

# WA Citrus Marketing Forum

Agenda :

- (1) Overview of NTUC FairPrice
- (2) Opportunities for WA citrus exports
- (3) FairPrice's current business mode
- (4) Market Trends

# Overview of NTUC FairPrice

- o Founded by the labour movement in 1973, with a social mission to moderate the cost of living in Singapore
- o Largest retailer, FY08 sale revenue S\$2.b, 6000 staff strength
- o More than 200 outlets:
  - o FairPrice supermarkets
  - o FairPrice Finest
  - o FairPrice Xtra
  - o FairPrice Xpress and
  - o Cheers convenience stores
  - o Fresh Food Distribution Centre
  - o Centralised Warehousing and distribution company



*At NTUC FairPrice, we believe the good life shouldn't have to cost a lot and we aim to make it accessible to all segments of the community.*



Supermarket category, annual Reader's Digest survey



## FairPrice

1. *Food Safety Awards (Agri-Food & Veterinary Authority of Singapore (AVA))*



**GIVING A 'GREEN' BOOST WITH FAIRPRICE REUSABLE BAGS**



2. *AVA's Food Safety Partner for our commitment to food safety assurance and education*



**CASH FOR GREENING**



# Overview of NTUC FairPrice

- 84 mainstream supermarkets (FairPrice)
- 2 niche supermarkets (*finest*)
- 3 hypermarkets (Xtra)
- Yearly sales of Citrus Fruits: S\$25 mil
- Countries whom FairPrice is currently importing Citrus directly from
  - USA
  - China
  - South Africa
  - Egypt (ad-hoc basis, no program in place)

