

market update



7 January 2020

North Island

Hawke's Bay is producing good quality, disease free fruit from what is a warm but not overly hot period. Growing degree days accumulation has flattened but the total is still very good. PET is predicted to be in the 4.5-6mm/day area for the next few days and by the weekend temperatures could be nudging 30°C again. Picking and packing is under control with packers reporting that cool stores are being emptied most days.

The new quality IP varieties should give the market a further lift.

The Auckland and Wellington markets are certainly cooler than the sellers would like and we are hoping that the warm weather arrives as the major part of the peach/nectarine/plum harvest gets underway.

South Island

I have had a look in the supermarkets at the top of the South Island with the main impression being that of empty shelves, and not just for summerfruit but for other categories as well. In one display I counted only 17 apricots, just the picked over remains. Produce managers are awaiting restocking which should be achieved by the end of the week.

Central Otago is still putting up with cool temperatures and small rain events. GDD accumulation varies up and down the region but is now trending towards the lowest in the last five years. It's cool at present with the forecast predicting a warming to mild by the weekend. The region is definitely behind normal with regards to harvest timing; some saying three days while others are up to 10 days back.

Loads are being accumulated due to the smaller volumes being harvested and this is adding to the slow distribution from Central Otago.

cherries LOW MED HIGH

- > Generally, cherries have not kicked into gear yet with more orders than supply. Supply is short and the money is good.
- Varieties available include Lapins, Dawson, Stella, Kordia, Romance and Silvia. Lapins is the main stay of the offering. Sweetheart may get under way at some stage next week.
- > While the cherries might not be firm, they are eating well.

apricots LOW MED HIGH

- > Hawke's Bay has largely cleaned out all stock with a little bit of Clutha Gold, Kyoto and Gabriel to sell.
- Central Otago is generally slow to get going. Some Dunstan and Sundrop is being picked and we are expecting better volumes of Sundrop and Clutha Sun next week.

nectarines LOW MED HIGH

- > Nectarine supply seems to be holding up better than the other summerfruit types. Supply and demand are well balanced.
- > Spring Bright is finishing. Other yellow fleshed nectarines include Jade, Red Bright Diamond Bright as well as Big Orange. Fire Brite is now finishing with Sunglo starting soon. Mid Star harvest will be finishing shortly. Honey Royale is about to be picked. Eating quality is very good.
- White fleshed nectarines available include Kay Pearl and 018, Gaylene, Chrystal and the end of Queen Giant season.
- > Diamond Bright from Central Otago is being mentioned for next week.

peaches LOW MED HIGH

- There is still a little Rich Lady and Improved Flavourcrest. Blazing Star are being picked and packed. Tropical Candy is now under way and Doris is nearly ready to be picked.
- > Lady Red continues with Sweet Dream and Velvet Sister starting now. Rome Star will start soon.
- In the white fleshed peaches White Red, Alba and Vanilia are being picked. Scarlet O'Hara is nearly ready. As mentioned last week, sales have yet to truly start moving.
- Early Central Otago peaches include Crown Princess, soon to be followed by Spring Lady.
- ➤ Golden Belle, the first of the non-melting yellow peaches is 7-10 days away for any volume.

plums Low MED HIGH

- > There is a little Black Amber and Billington, with Purple Majesty available for another week. A small amount of Rose Zee from Central Otago is available.
- Fortune harvest continues and Primetime is just starting. The slow start to sales should turn around with these varieties.
- The wind in Hawke's Bay does not seem to have dropped too many Fortune on the deck.

Market update by Richard Mills, NZ Market Support, Summerfruit New Zealand, email richard.mills@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.