



North Island	There's usually a bit of a lull in pre-Christmas week, and this year is no different. Predictions are that trading will start to pick up by the weekend, and will be frantic in the full five trading days of Christmas week. The heat hasn't abated. Spare a thought for those pickers in the heat of the orchards, some temps will be in the high 30s. A good lot of showers came through on Wednesday. It's all go, go, go.
South Island	Volumes of cherries from Central Otago will be available from now on – just in perfect time for people getting supplies in for Christmas and New Year gatherings. Recent rain has been managed by helicopters drying off cherry crops 'as and when' required – but not too much needed, we've heard.

cherries	LOW	MED	HIGH
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The volumes coming up from the South Island will have consumers merrily buying cherries next week. There's no better way to celebrate the festive season than with bowls of beautiful cherries – enough for everyone to enjoy! Strong demand is expected from consumers getting ready for social gatherings. HB and Blenheim cherries are just about done for the season.

- **Dawson** – from HB; in full swing now.
- **Sonnet, Santina, Stella** – from HB; picking now. **Lapins** (a big crop by volume) picking now.
- **Majesto** – from HB; a big cherry, started this week.
- **Santina, Chelan, Sonnet** – from CO; picking now.
- **Stella, Lapins** – from CO; available in volume next week.

apricots	LOW	MED	HIGH
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With the heat of the sun, the apricots are simply basking and their sugar levels are high. Shoppers are making the most of such stunning fruit – it's flying out the door. People are in fruit buying mode. Apricot supply is steady, and fruit is nice and clean.

- **Gold Bar and Gold Rush** – from HB; ready before Christmas.
- **Castle Bright** – from HB; in full cry this week.
- **Sundrop** – from HB; picked and packed. All but finished from HB now.
- **Clutha Gold** - from HB; will be available for Christmas and New Year. Good volumes, good clean fruit.
- **Kyoto** – from HB; available from next week. A big apricot with excellent size this season. Good crop volumes too.

nectarines	LOW	MED	HIGH
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A massive array of superb nectarines is available for promotion – perfect timing for Christmas! Fruit size is excellent.

- **Diamond Bright/Spring Bright** – from HB; available next week. Sub-acid varieties are coming to the market now.
- **Early Star/Classic** – from HB; yellow-flesh, dark red skin. Available now.
- **Ruby Giant/Spring Red/Fire Bright** – from HB; big crops and fruit is full of sunshine. Picking now.
- **Mayliss/Queen Giant/Crystal/Artic Sweet** – from HB; white-flesh nectarines, all good to eat now. Good to moderate volumes.

peaches	LOW	MED	HIGH
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Marketers are saying this is the first time they can recall having such a massive array of peaches and nectarines available in Christmas week. The quality is exceptional due to perfect growing conditions, and the countrywide heat is helping sales as well.

- **Spring Lady/Rich Lady** – from HB; harvesting now, and in significant volumes.
- **Coraline** – from HB; yellow-flesh peach. Peaking now with good volume.
- **Improved Flavour Crest** – from HB; available late next week.

plums	LOW	MED	HIGH
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A good flow between Central Otago and HB plums. Growers and marketers are in slight bewilderment that varieties such as Purple Majesty will be in full supply before Christmas, with January plums not far behind. All these plums will make excellent displays for retailers. Beautiful colours.

- **Purple Majesty** – from HB; coming on with good volumes – make the most of these eye-catchers now.
- **Fortune** – from Wairoa; looking like some will be available before Christmas – so early is the season for them.
- **Black Amber** – from HB; will be picking in the next seven days.

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.