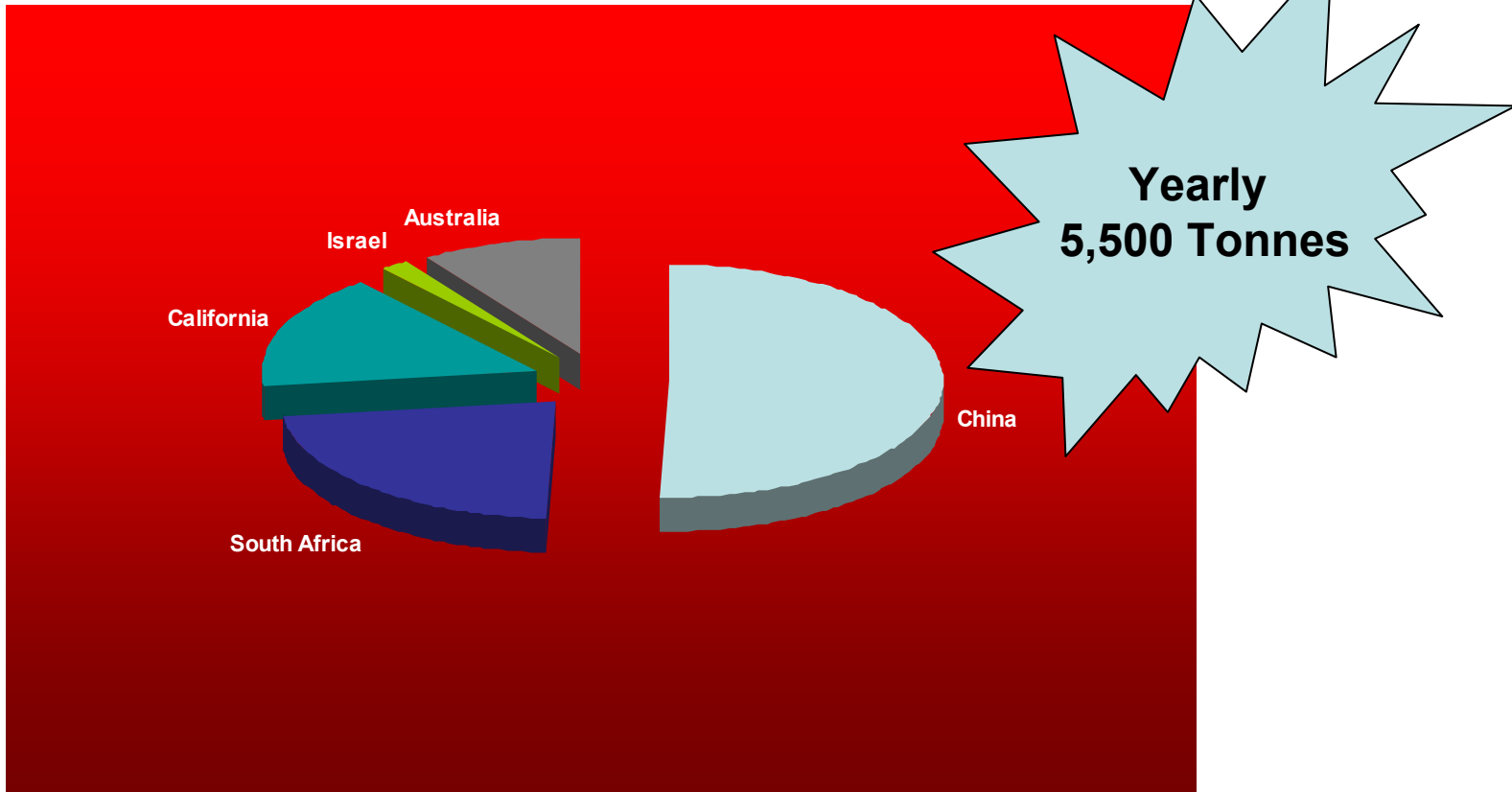
# Opportunities for WA Citrus Export

- Mainly would be Oranges (Valencia and Navel)
- Volume: 30 FCL 40' per year
- Timing: March – June (Valencia)  
July – October (Navel)
- Sizes: Mainly 113's and some 56's

