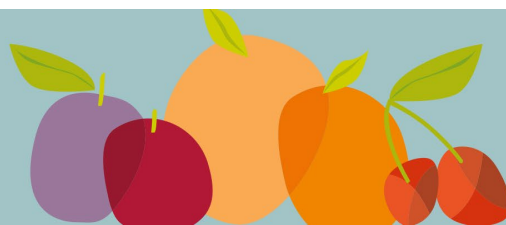




# market update



03 Jan 2024

## North Island

The last three wet seasons are now a memory as dry conditions predominate Hawkes Bay's mid-season summerfruit. Rots are hard to find from well managed orchards. With the last two weeks being very warm the growing degree day accumulation (GDD) is now more than last season and on a par with normal. Bay View has accumulated 682 units and the Longlands station 761 units. Varieties that were approaching maturity have moved quickly to harvest. The coming week will see moderate temperatures and no real rain, which will enable a controlled harvest and distribution and fit with the typical holiday season demand. Fruit set has been lighter than ideal, probably as a reaction to last seasons wet feet and low sunshine hours. Retail is typical for this time of the year, a bit slow in places and yet OK in others.

## South Island

Central Otago accumulated GDD is normal and will continue to be so. 450 plus units have accumulated in Cromwell, Clyde and Alexandra; nearly 400 in Roxburgh and 420 in the Teviot Valley. There is no real rain in the forecast, temperatures will be mild, with potential evapotranspiration in the 4mm/day area. Cherries are the main crop coming out of Central Otago, with apricot, nectarine, peach and a few plums just starting. Much of this product will stay in the South Island for a while as the volumes build.

## cherries

LOW

MED

HIGH

- Hawkes Bay and Marlborough have finished picking and packing cherries. Blenheim has a little stored fruit for gate sales.
- Central Otago has many different varieties being picked at this stage. There is some of the earlier than Lapins varieties still harvesting, lots of Lapins and some of the later varieties such as Sweetheart, Romance and Regina, Liberty Bell, Kordia and Rainier.
- Some retailers have full displays at present, with more arriving every day. There is also a suggestion that mid-season varieties had a lighter set than forecast.

## apricots

LOW

MED

HIGH

- Hawkes Bay Clutha Gold will largely finish this week with limited volumes of Kyoto for sale.
- Central Otago is starting nibble picks of Sundrop and Orange Red. This will even up the maturity as volumes build next week. The earliest Clutha Gold will be 10 days away.
- The big set of Central Otago apricots has given a wide range of fruit size.

## nectarines

LOW

MED

HIGH

- The white fleshed varieties Chrystal and Queen Giant from Hawkes Bay are all but finished as has the classic flavoured Spring Bright.
- Mid Star has started and is coming through in good volumes and meeting very good demand. Firebright is a week away still. Some marketers are finding it difficult to source sufficient nectarines.
- Small volumes of Central Otago nectarines are starting, such as Diamond Bright. Spring Bright will start next week. More volume will become available in a week.

## peaches

LOW

MED

HIGH

- Rich Lady from Hawkes Bay is now finished with Improved Flavorcrest being the major offering in supermarkets.
- Next week will see Scarlet O'Hara and Doris starting. There is the first Tatura Belle being picked now, brought on by last weeks hot weather. This variety will build in volume next week.
- Central Otago is picking Spring Crest, Spring Lady and Crown Princess. The harvested fruit will stay local. Mellow Yellow is a week away.

## plums

LOW

MED

HIGH

- Rose Zee sales are finishing in Hawkes Bay and harvest commencing along with Red Beaut in Central Otago.
- Black Diamond is in the market and will continue for a while yet.
- Purple Majesty has been and continues to be harvested. There is some Fortune available, along with Black Amber. Prime Time is still a week away.

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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.