aug 2014) that the manual was good but needed to be simplified with pictures and the detail provided at the back of the publication. It is also recommended that this publication might be better presented in an A5 format. This should be done in conjunction with re-write of the 'Avocado Quick Reference Q&A'.	Restructuring of content and layout recommended. Consider publishing in A5 size

Table 5: Review of materials for trainers

Overall the material being delivered is appropriate for retailers. As noted above some minor re-wording and restructuring of documents would be beneficial.

The retailer manual is an excellent reference and has broader application than just retailers. The content of this publication would also have application for supermarket distribution centre staff, and primary and secondary wholesaler staff. It is recommended that the content and layout of the document is restructured to improve readability and to accommodate the needs of the various target audiences also possibly including consumers.

Other support material for consideration:

- An information sheet that could be included in the training package which focusses on category performance at store level considering scenarios where sales are increased and waste is reduced due to good handling and merchandising practices. Some assumptions would need to be made to complete this however it should be possible to demonstrate benefits (profit increase) that retailers could realise with a different approach. This approach may facilitate better adoption of improved store practices.
- Development of POS material to support segregation of fruit by ripeness, rather than use of stickers. An example of this is the material that Californian Avocado Commission have developed for their retailers – see below.



Figure 2: Photo from California Avocado Commission retail support material (source: California Avocado Commission website www.californiaavocado.com)

Recommendation 6:

- *Minor restructuring, re-wording and /or re-sizing of the following documents, as outlined above, to improve engagement and readability:*
 - *Introduction letter*
 - *Avocado Quick Reference Q&A*
 - *Retailer Manual*
 - *Newsflyer*
- *Update Avocado industry marketing program summary for 2015 and continue to update Newsflyer quarterly*
- *For independent retailers, develop information sheet around category performance-based on best practice product handling.*

Related Actions: As above

As stated earlier it is recommended that the program engages with a broader cross section of supply chain participants. The following table, based on the experience of the reviewer, indicates which resources would be of value to different roles in the supply chain.

Supply chain partner / Resource	Don't Drop Me' stickers	Listen and Ask' stickers	The Little Green Book'	Keep Calm and Eat Avocados' poster	Colour and Ripeness' chart	Avocado Handling: Retail' chart	Avocado industry marketing program summary	'AAL Newflyer'	Avocado Quick Reference Q&A'	Retailer manual	Retail POS material (available)
Wholesaler (quality staff)	✓	✓	✓		✓	✓		✓	✓	✓	
Wholesaler (sales staff)			✓	✓	✓	✓	✓	✓	✓	✓	
Central market buyer			✓		✓	✓	✓	✓	✓	✓	
Secondary wholesalers / regional retailers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Independent retail store staff	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓A	✓
Retail store owner	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓A	✓
Supermarket DC quality staff					✓	✓	✓	✓		✓	
Supermarket retail staff	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	B

Table 6: Review of materials for other supply chain partners

A: Should also consider how retailer might use this publication to engage with consumers

B: Due to store policy across all majors it is unlikely that supermarket retail staff will be able to utilise POS material. Engagement with supermarkets in regard to POS needs to be undertaken at a higher level and should be undertaken with HIA.

Other tools that might assist

The assessment of data shows that there is little uptake of identifying ripe-for-tonight fruit.

There is evidence from US studies that if managed well this merchandising approach can assist in lifting sales.

The Californian Avocado Commission (CAC) cites in their retail support material that 'Ripe avocados outsell unripe avocados as much as 2 to 1' (source: CAC backroom poster www.californiaavocado.com)

The CAC also completed a best practice research study in 2002 that looked at sales performance of stickered and unstickered fruit in two different retailers. The findings are as follows:

- Avocados with 'Ripe' stickers generated an average of 13% greater volume sales than non-stickered
- With advertised promotion, sales of 'Ripe' stickered fruit increased by as much as 44%
- During July 4th holiday 'Ripe' stickered fruit outperformed non-stickered fruit by over 16%

- During a time of no-event, no-holiday, no advertising, no promotion, stickered avocados outperformed non-stickered fruit by as much as 28.46% and never less than 16.39% the performance of sales showed.¹

It is recommended that the trainers are provided with images of shops where this technique is being used, so others can see what it might look like -whether it is stickering of fruit or separated displays. It would also be good if there was an accompanying attributed statement about why the particular retailer has adopted this approach and the results they are achieving. These images might be in hard copy or presented on an iPad.

The trainers also expressed an interest in having access to sections of the avocado handling video to show to retailers on their iPads.

Additionally, from a research perspective, it would also be interesting to know if there was a correlation between a well-managed 'ripe-for-tonight' program and improved fruit quality as a result of reduced bruising due to less handling at retail. Further investigation of this area may be of value to the program.

Recommendation 7:

- *Provide additional tools such as photographs of stores that are doing a good job at merchandising fruit, to assist with the training process*
- *Identify any other media based tools the trainers believe would be of benefit and could use in educating retailers.*

Action: *as appropriate, as per recommendation.*

Beyond the existing training material and this project

The existing material that Avocados Australia is well targeted, however when dealing with retailers it is important to remember that avocados is only one many fruit & vegetable categories that staff must manage effectively.

Long serving retail staff are familiar with the requirements of each category from a management perspective but new staff need something that is convenient and simple to reference and covers a range of produce. For this reason it is recommended that Avocados Australia seeks to work with the other major fruit and vegetable category groups, e.g. bananas, citrus, leafy veg, potatoes, tomatoes, melon, apples, pears etc., to develop a 'pocket sized' ready reference guide on produce availability, handling and defects that could be distributed to all retail staff. The banana industry apparently already has a booklet that shows the changing colours / ripeness of bananas, which has been well received by retail staff.

Such a publication should have concise, engaging messages and modifications could be incorporated for a different look and feel for the independents, Coles, Woolworths etc. as required. This would obviously have benefits for multiple commodities. Although not a cheap exercise the initiative could be funded through various means including levy funds (R&D and marketing), sales of advertising or sponsorship (central market entities, wholesalers, secondary wholesalers, and/ or supermarkets). It is expected that approximately 25,000 copies would be required in the first run to cover all relevant supply chain persons.

¹ <http://www.californiaavocado.com/assets/Uploads/Retailers/AvocadoRipeStickerStudySummary.pdf>

Consideration could also be given to developing a smart phone application with similar but richer information to the 'pocket book', however this would need to be costed and further assessment would need to be undertaken to see if such an application would be used and if the benefit would outweigh the cost of development and maintenance.

Recommendation 8: (beyond this project)

- *Avocados Australia (or HIA) should seek to work with the other major fruit and vegetable category groups, e.g. bananas, citrus, leafy veg, potatoes, tomatoes, melon, apples, pears etc., to develop a 'pocket sized' ready reference guide on produce availability, handling and defects that could be distributed to all retail staff.*

Recommendation 9: (beyond this project)

- *Consider developing a smart phone application with similar but richer information to the 'pocket book', if market assessment and benefit cost is positive.*

Assessment of store visits – project costs and time

Time and costs per store visit

The following assessment is based on invoicing data from 2013/14.

Note the following comments in relation to the assessment:

- Not all invoices or time charged may be included. For example costs associated with training and teleconferences have been removed from the data below.
- A breakout of NSW training costs has been undertaken to gain an understanding of the cost to service regional areas (Newcastle and Highlands).
- In Victoria the assessment is only made on the current contractor's work.

	Time (hrs)	Hours cost - time (\$)	Costs - out of region (\$)	Cost - travel (\$)	Cost - total (\$)	Store visits	Hours per store (hr)	Cost (time) per store (\$)	Cost (total) per store (\$)
QLD	123	4193	N/A	587	4780	147	0.8	28.52	32.51
VIC	59	2178	N/A	325	2503	43	1.4	50.65	58.21
WA	366	12899	N/A	1890	14789	288	1.3	44.79	51.35
NSW (A)*	884	31340	478	3586	35404	746	1.2	42.01	47.46
NSW (NR)*	820	29080	N/A	3128	32208	706	1.2	41.19	45.62
NSW (RVO)*	64	2260	478	458	3196	40	1.6	56.5	80

Table 7: Assessment of costs and time to service stores by State

* - A: All NSW visits are included in analysis NR: No regional visits are included in analysis, only Sydney city visits

RVO: Only regional visits (no Sydney city visits) are included in analysis

As can be seen from the above analysis the cost per store varies significantly as does the time per store. It is noted that there are a number of variables that can impact on the time and therefore cost per store, such as:

- The distance the contractor lives from the stores that are being targeted, especially for regional trips e.g. Newcastle
- Traffic congestion, and
- If the trainer is doing other activities related other avocado quality projects.

However as a rule of thumb, trainers should be aiming to complete 8 -10 store visits per 8 hour day. This will help contain costs for NSW, VIC and WA markets.

Additionally where regional visits are a substantial drive from where the contractor lives, these should be done after all stores in nearer proximity have been visited. For example, stores in Western Sydney should be visited before stores in Newcastle as this is a more effective use of time (and therefore assist in containing costs per store visit).

If the budget permits, consideration should be given to undertaking some in-market training in South Australia. It is estimated that there would be approximately 200 supermarket and independent stores in Adelaide and surrounds. If an existing primary contractor was able to visit for a week at a time, approximately 50 stores could be visited in a week. If this exercise was undertaken twice a year, it would take two years to complete a cycle of visits. AAL should also attempt to identify secondary wholesalers in the Adelaide market to assist in distributing educational material to regional independent retailers in South Australia.

As discussed earlier, regional independents which cannot be efficiently serviced through this program, can potentially be served by secondary wholesalers. By utilising this channel to distribute educational material some gaps in distribution can be addressed. As per recommendation 1, AAL needs to determine how to best engage with secondary wholesalers servicing regional areas. In addition to this AAL may be able to work with key wholesalers in each of the central markets to identify retailers that visit from regional areas and forward on educational material to these businesses.

The reviewer attempted to identify route-mapping software that would assist trainers and be suitable for this program. Unfortunately no suitable applications were found. Most applications were targeted to companies with large vehicle fleets and were therefore sophisticated and expensive. Cheaper applications which may have been suitable only had mapping layers for the US and not Australia.

Based on the number of hours that trainers are on average contributing to this program (see following page) and 44 working weeks per year, an estimate of store visits that can be achieved can be calculated.

State	Hours per week	Weeks work per year	Estimated number of store visits per year achievable (based on 8 visits per 8 hour day)
QLD	5 - 8	44	220 – 352
NSW	20	44	880
Vic	8	44	352
WA	14 – 20?	44	616 - 880
Total All States	47 - 56	44	2,068 – 2,464

Table 8: Assessment of possible store visits per year based on 8 stores per 8 hour day

Recommendation 10:

- *A KPI for number of store visits per hours worked should be included in the trainers contract. The aim should be for a minimum of 8 store visits per 8 hour period. If there is lengthy travel involved this may be reduced.*
- *Undertake in-market training in Adelaide and surrounds (one week every six months)*

Related Actions:

- *Review contract with trainers*
- *Organise one of the primary contractors to visit Adelaide retailers*

Invoicing

To assist with on-going monitoring of the above KPI, trainers should be required to complete a simple activity statement when invoicing AAL for work. This activity statement should show the day worked, hours worked in that day, and number of stores visited.

Recommendation 11:

- *Improve reporting with invoicing to collect and monitor information related to trainer activity*

Related Actions:

- *Develop activity statement format and invoicing procedure with contractors.*

Assessment of store visits – process

In-store training with retailers

Although in-field assessment was not carried out as part of this review, the feedback from trainers as part of the training workshop (August 2014) indicate that their approach to training is appropriate. They appear to understand the task, know the material to present and are able to read the demeanour of the retailer at the time of the visit and manage the engagement appropriately.

There were some comments in the survey of fruit and vegetable retailers being abrupt. Some of this appears to be because they thought they would have to pay for the service, others were likely busy and it is also likely that others may believe that it is a waste of time because they have a very good knowledge of avocado handling or for more junior staff it might be because they have no interest.

One of the earlier recommendations is to restructure and focus written material so that it is more engaging for the retailer - this may assist in overcoming some of the barriers.

Data Collection

Currently the trainers complete a paper-based store survey, whilst in store. Although other options are available, such as using an internet enabled iPad to directly enter into the database, it is suggested that at this point in the project that paper based entry is the most appropriate. This assessment is based on the cost of customised software development (development and maintenance) to support internet enabled iPads in the field. If the project is to progress to another 3 year phase this assessment might be revisited.

Capturing data in spreadsheets

In regard to the data capture process, the survey that has been developed leaves room for data to be recorded in slightly different formats, hence making recording in spreadsheets and the subsequent analysis difficult (and timely). Also because of the number of questions that the trainers are required to complete there are often questions that go unanswered. A review of the survey (see Analysis of Store Retail Practices Survey Form, page 73) recommends that the survey is simplified, the number of questions reduced (more targeted), answers more prescriptive, and that trainers encouraged to try to complete all questions.

Engagement at store level

From assessing the surveys it appears that in the majority of visits a suitable person is being contacted at store level, i.e. either the store owner (independent), store manager (independents), second in charge (independents), produce manager (supermarkets). Given that it would be impossible to make appointments with these people the level of engagement seems very good.

As mentioned earlier, there are other levels of the supply chain that should also be targeted through this program. In the case of supermarkets there are some additional measures that could be taken:

- It would also be worthwhile trying to identify produce area managers with the major supermarkets (managers that oversee produce sections across multiple stores) and determine how to engage with these people.
- Achieve greater engagement at a national level with supermarkets to drive training from the top and leverage their investment in staff training in the produce area. As described earlier HIA is also

working in this space and as recommended there needs to be greater collaboration between AAL and HIA to ensure improved quality outcomes in the supermarket sector.

Assessment of the overall training experience and trainer performance

It is noted that there is no formal process in place for AAL to get direct feedback from retailers about the training initiative, education materials and the performance of the trainers. To address this the trainer should give a small feedback card to the retailer at the completion of each engagement.

The card should thank the retailer for participating, explain that as part of wanting to provide the most relevant service to its supply chain partners, AAL may be in contact to get feedback on the training experience. The card should also have a place for the trainer to complete their details and date / time of visit. AAL's contact details should also be included, in case the retailer wants to proactively provide feedback directly to AAL.

Recommendation 12:

- *As part of a formal evaluation process, provide a small feedback card for trainers to provide to retailers*

Related Actions:

- *Develop feedback card and provide to trainers for distribution to the retailers*
- *AAL to randomly follow up on retailers across the four states (suggest 16 calls per month i.e. 1 call per city per week) and follow up on any issues that require actioning*

Training trainers and resourcing allocation

It is recommended to hold a workshop for trainers twice per year, in conjunction with other project requirements (e.g. avocado quality assessment work).

It is also important that AAL retains backup trainers to support the primary contractors and these backup trainers should be involved with training workshops at least once per year so their knowledge of both the program and product remains current.

Consideration should also be given utilising these backup trainers more, especially in markets where:

- The primary contractors are consistently doing less than 20 hours per week, the budget permits additional servicing and there is demand for greater store visitations e.g. Melbourne and possibly Sydney
- And especially, if the trainer is located in a geographically different area of the city e.g. Eastern Melbourne vs Geelong. This would assist in reducing the average cost per store visit.

This would also assist in engaging these backup trainers in the program.

If the backup trainers are not able to commit on a regular basis consideration should be given to employing other part-time trainers in markets where there is a demand, keeping in mind that they should ideally be located in a different geographic area to the current primary contractors in an aim to improve the cost effectiveness of the program.

The Program Manager (Nathan) should aim to spend 1 - 2 days per year with each trainer in the field, to gain greater understanding of retail issues, the training environment in which trainer work and identify other improvements and innovations that could be made to the program. As part of this process the Program Manager should also look to moderate the training process so there is a level of consistency in

the processes and survey responses recorded, in particular the overall rating of the store. See note in analysis of NSW retailers which highlights that the survey is likely not being administered consistently across different cities (page 70-71).

Recommendation 13:

- *Hold trainer workshops twice per year*
- *Include backup trainers in trainer workshops at least annually*
- *Consider using backup trainers more regularly to meet demand for store visitations. If this is not possible consider employing additional part-time trainers.*
- *Program Manager to increase engagement with trainers in the field*

Action: as appropriate, as per recommendation.

DRAFT

Store Survey Assessments – National and States

The following sections provide the assessments of the store survey data collected at a national and state level.

The national data is a combination of Queensland, New South Wales, Victorian and Western Australian data.

The assessment looks at:

- Store visits per year
- Total visits to individual stores
- Changes in store rating from first visit to last visit
- Movement of store ratings by store type
- Whether damaged fruit is discarded or kept
- Whether damaged or rotten fruit is visible in the display
- How many layers deep fruit is stacked
- If ripe fruit displayed at the top or front of the display
- If the ripest fruit are identified for the consumer, and
- If ripeness charts are being used.

Following the assessment of the aggregated national data, the above assessment is undertaken for each of the states, as follows:

- Queensland
- New South Wales
- Western Australia
- Victoria.

An overview assessment is then provided at the end of this section

Store Survey Assessments – National

Store visits

Year	Unique stores visited in financial year	Total store visits in financial year
2011/12	621	1166
2012/13	736	1353
2013/14	726	1300
Total		3819

Table 9: Unique and total store visits by financial year NATIONAL

Number of occasions store has been visited	Number of stores	Number of occasions store has been visited	Number of stores
1	211	6	32
2	247	7	16
3	159	8	12
4	144	9	103
5	79	10	34
Total			1037

Table 10: Number of occasions individual stores have been visited from 2011/12 to 2013/14 NATIONAL i.e. 211 stores have been visited on one occasion, 12 stores have been visited on 8 occasions.

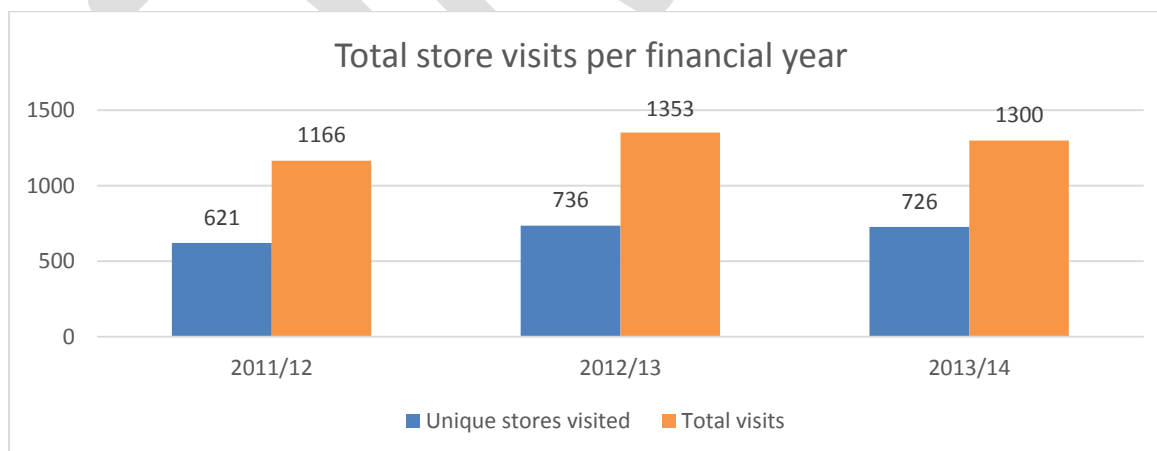


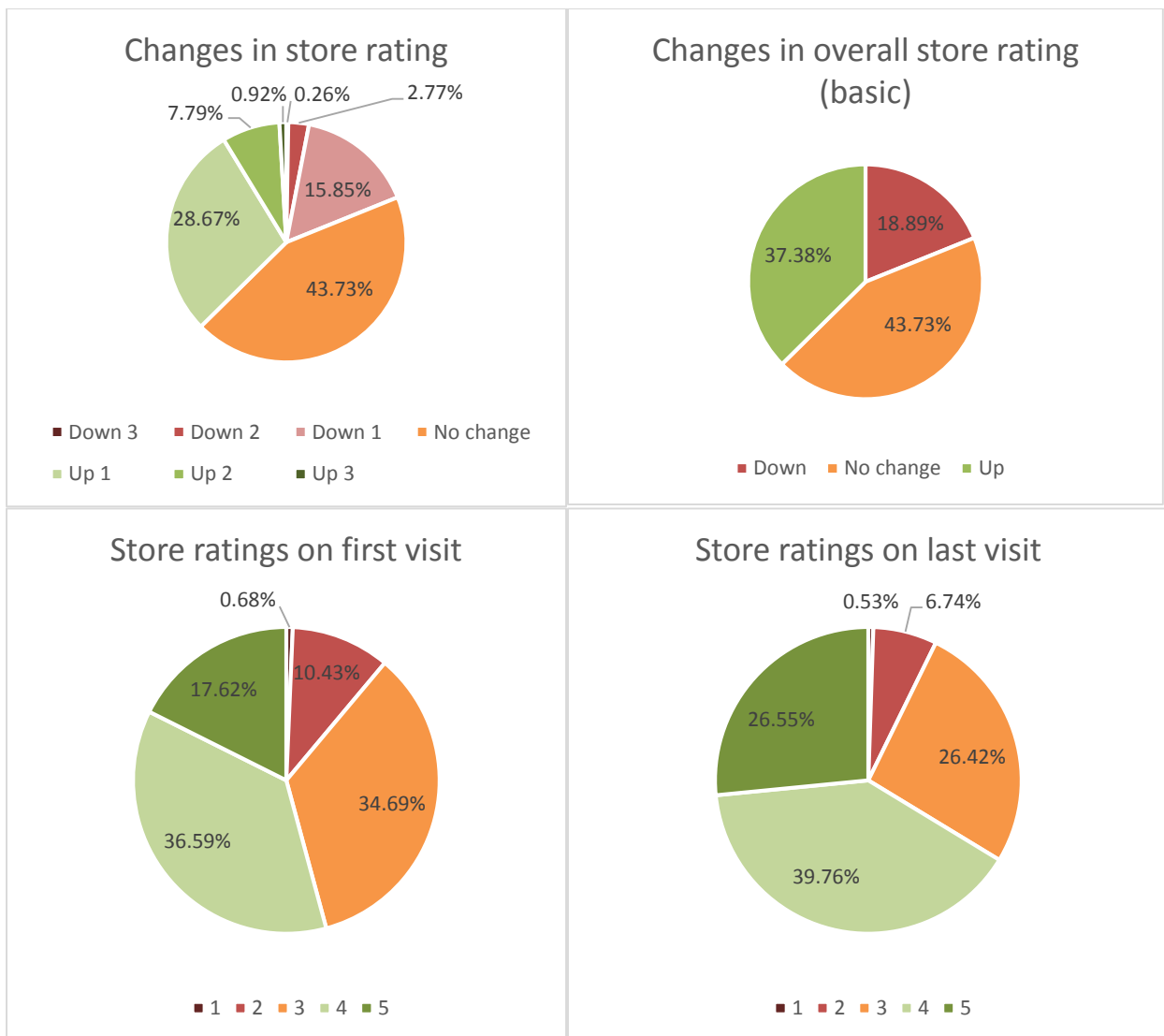
Figure 3: Total store visits per financial year NATIONAL

Notes: Does not include data collected during the 2010/11 pilot program in Queensland.

Change in store ratings

Store Rating	Number of stores rated at this level at first visit	Number of stores rated at this level at last visit
1	5	4
2	77	51
3	256	200
4	270	301
5	130	201

Table 11: Change in rating of stores over time based on rating at first and last visit NATIONAL



Figures 4: Change in rating of stores over time based on rating at first and last visit NATIONAL

Notes

- Only stores with at least two recorded ratings were used (757 stores total).

