



market update



20 January 2021

Overview

The markets are full of fruit from all our five fruit types. Peaches, nectarines and plums are coming from a hot dry Hawke's Bay and are eating very well. Apricots are now almost exclusively from Central Otago and supply is being tempered by the rain. The cherry supply is extremely high and the prices are getting lower by the day. There are more than enough cherries in the supply chain to have full supply for the next few days while the growers work out if there will be more fruit picked when the dry weather returns.

Demand in general has continued to be flat, a scenario that was not anticipated this time last week. This soft demand is reported to be across all fresh produce with no obvious explanation.

Fresh apples out of Gisborne have arrived and Morettini pears are being picked.

North Island

Hot and dry is the continuing weather call, and is responsible for the superb eating quality. There was no rain last week, only a dribble or two is expected in the coming week with potential evapotranspiration in the 5-6mm/day range. The Longlands Road weather station has cracked 900 growing degree days, (GDD), for the first time of any of the Hawke's Bay stations in the last five years in the period up to 18 January.

South Island

GDD in Central Otago is as good as it has been in the last five seasons, if we exempt the weirdness of the 2017-18 season. Last week there was about 11mm of rain across the district, another 11mm on the day of writing and another 12-20mm anticipated in the coming week. PET is down in the 2-3mm/day range for the week ahead. The wet and warm weather is obviously negatively impacting on cherries and now we are starting to think about the other fruits as well.

cherries

LOW

MED

HIGH

- Last week may have seen the biggest volume of fruit for the season leaving Central Otago for the local market.
- The market is very full and there are truck and trailer units leaving for Auckland that do not have a home. Orchard gate prices, outside of programmes, for small and mixed fruit in particular are selling for less than the price of picking, packing and then getting it to Auckland. Big fruit may have lost \$7 or \$8/kg of value since last weekend.
- Quality issues of soft fruit, splits and brown stems are being reported from some lines. One commentator reported 15% rots in boxed fruit and others are seeing a rotten fruit in every punnet.
- The decisions on whether or not to resume export packing will be made in a few days as will the decision to resume picking at all. From here we will see what the impact on the local market will be.
- Varieties available now are Lapins and Sweetheart, Regina, Staccato and Sentinel.

apricots

LOW

MED

HIGH

- Sundrop is the main variety available along with Clutha Sun and Clutha Star. Clutha Gold is being picked or will not be too far away now, and hopefully far enough away to avoid rain markings. Supply is not keeping up with demand.
- Out of pure interest there is a tiny bit of Trevatt out of Hawke's Bay.

nectarines

LOW

MED

HIGH

- There are lesser volumes of the classic varieties such as Red Gold, Fantasia, Venus, Firebright and Sunglo for sale, with the market dominated by the Hunny style nectarines such as Mid Star, Hunny Royale, Grand Candy and Hunny Glo. Late Star will be with us next week. Central Otago has Spring Bright available.
- There are good volumes of fruit being sold with marketers and retailers attempting to maintain good values.
- The amount of white fleshed nectarines is low, with a little Gaylene and Bright Pearl coming soon.
- Big bold displays of good eating quality fruit may well see us through this period of high supply.

peaches

LOW

MED

HIGH

- Golden peach volume is now increasing and will continue to do so. They are selling at a premium as usual.
- We seem to be over the supply hump for now. Of the classic style there is Rome Star, Velvet Sister and Flamecrest available from Hawke's Bay and the early varieties from Central Otago such as Mellow Yellow, Blazing Star and Rich Lady.
- The sweeter Tropical Candy and Sweet Dream will be available for the next ten days.

plums

LOW

MED

HIGH

- Plums are still on promotion to keep the category moving.
- Varieties available include Primetime, Fortune, Black Amber, Black Doris and the sweeter Amber Jewel.
- One of my local supermarkets has three different varieties for sale, all under its own variety name. A good innovation?

Market update by Richard Mills, 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.