# Current Import Operations

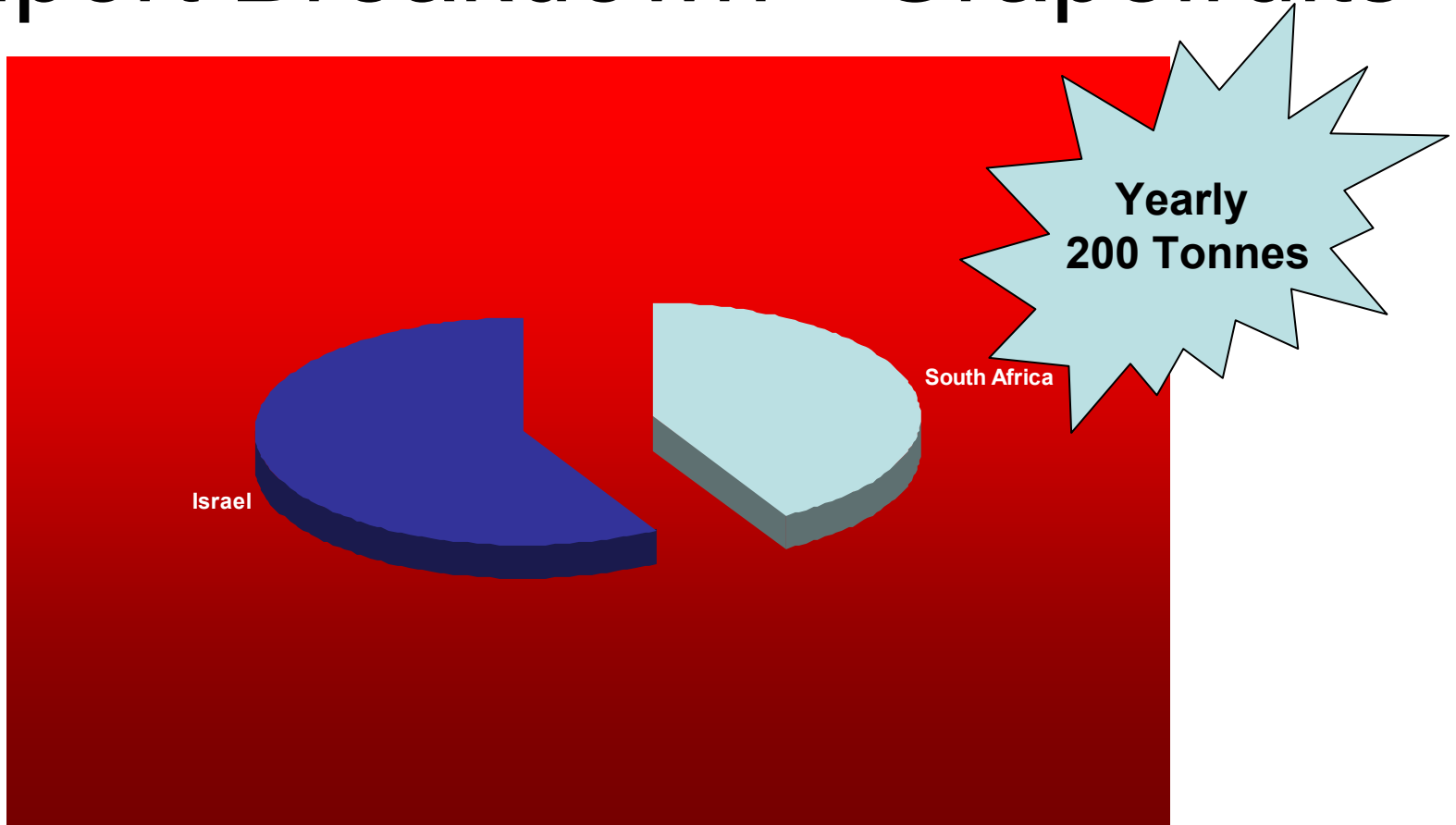
- Buy Direct from foreign consolidators
- Exporter ship to Singapore upon our confirmation of orders and ETAs
- Container collection at PSA by our local appointed logistics company
- Payment Terms: CNF
- T/T – 14 days upon receipt of goods

