



market update



30 JANUARY 2019

Overview	<p>For growers, packers, marketers and retailers it has been a tough season. Most Hawkes Bay growers have had too much rain at the wrong time that has led to some blocks not being picked – which with the benefit of hindsight is a brave and sound decision.</p> <p>Today I bought cherries from two different supermarkets in Wellington. The first 700g punnet was poor; one fifth was immediately binned for rots, some were under ripe, a quarter had significant splits and most had some surface marking. The other 400g punnet was all pretty good.</p> <p>Nectarine quality is reported to be generally ‘all over the show’. Are the new varieties providing a better eating experience than our traditional varieties in a difficult season?</p>
North Island	<p>The heat alluded to last week, has well and truly materialised and the effects of the rain will be behind us for fresh picked fruit. A few summerfruit sheds will be shutting up shop for the season about now. Decisions will be made soon as to whether ‘old school’ type fruit is still in the ground after winter.</p>
South Island	<p>A few cherry operations are now finished, but not all. Growing degree days are average and we are moving into mid-season peach and nectarine. Apricot supplies are good, and the fruit is clean and eating well.</p>

cherries	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Supply and demand are reasonably balanced, but only available for this and maybe next week – then that’s it. ➤ Sweetheart, Stella and Staccato are available ex-coolstore, and a little late harvest fruit is available. ➤ A lift in price is being seen. 			
apricots	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Varieties available include Vulcan and Clutha Sun. Quality is improving with the settled weather. I’ve even heard of a little Clutha Gold still to be picked. ➤ Supply is tightening as some growers finish supply, and we are waiting for the late varieties to start. 			
nectarine	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Generally, supply is outweighing demand. ➤ Hawkes Bay Fantasia, Orin, Red Gold and Venus are being packed and shipped. This fruit is nearing the end of its season. These classic varieties are not as plentiful as they were earlier in the season. ➤ The Mid Star and Honey (such as Honey Glo and Grand Candy) branded mid-season nectarines are coming to their finish. ➤ A little Late Star is being picked and packed now, and will be good eating for up to three weeks. Lots of good fruit in this style is available. ➤ Some sweet-flavoured Valentine will start harvest this weekend. ➤ Central Otago has Spring Bright, Spring Red and Queen Giant. The mid season varieties will not be too far away. 			
peaches	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ The last of Coconut Ice is being shipped from Hawkes Bay. Golden Belle is in the supermarkets and getting good ratings from the people refreshing the shelves and a smile from marketers. The promotions from last week seem to have got good sales volumes. A bit more of this to come and then we move to its sibling. With the lower pack outs on yellow peaches, supply and demand are not a million miles apart. White flesh peach supply is short. ➤ Central Otago supplies of Rich Lady and Elegant Lady are slowing; Blazing Star, Red Haven and Improved Flavourcrest are available. Others available include the white fleshed Southern Ice and Red White. ➤ Lady Red from Central Otago is purported to be eating very well. 			
plums	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Generally, there are still plenty of plums available from both growing regions. There are more varieties to come yet in a season that will go all through February and into March. We might need promotions to keep these moving. ➤ From Hawkes Bay the last of the Primetime will be on shelves, late harvest Fortune is being picked now to bolster the stored fruit and some Black Doris is moving through the system. Keep an eye out for Amber Jewel which is coming to market now. ➤ Unfortunately even our normally bullet-proof plums are showing a few quality issues. 			

Market update by Richard Mills, NZ market support, Summerfruit NZ, email richard@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.