Store ratings by store type

Change in store rating	I	IC	IS	M1	M2	M3
Down	20.07%	20.00%	15.45%	20.16%	15.58%	0.00%
No change	32.78%	51.67%	30.91%	29.46%	31.82%	20.00%
Up	34.45%	23.33%	47.27%	39.53%	40.91%	80.00%
Can't improve	12.71%	5.00%	6.36%	10.85%	11.69%	0.00%

Table 12: Percentage change in store rating by store type over time based on rating at first and last visit NATIONAL

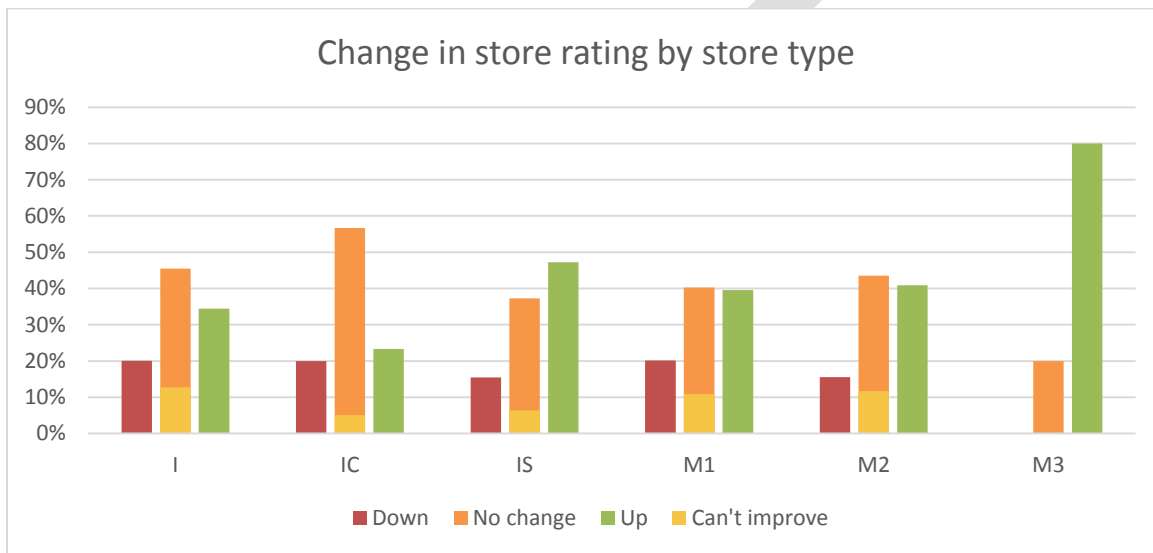


Figure 5: Change in store rating by store type over time based on rating at first and last visit NATIONAL

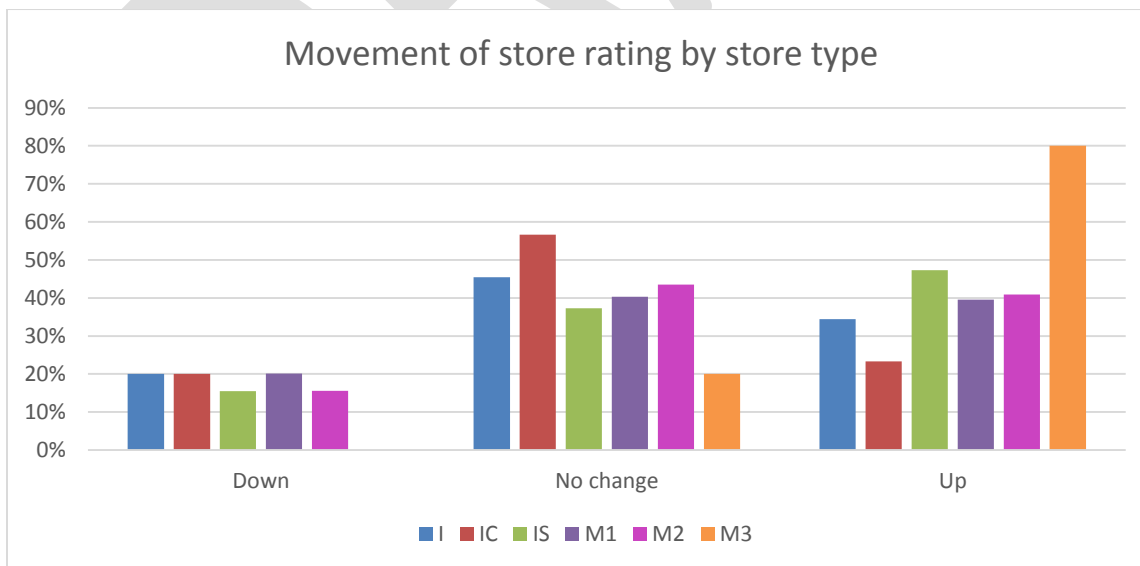


Figure 6: Movement of store rating by store type over time based on rating at first and last visit NATIONAL

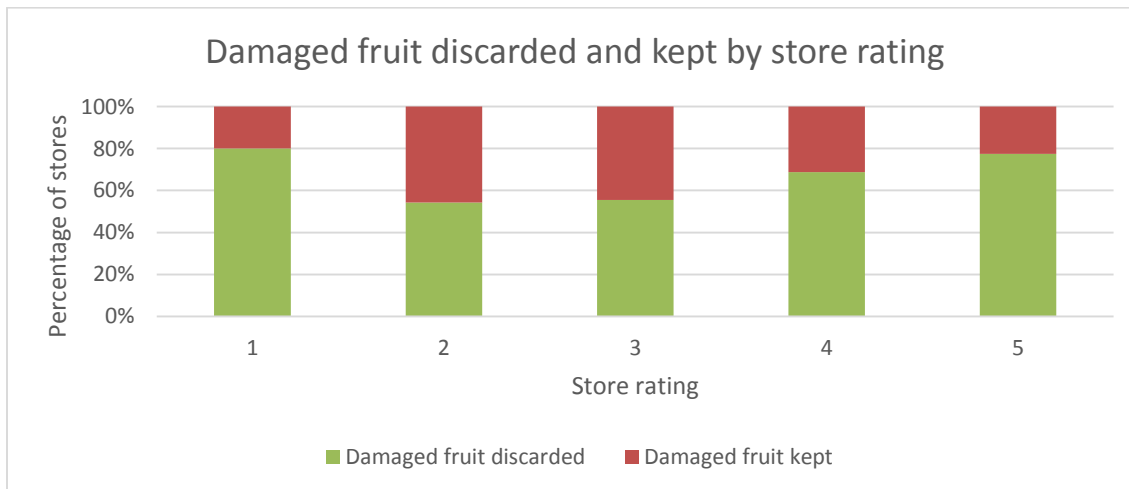
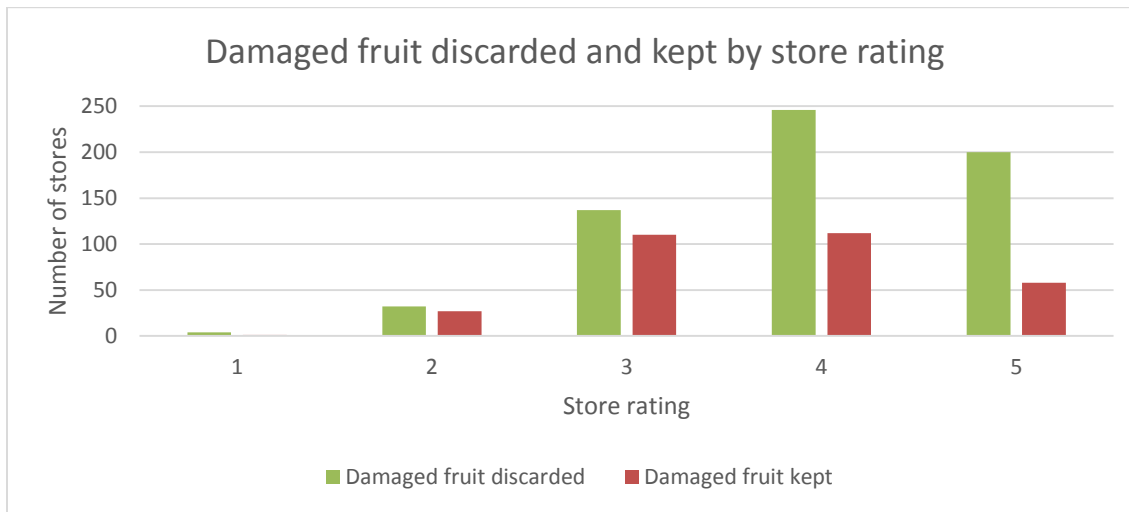
Notes: The **M3** dataset only includes 5 stores of that type as only 5 were given at least two ratings.

Store practices

Are damaged fruit thrown out?

Store Rating	Damaged fruit discarded	Damaged fruit kept
1	4	1
2	32	27
3	137	110
4	246	112
5	200	58

Table 13: Number of stores that discard and keep damaged fruit by rating NATIONAL



Figures 7: Number and percentage of stores where damaged fruit is discarded and kept by store rating NATIONAL

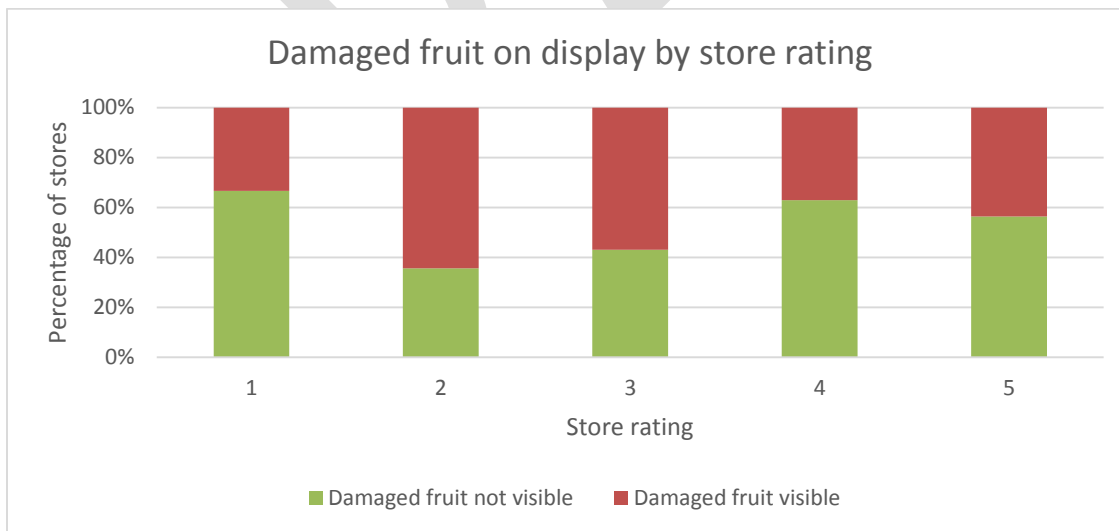
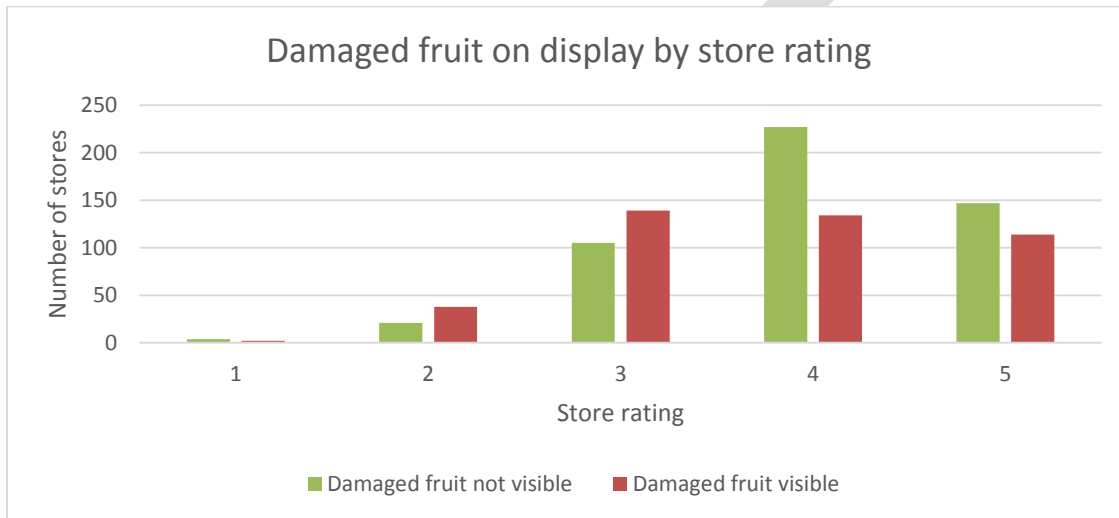
Notes

- Data taken only from stores with valid entries in this field (927 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are damaged/rotten fruit visible in display?

Store Rating	Damaged fruit not visible	Damaged fruit visible
1	4	2
2	21	38
3	105	139
4	227	134
5	147	114

Table 14: Number of stores where damaged fruit is not visible and visible on displays by rating NATIONAL



Figures 8: Number and percentage of stores where damaged fruit is not visible and visible on displays by rating NATIONAL

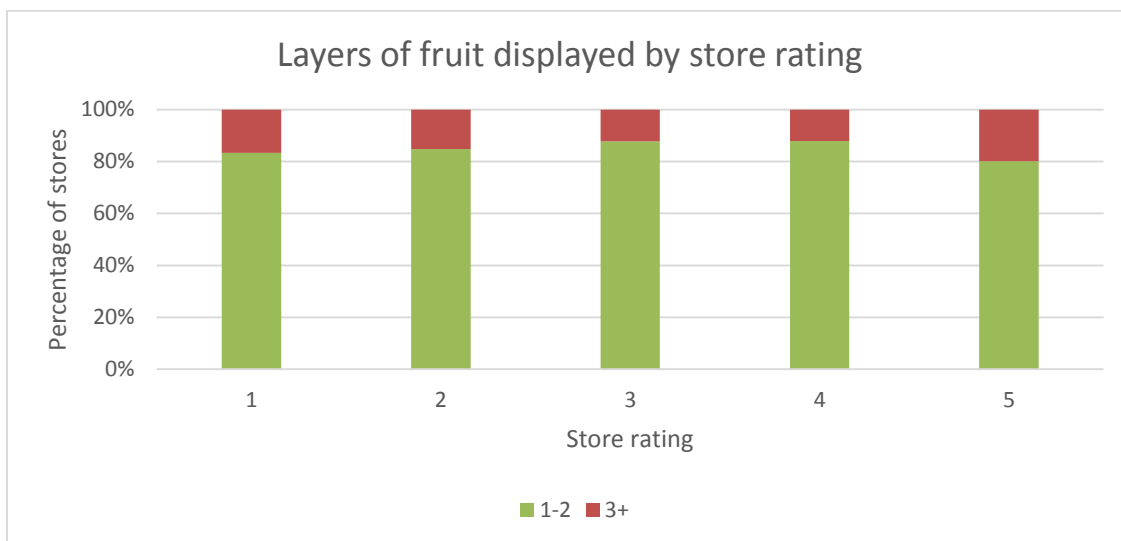
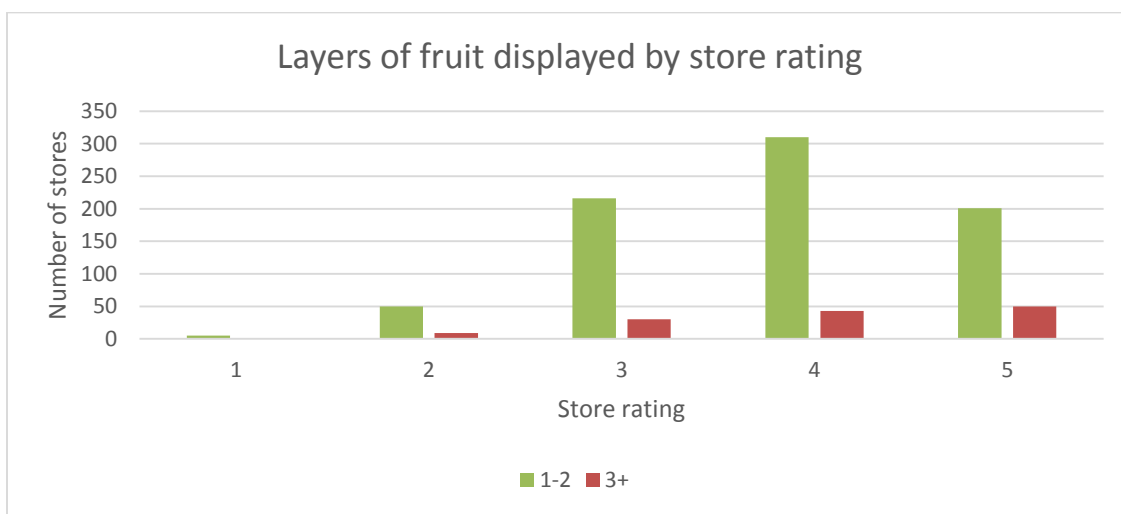
Notes

- Data taken only from stores with valid entries in this field (931 stores total)
- Data is based off each store's last recorded visit where a rating was given.

How are fruit displayed?

Store Rating	1-2 layers deep	3+ layers deep
1	5	1
2	50	9
3	216	30
4	310	43
5	201	50

Table 15: Number of stores that display fruit either 1-2 or 3+ layers deep by rating NATIONAL



Figures 9: Number and percentage of stores that display fruit either 1-2 or 3+ layers deep by rating NATIONAL

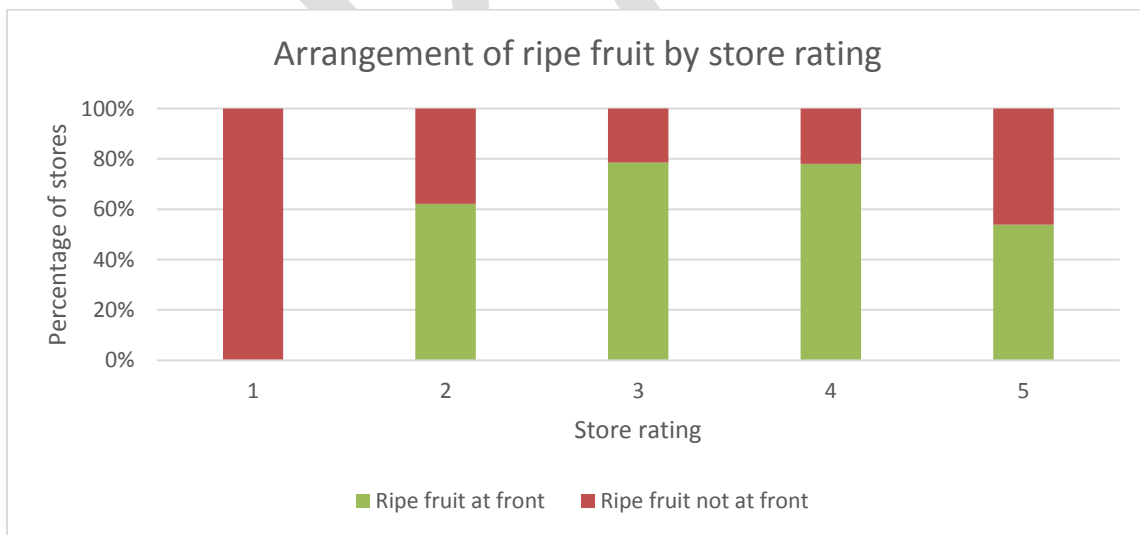
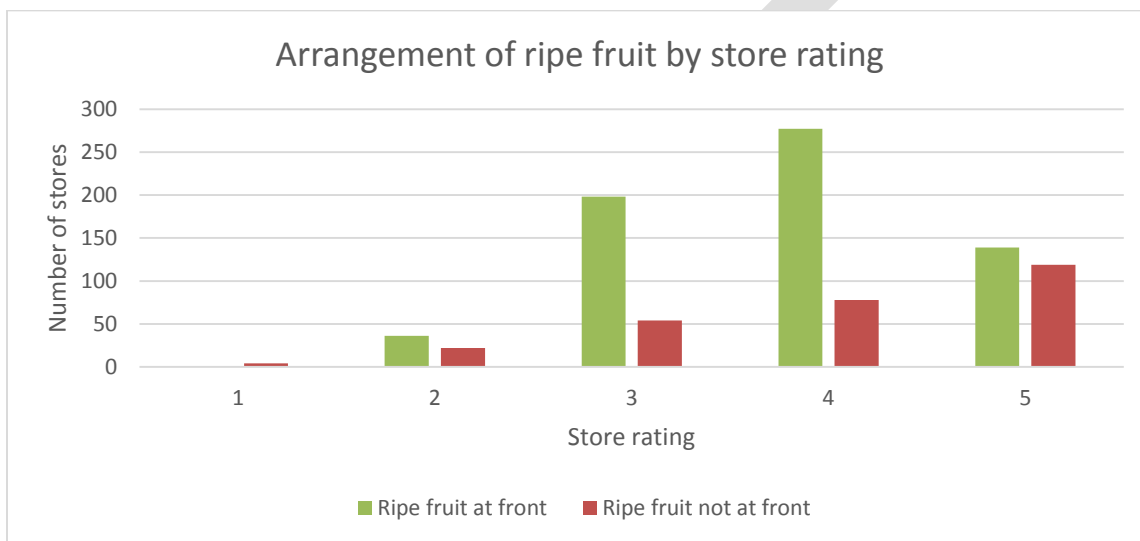
Notes

- Data taken only from stores with valid entries in this field (915 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are ripe fruit displayed at top/front of display?

Store Rating	Ripe fruit at top/ front	Ripe fruit not at top / front
1	0	4
2	36	22
3	198	54
4	277	78
5	139	119

Table 16: Number of stores that do and don't display ripe fruit at front by store rating NATIONAL



Figures 10: Number and percentage of stores that do and don't display ripe fruit at front by store rating NATIONAL

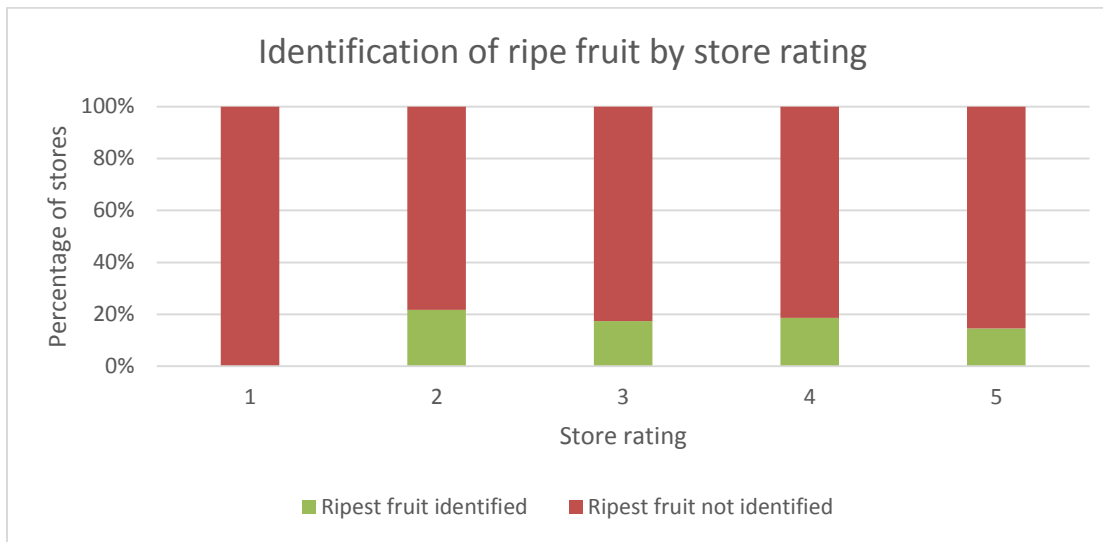
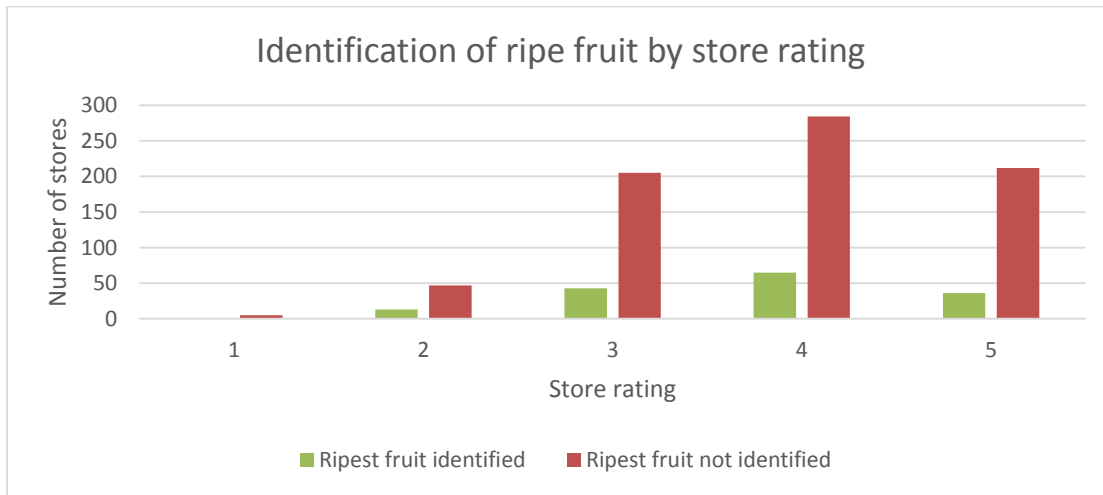
Notes

- Data taken only from stores with valid entries in this field (927 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are the ripest fruit identified?

Store Rating	Ripest fruit identified	Ripest fruit not identified
1	0	5
2	13	47
3	43	205
4	65	284
5	36	212

Table 17: Number of stores that do and don't identify ripe fruit by rating NATIONAL



Figures 11: Number and percentage of stores that do and don't identify ripe fruit by rating NATIONAL

Notes

- Data taken only from stores with valid entries in this field (910 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Ripeness Charts

State	Ripeness chart displayed	Percentage (displayed)	Ripeness chart <u>not</u> displayed	Percentage (<u>not</u> displayed)
QLD	55	29%	132	71%
NSW	86	35%	163	65%
WA	98	41%	141	59%
VIC	79	42%	117	58%
Total	318	37%	553	63%

Table 18 - Number of stores that display ripeness charts NATIONAL

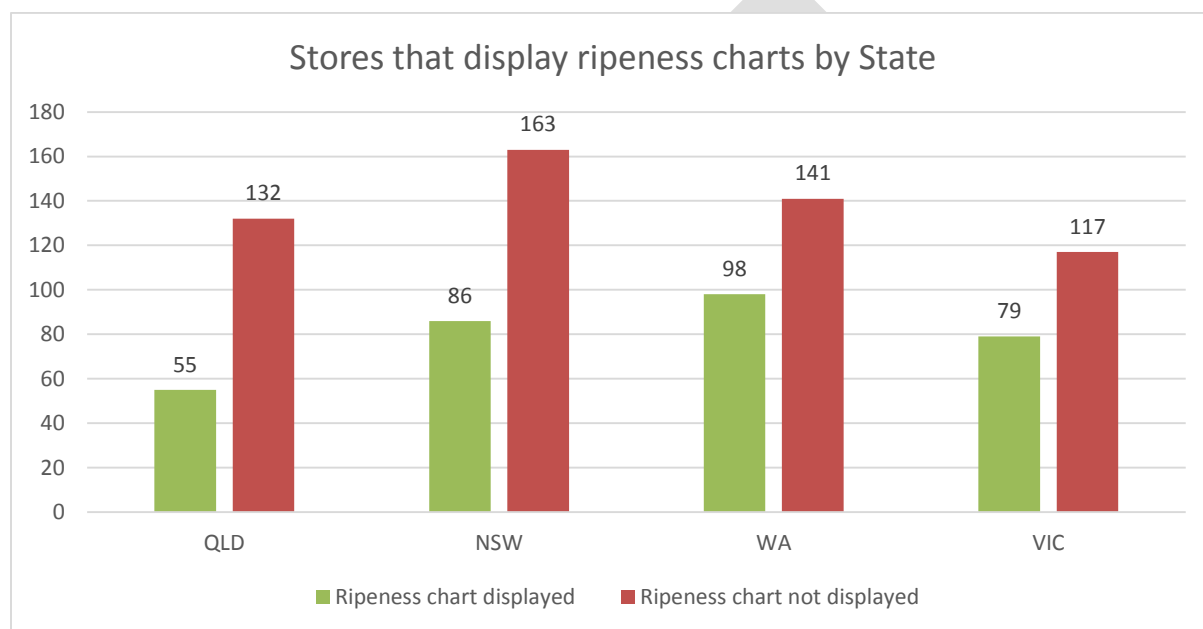


Figure 12: Number of stores that display ripeness chart by State NATIONAL

Notes

- Totals do not represent all stores visited, only stores with ripeness chart data recorded on their last rated visit.

Queensland

Store visits

Year	Unique stores visited in financial year	Total store visits in financial year
2010/11	123	123
2011/12	120	122
2012/13	193	226
2013/14	161	177

Table 19: Unique and total store visits by financial year QLD

Number of occasions store has been visited	Number of stores 2011 /12 – 2013/14	Number of stores 'including pilot'
1	102	89
2	94	85
3	64	66
4	11	38
5	0	8

Table 20: Number of occasions that individual stores have been visited from 2011/12 to 2013/14 QLD
Note: the column showing 'including pilot' stores, includes visits made during the pilot program (2010/2011) for the development of this project, hence the reason for the increased store numbers.



