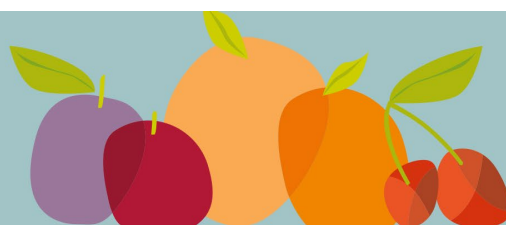




market update



28 March 2024

North Island	<p>As it was two weeks ago, the market in general has plenty of fruit with consumers exercising caution about how much they spend. Staple items continue to sell, but those considered luxuries, not so much.</p> <p>Harvesting has all but finished with one plum variety still to be picked. From here, there will be a seven month break until early nectarines and cherries are ready at the end of October or early November. In the meantime, we trust there will be sufficient winter chill, enough rain to fill the soil up to capacity, and enough dry weather to enable sufficient days for winter pruning.</p>
South Island	<p>Central Otago has mostly finished harvest with a small amount of plums and peaches yet to go. In both areas, harvest could well be completed the week after Easter.</p>

cherries	LOW	MED	HIGH
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➤ Finished

apricots	LOW	MED	HIGH
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➤ One of the five stores visited had a few apricots to go. Generally, apricots are well finished.

nectarines	LOW	MED	HIGH
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➤ Harvest is finished for the last varieties, August Fire and August Red. This last fruit from Central Otago is picked and packed, and working its way through the distribution system.

Peaches	LOW	MED	HIGH
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- Golden Flattos can still be found but not in any quantity.
- There are some yellow fleshed peaches on the shelves but no more to be harvested.
- Peacharines from Mangaweka will still be available for another week.
- There is a little Golden Queen still to be picked from Central Otago. It will then make its way through the system.

plums	LOW	MED	HIGH
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- Plums from both the two major fruit growing areas are readily available.
- Omega, Sun Gold and Freedom are on the shelves still but not for too much longer. Royal Star is available for another week as is Angelino.
- Malone harvest has started for some with others looking to begin after Easter.
- There should be good volumes of plums available for another two or three weeks.

Market update by Richard Mills, Technical Advisor, Summerfruit NZ, email richard.mills@summerfruitnz.co.nz

Note: The information supplied is based on communication with summerfruit growers, marketers, retailers and other relevant industry parties. Information supplied on cherries, apricots, nectarines, peaches and plums can alter after publishing due to unexpected weather events, market forces, and other events relevant to the industry. Seek daily advice on supply from your summerfruit supplier.