



market update



27 January 2021

Overview	<p>Summerfruit is eating extremely well and it's just as well as there continues to be a big supply of four of the five fruits. Apricot supply and demand is about equal, perhaps even a little short on supply.</p> <p>Some cherries that were packed for export are appearing on the local market, nectarines are now selling cheaper than peaches for the first time this year and old-style (classic) nectarines are more expensive than the new sweet styles. Good old supply and demand.</p> <p>There is still a large supply of all fruit and vegetable lines and continuing sluggish demand. Prices at supermarkets have come down this week and promotions will be in place for the next week or two.</p> <p>We are now seeing some mixing up of traditional harvest timings across varieties and across the two major growing regions. Continued hot and dry conditions in Hawke's Bay have kept the harvest moving quickly and the light crops in parts of Central Otago have seen that fruit come forward on anticipated dates. There is now a cross-over in supply of peach and nectarine from North and South Islands.</p>
North Island	<p>Hawke's Bay has added another 80 or 90 growing degree days (GDD) to last week's tally, there was no rain and none is anticipated for the next week. The last time that the Longlands Road station was lower than last season was on 9 September 2020. There were three days with over 30°C at the Longlands Road station last week with a few more are due this week. Potential evapotranspiration will be in the region of 4-5mm/day. There will be no let up in the rate of fruit maturation.</p>
South Island	<p>Despite the predictions there was no rain in Central Otago last week and none is expected this week either. Cromwell had three 30°C days last week but this week will be milder with a couple of cool nights. PET in the 2-4mm/day range is expected. This may help slow the ripening a bit and give some room for Central Otago peach and nectarines.</p>

cherries	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Picking and packing has concluded for some and we anticipate most will be finished by the weekend or just after. Cool stored fruit will be available into the second week in February. Fruit quality is picking up with the warm dry weather now being experienced. ➤ Varieties available are now are Sweetheart, Staccato and Sentinel. 			
apricots	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Clutha Gold is the mainstay of supply with some Valley Gold and Vulcan available. The volumes being offered are almost meeting demand as was the scenario last week. The big frost pre-bloom is still having an effect on total Central Otago volume and the variable timing of harvests. Small quantities of the new late varieties will start soon. 			
nectarines	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Pricing and promotion are being employed to help move the big volumes of Hunny nectarines. The product is eating very well, so three of the four Ps from Marketing 101 are in play. The fourth P, packaging, is being well used for the smaller – back to school fruit. ➤ Big bold displays of good eating quality fruit may well see us through this period of high supply. ➤ There is a large range being offered and includes Orin, Fantasia, Rome Star, Zee Gold, Bright Red, Red Diamond, Big Orange, Red Free, Fantasia, Venus and Mid Star with the early bits of Late Star starting soon. Orin is available from both Hawke's Bay and Central Otago today. Bright Pearl, Fire Pearl will be available next week. 			
peaches	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Golden peaches are in full supply with the Belle version available now and the Star version soon. There will be early versions of peacharines available soon. ➤ There is a little Velvet Sister and Flamecrest to pack in Hawke's Bay, plus Coconut Ice, Rome Star and Elegant Lady. The last of the Rich Lady plus Lady Red, Bright Princess and Blazing Star are available from Central Otago. Flamecrest will be picked soon in Central. There are plenty of the Hunny peaches available and are reported to be selling well. ➤ The sweeter Tropical Candy and Sweet Dream will be available for the next seven days. 			
plums	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Plums are still on promotion to keep the category moving. ➤ Varieties available include Primetime, Fortune, Black Amber, Black Doris plus the sweeter Amber Jewel and Black Diamond. 			

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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.