Figure 13: Total store visits per financial year QLD

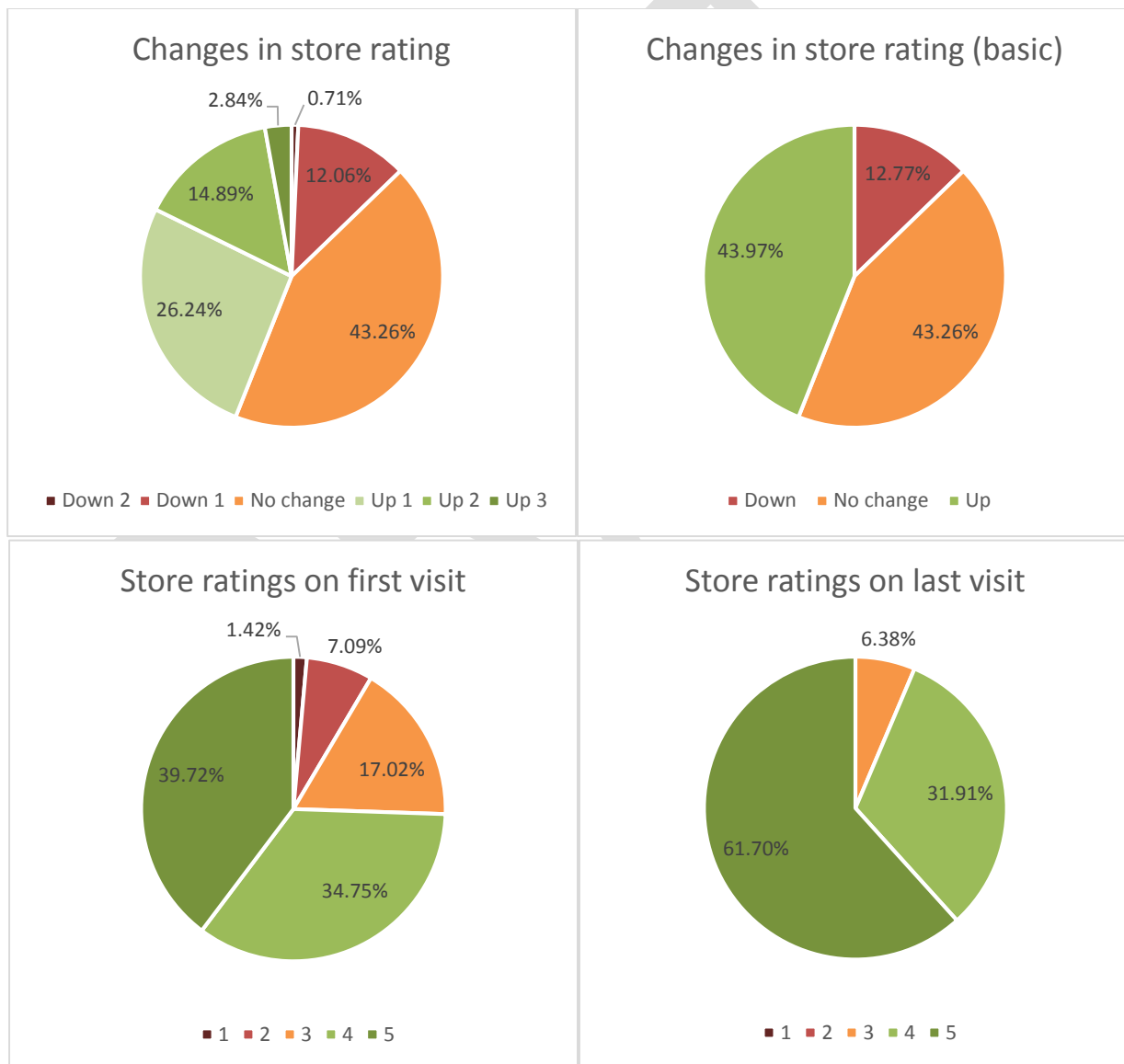
Notes

- 2010/11 dataset contains 34 visits from 2009/10 financial year as part of pilot project
- Store visits in 2011/12 financial year did not start until January 2012
- The first column of **Table 20** does not include data from the pilot program in 2010/11.

Store ratings

Store Rating	Number of stores rated at this level at first visit	Number of stores rated at this level at last visit
1	2	0
2	10	0
3	24	9
4	49	45
5	56	87

Table 21: Change in rating of stores over time based on rating at first and last visit QLD



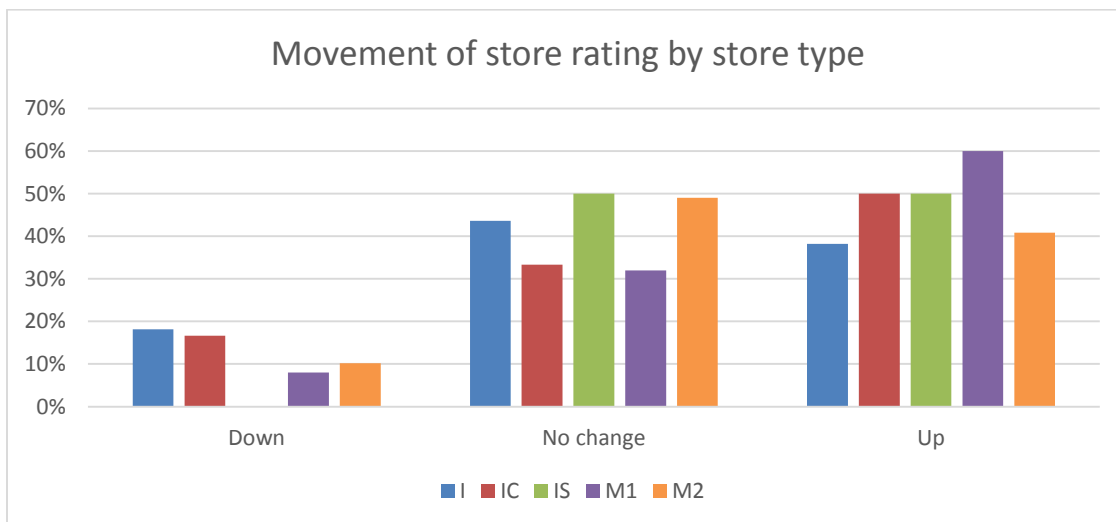
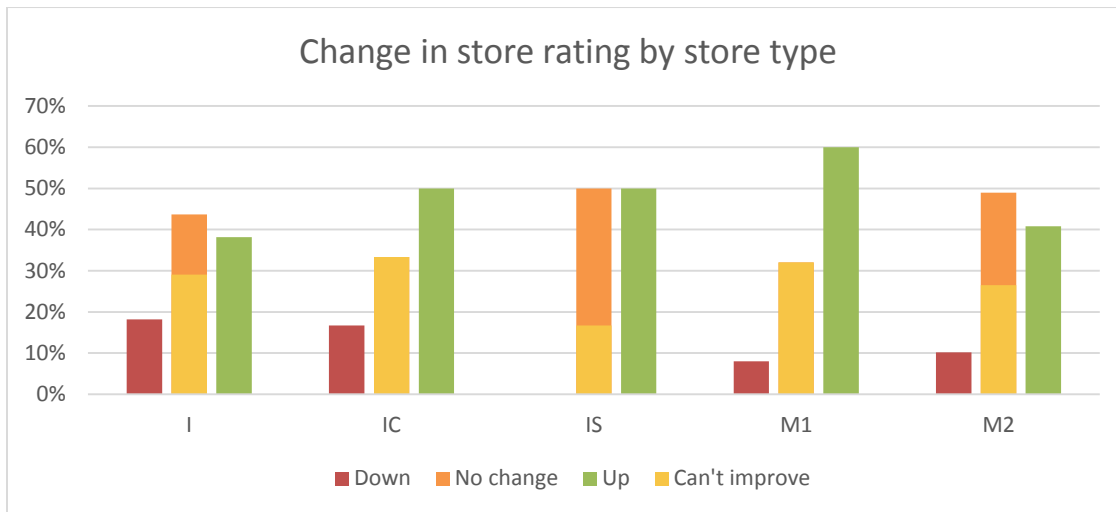
Figures 14: Change in rating of stores over time based on first and last visit QLD

Notes: Only stores with at least two recorded ratings were used (141 stores total).

Store ratings by store type

Change in store rating	I	IC	IS	M1	M2
Down	18.18%	16.67%	0.00%	8.00%	10.20%
No change	14.55%	0.00%	33.33%	0.00%	22.45%
Up	38.18%	50.00%	50.00%	60.00%	40.82%
Can't improve	29.09%	33.33%	16.67%	32.00%	26.53%

Table 22: Percentage change in store rating by store type over time based on first and last visit QLD



Figures 16: Movement of store rating by store type over time based on first and last visit QLD

Notes

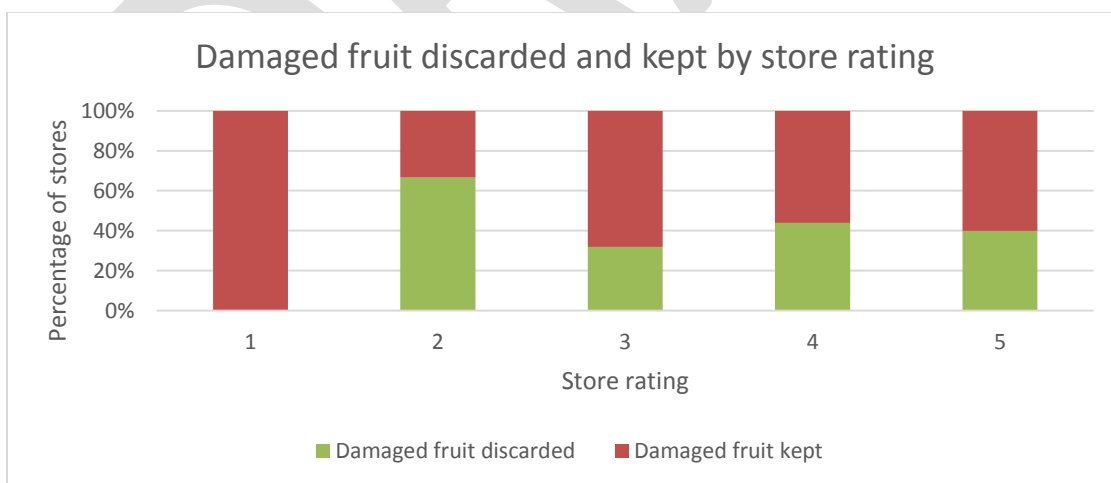
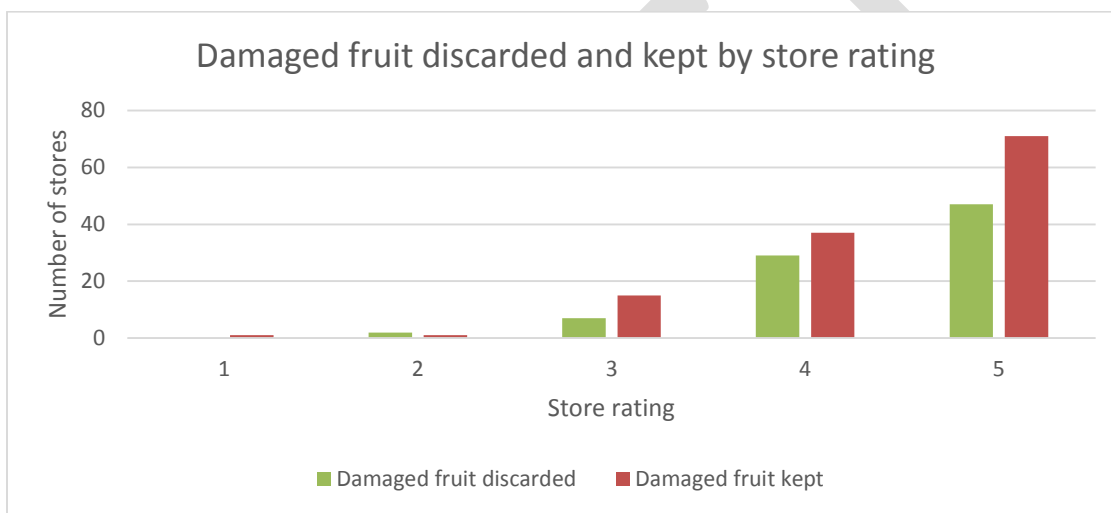
- The “Can’t improve” dataset represents the stores whose rating did not change from first to last visit but stayed constantly at 5, leaving no room for improvement
- There were a total of 40 stores that maintained a rating of 5 between visits.

Store practices

Are damaged fruit thrown out?

Store Rating	Damaged fruit discarded	Damaged fruit kept
1	0	1
2	2	1
3	7	15
4	29	37
5	47	71

Table 23: Number of stores that discard and keep fruit by rating QLD



Figures 17: Number and percentage of stores where fruit is discarded and kept by store rating QLD

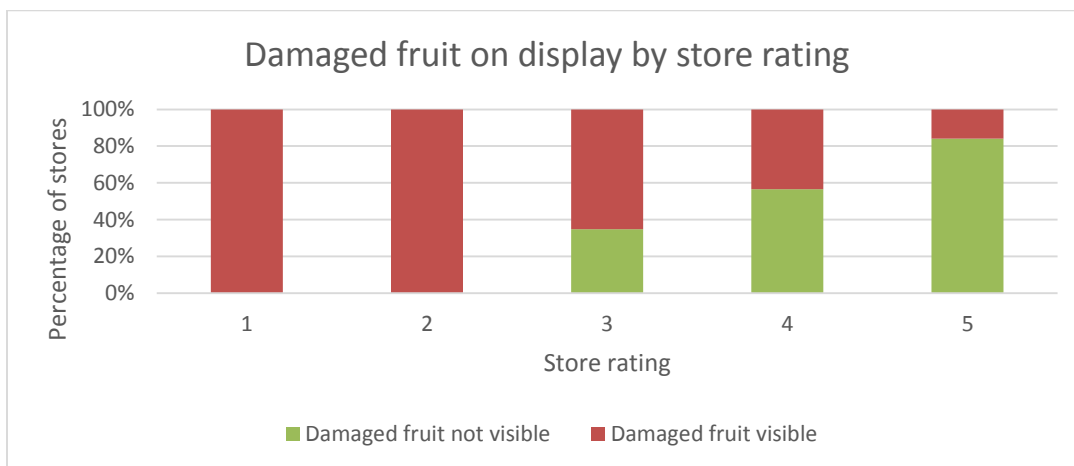
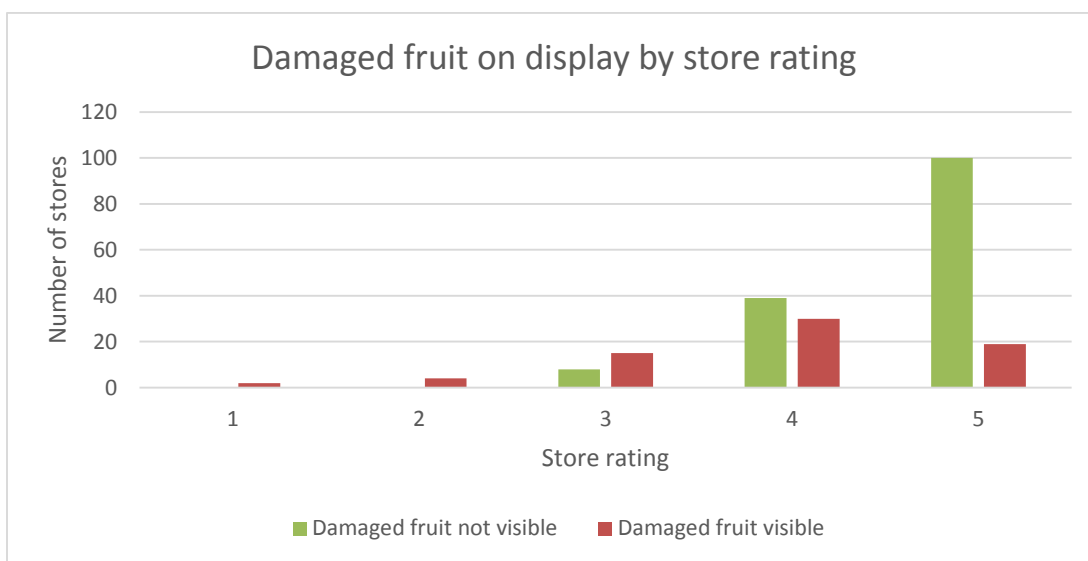
Notes

- Data taken only from stores with valid entries in this field (210 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are damaged/rotten fruit visible in display?

Store Rating	Damaged fruit not visible	Damaged fruit visible
1	0	2
2	0	4
3	8	15
4	39	30
5	100	19

Table 24: Number of stores where damaged fruit is not visible and visible on displays by store rating QLD



Figures 18: Number of stores where damaged fruit is not visible and visible on displays by store rating QLD

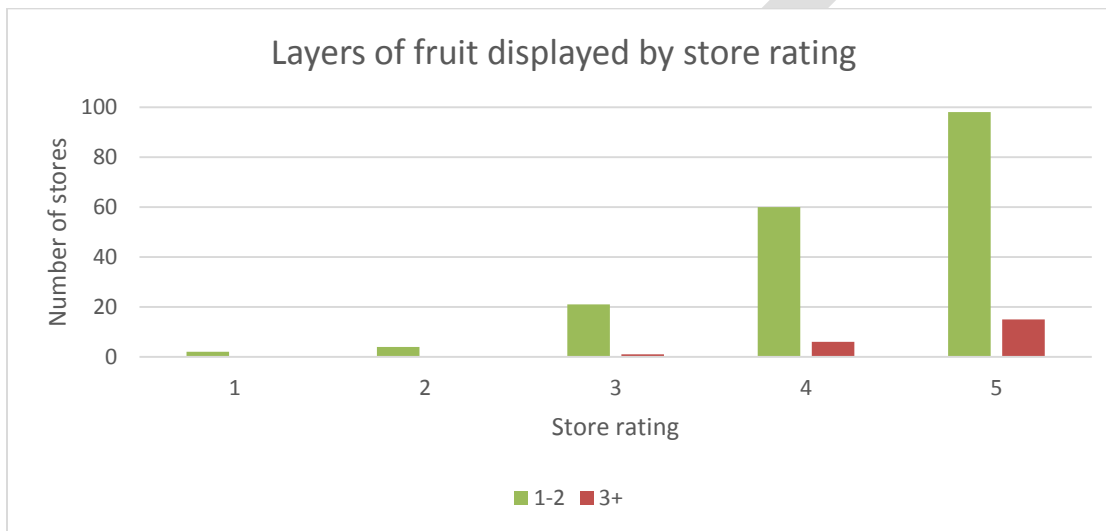
Notes

- Data taken only from stores with valid entries in this field (217 stores total)
- Data is based off each store's last recorded visit where a rating was given.

How are fruit displayed?

Store Rating	1-2 layers deep	3+ layers deep
1	2	0
2	4	0
3	21	1
4	60	6
5	98	15

Table 25: Number of stores that display fruit either 1-2 or 3+ layers deep by store rating QLD



Figures 19: Number and percentage of stores that display fruit either 1-2 or 3+ layers deep by store rating QLD

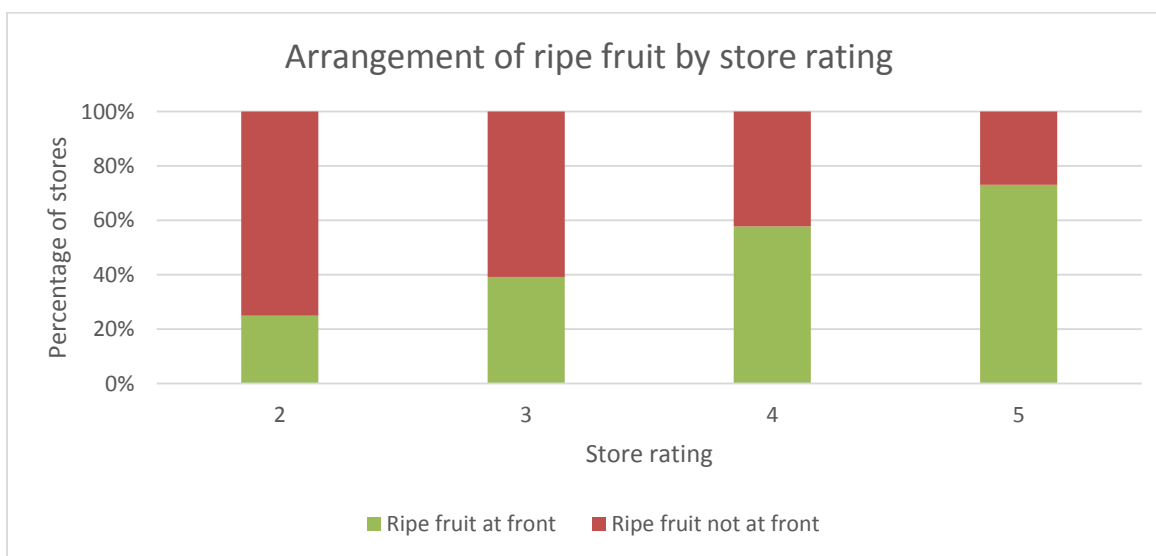
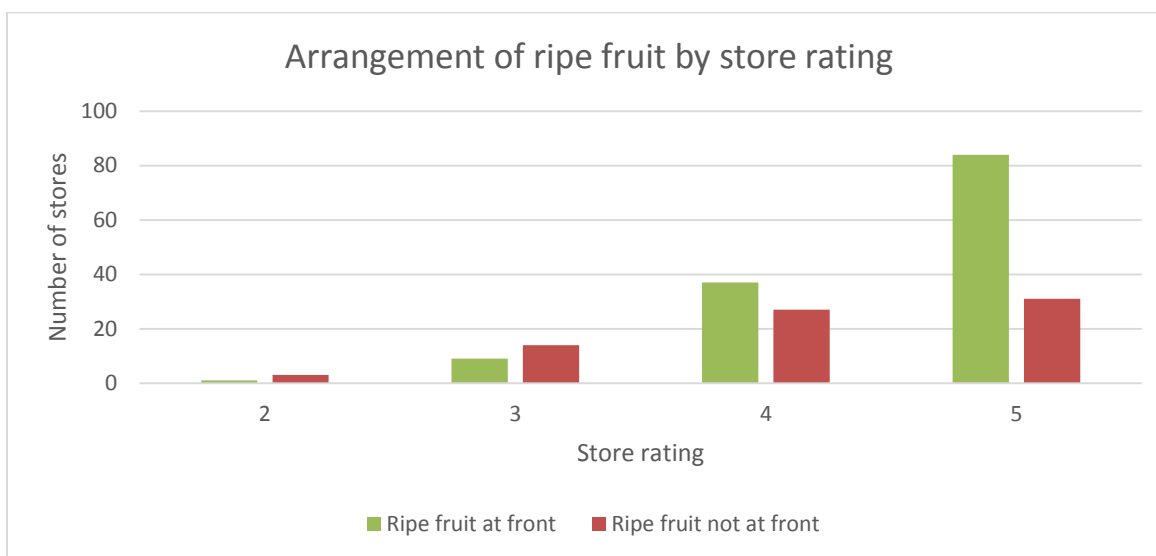
Notes

- Data taken only from stores with valid entries in this field (207 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are ripe fruit displayed at top/front of display?

Store Rating	Ripe fruit at top / front	Ripe fruit not at top / front
1	0	0
2	1	3
3	9	14
4	37	27
5	84	31

Table 26: Number of stores that do and don't display ripe fruit at top / front by store rating QLD



Figures 20: Number and percentage of stores that do and don't display ripe fruit at top / front by store rating QLD

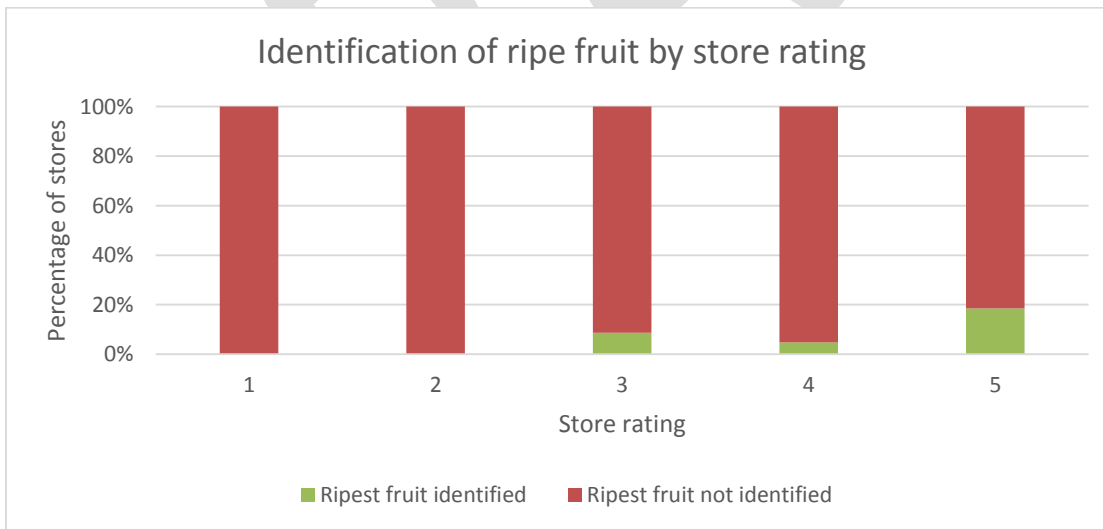
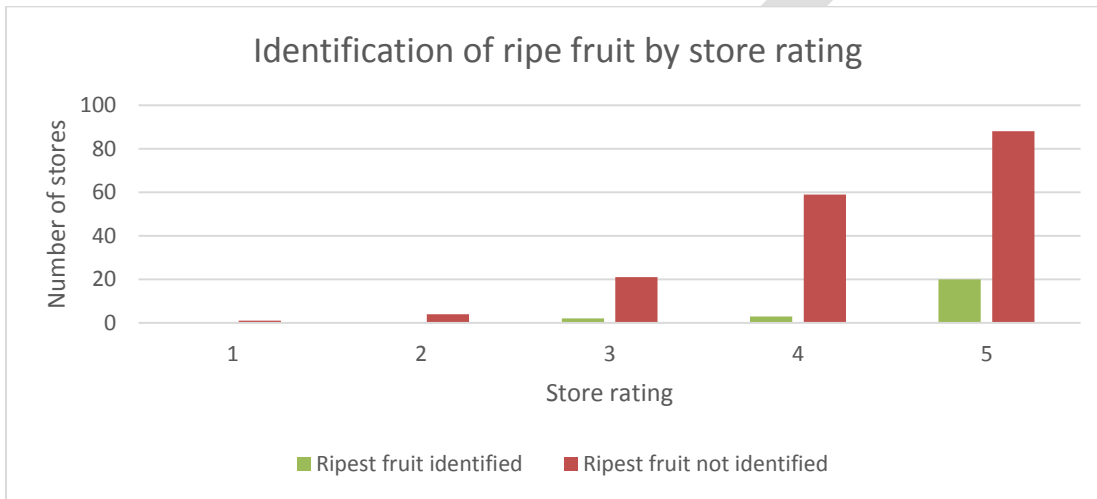
Notes

- Data taken only from stores with valid entries in this field (206 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are the ripest fruit identified?

