



market update



3 February 2021

Overview	<p>There are plenty of nectarines available and I understand that plenty are being sold as well. After the shortened supply following the Hawke's Bay hail last season, we now have a full supply at a lower price than last year. There continues to be heaps of plums for sale into a generally flat produce market. This week just gone was better than the week before, so fingers crossed for a better week as the children go back to school and some normality returns.</p> <p>We may have fruit trees reacting erratically following the flooding in Central Otago and in general the district is early, in some parts by a week which is bumping into North Island supply. Efforts are being made to delay harvest where possible and employ coolstores for varieties that are suitable.</p> <p>Promotions are still in place to keep fruit moving. Apples are in fuller supply now at fairly sharp prices.</p>
North Island	<p>Hawke's Bay still has the best accumulated degree growing days of the last five years, with some stations now having accumulated over 1000 units. The 30°C plus temperatures (33°, then 38°, then 37° at the Longlands station) have settled down and it should be mild and overcast until this time next week. Potential evapotranspiration, PET, will be in the 4mm/day range with no rain. In other words, the rate of maturity should be more controlled.</p>
South Island	<p>Central Otago is sitting on very normal PET at present, it is hot there at the moment after a couple of cool days last week. This week will be hot and dry which will continue to bring fruit maturity forward. PET in will be in the 4mm+/day range.</p>

cherries	LOW	MED	HIGH
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- Some supermarkets are expecting to have cherries for another two days and the others for maybe a week. It's all done and dusted bar the shouting now. It will be a better season for all three districts next time, we hope.
- Staccato and Sentinel are the varieties being sold. I saw some fairly smart looking packaging today to back up marketing 101 thoughts from last week.

apricots	LOW	MED	HIGH
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- Clutha Gold and Vulcan available until the weekend. Then we will wait for some Southern Cross and then a bit later on the Nevis variety.
- Apricots will be available for a while yet but not in large quantities.

nectarines	LOW	MED	HIGH
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- Hawke's Bay is running out of classic style nectarines, both yellow and white with a good quantity of sweet Hunny nectarines still to come. Central Otago now has volumes of classic style yellow fleshed fruit, more coming and with good volumes of white fleshed fruit next week as well.
- Varieties available include Red Gold and Fantasia, Royal Hunny, Summer Bright, Venus, and Orin. Next week we will start to see Bright Pearl, Fire Pearl, August Fire, Late Star and Red Gold. Flatto is coming soon.

peaches	LOW	MED	HIGH
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- Golden peaches are in full supply with the Belle and Star available. There will be early versions of peacharines available soon. Golden Flatto will be a week or so away.
- Coconut Ice (white, non-melting texture) is taking up plenty of shelf space today. The classic styles are all but finished from Hawke's Bay and Central Otago does not have a big volume any more.
- Varieties available include Elegant Lady, Rome Star, Glowing Star, Sweet Dream, Flamecrest, Golden Belle and Tatura Star, Southern Ice and Flatto.

plums	LOW	MED	HIGH
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- Plums are still on promotion to keep the category moving.
- Varieties available include Primetime, Fortune, Black Amber, Black Doris, Freedom, Black Diamond plus a few Amber Jewel. Humdinger (Plumdinger) are on the way soon.
- This week I have been listening too, and prompting discussions on plum volume and quality. In our system the theory is that the market will sort itself out – eventually. To achieve this a transparent, fully-informed information flow is also required. Is there any value in having an informal meeting post-season?

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.