



North Island	With this historically early season – the usual flush of fruit that comes in mid-January is happening NOW. The perfect growing season means there are volumes of excellent grade, good clean fruit to serve up to customers. Make the most of promo opportunities! Customers will love you for it.
South Island	Central Otago orchards are in full cry. We're in the usual difficult period - Christmas, New Year and extra holidays taken before many return to normal working routines. The warm weather will make people search out for summerfruit and there's plenty of great produce getting picked in the South Island. Support our NZ growers and promote to the max! And remember, with the historically early season – the fruit's not going to be around forever. Achieve results with retail summerfruit profits – which are there for the taking.

cherries	Low	Med	<i>High</i>
Cherries are likely to be finished by the end of January – ending the harvest season a whopping month early. Much of the crop has already been picked. The bulk of the volume to be harvested will be done by around 15 January.			
Message is: get your hands on as many as you can and price them well now. You can do really good deals. The fruit is big and the quality is big too. Be a big hero and give your customers a real treat.			
➤ Lapins / Stella / Sonnet / Sweetheart / Romance / Skeena / Sweetheart / Staccato – from CO; the flush is on now.			

apricots	Low	Med	<i>High</i>
You can do big displays for apricots now. A massive crop from the South Island has come to fruition. Great size – most is 50mm+. Here's something your customers would love to hear – “they're packed full of South Island sunshine.”			
➤ Sundrop – from CO; good volumes, but will only go for another week or so.			
➤ Clutha Gold / Clutha Sun / Valley Gold – from CO; all good-sized fruit, and fantastic eating.			
➤ Kioto – from HB; finishing this week. Small volumes only.			

nectarines	Low	Med	<i>High</i>
There'll be a nice constant supply from Hawke's Bay orchards all throughout January. Some CO nectarines are available too.			
➤ Western Sweet / Hunny Royale / Grand Candy – from HB; all sub-acid with yellow flesh.			
➤ Springred – from CO; harvesting early next week.			
➤ Hunny / Early Star / Red Gold / Sunglo – from HB; available in markets now.			
➤ Redbright – from HB; selling into the markets next week.			

peaches	Low	Med	<i>High</i>
Our growers have done a superb job with their peaches, and the weather's been really kind too. We'll give them a gold star!			
➤ Summer Blaze / Romestar / Doris – from HB; picking now.			
➤ Elegant Lady – from HB; a week away. A widely planted variety.			
➤ Scarlett O'Hara / White lady – from HB; white-flesh peaches – harvesting now.			
➤ Tropical Candy / Sweet Dream – from HB; sub-acid, yellow flesh. Very large size and delicious. Picking now.			
➤ Golden Belle – from Wairoa; limited volumes. Hastings' ones will be coming on steam around 12 January.			

plums	Low	Med	<i>High</i>
Plums are in play! Lots of good eating, big fruit available now. These will sell well.			
➤ Primetime – from HB; just started picking now – 10 days earlier than normal. Massive, massive, massive size.			
➤ Fortune – from HB; red skin, yellow flesh. Good volumes starting to come through. Will go for another six weeks.			
➤ Black Diamond – from HB; black skin, red flesh. Finished by end of next week.			
➤ Black Amber – from HB; in full flight now, good volumes.			
➤ Purple Majesty – from HB; last picks this week.			