Rating	Ripest fruit not identified	Ripest fruit identified
1	1	0
2	4	0
3	21	2
4	59	3
5	88	20

Table 27: Number of stores that do and don't identify ripe fruit by store rating QLD



Figures 21: Number and percentage of stores that do and don't identify ripe fruit by store rating QLD

Notes

- Data taken only from stores with valid entries in this field (198 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Demographic Data

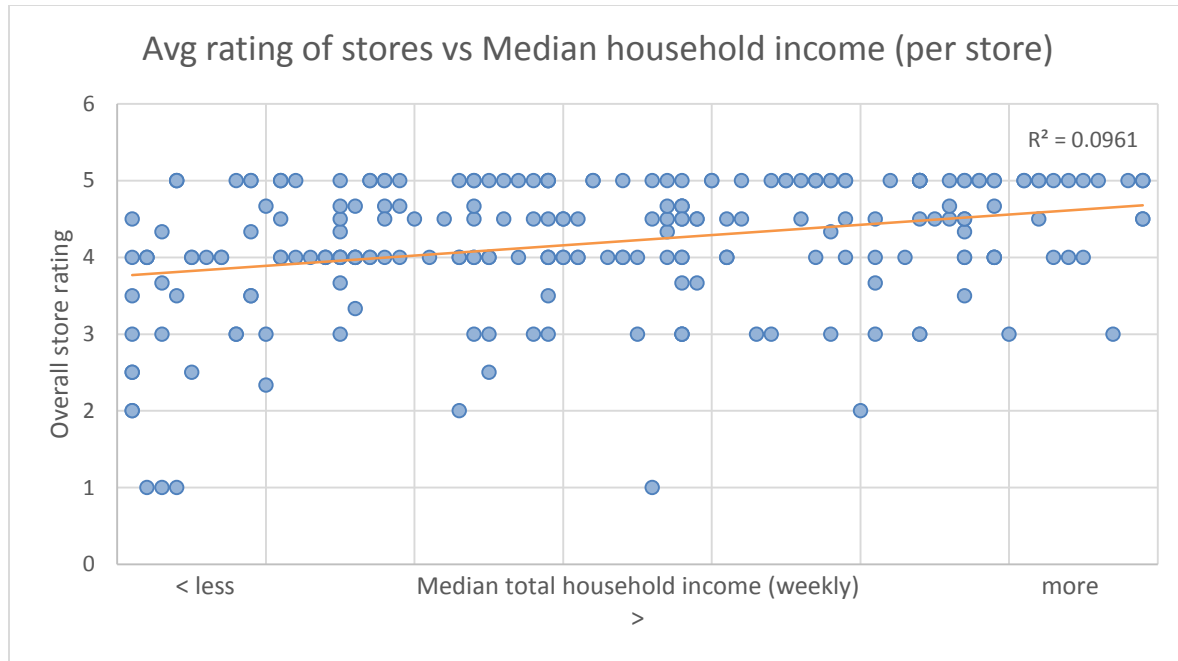


Figure 22: Average rating of individual store in different median household income suburbs QLD

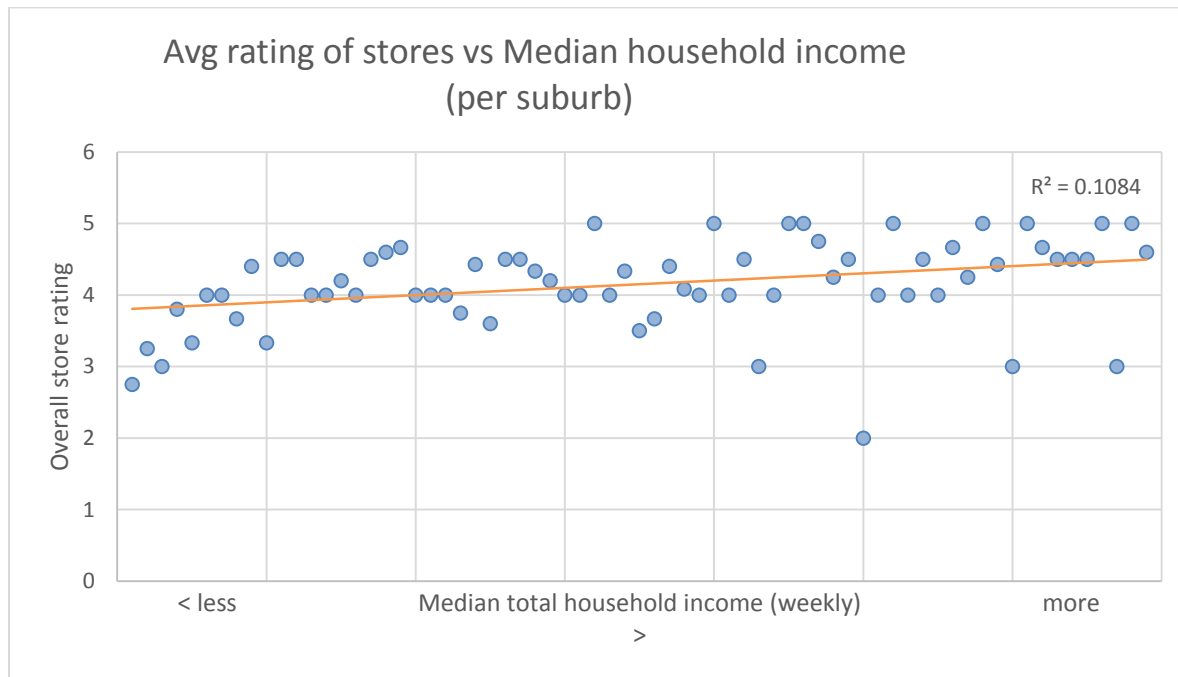


Figure 23: Average rating of all stores in different median household income suburbs QLD

Notes

- In the first graph, each dot represents the average rating of an individual store
- In the second graph, each dot represents the average rating of all stores in a suburb
- Source for median household income data was ABS statistics 2011/12.

New South Wales

Store visits

Year	Unique stores visited in financial year	Total store visits in financial year
2011/12	170	489
2012/13	173	483
2013/14	265	742

Table 28: Unique and total store visits by financial year NSW

Total visits	Stores
1	18
2	57
3	42
4	13
5	9
6	8
7	2
8	6
9	101
10	34

Table 29: Number of occasions individual stores have been visited from 2011/12 to 2013/14 QLD i.e. 13 stores have been visited on 4 occasions.

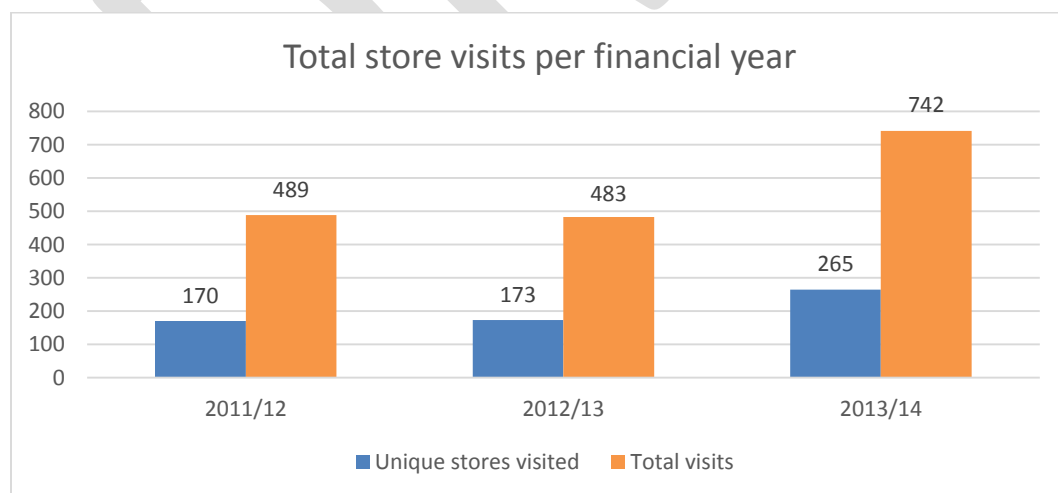
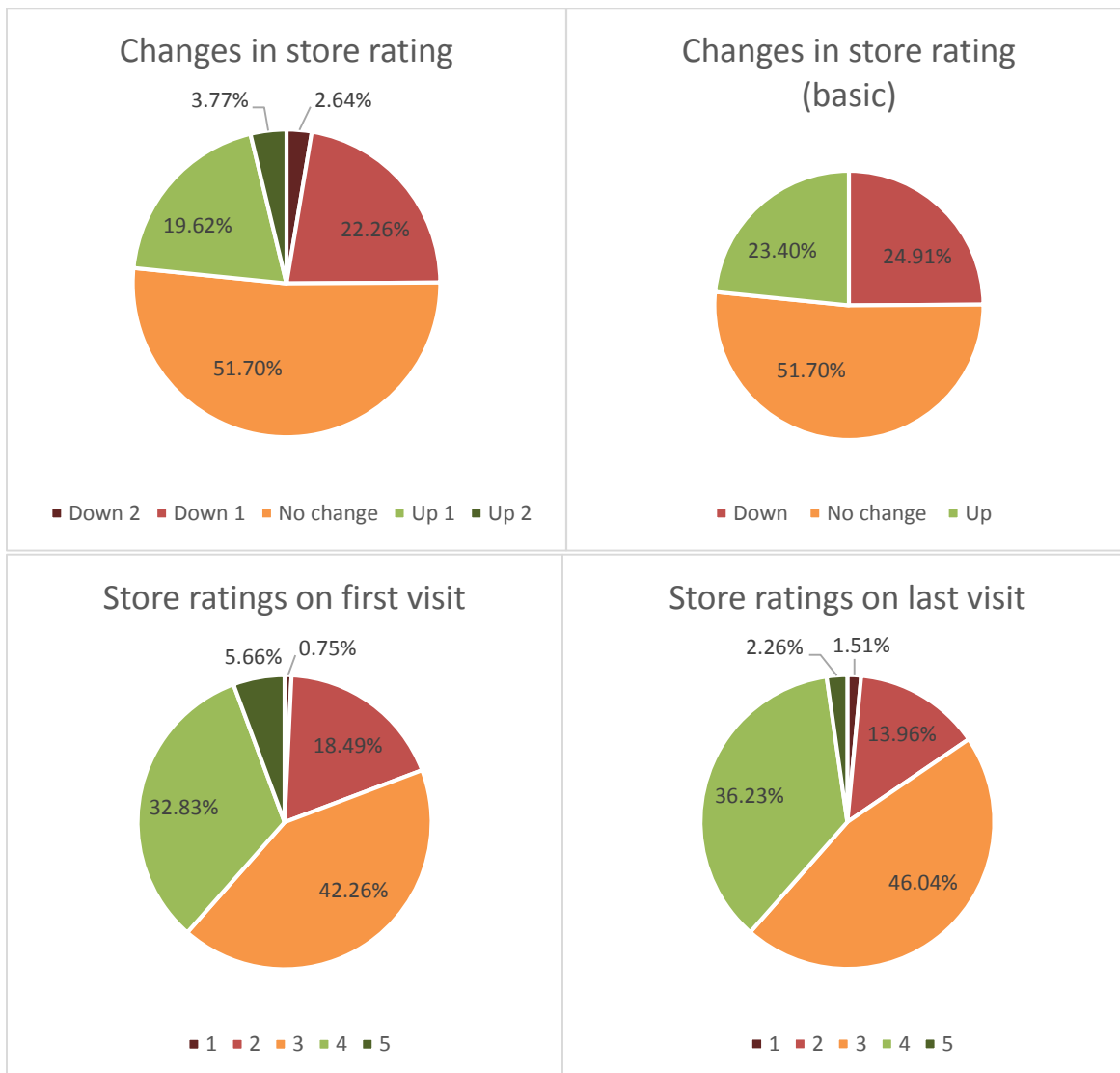


Figure 24: Total store visits per financial year NSW

Store ratings

Store Rating	Number of stores rated at this level at first visit	Number of stores rated at this level at last visit
1	2	4
2	49	37
3	112	122
4	87	96
5	15	6

Table 30: Change in rating of stores over time based on rating at first and last visit NSW



Figures 25: Change in rating of stores over time based on rating at first and last visit NSW

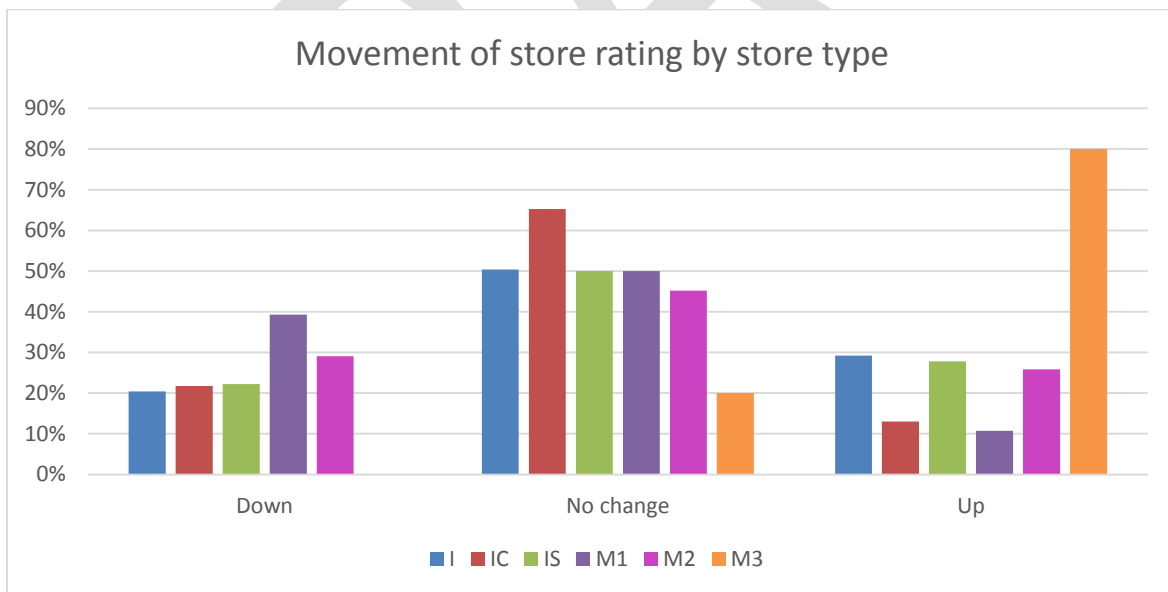
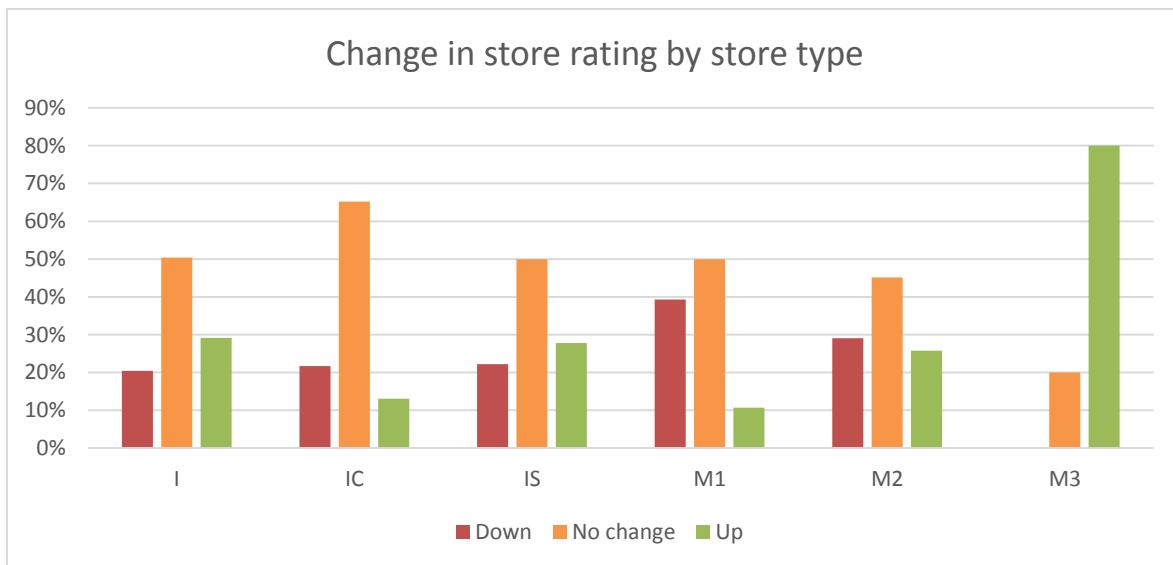
Notes

- Only stores with at least two recorded ratings were used (265 stores total).

Store ratings by store type

Change in store rating	I	IC	IS	M1	M2	M3
Down	20.44%	21.74%	22.22%	39.29%	29.03%	0.00%
No change	50.36%	65.22%	50.00%	50.00%	45.16%	20.00%
Up	29.20%	13.04%	27.78%	10.71%	25.81%	80.00%

Table 31: Percentage change in store rating by store type over time based on rating at first and last visit NSW



Figures 26: Movement of store rating by store type over time based on rating at first and last visit NSW

Notes

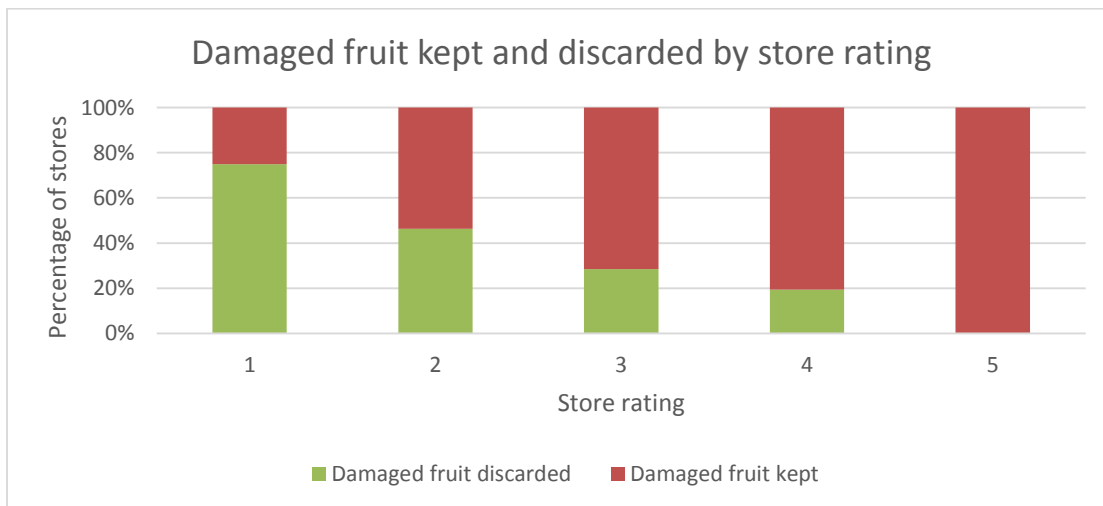
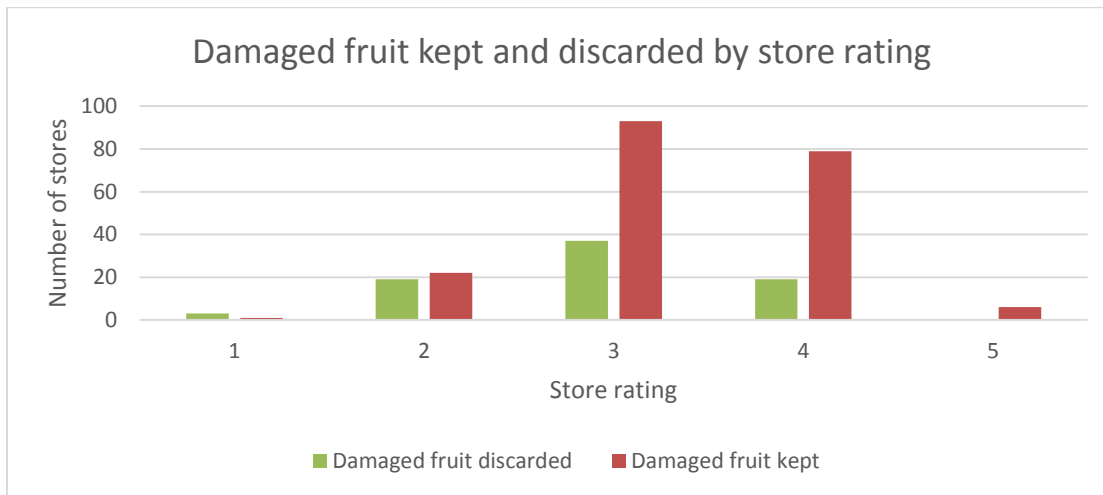
- There was only one store that maintained a rating of 5 between visits:
Parisi's Food Hall, 21 Dover Rd, Rose Bay 2029.

Store practices

Are damaged fruit thrown out?

Store Rating	Damaged fruit discarded	Damaged fruit kept
1	3	1
2	19	22
3	37	93
4	19	79
5	0	6

Table 32: Number of stores that discard and keep damaged fruit by store rating NSW



Figures 27: Number and percentage of stores that discard and keep damaged fruit by store rating NSW

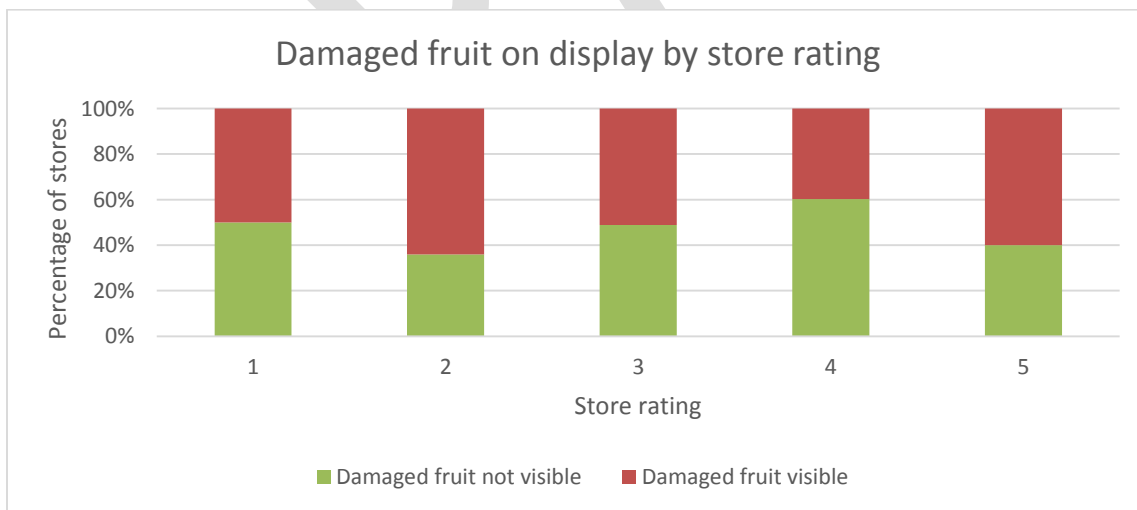
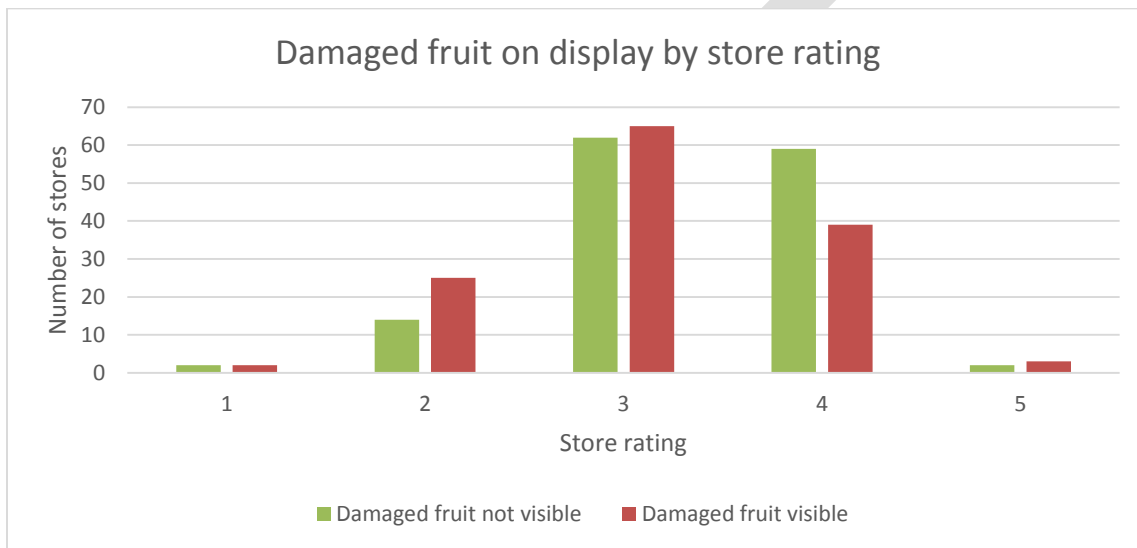
Notes

- Data taken only from stores with valid entries in this field (279 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are damaged/rotten fruit visible in display?

Store Rating	Damaged fruit not visible	Damaged fruit visible
1	2	2
2	14	25
3	62	65
4	59	39
5	2	3

Table 33: Number of stores where damaged fruit is not visible and visible on displays by store rating NSW



Figures 28: Number and percentage of stores where damaged fruit is not visible and visible on displays by store rating NSW

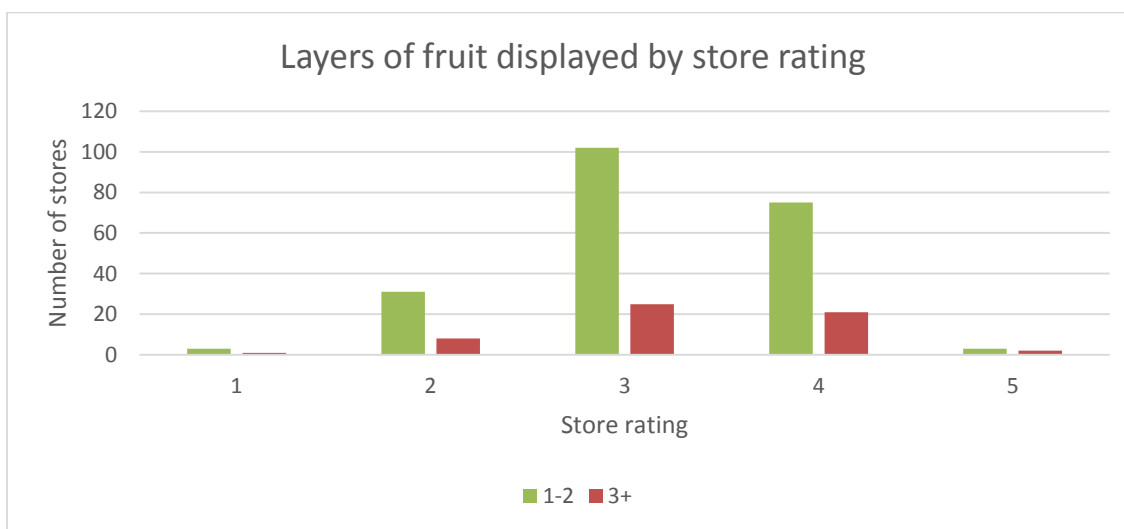
Notes

- Data taken only from stores with valid entries in this field (273 stores total)
- Data is based off each store's last recorded visit where a rating was given.

