



market update



10 February 2021

Overview	<p>There is a bit of same old same old this week, with similar consumer demand and a plentiful supply of peach, nectarine and plum. Farmgate value for plums has dropped a bit further, by perhaps \$0.70-0.80/kg. Big volumes of nectarines are available and the sales rates are holding, albeit at about a \$1/kg less than last season. Both the Hunny and classic styles are doing okay.</p> <p>Central Otago is still a week ahead of what we might expect in a normal season, which is making life uncomfortable for sales.</p> <p>There is a broad range of produce available. Again, the market in general is described as sluggish, along with big crops out of Hawke's Bay and early harvests from Central Otago. Summerfruit is on promotion which is aimed at increasing sales volumes but it also sets consumer price expectations.</p> <p>All the parts of the sales chain are working to get the best value and struggling.</p>
North Island	<p>The Growing Degree Days, GDD, rate of accumulation has slowed this last week but overall is still the best for the last five years. Bay View is on 1,074 units, Twyford on 980 and Longlands on 1,100 units. The past week was mild and dry. This week will be hot for a couple of days then settling back to warm with some rain in the forecast. PET is in the 3-4mm/day range.</p>
South Island	<p>Central Otago has had a hot week which shows in the GDD accumulation. Cromwell now has 719 units; Alexandra 667 units and Roxburgh is up to 596 units. It's mild in Central at the moment with a warming week coming with maybe a bit of rain. PET is expected to be in the 3-4mm/day range. The season is 7-10 days early at present and fruit has been maturing quickly.</p>
cherries LOW MED HIGH	
<ul style="list-style-type: none"> ➤ To my surprise there are still some cherries available, perhaps for another week. Good quality fruit is finding a home. This week will be the last week of any volume, thereafter just bits and pieces. ➤ I will be interested to watch this late season space in coming years as the higher altitude plantings start producing. ➤ Over the season, sales volumes have been good, with the key being the early start of crunchy fruit from Central Otago. 	
apricots LOW MED HIGH	
<ul style="list-style-type: none"> ➤ The last Clutha Gold and Moorpark picks are happening now, along with Southern Cross. With storage we should have these varieties for another three weeks. Nevis may start at the weekend. ➤ Apricots have been the shining light for 2020-21 – we may have struck the volume where supply equals demand this season. There was a comment today; the out-turn is better from smaller than larger boxes. 	
nectarines LOW MED HIGH	
<ul style="list-style-type: none"> ➤ Classic style nectarines are moving north and Hunny style nectarines are travelling south! Hawke's Bay fruit will be in the market for at least two more weeks. ➤ Hawke's Bay is finishing Red Gold and Venus, Valentine is starting and August Fire will start early next week. Late Star harvest has all but finished and this sweet red variety will be available for another 10-14 days. ➤ From Central Otago there is Red Gold and Venus, Orion, Fantasia, Red Free Summer Bright, along with the white Fire Pearl. Mid Star is now getting underway. 	
peaches LOW MED HIGH	
<ul style="list-style-type: none"> ➤ Golden peaches are in full supply with Belle and Star available. Golden Belles from Central are not too far away. The Belles look scruffy on the shelf if appropriate care is not taken during packing and transport. Peacharines are on the supermarket shelves. Golden Flatto should be with us now. ➤ Coconut Ice is still taking up shelf space and looking good. Varieties available include Sweet Dream, Tropical Candy, Flamecrest, Rome Star, Golden Belle and Tatura Star, Southern Ice and Flatto. 	
plums LOW MED HIGH	
<ul style="list-style-type: none"> ➤ Plums are still on promotion to keep the category moving. Fruit is being stored in anticipation of the market clearing a bit. ➤ Varieties available include Primetime, Fortune, Black Amber, Black Doris, Freedom and Louisa. Omega, Humdinger, Angelino and Autumn Hunny are on the way soon. 	

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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.