

Wednesday, April 2, 2008
10:07 PM

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Subject: Papaw Price Survey.
Attachment: [Price survey.xls](#)

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Dear Joe

I have attached a price survey that I was talking about today.

It was an analysis that I did in 98 when the papaw industry was a part o QFVG. All prices a on a per kilo basis and the wholesale market prices was obtained from Market information Services. The retail prices were obtained when the industry did a promotion campaign (I think I still have the promotions reports). The survey showed the store and the date. This information may be useful. Have a look and see if it is worthwhile. The information may be 10 years old but it demonstrates that there is a huge difference between what the grower receives and what the retailer receives.

Prices that growers receive today for papaws are not much higher than what they were in 97/98.

Give me a call if you think you can use it

Joe Zappala

Price Survey

Market price data supplied by Market Information Services & Retail Price Data from Papaw Promotions Report

Brisbane Market Yellow Papaws						% Mark Up			
Week Ending	High	Average	Low	Retailer	Retail price	High	Average	Low	
5/07/1997	0.86	0.65	0.36	Franklins Calamvale	1.99	231	306	553	
	0.86	0.65	0.36	Franklins Maroochydore	1.79	208	275	497	
	0.86	0.65	0.36	Tropical Fruit Shed	2.59	301	398	719	
	0.86	0.65	0.36	JJ's Fruit market	1.99	231	306	553	
	0.86	0.65	0.36	Brookside Fruit Market	1.69	197	260	469	
	0.86	0.65	0.36	Franklins Capalaba	1.79	208	275	497	
27/09/1997	1.29	0.84	0.29	Cloes Springwood	2.39	185	285	824	
	1.29	0.84	0.29	Coles Mt Ommaney	2.38	184	283	821	
4/10/1997	1.29	0.84	0.29	Coles Capalaba	2.39	185	285	824	
	1.14	0.93	0.29	Woolworths Ipswich	2.69	236	289	928	
	1.14	0.93	0.29	Woolworths Woodridge	2.69	236	289	928	
	1.14	0.93	0.29	Woolworths Stafford	2.79	245	300	962	
	1.14	0.93	0.29	Freshy's Fruit Barn	1.99	175	214	686	
	1.14	0.93	0.29	Woolworths Mt Ommaney	2.79	245	300	962	
18/10/1997	1.14	0.93	0.29	Woolworths Mt Gravatt	2.69	236	289	928	
8/11/1997	1.43	0.97	0.29	Franklins Nerang	2.77	194	286	955	
	1.43	1.01	0.57	Franklins Mackay	2.79	195	276	489	
22/11/1997	1.43	1.01	0.57	Franklins Castletown	2.99	209	296	525	
	1.43	1.01	0.57	Franklins Nerang	4.48	313	444	786	
	1.43	1.01	0.57	Franklins Calamvale	4.48	313	444	786	
	1.43	1.01	0.57	Franklins Carindale	4.48	313	444	786	
	1.43	1.01	0.57	Franklins Capalaba	3.98	278	394	698	
	1.43	1.01	0.57	Franklins Hervey Bay	3.98	278	394	698	
	1.43	1.01	0.57	Franklins Morayfield	3.49	244	346	612	
	1.43	1.01	0.57	Big Fresh Maroochydore	4.48	313	444	786	
	1.43	1.01	0.57	Franklins Mudgeeraba	4.49	314	445	788	
	1.43	1.01	0.57	Franklins Toowoomba	3.58	250	354	628	
	13/11/1997	1.00	0.64	0.43	Coles Pacific Fair	2.99	299	467	695
		1.00	0.64	0.43	Coles Cleveland	1.99	199	311	463
		1.00	0.64	0.43	Coles Noosa	1.99	199	311	463
		1.00	0.64	0.43	Coles Hervey Bay	1.99	199	311	463
1.00		0.64	0.43	Coles Chermside	1.99	199	311	463	
1.00		0.64	0.43	Coles Mt Pleasant	3.49	271	420	812	

Sydney Market Yellow Papaws						% Mark Up		
Week Ending	High	Average	Low	Retailer	Retail price	High	Average	Low
28/09/1997	1.43	1.00	0.43	Big Fresh Mt Druitt	3.98	278	398	926
	1.43	1.00	0.43	Big Fresh St Marys	3.98	278	398	926
26/10/1997	2.00	1.26	0.57	Farmer Johs Fruit Barn	2.99	150	237	525
	2.00	1.26	0.57	Penrith Growers Market	3.99	200	317	700
	2.00	1.26	0.57	Big Fresh Burwood	3.49	175	277	612
	2.00	1.26	0.57	Big fresh Campbelltown	3.68	184	292	646

Melbourne Market Yellow Papaws						% Mark Up		
Week Ending	High	Average	Low	Retailer	Retail price	High	Average	Low
4/07/1997	1.43	1.20	1.07	Safeway	2.99	209	249	279
	1.43	1.20	1.07	Franklins Doncaster	3.98	278	332	372
	1.43	1.20	1.07	Red Cherry Doncaster	2.99	209	249	279
	1.43	1.20	1.07	Chadstone Fruit Market	2.99	209	249	279
5/09/1997	1.79	1.29	0.71	Safeway Moone Ponds	2.99	167	232	421
12/09/1997	1.71	1.29	0.71	Coles Keysboough	3.99	233	309	562
25/09/1997	1.43	1.07	0.71	Coles	2.99	209	279	421
	1.43	1.07	0.71	Safeway	3.99	279	373	562
3/10/1997	1.07	0.86	0.57	Coles	2.99	279	348	525
10/10/1997	1.29	0.9	0.57	Coles	2.99	232	332	525
17/10/1997	1.43	1.12	0.71	Coles Donvale	2.99	209	267	421
	1.43	1.12	0.71	Franklins Altona	4.98	348	445	701
24/10/1997	1.71	1.37	0.71	Safeway Greensborough	2.98	174	218	420

Adelaide Market		Yellow Papaws			% Mark Up				
Week Ending	High	Average	Low	Retailer	Retail price	High	Average	Low	
3/10/1997	1.86	1.39	1.14	Woolworths	1.99	107	143	175	
10/10/1997	1.86	1.39	1.14	Foodland Blackwood	2.99	161	215	262	
28/10/1997	2.57	1.50	1.14	Woolworths	3.59	140	239	315	
7/11/1997	2.57	1.93	1.43	Findon Fruit	3.99	155	207	279	
29/10/1997	2.71	2.50	2.00	Island Fresh Fruit	2.99	110	120	150	
23/01/1998	1.71	1.64	1.57	Woolworths	3.99	233	243	254	
5/02/1998	2.86	2.50	2.14	Coles	4.99	174	200	233	
14/02/1998	2.86	2.50	2.14	Foodland	3.99	140	160	186	
13/03/1998	3	2.6	2.29	Joes Parabanks Heart Week	3.99	133	153	174	
20/03/1998	2.57	1.51	0.71	Woolworths	4.99	194	330	703	
27/03/1998	2.14	1.43	0.71	Woolworths	3.99	186	279	562	
9/05/1998	2.14	1.29	0.71	Foodland	3.99	186	309	562	