



market update



8 DECEMBER 2017

North Island

To put it bluntly – Hawkes Bay is smoking! The long spell of dry days, high heat and excellent tree health means the fruit coming off is earlier than last year, with superb quality. It's not hanging around at retail either. Logistics workers are doing long days. The massive flush of fruit is forcing growers to manage their picks wisely under pressure. Christmas week looks to have lots of good eating fruit available for consumers.

South Island

South Island growers are enjoying an early start to their season too. The weather has been great, resulting in excellent quality and volumes off the trees. Packhouses will be set up and ready to roll by the end of this week. Moderate volumes of cherries will start to pour out of Central Otago from next week.

cherries

LOW MED HIGH

It's cherry heaven for growers at the moment. HB growers are in full swing, being eight days earlier than last year. Hot days and warm nights is a recipe for perfect sweetness and picking. South Island growers are gearing up for a stunner of a season. By Christmas week, there will be a good balance of export and local fruit to respective markets. Market very strong.

- **Roseann** – from HB and Blenheim; last pick this week.
- **Dawson** – from HB; light picks this week, in full swing by the end of next week.
- **Sonnet, Santina, Stella** – from HB; picking now. **Lapins** (a big crop by volume) still a good seven days from picking.
- **Rainier, Ferrador** – from HB; white flesh, picking now.
- **Santina, Chelan, Sonnet** – from CO; picking now.
- **Stella, Lapins** – from CO; looking to be available at Christmas, rather than the normal time of New Year.
- **Stella** – from Blenheim; picking now with 10 days to go.

apricots

LOW MED HIGH

With their origins in ancient Persia, apricots adore the heat of the blazing sun. In this weather, they're at their best, and are maturing quickly. Lots of fresh apricots for fruit-loving shoppers from now until Christmas from HB growers. Won't last long! Expect a flush in the next two weeks. Forecasters predict there may be a shortage in Christmas week.

- **Royal Rosa** – from HB; all but finished in a hurry from HB now.
- **Castle Bright** – from HB; will be in full cry next week.
- **Sundrop** – from HB; a little volume will be coming into the markets next Monday. Full on picking from next week.
- **Clutha Gold** - from HB; will be available for Christmas and New Year. Good volumes, good clean fruit.

nectarines

LOW MED HIGH

Nectarines are coming off the trees now and will be available from now on in better volumes.

- **Rose Diamond** – from HB; picking now and **Diamond Bright** is another week from picking.
- **Early Star/Classic** – from HB; yellow-flesh, dark red skin. Picking now, and will drift into Christmas week.
- **Spring Bright/Rich Lady** – from HB; a big crop. Starting to pick mid to late next week. Perfect timing for those bigger volumes to be available at retail around Christmas/New Year.
- **Ruby Giant** – from HB; large, yellow-flesh nectarine. Picking now and into next week.
- **Mayliss** – from HB; white-flesh nectarine. First picks will be next week.

peaches

LOW MED HIGH

The weather has resulted in early maturity with multiple varieties all at the same time over the last two weeks. Pressure on sales this week. Some say that this year, peaches may not be around in the normal volumes during the pre-Christmas week.

- **Spring Lady** – from HB; harvesting now, variation in maturity dates across district.
- **Rich Lady** – from HB; maturity smokin' along now. First picks later next week.
- **Coraline** – from HB; a peach for next week with increasing volumes.

plums

LOW MED HIGH

Plums are 10-14 days earlier across the HB district. Early plums into the market are nice, and volumes are good across all varieties. Plums will be in good supply pre-Christmas, with good volume and quality setting up for January.

- **Red Beaut, Rose Zee** – all but finished.
- **Black Amber** – from HB; available pre-Christmas.
- **Purple Majesty** – from HB; picking now.
- **Fortune** – from HB; heavy crop, good quality. Will be available before Christmas.

Market update by Denise Landow, NZ Market Reporter, Summerfruit New Zealand, email denise@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.