How are fruit displayed?

Store rating	1-2 layers deep	3+ layers deep
1	3	1
2	31	8
3	102	25
4	75	21
5	3	2

Table 34: Number of stores that display fruit either 1-2 or 3+ layers deep by store rating NSW



Figures 29: Number and percentage of stores that display fruit either 1-2 or 3+ layers deep by store rating NSW

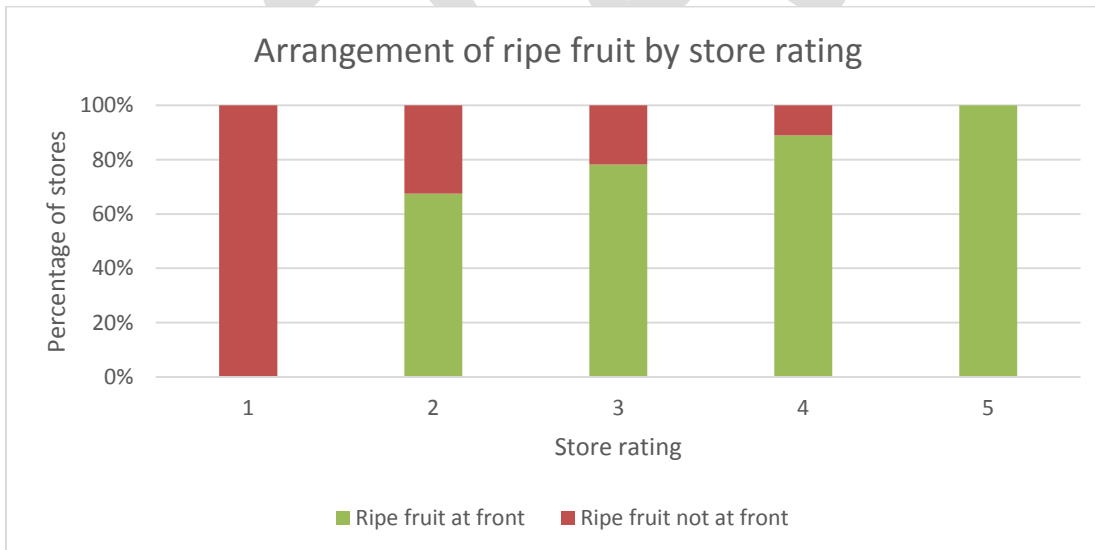
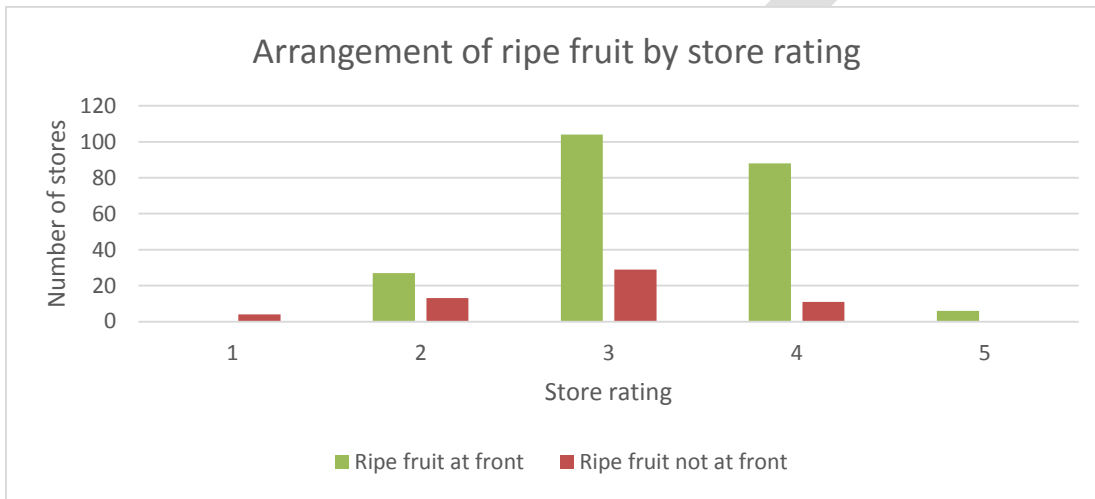
Notes

- Data taken only from stores with valid entries in this field (271 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are ripe fruit displayed at top/front of display?

Store Rating	Ripe fruit at top / front	Ripe fruit not at top / front
1	0	4
2	27	13
3	104	29
4	88	11
5	6	0

Table 35: Number of stores that do and don't display ripe fruit at front by store rating NSW



Figures 30: Number and percentage of stores that do and don't display ripe fruit at front by store rating NSW

Notes

- Data taken only from stores with valid entries in this field (282 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are the ripest fruit identified?

Store Rating	Ripest fruit identified	Ripest fruit not identified
1	0	4
2	6	34
3	30	98
4	40	54
5	5	1

Table 36: Number of stores that do and don't identify ripe fruit by store rating NSW

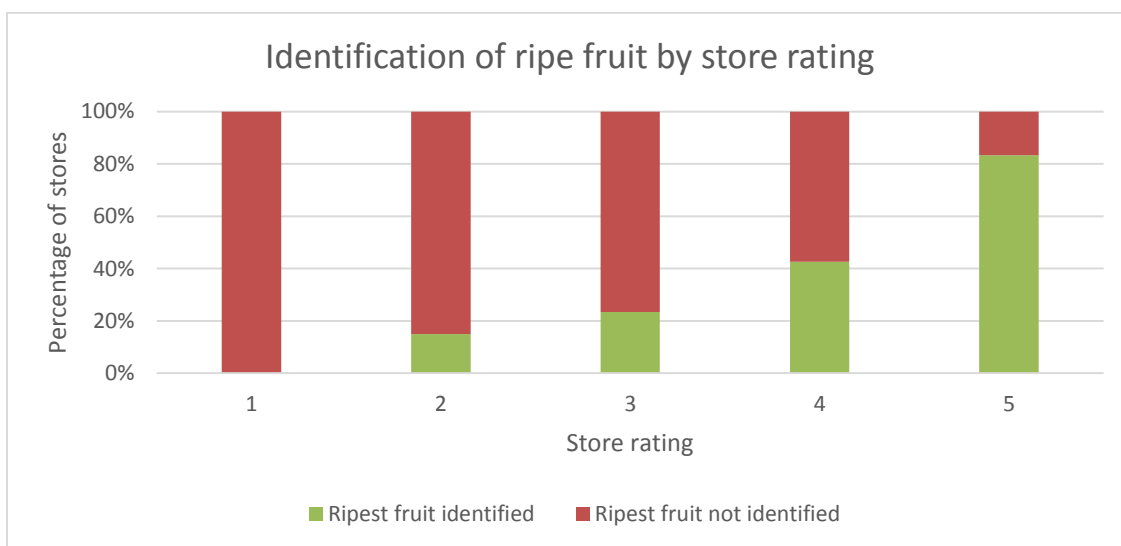
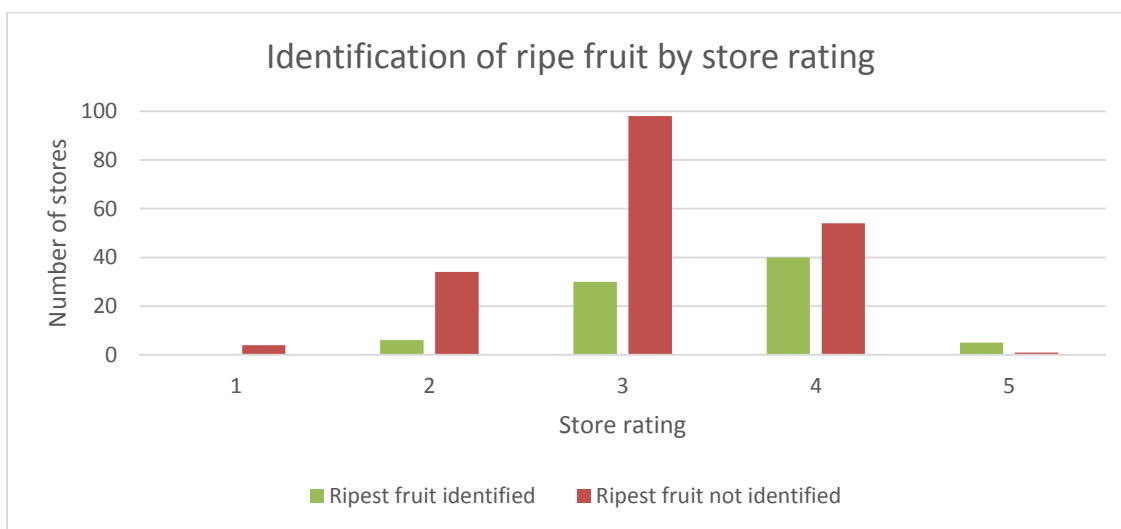


Figure 32: Number and percentage of stores that do and don't identify ripe fruit by store rating NSW

Notes

- Data taken only from stores with valid entries in this field (272 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Western Australia

Store visits

Year	Unique stores visited in financial year	Total store visits in financial year
2011/12	144	144
2012/13	219	352
2013/14	207	268

Table 37 - Unique and total store visits by financial year WA

Number of occasions store has been visited	Number of stores
1	32
2	69
3	29
4	84
5	33
6	1

Table 38: Number of occasions individual stores have been visited from 2011/12 to 2013/14 WA i.e. 84 stores have been visited on 4 occasions

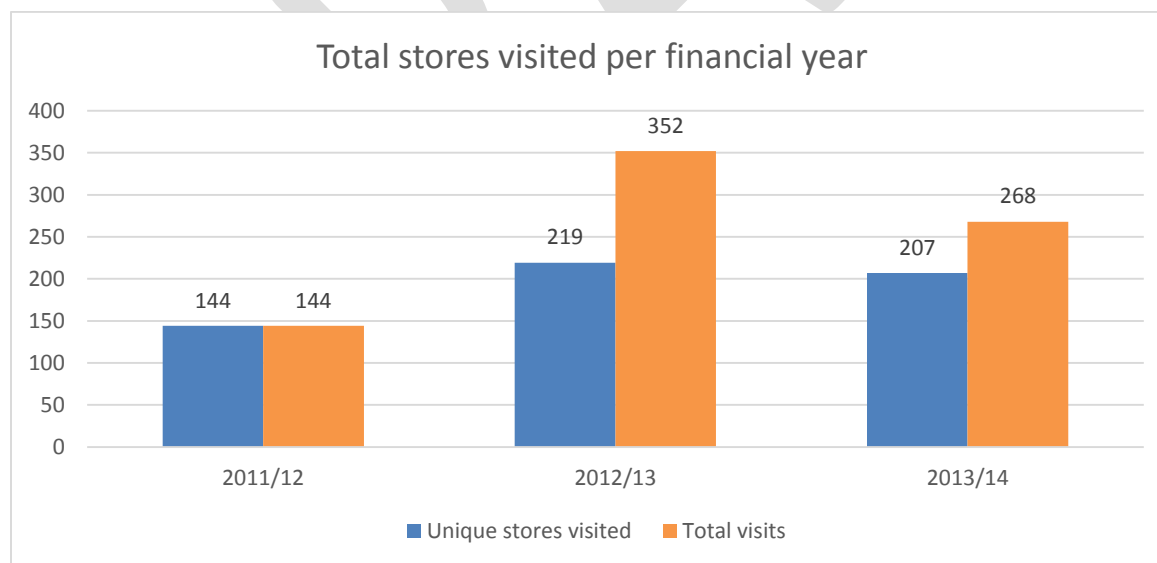


Figure 33: Total store visits per financial year WA

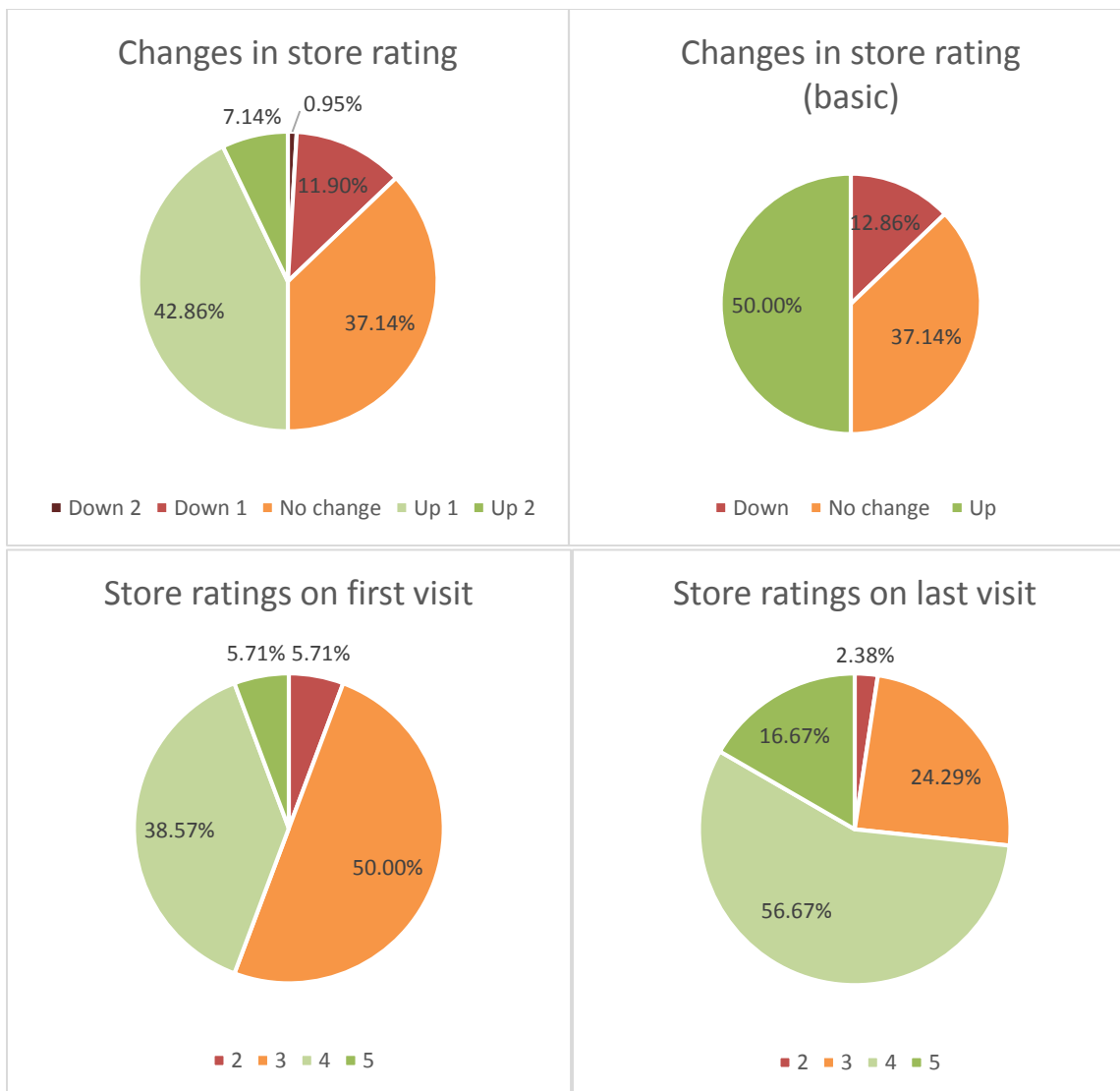
Notes

- Store visits in 2011/12 financial year did not start until January 2012
- Only one store was visited 6 times across the duration of the program: **Woolworths Joondalup, 420 Joondalup Drive, Joondalup 6027.**

Store ratings

Store Rating	Number of stores rated at this level at first visit	Number of stores rated at this level at last visit
1	0	0
2	12	5
3	105	51
4	81	119
5	12	35

Table 39: Changes in rating of stores over time based on rating at first and last visit WA



Figures 34: Changes in rating of stores over time based on rating at first and last visit WA

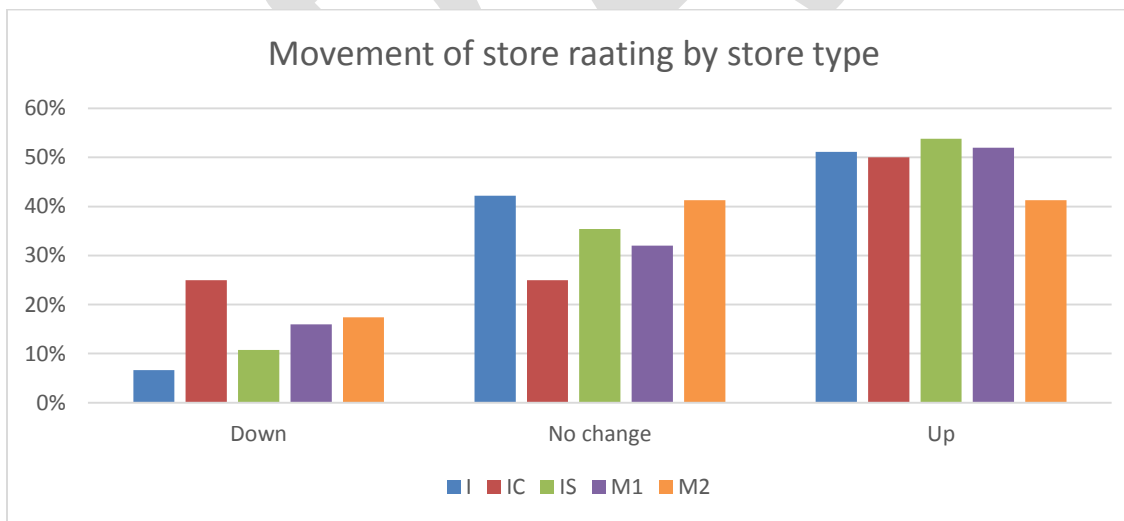
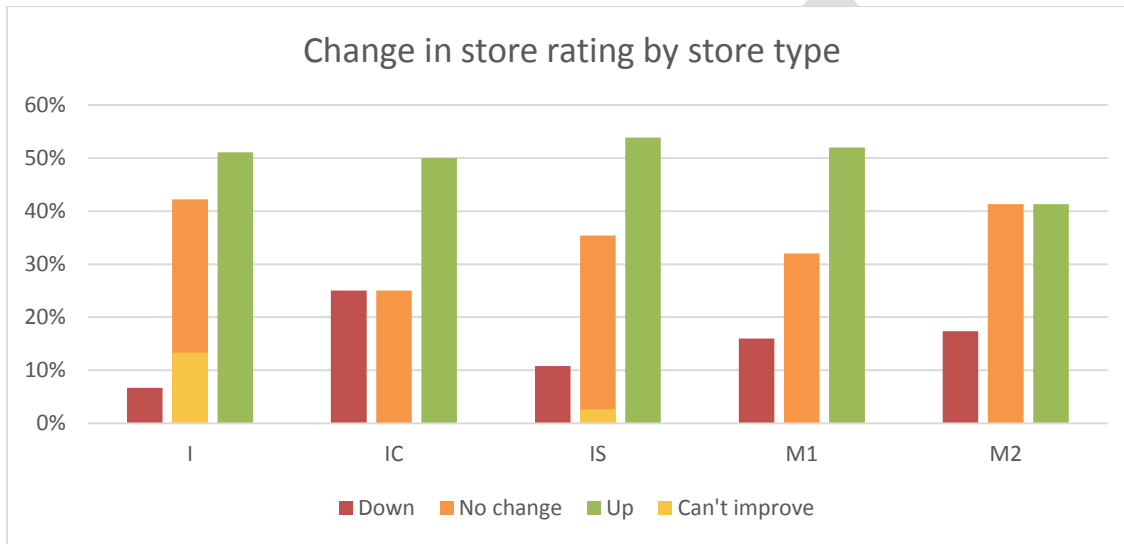
Notes

- Only stores with at least two recorded ratings were used (210 stores total).

Store Ratings by store type

Change in store rating	I	IC	IS	M1	M2
Down	6.67%	25.00%	10.77%	16.00%	17.39%
No change	26.67%	25.00%	32.31%	32.00%	41.30%
Up	51.11%	50.00%	53.85%	52.00%	41.30%
Can't improve	15.56%	0.00%	3.08%	0.00%	0.00%

Table 40: Percentage change in store rating by store type WA



Figures 35: Movement of store rating over time based on rating at first and last visit WA

Notes

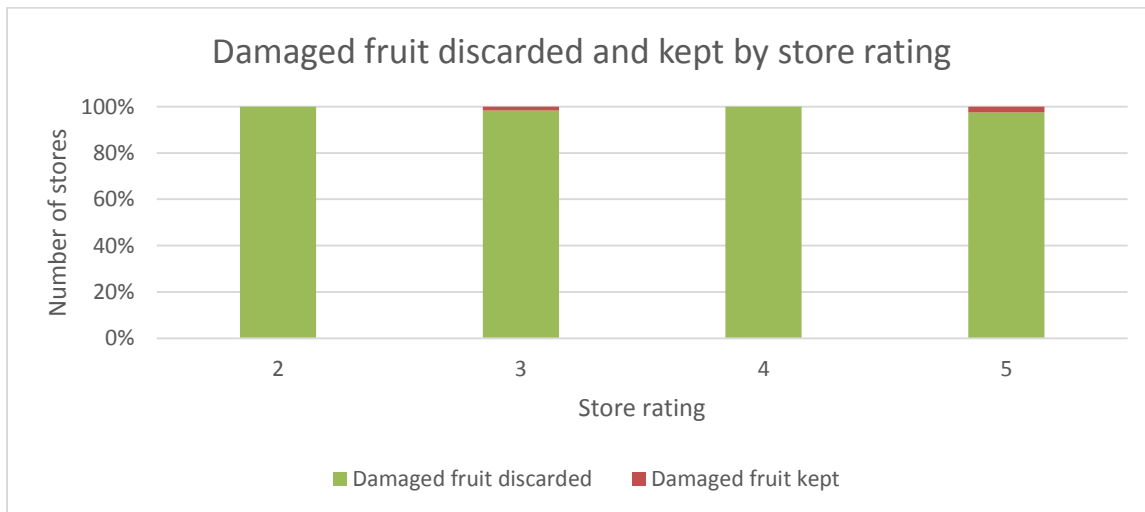
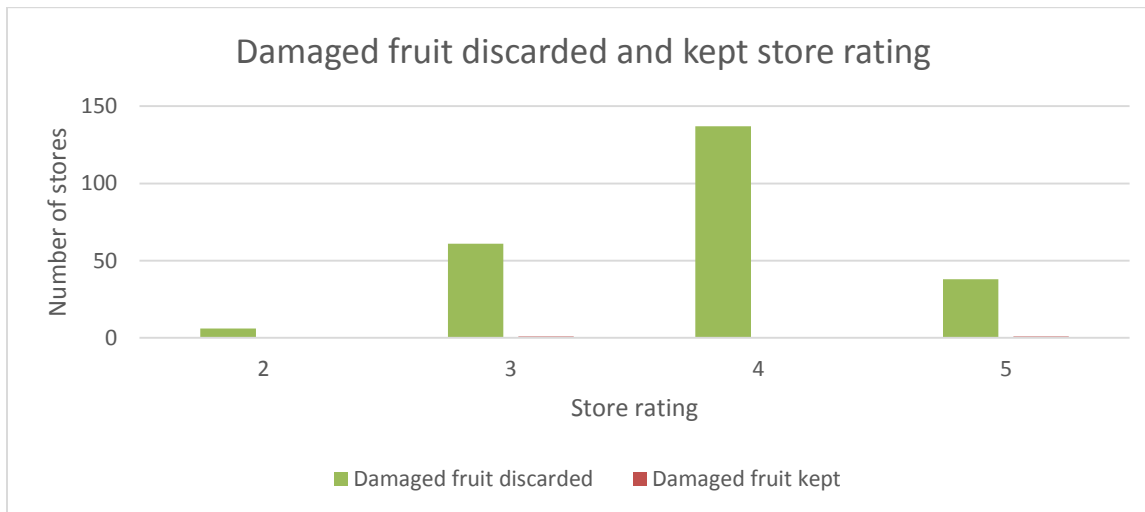
- The “Can’t improve” dataset represents the stores whose rating did not change from first to last visit but stayed constantly at 5, leaving no room for improvement
- There were a total of 9 stores that maintained a rating of 5 between visits.

Store practices

Are damaged fruit thrown out?

