



market update



22 DECEMBER 2017

North Island

The extended season of perfect weather for summerfruit is continuing in Gisborne and the Hawkes Bay region. Retailers will have lots of good fruit available to keep customers happy. Pickers and pack houses are going full steam to get that ripe fruit in and into cool stores before Christmas Day. The stat holiday will be a welcome break for everyone in all areas of the supply chain. On behalf of Summerfruit NZ, please accept our sincere appreciation for your commitment and dedication for this harvest season.

South Island

Big volumes of South Island cherries have arrived in Auckland markets this week. The price for the smaller, export over run fruit has many retailers in a position where they can offer this fruit at lower prices. Big cherries are still fetching top prices. The season for other fruit is also running almost two weeks ahead of last year. Central Otago apricots are being picked now. Volumes will increase after Christmas.

cherries

Low

Med

High

Cherries from the South Island are being harvested in big numbers, and much of the supply is heading to Auckland markets. Shoppers will have a variety of different price points to choose from. This may be a once in a lifetime scenario for pre-Christmas cherries. HB and Blenheim cherries are all but finished for the season.

- **Santina, Chelan, Sonnet** – from CO; picking now.
- **Lapins** – from CO; will be more coming on stream in the New Year.

apricots

Low

Med

High

The last picks of some varieties HB apricots, such as Clutha Gold, are happening this week. Pickers, pack houses and marketers are doing extremely long days to get the best out of the crop at those critical ripening times. The weather is being super kind, and the fruit arriving to retail outlets is looking great and tasting delicious!

- **Gold Bar and Gold Rush** – from HB; ready before Christmas.
- **Castle Bright** – from HB; picking now.
- **Clutha Gold** - from HB; harvesting now for Christmas and New Year. Good volumes, good clean fruit.
- **Kyoto** – from HB; picking now. A big, colourful apricot with excellent size this season. Good crop volumes too.

nectarines

Low

Med

High

Nectarines are a must have at any kiwi summertime gathering. A perfect juicy treat that's easy to take anywhere. All that HB sun has drenched the fruit with high sugars and 'melt in the mouth' flavours – a real delight for the eyes as well!

- **Diamond Bright / Spring Bright** – from HB; available now. Sub-acid varieties also in the market now.
- **Early Star/Classic** – from HB; yellow-flesh, dark red skin. Get them while you can.
- **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, lovely eating and so easy on the eye.

peaches

Low

Med

High

What's summer without a peach? Well, everyone can have their fair share this summer. HB peaches have loved the perfect weather conditions for growing and consumers will reap the rewards of our orchardists' hard work. It's simple – eat and enjoy!

- **Rich Lady** – from HB; harvesting now.
- **Improved Flavour Crest** – from HB; starting late this week.
- **Alba** – from HB; white-flesh peach with beautiful pink skin harvesting now. **Scarlett O'Hara** will start next week.
- **Golden Belle** – from Wairoa, near Gisborne; looking to start early January.

plums

Low

Med

High

Plum fanciers are in for good times for the next few weeks. Some kiwi favourites are starting to be harvested. Good crops are to be seen across the Gisborne and Hawkes Bay regions.

- **Purple Majesty** – from HB; good volumes from now on.
- **Fortune** – from Wairoa; harvesting is just getting started, a record first to have this one available pre-Christmas.
- **Black Amber** – from HB; picking this week.
- **Rose Zee** – from CO; picking from this weekend.
- **Primetime** – from HB; will be available in early January. Very big fruit this season.

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.