



## North Island

A sweep of cool weather and welcome rain at night in Hawke's Bay this week provided a breather for fruit yet to be harvested. The usual market lull between Christmas and New Year is upon us. Whatever fruit retailers have, please get it out in a prominent position and promote it heavily. Shoppers can make the most of the good supply and good pricing – it's a time to move large numbers of fruit at good prices.

## South Island

Growers, pickers, graders, packers and marketers in Central Otago are putting in the big hours now. Growers say it's the earliest season since the 1970s and the warmest December for a very long time. Volumes of good supply will begin after the New Year. Lots to sell, so make the most of it! Same as last week - big volumes of South Island cherries available in all markets. Southern apricots are now in full swing.

## cherries

Low

Med

**High**

Cherries from the South Island are being harvested in big numbers, and shoppers all over NZ can enjoy cherries at different price points. Make the most of getting these iconic summer time favourites at the forefront of stores now. Huge volumes being exported. Domestic demand expected to increase next week, when normal working routines kick in for many NZers.

- **Lapins / Stella / Sonnett / Dawson / Sweetheart / Romance / Skeena** – from CO; picking now, so good supply available. Later varieties to follow.

## apricots

Low

Med

**High**

Apricot lovers are still in for a dreamtime with this much-loved fruit. Central Otago apricots are now coming on stream and there will be good volumes to be enjoyed for at least another month. Hot weather in the South has made this fruit double delish!

- **Sundrop** – from CO; picking now and good volumes for at least a month. A little has been exported.
- **Clutha Gold** – from HB and CO; harvesting now. Small volumes, good clean fruit.
- **Kioto** – from HB; picking now but will finish next week. A great tasting apricot with plenty of glorious colour to the skin.

## nectarines

Low

Med

**High**

Nectarines are in abundance, so lots of promo opportunities for retailers. Showcase and share the love of nectarines now!

- **Western Sweet** – from HB; sub-acid yellow. Picking tomorrow – a record early harvest for this one this year.
- **Big Orange** – from HB; coming to an end.
- **Redbright / Springbright / Firebright** – from HB; picking now in big volumes.
- **Hunny** – from HB; yellow flesh, low acid. Fabulous large size. Picking by the weekend. Next four weeks.
- **Kay Pearl** – from HB; white-flesh, low acid, very sweet. Coming to the market soon.
- **Maylis / Queen Giant / Crystal / Arctic Sweet** – from HB; white-flesh nectarines, picking now. Not for long though.

## peaches

Low

Med

**High**

Plenty of peaches are here for shoppers to sink their teeth into. Sizes are excellent and fruit quality is right up there. Lots to choose from, so make the most of this hot weather that makes shoppers put more summerfruit in their baskets and trolleys.

- **Blazingstar / Doris / Rich Lady / Summer Blaze** – from HB; yellow flesh, picking now.
- **Improved Flavourcrest** – from HB; harvesting now. Get in quick.
- **Alba / Scarlett O'Hara** – from HB; white-flesh peaches – harvesting now.
- **Vanilia / White Lady** – from HB; white-flesh peaches. Two weeks early and harvesting now.
- **Golden Belle** – from Wairoa; starting this week in very light volumes, HB starting 8-10 Jan, perfect for promos.

## plums

Low

Med

**High**

There's quite a lot of plum activity now. Promote plums to your heart's content because there are loads on offer.

- **Purple Majesty** – from HB; good volumes from now on. Steady supply for another week.
- **Fortune** – from HB; picking in light volumes now, good volumes all of Jan. Red skin, yellow flesh.
- **Black Diamond** – readily available in all markets now. Black skin, red flesh.
- **Black Amber** – from HB; in full flight now, good volumes all next week.
- **Primetime** – from HB; packing on 3 January with good volumes for at least three weeks. Massive-sized fruit this year.

Market update by Denise Landow, NZ Market Reporter, Summerfruit New Zealand, email [denise@summerfruitnz.co.nz](mailto: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.