Store Rating	Damaged fruit discarded	Damaged fruit kept
1	0	0
2	6	0
3	61	1
4	137	0
5	38	1

Table 41: Number of stores that discard and keep damaged fruit by store rating WA



Figures 36: Number and percentage of stores that discard and keep damaged fruit by store rating WA

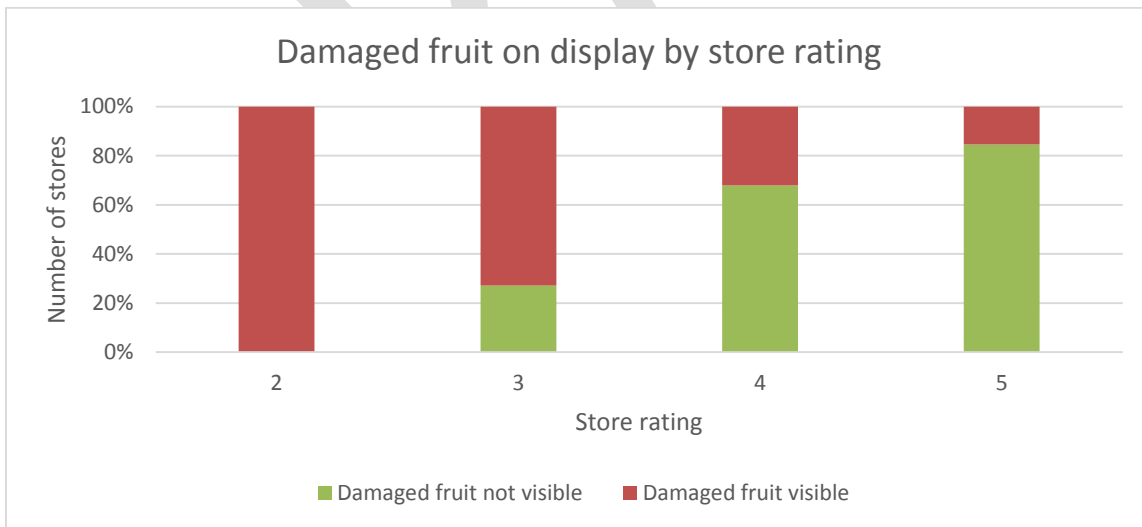
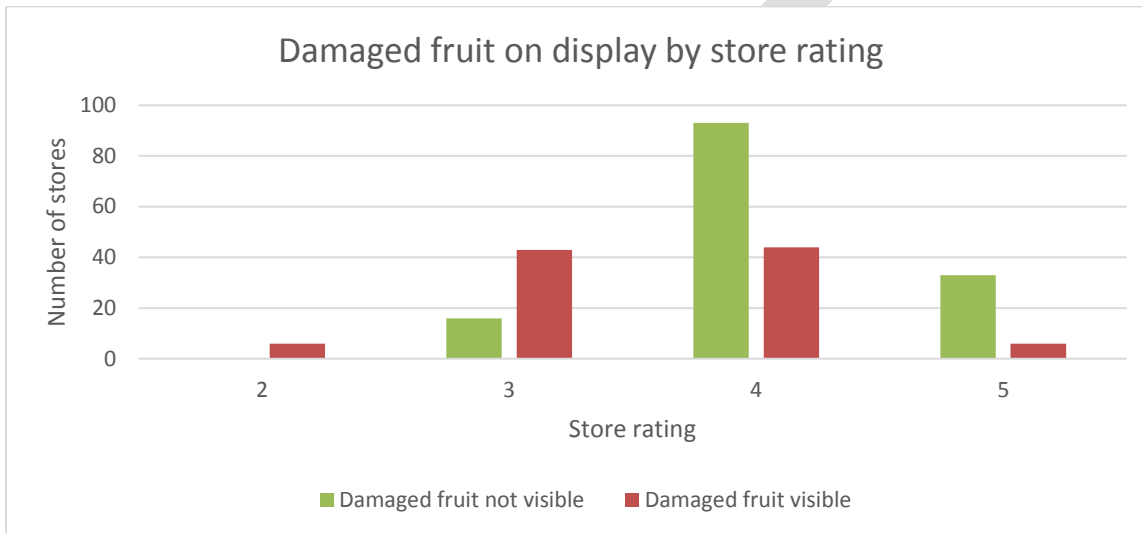
Notes

- Data taken only from stores with valid entries in this field (244 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are damaged/rotten fruit visible in display?

Store Rating	Damaged fruit not visible	Damaged fruit visible
1	0	0
2	0	6
3	16	43
4	93	44
5	33	6

Table 42: Number of stores where damaged fruit is not visible and visible by store rating WA



Figures 37: Number and percentage of stores where damaged fruit is not visible and visible by store rating WA

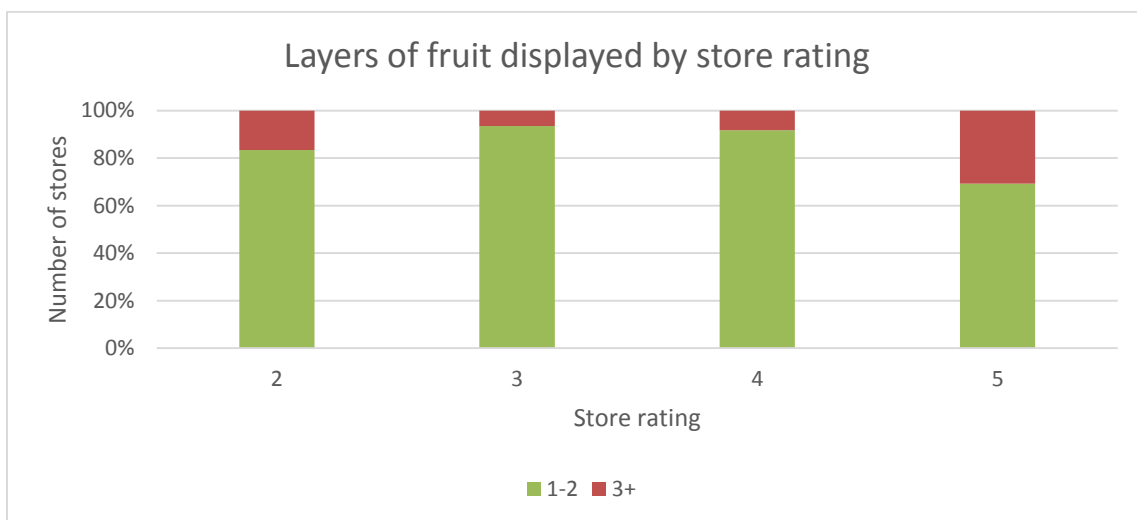
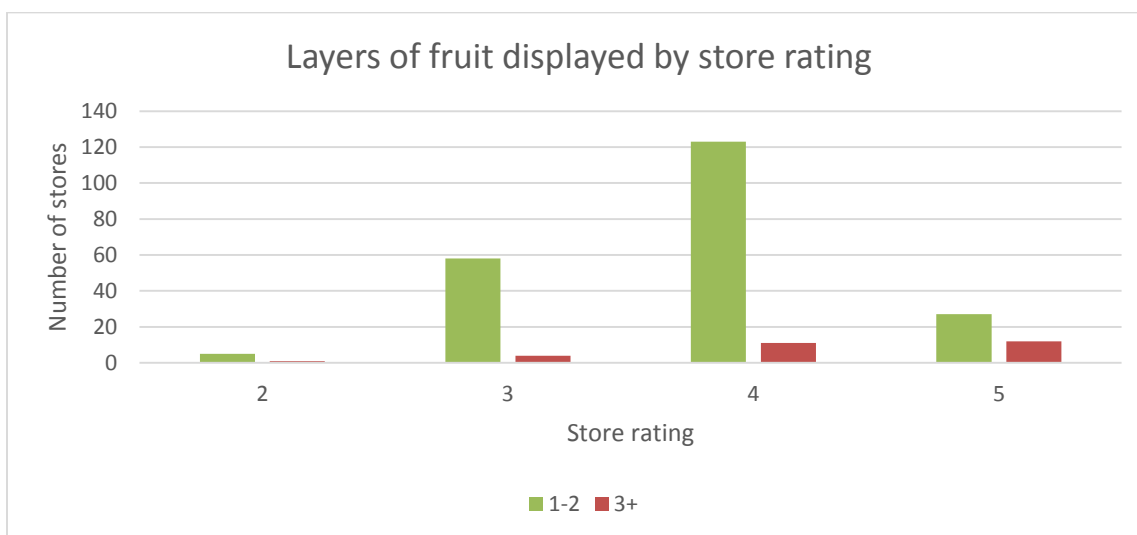
Notes

- Data taken only from stores with valid entries in this field (241 stores total)
- Data is based off each store's last recorded visit where a rating was given.

How are fruit displayed?

Store Rating	1-2 layers deep	3+ layers deep
1	0	0
2	5	1
3	58	4
4	123	11
5	27	12

Table 43: Number of stores that display fruit either 1-2 or 3+ layers deep by store rating WA



Figures 38: Number and percentage of stores that display fruit either 1-2 or 3+ layers deep by store rating WA

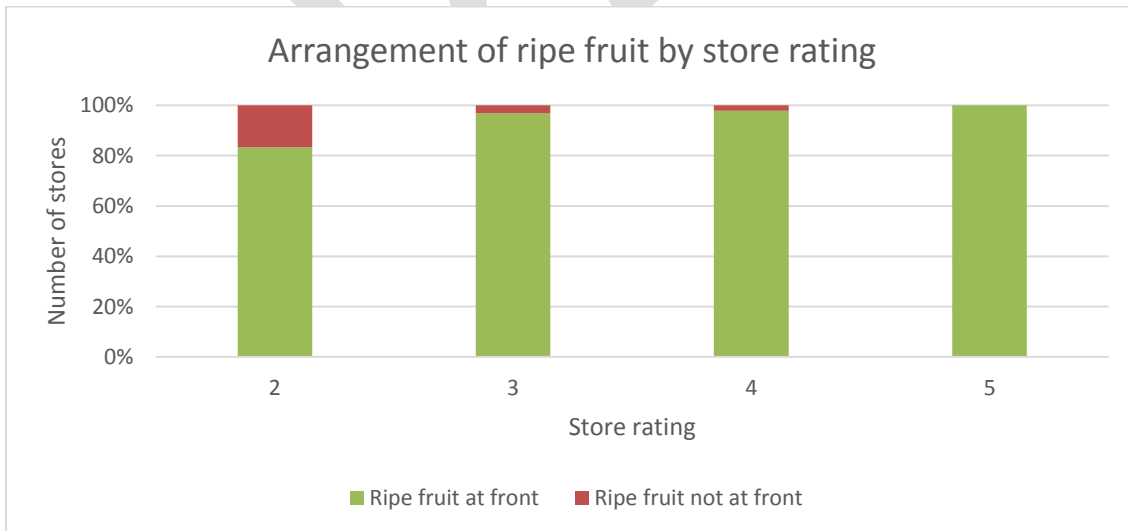
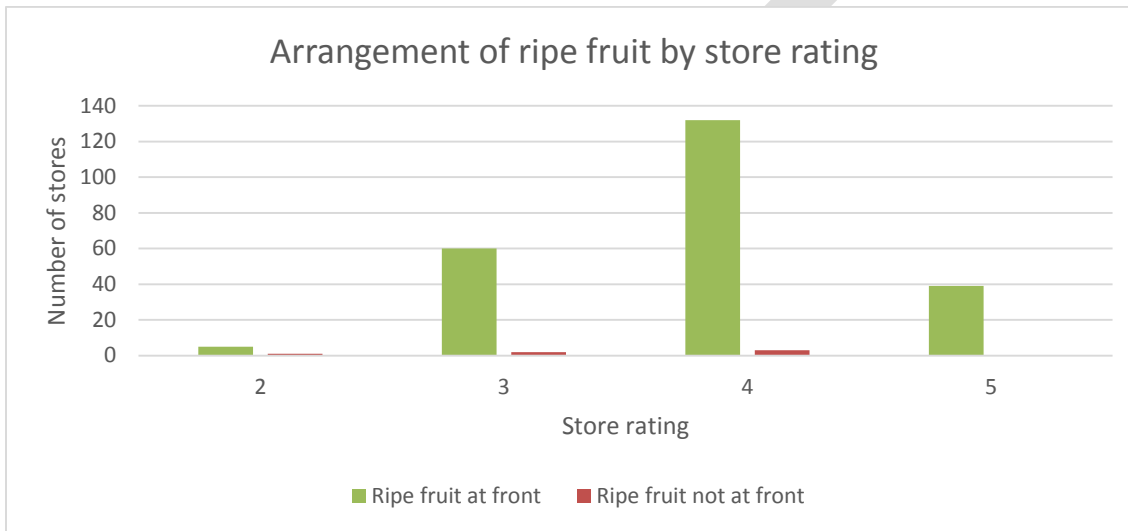
Notes

- Data taken only from stores with valid entries in this field (241 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are ripe fruit displayed at top/front of display?

Store Rating	Ripe fruit at top / front	Ripe fruit not at top / front
1	0	0
2	5	1
3	60	2
4	132	3
5	39	0

Table 44: Number of stores that do and don't display ripe fruit at top / front by store rating WA



Figures 39: Number and percentage of stores that do and don't display ripe fruit at top / front by store rating WA

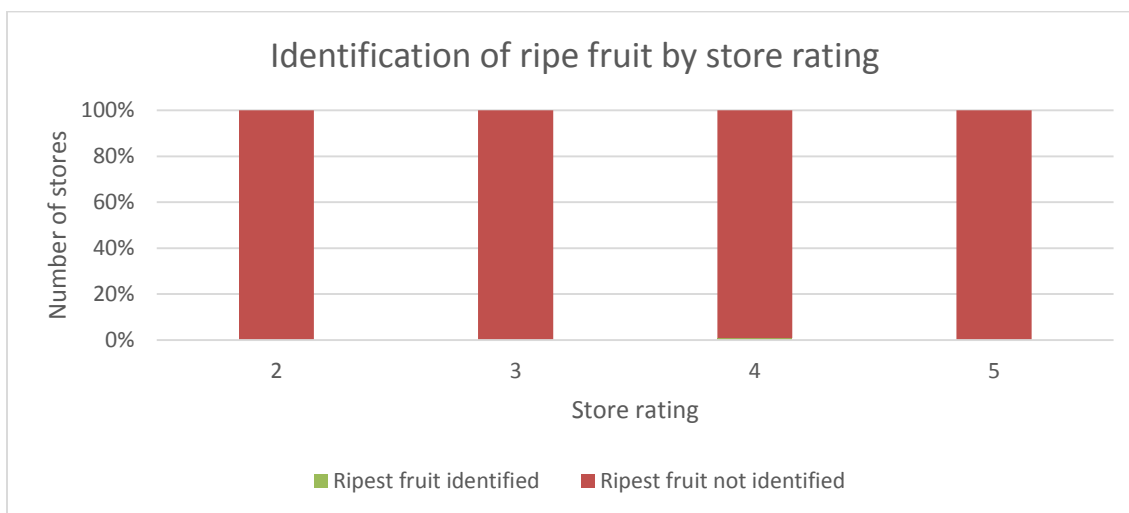
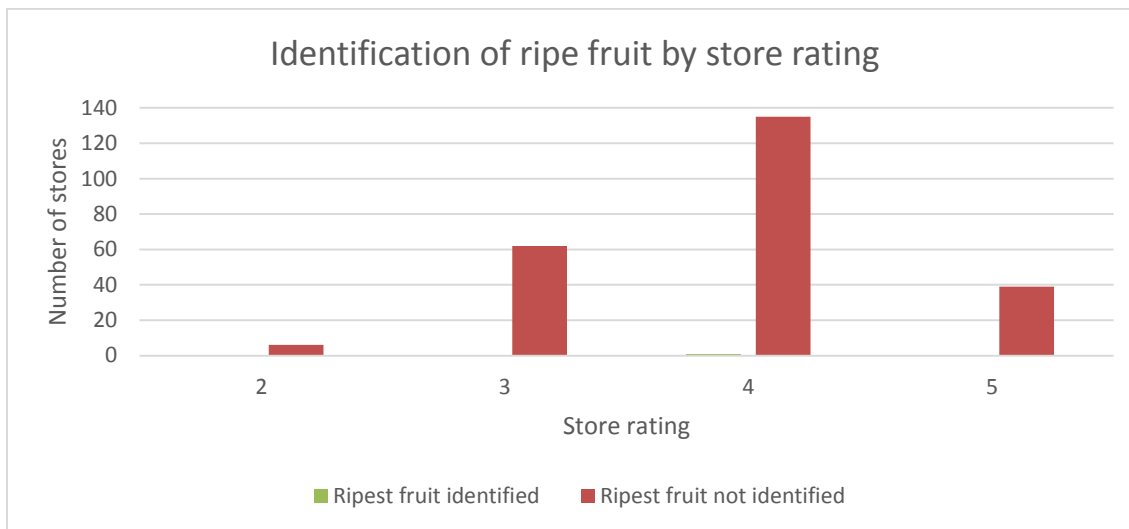
Notes

- Data taken only from stores with valid entries in this field (242 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are the ripest fruit identified?

Store Rating	Ripest fruit identified	Ripest fruit not identified
1	0	0
2	0	6
3	0	62
4	1	135
5	0	39

Table 45: Number of stores that do and don't identify ripe fruit by store rating WA



Figures 40: Number and percentage of stores that do and don't identify ripe fruit by store rating WA

Notes

- Data taken only from stores with valid entries in this field (198 stores total)
- Data is based off each store's last recorded visit where a rating was given
- Only one store identified ripe fruit: **IGA Kalamunda**, 12 Canning Rd, Kalamunda 6076.

Victoria

Store visits

Year	Unique stores visited in financial year	Total store visits in financial year
2011/12	187	411
2012/13	151	292
2013/14	93	113

Table 46: Unique and total store visits by financial year VIC

Number of occasions store has been visited	Number of stores
1	59
2	27
3	24
4	36
5	37
6	23
7	14
8	6
9	2

Table 47: Number of occasions individual stores have been visited from 2011/12 to 2013/14 VIC i.e. 37 stores have been visited on 5 occasions

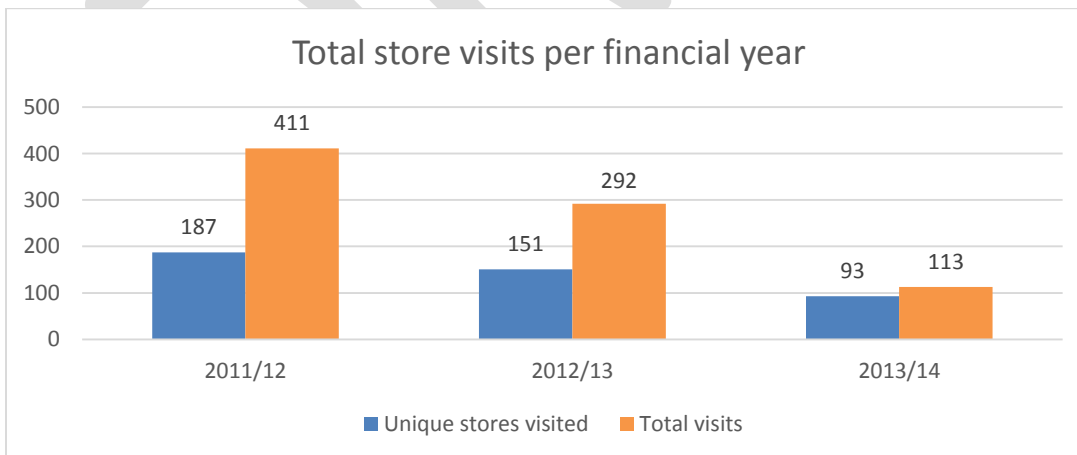
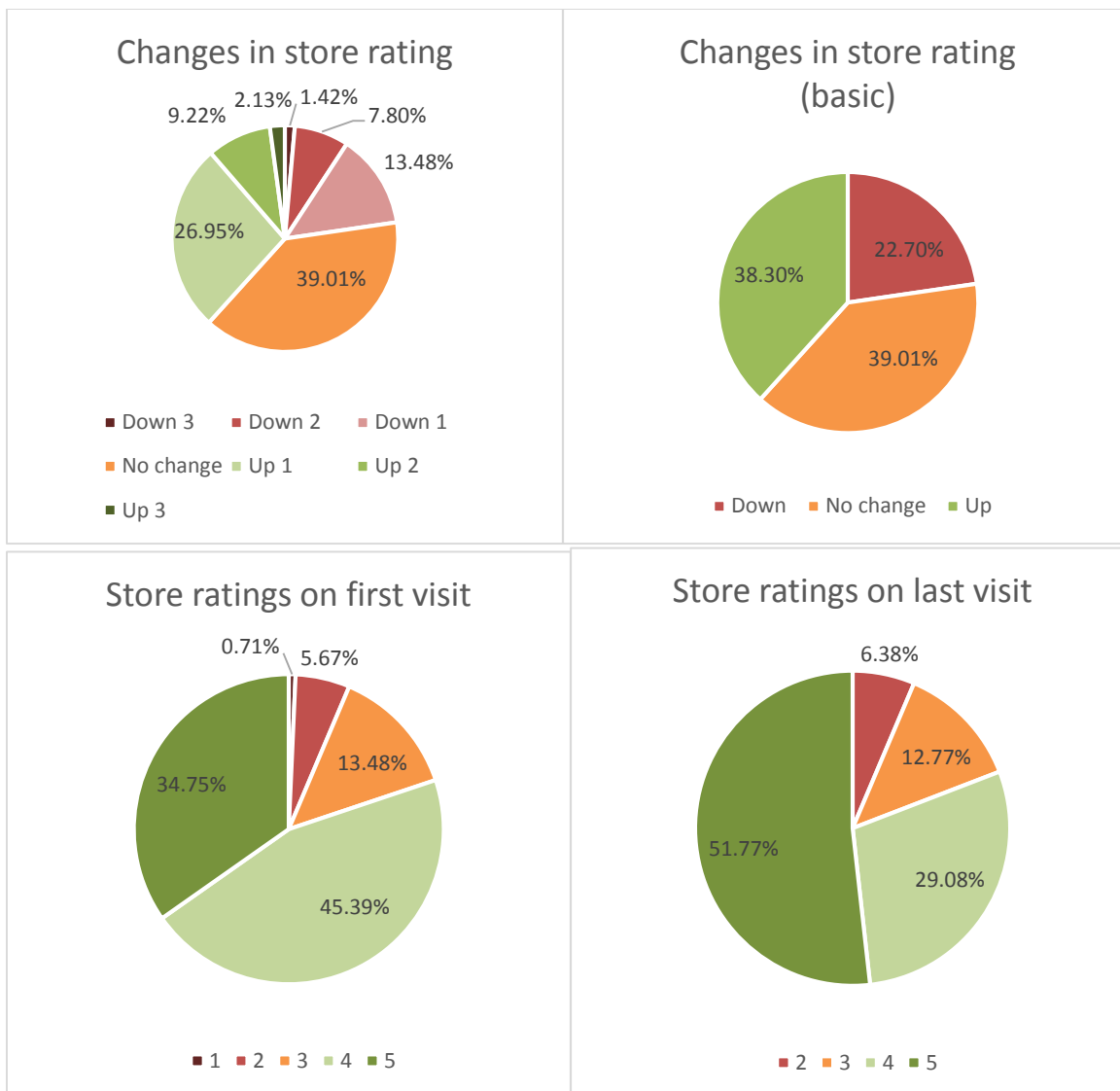


Figure 41: Total store visits per financial year VIC

Store ratings

Store Rating	Number of stores rated at this level at first visit	Number of stores rated at this level at last visit
1	1	0
2	8	9
3	19	18
4	64	41
5	49	73

Table 48: Changes in rating of stores over time based on rating at first and last visit VIC



Figures 42: Changes in rating of stores over time based on rating at first and last visit VIC

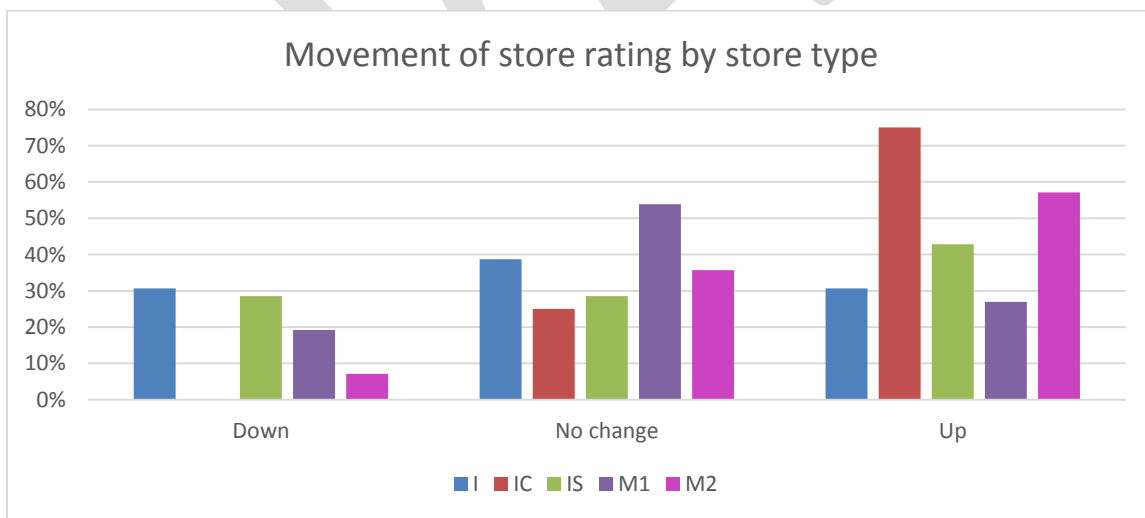
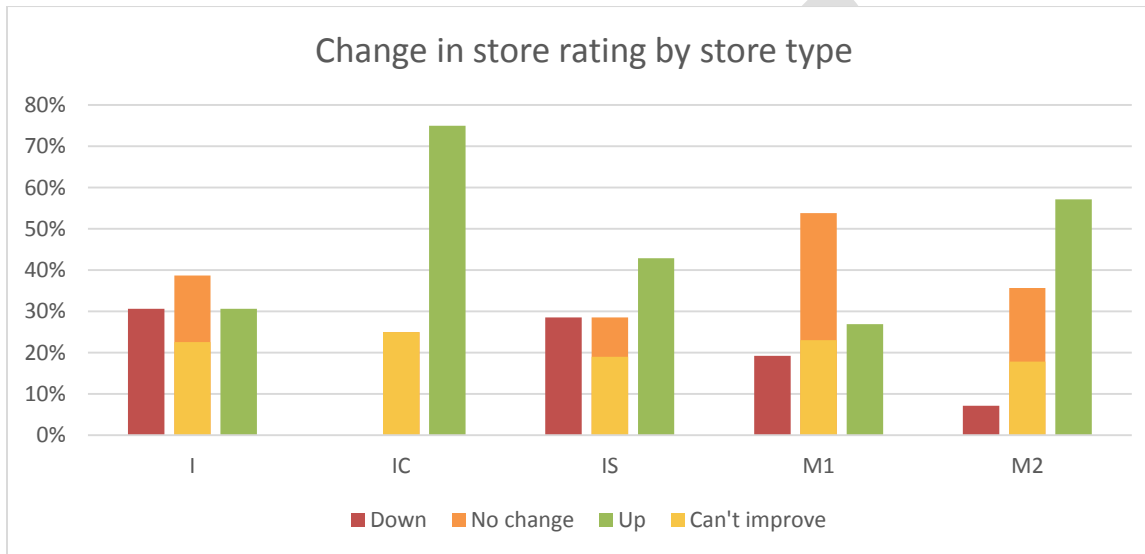
Notes

- Only stores with at least two recorded ratings were used (141 stores total).