# Import Breakdown - Oranges



- China –52%
- US - 15%
- South Africa – 22%
- Israel – 2%
- Australia - 9%

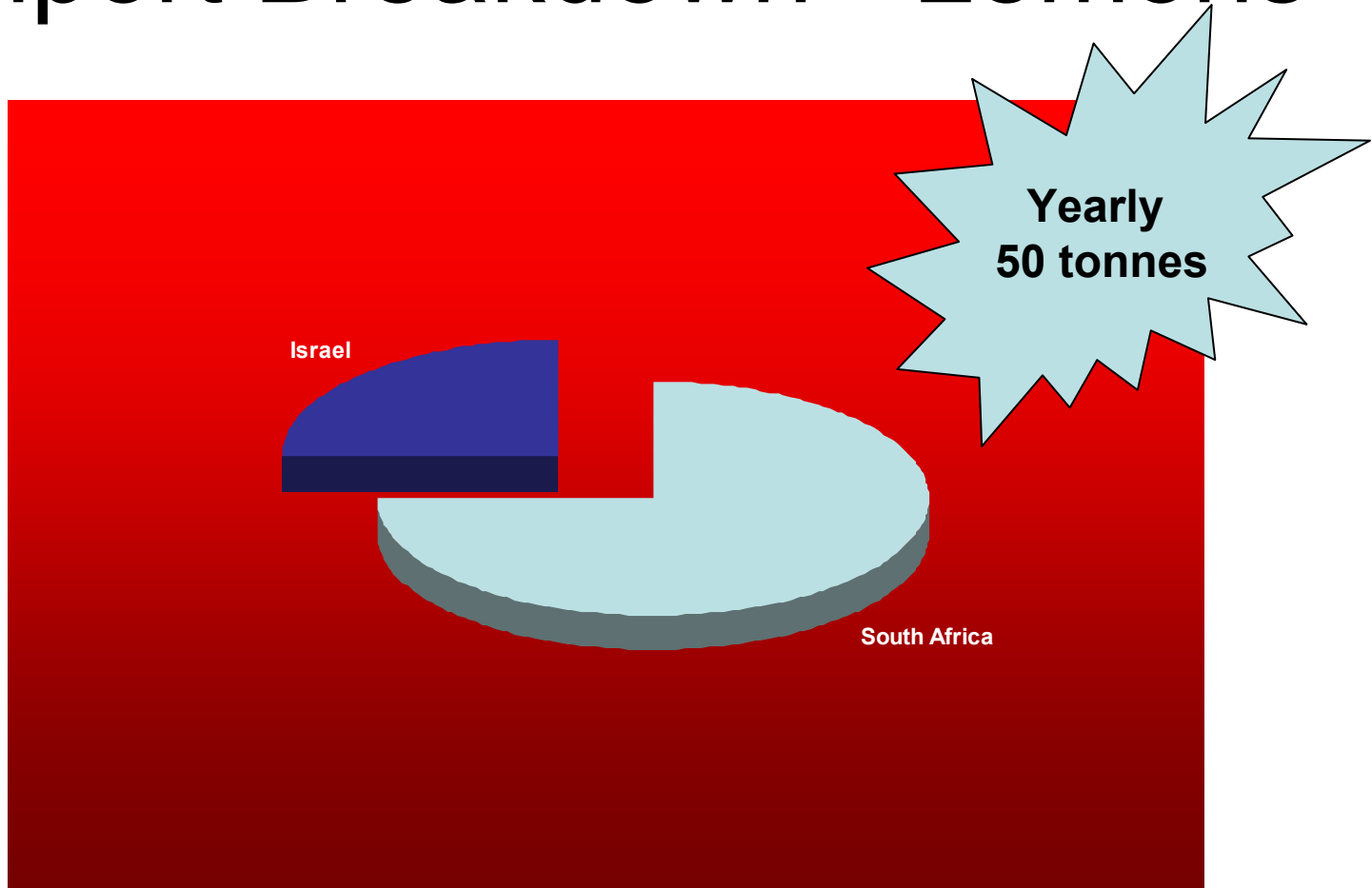
# Import Breakdown - Grapefruits



- South Africa – 58%
- Israel – 42%



# Import Breakdown - Lemons



- South Africa – 75%
- Israel – 25%

# Market Trends

- Growing category
- High demand staple fruit especially on prayer days
- Mid sized fruits with count size 113, 56s in Heavy Pack
- Development of Pre-packs
  - Mid to Smaller size fruits
  - Loose display of big-sized fruits

# On the lookout...

- **Net Bagged mid sized oranges**
  - Competitively priced
  - Reusable net bags for consumers (opening and closing of bags allowing for reuse)
  - Barcode included to record sales
  - Prevent wastage
  - Nutritional information on packaging
- **New varieties**
  - Provision of promotional and sampling activities
- **Theme Fairs**
  - Educate consumers
  - Promote greater use of Citrus, more than just direct consumption and juicing purposes
    - Ingredient for salads or dishes

# Working with Suppliers / Trade Board /etc

**(1) Merchandising incentive rebates on a yearly basis**

**Example : 200,001 ctns and above -  
30c per ctn**

**(2) Fixed A&P funds on a yearly basis**

**(3) Above and below the line A&P support**

**(4) Other terms ( negotiable)**

3  
For 3

GREEN APPLE  
40¢ each  
1.75  
For 5

TURKEY  
LEMON  
50¢ each  
1.15  
For 3

1.25

1.35

CAUTION  
SPREAD OF SWING DOOR









Exported from  
Malaysia  
**AGRI-MART**  
EXPORTS PTE LTD  
P. 401-2 1001 2002  
M. 401-2 1001 2002



**IMPORTED BY:**  
**216 Pandan Loop**  
**Singapore 129408**

SELECTED ORGANIC



1.15  
for 3

TURKEY  
LEMON

50¢  
each

1.15  
for 3

THIS STORE'S SPECIAL

FRENCH  
BRAND  
APPLE

50¢  
each

2.20  
for 5

USA  
FLORIDA  
GRAPEFRUIT

80¢  
each

2.15  
for 3

EXIT

1.25

1.35

CAUTION  
WALK UP FRONT





CARINA  
GRUPE FRUIT  
70¢  
each  
**1.85**  
For 3

THIS STORE'S SPECIAL  
CARINA  
EXCHANGE  
60¢  
each  
**2.40**  
For 8

THIS STORE'S SPECIAL  
CARINA  
FUJI APPLE  
60¢  
each  
**2.40**  
For 8





Deli

EXIT

7.99

7.99

7.99



Thank You

