



market update



19 JANUARY 2018

North Island	Sunny skies and warm nights continue. You could liken the pace of maturity to the fruit being on an army recruit course. The instructional staff are not allowing any let up in progress! But when the recruit course is over – it’s over! Make the most of Hawkes Bay fruit now while there’s ample supply – treat your customers with excellent pricing and fun promos. Fruit bottling is now trendy, so make those promos work for you.
South Island	Central Otago’s cherry season is all but over. Massive tonnages have come off trees and pack houses had had some of their most intense days in living memory. The seasonal workers are now dispersing. Hot days and warm nights continue. The weather’s been perfect for peaches and nectarines – they just love the dry heat. A seasoned Central Otago grower said that his nectarines and peaches are as good as he’s ever seen.

cherries	LOW	MED	HIGH
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It’s just about ‘cheerio’ for cherries now. Most growers will be finished by this week. A couple of big growers will finish next week. In a ‘normal’ season, cherries finish around 7 February, but not this year – the 2017-18 season’s end is about three weeks early.

Main message: Last chance to sell volumes of this summer time favourite.

- **Sweetheart/Staccato** – from CO; harvesting the last of the crop – get in while you can.

apricots	LOW	MED	HIGH
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There are lots of apricots available. Customers will love this rare time to buy these lovely eating morsels at such appealing prices.

- **Sundrop** – from CO; now finished picking.
- **Clutha Gold/Clutha Sun/Valley Gold** – from CO; Available now.
- **Vulcan** – from CO; available now.
- **Moorpark** – from CO; small amount available. Sought after by people who bottle fruit.

nectarines	LOW	MED	HIGH
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The Hawkes Bay weather means the nectarines are ramping along, so when they finish, it could be with an abrupt halt. Central Otago nectarines will be picked on some orchards over the weekend. Nectarines just love the heat – they’re basking!

- **Hunny/Mid Star/Red Gold/Sunglo/Venus** – from HB; starting to finish now from the Bay.
- **Fantasia** – from HB; will go for another week.
- **Late Star** – from HB; harvesting and packing now. Bright red skin. Good supplies for the next two weeks.
- **Bright Pearl/Fire Pearl** – from HB; white-flesh nectarines. Good-sized fruit, but not high supply levels.
- **Summer Bright** – from CO; available for the next 10 days or so.

peaches	LOW	MED	HIGH
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Ring the bell for Golden Belle’s have arrived in volume. Peaches of all varieties generally are being snapped up. **Flatto** peaches from Alexandra are being picked now, and will go for another four weeks. Flattos are quite favoured in Asian countries.

- **Velvet Sister/Flamecrest** – from HB; last of these coming through the markets this week and next week.
- **Elegant Lady** – from HB; last picks now.
- **Coconut Ice/Scarlet O’Hara** – from HB; white-flesh. Still available for another week.
- **Peacharines** – from HB; picking now – get them while you can.
- **Golden Belle/Golden Tatura** – from HB; good supplies available now. Will go for at least three weeks.

plums	LOW	MED	HIGH
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Plums may have been one of the first fruits domesticated by humans. Plum remains have been found in Neolithic age archaeological sites along with olives, grapes and figs. There’s a reason why we humans have been eating them for so long!

- **Primetime** – from HB; Good volumes available right throughout January, but half-way through harvests.
- **Fortune** – from HB; red skin, yellow flesh. Good volumes. Will go for another week at least.
- **Amber Jewel** – from HB; yellow flesh, very sweet. Picking now, and will be around for another week.
- **Black Doris** – from HB; the iconic kiwi favourite. Now picking but won’t be round for long.
- **Black Diamond** – from HB; picking now.

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.