Store ratings by store type

Change in store rating	I	IC	IS	M1	M2
Down	30.65%	0.00%	28.57%	19.23%	7.14%
No change	16.13%	0.00%	9.52%	30.77%	17.86%
Up	30.65%	75.00%	42.86%	26.92%	57.14%
Can't improve	22.58%	25.00%	19.05%	23.08%	17.86%

Table 49: Percentage change in store rating over time based on rating at first and last visit by store type VIC



Figures 43: Movement of store rating over time based on rating at first and last visit by store type VIC

Notes

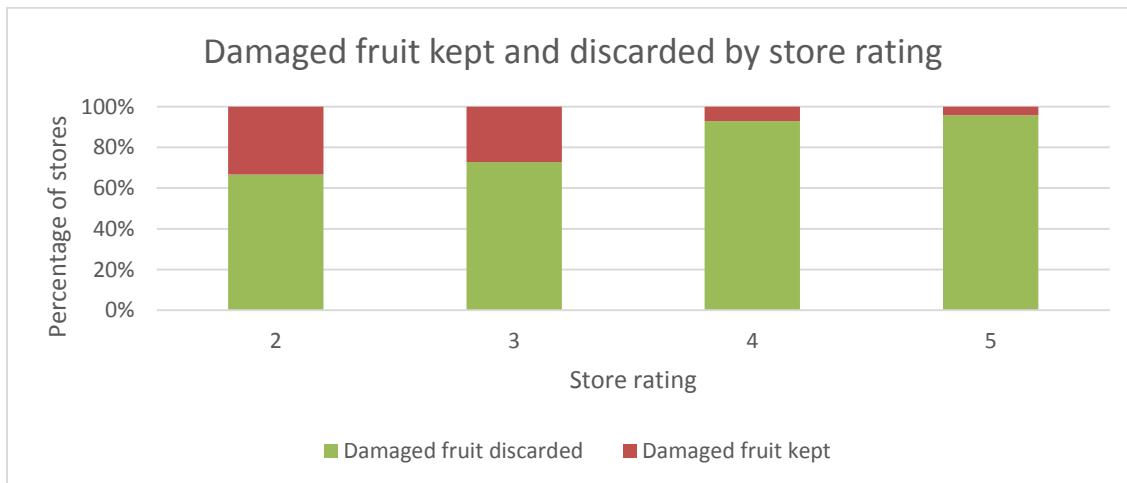
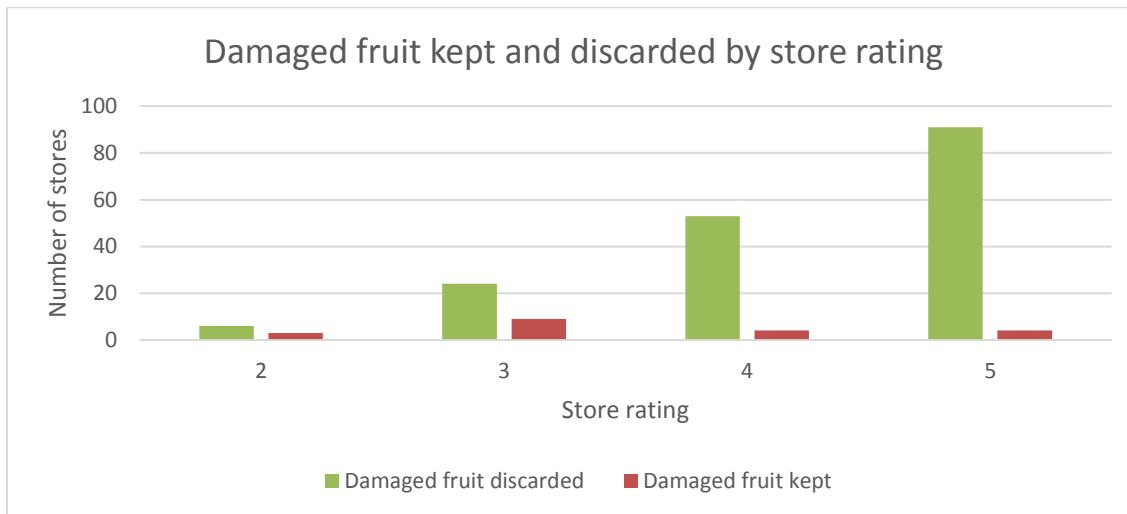
- The “Can’t improve” dataset represents the stores whose rating did not change from first to last visit but stayed constantly at 5, leaving no room for improvement
- There were a total of 30 stores that maintained a rating of 5 between visits.

Store practices

Are damaged fruit thrown out?

Store Rating	Damaged fruit discarded	Damaged fruit kept
1	0	0
2	6	3
3	24	9
4	53	4
5	91	4

Table 50: Number of stores that discard and keep damaged fruit by rating VIC



Figures 44: Number and percentage of stores that discard and keep damaged fruit by rating VIC

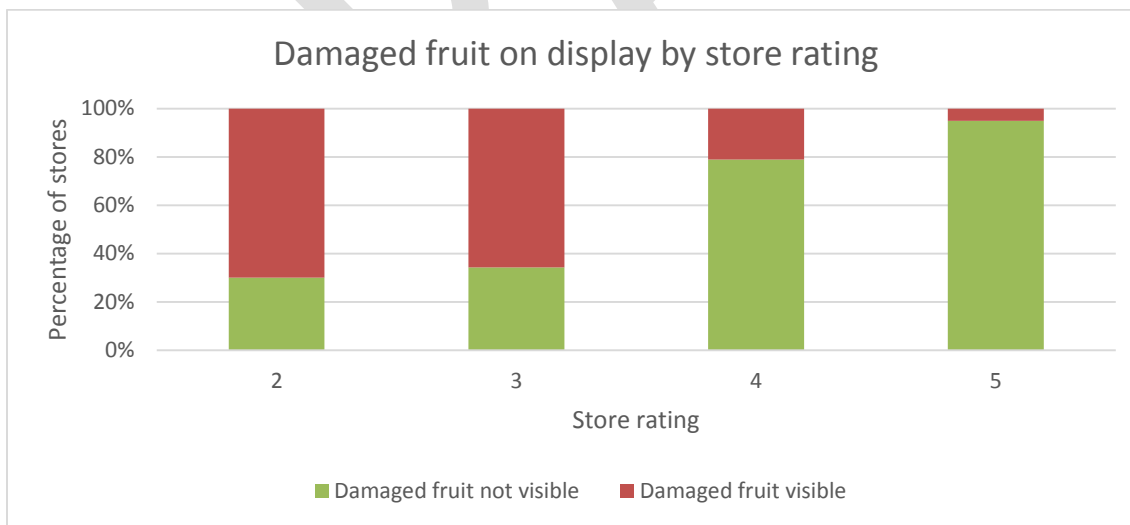
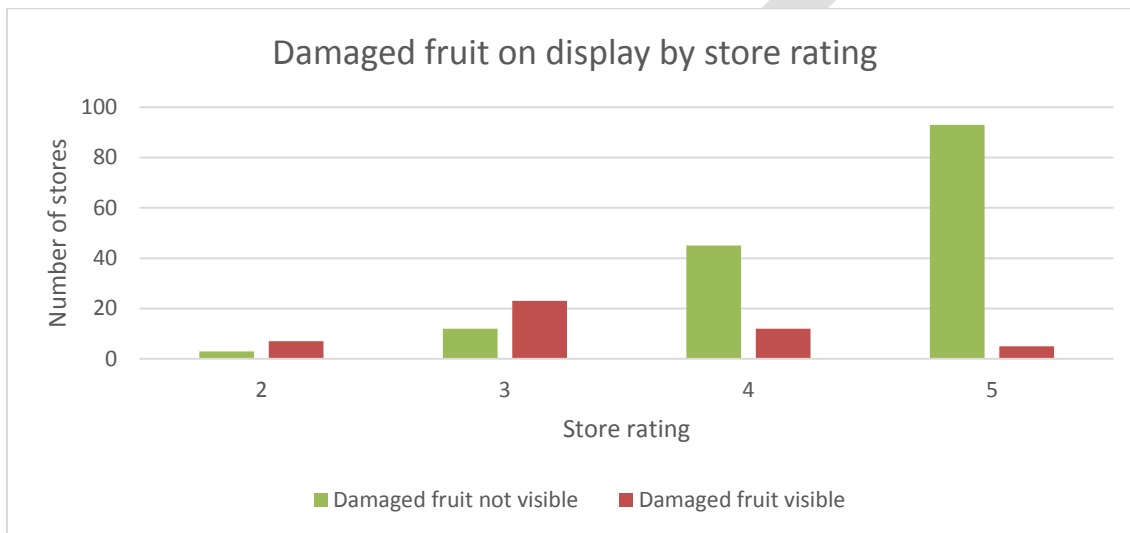
Notes

- Data taken only from stores with valid entries in this field (194 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are damaged/rotten fruit visible in display?

Store Rating	Damaged fruit not visible	Damaged fruit visible
1	0	0
2	3	7
3	12	23
4	45	12
5	93	5

Table 51: Number of stores where damaged fruit is not visible and visible on displays by store rating VIC



Figures 45: Number and percentage of stores where damaged fruit is not visible and visible on displays by store rating VIC

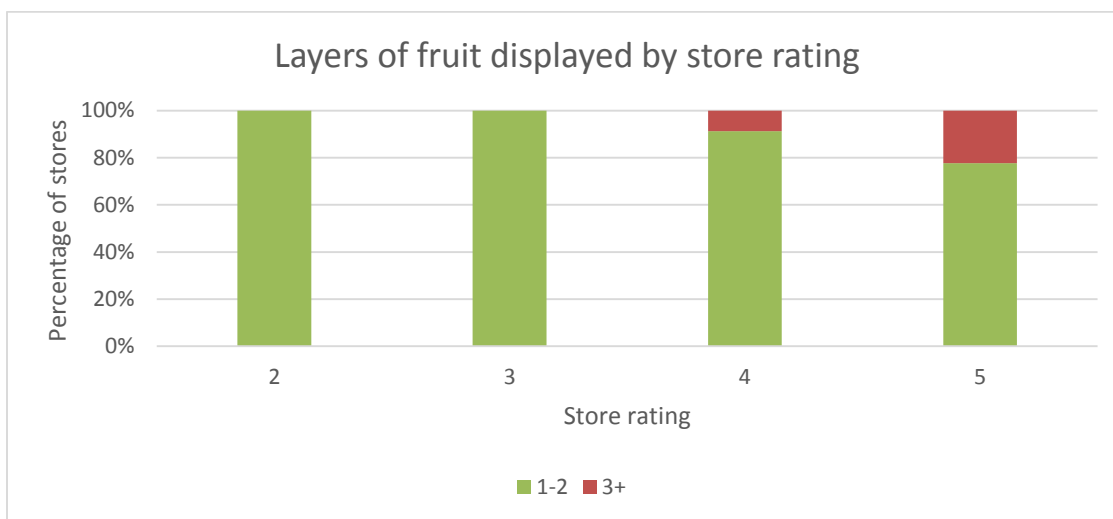
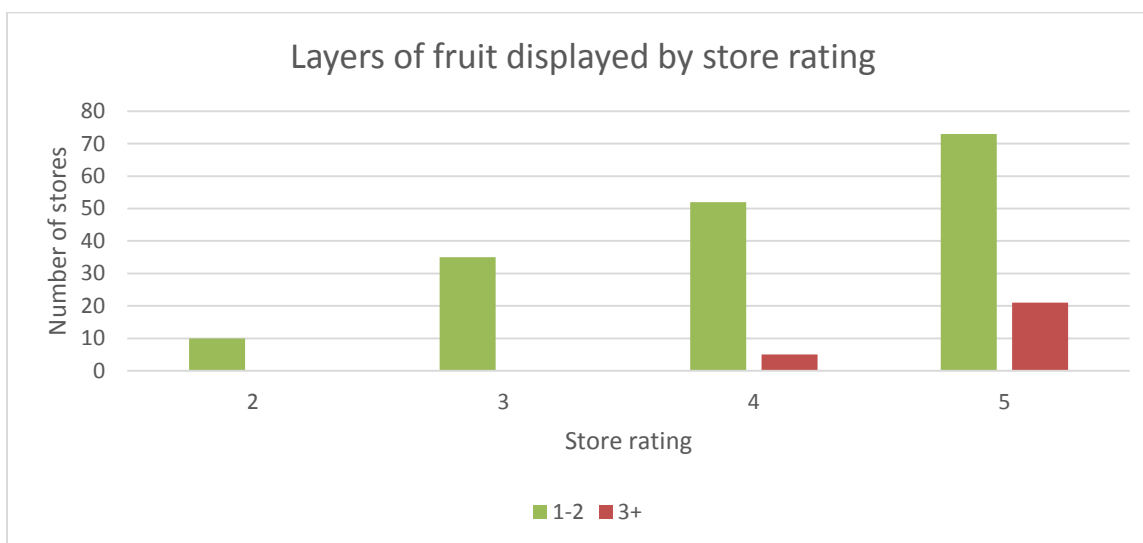
Notes

- Data taken only from stores with valid entries in this field (200 stores total)
- Data is based off each store's last recorded visit where a rating was given.

How are fruit displayed?

Store Rating	1-2 layers deep	3+ layers deep
1	0	0
2	10	0
3	35	0
4	52	5
5	73	21

Table 52: Number of stores that display fruit either 1-2 or 3+ layers deep by store rating VIC



Figures 46: Number and percentage of stores that display fruit either 1-2 or 3+ layers deep by store rating VIC

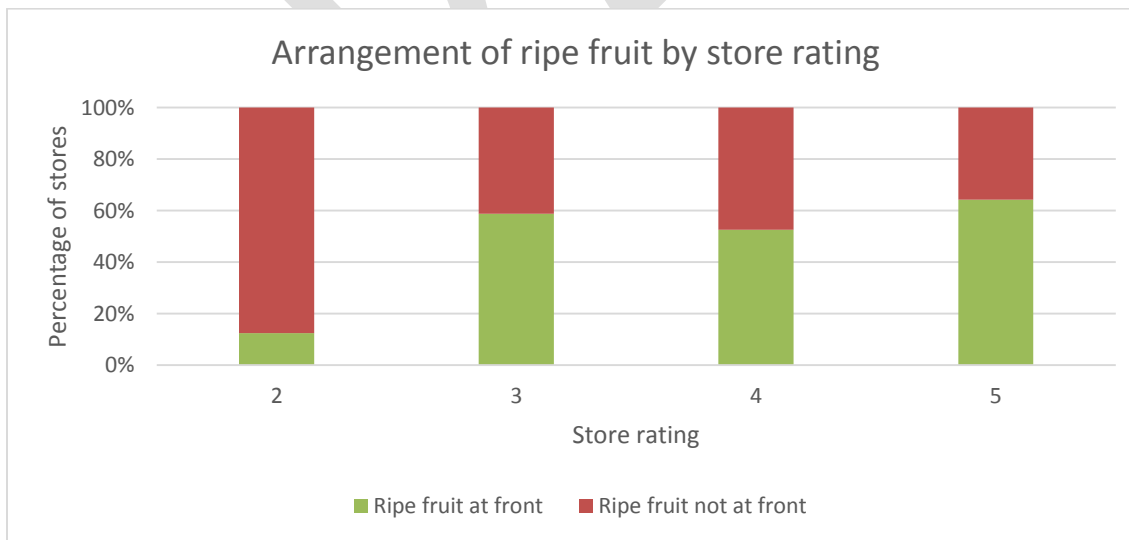
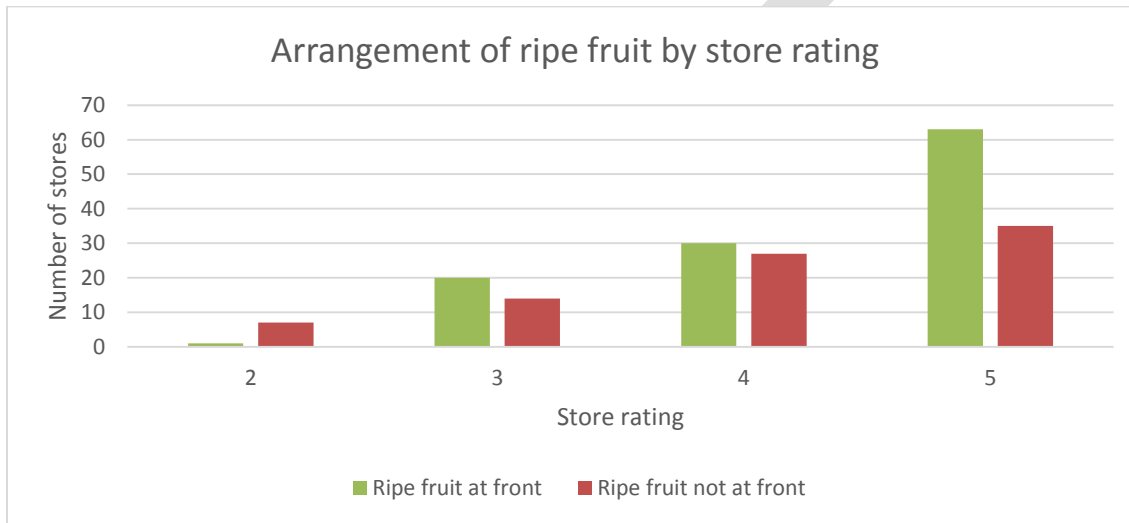
Notes

- Data taken only from stores with valid entries in this field (196 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are ripe fruit displayed at top/front of display?

Store Rating	Ripe fruit at top / front	Ripe fruit <u>not</u> at top / front
1	0	0
2	1	7
3	20	14
4	30	27
5	63	35

Table 53: Number of stores that do and don't display ripe fruit at front by store rating VIC



Figures 47: Number and percentage of stores that do and don't display ripe fruit at front by store rating VIC

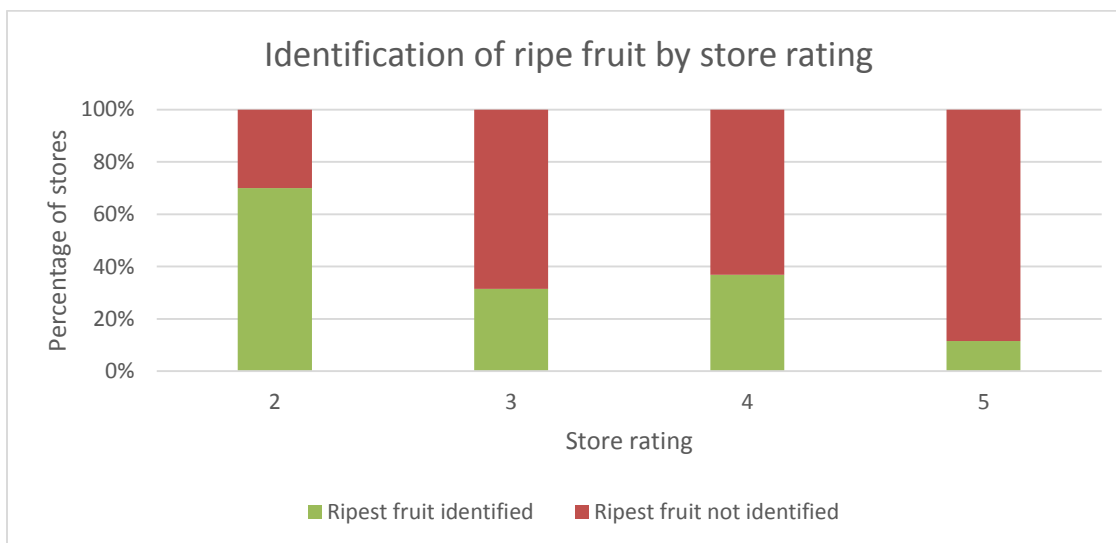
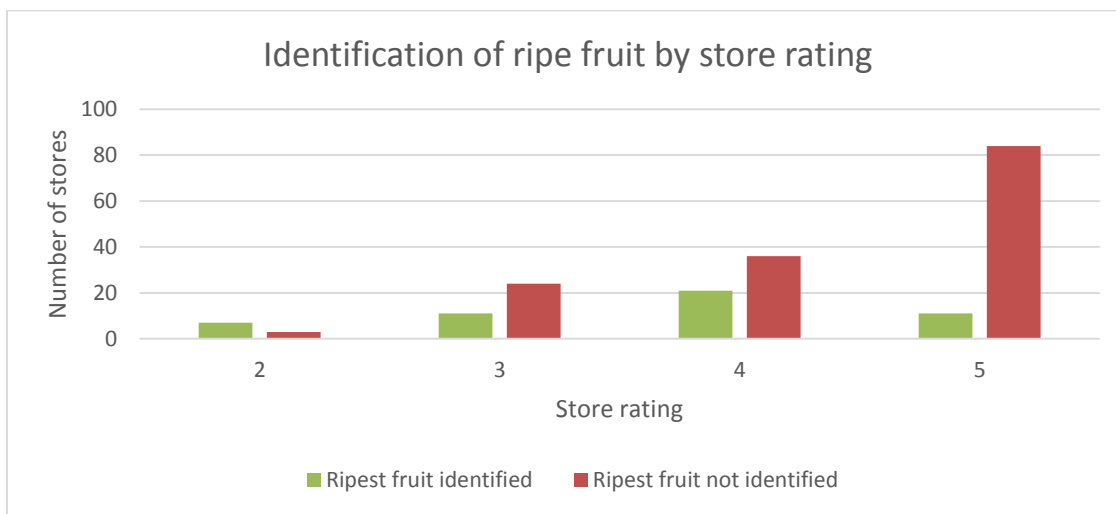
Notes

- Data taken only from stores with valid entries in this field (197 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Are the ripest fruit identified?

Store Rating	Ripest fruit identified	Ripest fruit not identified
1	0	0
2	7	3
3	11	24
4	21	36
5	11	84

Table 54: Number of stores that do and don't identify ripe fruit by store rating VIC



Figures 48: Number and percentage of stores that do and don't identify ripe fruit by store rating VIC

Notes

- Data taken only from stores with valid entries in this field (197 stores total)
- Data is based off each store's last recorded visit where a rating was given.

Assessment – National and States

National

Overall the program is being managed well from a store visit frequency perspective averaging 1.8 visits to stores in 2013/14.

Over the 3 years from 2011/12, 1037 individual stores have been visited and 3819 store visits have been conducted.

There has been a demonstrated improvement in 'rating of store' over the life of the project (37% of stores improved their rating, 44% stayed the same and for 19% their store rating decreased) – although it is unlikely the improvement can be fully attributed to the investment of this project.

At the last visit 66% of stores received a store rating of 4 or 5. This was an increase from 53% on the first store visits.

From the results it appears there might be some confusion related to the question about whether fruit is kept or discarded and so results should be treated with caution. In the recommended updated survey, the structure of this question should be addressed.

The following areas are still required to be addressed:

- The amount of damaged fruit visible on displays
- Arrangement of fruit on display
- Benefits of 'ripe and ready'.

Queensland

Queensland is being managed well from a store visit frequency and cost perspective. It has the lowest cost per store visit of all 4 states

There is close to one store visit per year on average, indicating good utilisation of resources.

There has been a demonstrated improvement in 'rating of store' over the life of the project (44% of stores improved their rating, 43% stayed the same and for 13% their store rating decreased) – although it is unlikely the improvement can be fully attributed to the investment of this project.

As expected level 5 rated stores were the least likely to have damaged or rotten fruit visible on their displays, and although at a low level (20%) most likely to attempt to identify ripe fruit.

The analysis shows there is room to re-enforce the following:

- Need to reduce the amount of damaged fruit seen on display
- Removal of damaged fruit and encouraging thought around store policy in this respect
- Benefits of 'ripe and ready'

Queensland demographic data

An analysis was undertaken to determine if there was any correlation between median household income of a postcode and the rating of stores in a postcode. This data shows that there is a weak correlation.

New South Wales

In NSW stores are currently averaging 3 visits per year. Some stores have been visited 10 times over the life of the project, hence there is capacity to reduce over-servicing and increasing unique store visits per year by increasing the number of stores visited and reducing the frequency.

The performance of the stores as indicated by the 'rating of store' over the life of the program to date show that 23% of stores improved their rating, 52% of stores stayed the same and for 25% their store rating decreased. These figures indicate that the overall store ratings of more stores have reduced than have increased. Looking more closely at the data it appears that the reduction in store ratings over time is predominantly attributed to the two major supermarkets. This outcome is of some concern, if the data is correct. It is noted in the NSW data that there are a very low level of rating 5 stores across the Sydney region. This indicates that the NSW trainer is perhaps harder at assessing stores than trainers in other cities. For this reason it is recommended there is some moderation of assessment across the trainers to ensure that there is an equivalency of overall store ratings in each market. This should be addressed through trainer workshops and whilst the Program Manager is conducting in-field visits (recommendation).

Stores in NSW seem to be better at identifying ripe fruit for their customers and placing it at the top or front of the display.

The analysis shows there is room to re-enforce the following:

- Need to reduce the amount of damaged fruit seen on display
- Removal of damaged fruit and encouraging improved store policy in this respect.

Western Australia

WA is being managed well from a store visit frequency perspective (1.3 average store visits per year in 2013/14), indicating a good utilisation of resources.

There has been a demonstrated improvement in 'rating of store' over the life of the project (50% of stores improved their rating, 37% stayed the same and for 13% their store rating decreased) – although it is unlikely the improvement can be fully attributed to the investment through this project.

There are some inconsistencies in the data. The results show retailers says they discard damaged fruit, but there is a high % of stores that have damaged fruit in displays.

There is room to re-enforce:

- The need to reduce the amount of damaged fruit seen on display
- Removal of damaged fruit and encouraging improved store policy in this respect
- As a higher percentage have displays that are 3+ layers deep, management of this should be covered off in the training
- Benefits of 'ripe and ready'

Victoria

Only the 2013/14 data has been assessed due to changes in staff.

In 2013/14, Victoria appears to have been managed well from a store visit frequency perspective (1.2 average stores visits per year)

Rooms to re-enforce:

- As a higher percentage have displays that are 3+ layers deep, management of this should be covered off in the training
- Putting ripe fruit at the top or front of the display (especially in lower rated stores)
- Need to reduce the amount of damaged fruit seen on display, with lower rating stores
- Benefits of 'ripe and ready'.

Comments on Store Survey Analysis

Although it was a stated aim of the program that stores are visited on average twice per year it is recommended that this is reduced to once per year and that level 5 rated stores are only visited every two years. Apart from the improved return on investment, this approach will reduce the pressure on trainers to always have something new to discuss.

There is some indication of over-servicing by trainers but it has been difficult to ascertain exactly why this practice has occurred. To overcome this AAL should provide more comprehensive area-based store lists for trainers to visit (in progress) and reinforce the need to visit as many individual stores over a year period, rather than visiting the same stores on multiple occasions within the year.

To be an eligible store, it is suggested that stores that are selling less than 15 trays of avocados on average per week (approx. 2 trays per day), unless they have greater potential, should not be visited, as this is not good return on investment.

Analysing the time available to the trainers and the estimated number of stores in each capital city, most trainers will likely only be able to visit each store once (rating 1-4) and half of the rating 5 stores in a year.

There should be some mechanism to communicate with rated 5 stores in the years they are not visited to see if there are any issues and, if required, provide any updated education material or POS. This might be as simple as sending a simple postcard where they can tick off if they want new education material sent to them.

Finally supermarket management should be presented with the findings of this analysis (recognising confidentiality requirements) and asked to consider their avocado management strategies where there are issues, with the aim to improving quality outcomes.

Recommendation 14:

- *Aim to visit all eligible stores once per year (rated 1 - 4) and stores rated 5 to be visited every second year*
- *AAL should develop more comprehensive area-based store lists to support trainers (in progress)*
- *Develop a process to communicate with stores rated 5 in the years they are not visited and if required*
- *The AAL Program Manager should moderate application of store survey across all cities (as per recommendation 13)*

Action: as appropriate, as per recommendation.

Analysis of the retail store practices survey form

There have been a number of iterations of the retail store practices survey form. All have collected a set of core data. The current data collection form is provided as Appendix 2.

Over the life of the project the following data has been collected (left column) and comments are provided on how successful this has been in terms of complete information and value for analysis (middle column). The third column is a recommendation on future collection of this data.

Collected data	Comment	Recommendation for future collection
Date	Required	Retain
Store Name	Required for identification	Retain
Visit #	Completed as part of data recording process	Retain
Store details: Address	Required for identification	Retain
Person spoken to and their position	Required for identification	Retain
Email Address/website	Required for identification	Retain
Preferred Variety	This question is not consistent across States or consistently answered. Where it is answered the preference is highly weighted towards Hass	Already removed in last version
Origin of avocado	Not consistently completed in survey. This could only be consistently applied at 'country' level. Knowing this information does not necessarily benefit overall aim of program.	Already removed in last version. Consider asking about issues with origin in a different way e.g. Do you have issues with NZ fruit?
Size of main display	The format of the data collected has been inconsistent and therefore difficult to analyse. Also, although it is interesting to know this information particularly if there are issues around quality, however knowing this in isolation from other information (such marketing approach, value of floor space/m2 and onsite coolstore capacity) limits the value of this information in the analysis process. It is however potentially an 'indicator' that trainers might address as part of the education process. Highlight this as a training / practice change opportunity on a new survey form e.g. too much overripe fruit might be addressed by reducing the footprint of the display and rotating stock more effectively.	Remove question and address through 'training opportunity'

How often order more fruit?	<p>Interesting to know particularly if there are issues around quality (ripeness management) but knowing this in isolation from other information (such as onsite coolstore capacity) limits the value of this information in the analysis process.</p> <p>It is however potentially an 'indicator' that trainers might address as part of the education process. Highlight this as a training / practice change opportunity on a new survey form e.g. if too much overripe fruit, try to order less fruit more often.</p>	Remove question and address through training opportunity
Number of trays sold / week	Good qualifying question	Retain
Variety on display	Of value to understand particular quality issues in store. For example, in the data it can be seen that Shepard fruit is a problem for retailers in WA	Retain
Ripeness Test?	This question asks retailers how they determine if fruit is ripe. The question has predominantly yielded a single answer which is 'colour & squeezing fruit/pushing stem in'	Remove question, but ask in another way to elicit a training opportunity with those not educated in f&v handling practices
Fruit on display? Assessment of ripeness level 1,2,3,4,5,6	This data set has not been completed well across all States. It is somewhat subjective and difficult to collect well without spending time. The value of the data is also somewhat limited as retailers mix of fruit will vary from day-to-day / week-to-week depending on supply.	Remove question, but ask in another way to elicit a training opportunity
Colour & Ripeness Chart Displayed?	This is a good indicator to determine if investment in training material is providing a return	Retain question
Are damaged fruit thrown out?	This question is interesting and needs to be reviewed. The analysis of the data and relationship with the following question indicated that there is perhaps different interpretations of 'damaged' and 'over-ripe' in this question by different retailers, depending on their interpretation of quality.	Retain question, but modify appropriately
Are damaged/rotten fruit visible in display? Bruising / Rots / Old – Shrivelled/Other	Good observation question that highlights if there are issues	Retain question
How displayed? (layers)	Good indicator if there are issues with in-store presentation	Retain question

Are ripe fruit displayed at top or front of display?	Good indicator if retailer is assisting consumer with selection process and managing stock rotation	Retain question but modify to capture those identifying ripeness of fruit by segmenting display
Are the ripest fruit identified? How identified?	Good indicator if retailer is assisting consumer with selection process	Retain question
Where is fruit sourced from?	It is known that fruit going to supermarkets is sourced from their own-company distribution centre and that most independent retailers in capital cities would be sourcing through the central market, therefore this question is redundant.	Remove question
Top 3 things that make good wholesaler?	This question has not been consistently answered and therefore the data set is poor and is not relevant to the supermarket retailers This question is also probably being directed at the wrong audience, as the store manager / staff are quite often not the buyer for the store and therefore would not interact with the wholesaler.	Already removed in last version
Past issues with wholesalers	This question has not been consistently answered and therefore the data set is poor. The question is also not relevant to the supermarket staff	Remove question
Are staff dropping fruit	The majority of responses, if recorded, were 'no'	Already removed in last version. Address through training if quality, especially bruising, is an issue
Are staff tumble filling displays	The majority of responses, if recorded, were 'no'	Already removed in last version. Address through training if quality, especially bruising, is an issue
Boxes stacked correctly	Not consistently recorded across States	Already removed in last version. Address through training if it appears to be an issue
Other feedback	Important to retain, but needs to be more focused to key issues that need to be actioned	Retain question but only use for key issues that need to be actioned
Overall Store rating	Good overall assessment	Retain

As a result of this analysis a new survey form has been developed in consultation with Avocados Australia (see Appendix 3). It is recommended that this is tested in field, amended if necessary and adopted for the remainder of the project.

Recommendation 15:

- *Adopt new survey form (Appendix 3)*

Action: Implement as soon as possible.

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Summary of Recommendations and Actions

These recommendations and actions are drawn directly from the main body of the report:

Recommendations:	Actions:
<p>Recommendation 1:</p> <p>To broaden the training base across the avocado sector, as part of the program, develop stronger relationships with other key supply chain parties, including:</p> <ul style="list-style-type: none"> • Central Market Buyers (independents) • Supermarket category managers (leverage existing relationships) • Supermarket DC quality managers (leverage existing relationships) • Supermarket produce area managers (leverage existing relationships) • Secondary wholesalers / regional fruit and vegetable retailers. <p>And, engage these parties in training initiatives as appropriate.</p>	<p>Identify key persons in each of these segments</p> <p>Through targeted consultation, identify the best way to engage these person in the training initiative (e.g. written material, one-on-one visit, determine appropriate person to conduct visit i.e. Program Manager or trainer, workshops etc.)</p> <p>Through targeted consultation, validate or develop education material / packages / workshops etc. that will meet the needs of each sector e.g. secondary wholesalers should be able to advise material and communication methods that would be useful for regional independent retailers. Initiatives should be piloted through Brisbane secondary wholesalers before being rolled out.</p>
<p>Recommendation 2:</p> <p>Ensure that POS material sizing is appropriate for range of stores.</p>	<p>Highlight with HIA the need to address POS material sizing to ensure as many stores as possible are able to use the material.</p>
<p>Recommendation 3:</p> <p>Highlight to all retailers the approaching Shepard season and how greenskin perform and need to be managed differently.</p>	<p>At the beginning of the Shepard season, send a postcard about handling Shepard to all independent retailers and independent chains</p> <p>Determine in consultation with Supermarkets how best to highlight this with supermarket staff.</p>

<p>Recommendation 4:</p> <p>AAL should be more closely engaged with HIA training initiatives to facilitate desired outcomes for the avocado industry and to ensure that training messages are consistent and that key findings from this program are integrated into any across industry projects. Likewise HIA should seek support from this program in developing any supply chain training material through their across industry projects that impact avocados.</p> <p>Discuss with HIA future training initiatives that HIA are undertaking that impact the avocado category and determine the best way to collaborate in these activities.</p>	<p>Discuss with HIA other training initiatives that HIA are undertaking that impact the avocado category and determine the best way to collaborate in these activities.</p>
<p>Recommendation 5:</p> <p>Determine in conjunction with various lead central market entities, if there is an opportunity to collaborate to achieve greater outcomes for the retailing sector.</p>	<p>AAL to meet and discuss opportunities with each central market entity that is taking the lead on retailer marketing and promotion.</p>
<p>Recommendation 6:</p> <p>Minor restructuring, re-wording and /or re-sizing of the following documents, as outlined in table 1 &2 (pages 12 and 13), to improve engagement and readability:</p> <ul style="list-style-type: none"> • Introduction letter • Avocado Quick Reference Q&A • Retailer Manual <p>Update Avocado industry marketing program summary for 2015 and continue to update Newsflyer quarterly</p> <p>For independent retailers, develop information sheet around category performance-based on best practice product handling.</p>	<p>As per recommendation</p>
<p>Recommendation 7:</p> <p>Provide additional tools such as photographs of stores that are doing a good job at merchandising fruit, to assist with the training process</p> <p>Identify any other media based tools the trainers believe would be of benefit and could use in educating retailers.</p>	<p>Action as appropriate, as per recommendation.</p>

<p>Recommendation 8: (beyond this project)</p> <p>Avocados Australia (or HIA) seeks to work with the other major fruit and vegetable category groups, e.g. bananas, citrus, leafy veg, potatoes, tomatoes, melon, apples, pears etc., to develop a 'pocket sized' ready reference guide on produce availability, handling and defects that could be distributed to all retail staff.</p>	<p>No action currently required</p>
<p>Recommendation 9: (beyond this project)</p> <p>Consider developing a smart phone application with similar but richer information to the 'pocket book', if market assessment and benefit cost is positive.</p>	<p>No action currently required</p>
<p>Recommendation 10:</p> <p>A KPI for number of store visits per hours worked should be included in the trainers contract. The aim should be for a minimum of 8 store visits per 8 hour period. If there is lengthy travel involved this may be reduced.</p> <p>Undertake in-market training in Adelaide and surrounds (one week every six months)</p>	<p>Review contract with trainers</p> <p>Organise one of the existing primary contractors to visit Adelaide retailers</p>
<p>Recommendation 11:</p> <p>Improve reporting with invoicing to collect and monitor information related to trainer activity</p>	<p>Develop activity statement format and invoicing procedure with contractors</p>
<p>Recommendation 12:</p> <p>As part of a formal evaluation process, provide a small feedback card for trainers to provide to retailers</p>	<p>Develop feedback card and provide to trainers</p> <p>AAL to randomly follow up on retailers across the four states (suggest 16 calls per month) and follow up on any issues that require auctioning</p>
<p>Recommendation 13:</p> <p>Hold trainer workshops twice per year</p> <p>Include backup trainers in trainer workshops at least annually</p> <p>Consider using backup trainers more regularly to meet demand for store visitations. If this is not possible consider employing additional part-time trainers.</p> <p>Program Manager to increase engagement with trainers in the field</p>	<p>Action as appropriate, as per recommendation.</p>

<p>Recommendation 14:</p> <p>Aim to visit all eligible stores once per year (rated 1 - 4) and stores rated 5 to be visited every second year</p> <p>AAL should develop more comprehensive store lists to support trainers (in progress)</p> <p>Develop a process to communicate with stores rated 5 in the years they are not visited and if required</p> <p>The AAL Program Manager should moderate application of store survey across all cities (as per recommendation 13)</p>	<p>Action as appropriate, as per recommendation.</p>
<p>Recommendation 15:</p> <p>Adopt new survey form (Appendix 3)</p>	<p>Implement as soon as possible</p>

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Appendix 1

Adelaide		
Market Authority: The Adelaide Produce Markets Ltd. Privately owned and operated. http://www.adelaidemarkets.com.au/		
State Chamber: SA Chamber of Fruit and Vegetable Industries Inc. Member organisation. http://www.marketfreshsa.com.au/index.php/about/		
Notes: Together the two bodies combined their marketing efforts and formed Market Fresh SA for all marketing activities.		
Contacts: Wendy Helps or Julian Carbone Office: (08) 8349 4493		
Retailer Support/Activity	Yes/No	Detail
Promotional Support	Yes	Through the state-wide campaign to promote local greengrocers. This is done through Market Fresh SA.
		Paying membership is required to receive the full benefits of the campaign/s, however all independent stores benefit. Campaign/s are designed to promote local stores and produce, with less focus on POS and more on promotional activities; such as cooking demonstrations, in-store giveaways, and radio advertising. Currently there is approximately 100 members located throughout SA. Web reference: http://www.marketfreshsa.com.au/index.php/
Retailer Performance Awards	No	
List of Stores Engaged	Yes	The members of the Market Fresh SA campaign are listed on the Market Fresh SA website. Web reference: http://www.marketfreshsa.com.au/index.php/
In-Store Visits	Yes	Visits occur in conjunction with campaign activities.
Retailer Training	No	

Brisbane		
Market Authority: Brisbane Markets Limited. Privately owned and operated. http://www.brisbanemarkets.com.au/		
State Chamber: Brismark (The Queensland Chamber of Fruit and Vegetable Industries Co-Operative Limited). Member organisation http://www.brismark.com.au/cms/		
Notes: Together the two bodies combined their promotional and sponsorship efforts under the banner of 'The Brisbane Produce Market'. This includes a program for independent retailers; to assist them with promotional support.		
Contacts: Julie Willis (Brismark) 07 3915 4311		
Retailer Support/Activity	Yes/No	Detail
Promotional Support	Yes	<p>Predominantly through the 'Retailer Program', and through various events, advertising and competitions.</p> <p>Retailer Program: Designed to promote and support independent retailers. As part of the program stores receive industry and campaign specific POS/collateral. Predominantly consumer focused, collateral is often developed by Brismark, HAL, and other Government and industry organisations. Eligible independent stores are invited to register with the program. Registration is free, with buy-in options for certain campaigns. Approximately 120 stores are currently registered - with the majority in South East QLD.</p> <p>Web reference: http://www.brismark.com.au/cms/index.php/Buyer-Fresh-Tastes.html</p>
Retailer Performance Awards	In Question	<p>Traditionally awards are given out Monthly (between July & December), and Annually, based on the 'Mystery Shopper' program for participants in the Retailer Program. However, there is a question over whether the 'Mystery Shopper' process will continue, and thus it is not known if these awards will continue.</p> <p>Web reference: Retailer of the Month: http://www.brisbanemarkets.com.au/greengrocers/2011-retailers-of-the-month/ Retailer of the Year: http://www.brisbanemarkets.com.au/greengrocers/2011-retailer-of-the-year/</p>
List of Stores Engaged	Yes	Those who participate in the Retailer Program are listed online. http://www.brisbanemarkets.com.au/greengrocers/store-locator/
In-Store Visits	No	
Retailer Training	No	No formally identified training materials are provided. There have been various Ad Hoc 'development sessions' or seminars, however attendance appears low.

Melbourne		
Market Authority: The Melbourne Market Authority. Government owned. http://www.melbournemarkets.com.au/about-us/		
State Chamber: Fresh State Ltd, Formerly known as the Victorian Chamber of Fresh Produce Wholesalers Inc. Membership organisation. http://www.freshstate.com.au/		
Notes: The above entities co-fund the activities below. Contact: David Fussel (MMA): 03 9258 6102		
Retailer Support/ Activity	Yes/No	Detail
Promotional Support	Yes	<p>Promotions and POS are delivered through the Marketfresh website, the Retailer Program, the Marketfresh Schools Program, and various events.</p> <p>The Marketfresh website is a comprehensive site providing a range of information for both the public and industry. Photos, recipes and tips are offered, as well as the promotion of local produce.</p> <p>Web reference: http://www.marketfresh.com.au/</p>
Retailer support / training		<p>Retail Development Program</p> <p>There are 700 fruit and vegetable retail outlets registered with the retail development program. Retailers receive point for sale materials promoting seasonal product and product handling tips to assist sales. Shops are also mystery shopped and provided with confidential feedback as to their performance compared to the industry average. This business feedback which covers customer service, product quality, variety and a range of merchandising issues is highly valued by retailers and has assisted retailers to improve retailing standards across Victoria. As part of the program, monthly awards are made, based on performance. Results are also used to select finalists and winners in the prestigious Retailer of the Year Awards</p> <p>Web reference: http://www.melbournemarkets.com.au/market-services/business-support/</p>
Retailer Performance Awards	Yes	<p>In conjunction with the Retail Development Program, participants are also mystery shopped and monthly awards are given, based on performance. Results are also used to select finalists for the retailer of the year awards (3x categories).</p> <p>Web reference: http://www.marketfresh.com.au/fruit-veg/retailer-of-the-month.html http://www.marketfresh.com.au/fruit-veg/retailer-of-the-year.html</p>
List of Stores Engaged	Yes	<p>Those who are registered in the Retail Development Program are listed on the Marketfresh website.</p> <p>Web reference: http://www.marketfresh.com.au/fruit-veg/find-your-greengrocer.html</p>
In-Store Visits	No	

Perth		
Market Authority: The Perth Market Authority (PMA). A Western Australian Government agency, responsible for the ownership and management of Market City http://www.perthmarket.com.au/about		
State Chamber: The Chamber of Fruit and Vegetable Industries in Western Australia (Inc). Member organisation. http://www.cfviwa.com.au/about/		
Notes: Activities below are co-funded by PMA and the CFVIWA		
Contact: Nicole: 08 9456 9227		
Retailer Support/ Activity	Yes/No	Detail
Promotional Support	Yes	Promotional Support provided predominantly through the Great Greengrocer campaign. Some additional POS support provided through the market from other bodies.
		The Great Greengrocer program started in October 2013 and is a campaign which uses POS, radio, social media, giveaways and other marketing activities to promote local grocers. A membership joining fee gives access to the campaign specific materials and benefits. Currently there are approximately 33+ members throughout WA.
Retailer Performance Awards	Yes	Separate to the Great Greengrocer program. Stores are nominated and awards given annually. Web reference: http://www.perthmarket.com.au/wa-fresh-produce-retailer-year-awards
List of Stores Engaged	Yes	A list of the Great Greengrocer members are located on the Great Greengrocer website, plus a general store locator listing on the Market City website. Web reference: http://www.perthmarket.com.au/green-grocer http://www.greatgreengrocer.com/what-is-a-great-greengrocer.html
In-Store Visits	Yes	Before signing up to the Great Greengrocer program each store is visited.
Retailer Training	Yes	Based on seasonality, training workshops are held at Market City. Open to all independent grocers, training is focused on areas such as produce handling and storage. Attendance so far has been good - with between 30-40 people per session.

Sydney		
Market Authority: Sydney Markets Limited. Privately owned and operated. http://www.sydneymarkets.com.au/index.asp		
State Chamber: Freshmark®, or the The NSW Chamber of Fruit & Vegetable Industries Inc. Member organisation. http://www.freshmark.com.au/		
Notes:		
Contact: Bruce Hecker (Manager Special Projects: Freshmark) 02 9764 3244		
Retailer Support/ Activity	Yes/No	Detail
Promotional Support	Yes	Through a range of activities, mostly through the Your Local Grocer initiative. There are some Fruit and Vegetable Seasonal Guides available online. Your Local Greengrocer program is designed to promote participating greengrocers. Stores must register, with POS and promotional collateral developed by Freshmark being distributed to participants. Web reference: http://www.freshmark.com.au/promotions2/ http://www.sydneymarkets.com.au/index-marketing.asp http://www.sydneymarkets.com.au/produce-info.asp
Retailer Performance Awards	In Question	Not indicated. However there is reference to this 'Greengrocer of the year' awards program on the SML website. This states that there is 11x Greengrocer of the Month recipients/year, plus 22x Distinction in Retailing awards/year, and 1x Annual Greengrocer of the Year. Web reference: http://www.sydneymarkets.com.au/produce-awards-about.asp http://www.sydneymarkets.com.au/produce-awards-registration-form.asp
List of Stores Engaged	Yes	Those participating in the Your Local Greengrocer program are listed on the website. Web reference: http://yourlocalgreengrocer.com.au/retailers/
In-Store Visits	?	It is stated that a Marketing consultant visits stores. No other detail was provided.
Retailer Training	No	There is a retailer training CD which is not distributed and could possibly be outdated. No other training resources are formally identified.

Appendix 2

Survey of Store Practices

Version 7 – 01 Sep 2014

Admin Section:

Store/visit number: _____

City: M S P B

1. Date: _____ 2. Store Name: _____

3. Store Address: _____

4. Person spoken to: _____ 5. Position: _____

6. Email address or phone number: _____

Category Manager Section:

7. How regularly does the store order more fruit? _____ 8. How many trays sold /week? _____

9. Quality checking:

a) How do staff test for ripeness? Circle one or more of the following:

- Squeezing fruit/pushing stem in
- Gently pressing the stem
- Don't do any testing
- Other _____
- Rely on supplier's advice
- Fruit colour

b) Is the colour and ripeness chart displayed? Please circle:

- No
- Yes - at back of store for staff reference
- Yes - at front of store for consumers
- Other _____

c) Do staff throw out avocados that have been dropped, have rots or are over ripe? Please circle:

- Yes
- No
- Other: (e.g. used in salads) _____

d) Within the display can you see avocados with quality issues (rots, obvious bruising or old/shrivelled fruit)?

Please circle:

- Yes
- No

If yes, please specify the type of defect if possible. Please also include an approximate percentage of the total display affected. If possible please also include a fruit sticker to show who the fruit is from.

Bruising %	Rots %
Old/shrivelled %	Other %

e) How are the avocados displayed? Please circle:

- More than 2 layers deep
- 1-2 layers deep

10. Wholesalers

a) Where do you normally source your avocados from? Please mark:

- Wholesale markets
- Through a third party not a wholesaler
- Through a Distribution Centre
- Other:

b) Have you had any issues with suppliers you've dealt with in the past? (E.g. Poor Quality, Immature Fruit)

11. Retailer Training Booklet & Other Educational Material Feedback:

FAQ's not included in manual: _____

Information Topics not covered in manual: _____

Information to be produced in different format: _____

Other feedback from retailer: _____

Preferred size of information booklet: _____

.....

Display Section:

12. Variety on Display: _____ 13. Size of main display: _____

14. Proportion of different coloured fruit in display:

% of colour rating 1 : emerald green:	% of colour rating 2 : forest green
% of colour rating 3 : approximately 25% coloured	% of colour rating 4 : approximately 75% coloured
% of colour rating 5 :purple	% of colour rating 6: black

15. Helping consumers:

a) Are the ripest avocados displayed on top or at the front of the display? Please circle:

Yes No

b) Are the ripest avocados identified?

Yes No

If yes, how are the avocados identified:

- Ripe for tonight stickers (or similar) - Ripe fruit displayed separately
- Other _____

16. Overall what is the store's avocado practice rating?

Overall store rating (please circle):	Note: 1 = poor 5 = excellent
1 2 3 4 5	

5 = Store has very little if anything to improve. They are following best recommended practices and going above and beyond for their customers. Fantastic store!

4 = Store only has a few minor issues to improve. They are following best recommended practices.

3 = Average store. May be following some best recommended practices, but there is room for improvement.

2 = Store practices are not up to standard. Lots of room for improvement.

1 = Store has big problems. You would not want to buy an avocado from this store.

Appendix 3

Suggested new store survey form - provided as a separate pdf attachment.

DRAFT

SURVEY OF STORE PRACTICES

STORE DETAILS

Date: _____ Time: _____ Store visit # today: _____

Store name: _____ Store visit # total: _____

Street address: _____

Suburb: _____ Postcode: _____

Email address: _____ Website: _____

Need to have general email address for business/store if not already recorded.

Person spoken to: _____ Position: _____

OBSERVATIONS OF STORE AND DISPLAY

1. Variety on main display (tick all that apply):

Hass Shepard Other: _____

2. Is AAL/ HIA education material evident at front of store?

e.g. ripeness poster

Yes No

3. How are avocados stacked?

1 to 2 layers deep 3 or more layers deep

4. Is the range of fruit ripeness appropriate?

Should be some 'ripe & ready'; some to eat 1-2 days and some 3-4 days.

Yes (appropriate) No (most aren't ripe)
 No (most are overripe)

5. Are ripe fruit stacked at the top/front of the display?

Yes No

6. Are the ripest fruit identified? No

Yes (stickers on loose fruit) Yes (packaged offering - ripe & ready to eat)
 Yes (separated and obvious) Yes (separation & signage)

7. Are damaged/rotten fruit visible in display?

Yes No

If yes, what is the main issue?

Bruising Rots Over ripe / Old/shrivelled
 Marked skins Other: _____

If quality, particularly bruising is a problem suggest reducing the depth of display

Did you know that sales can increase by 10 - 30% if you have avocados that are identified as 'ripe & ready' to eat

Many consumers don't know how to identify ripe fruit, so a little assistance can help increase sales - so either put them on top / front of display and if possible identify

It's best to remove damaged /over-ripe / rotten fruit. Either throw it away or if still in reasonable condition discount and sell away from main display

QUESTIONS

1. **How many trays do you sell per week? _____ trays**

If a range is given, enter an average (i.e. if they say 10 – 20 trays, enter 15).

2. **Are you using a colour ripeness chart?**

Yes (back of store) Yes (front of store) No

3. **Are you comfortable determining the ripeness of the fruit?**

Didn't ask as it was evident they had the necessary skills
 Asked and they indicated that they were
 They weren't comfortable

If they're not familiar with determining fruit ripeness show them how and highlight education material

4. **Are you currently having any issues with the fruit you receive?**

Yes No

Talk about the scope to change ordering practices; e.g. if ripening too much on shelf - order less but more often

If yes, what issues do you have? (tick those that apply)

Ripeness

Sometimes overripe Sometimes unripe/hard

Quality

Sometimes poor quality Always poor quality

If poor quality, what quality problems are there (tick all that apply)?

Vascular browning Cutting grey
 Marked / spotted skins Bruising
 Rots Seems old and tired

Talk about handling and ways to speed up / slow down ripening at store and home

Refer retailers to reference booklet so they can identify problem and discuss with their wholesaler or manager

Variety / season

New Zealand fruit Other region: _____

Green skins/shepherd Hass

Summer fruit Winter fruit Other _____

Refer to training material for staff to help reduce bruising

Stacking / physical damage

Stacking is a problem Fruit is squashed

Any other quality issues: _____

5. What do you do with overripe fruit?

- Throw it out as soon as identified
- Nothing - leave on display (and eventually throw out)
- Discount and sell before it becomes over-ripe
- Sell it cheap /give away once it is over-ripe
- Use for in-house food services
- Sell to local cafes, etc.

Suggest to retailers it is good to discount the fruit and sell it before it becomes over-ripe. Most retailers say that consumers will avoid a product for 2-4 weeks once they have a poor experience, hence it's important to get it right to keep sales strong!

6. What do you do with poor quality fruit?

- Throw it out as soon as identified
- Nothing – leave it on the display (and eventually throw out)
- Sell it cheap/ give away
- Use for in-house food services
- Sell to local cafes, etc.

Only provide feedback if it is relevant and needs actioning e.g. does not want anyone to call again or wants to talk to someone from Avocados Australia. If the issue is timely please scan form and email the same week to NS.

7. Other feedback:

8. Overall store rating (circle one):

See last page for store rating guide.

1 2 3 4 5

STORE RATING GUIDE

- 5** = Store has very little, if anything, to improve. They are following best recommended practices and going above and beyond for their customers. Fantastic store!
- 4** = Store only has a few minor issues to improve upon. They are following best recommended practices.
- 3** = Average store. May be following some best recommended practices, but there is room for improvement.
- 2** = Store practise are not up to standard. Lots of room for improvement.
- 1** = Store has big problems. You would not want to buy an avocado from this store.