



market update



17 February 2021

Overview	<p>Central Otago is still a week, maybe more, ahead of what we might expect in a normal season for the peach and nectarine harvest. Apricot timing seems more normal as we start the late season varieties. Hawke's Bay is not picking the volume of peach and nectarine that it was last week and plums are in a not-harvesting window which will help empty the system a bit.</p> <p>Balance this against the Covid-19 lockdown in Auckland which is impacting on produce sales, much like another three-day weekend, perhaps even a little stronger in effect. Buyers will not be wanting to buy more produce than they think they can sell. The independent retailers are still buying. Auckland shoppers have been staying home to avoid queuing in the rain.</p> <p>Overall, the sentiment from growers, marketers and retail is more positive than last week. The feeling is that we might be over the hump of oversupply and looking towards a more balanced market to round out the next month.</p>
North Island	<p>The growing degree days (GDD) of the Hawke's Bay maritime climates are now average, while the more inland areas are still exceptionally high. There were warm temperatures last week, no rain and potential evapotranspiration of about 4mm per day. After the 35-odd mm of rain yesterday it will be back to very similar conditions to that of last week.</p> <p>There has been a severe brown rot infection period, which will show up any weakness in the spring control programme.</p> <p>Apple harvest is now well and truly underway, and students are going back to university which is causing some anxiety for the remaining month or so of harvest.</p>
South Island	<p>Central Otago GDD are pretty normal, temperatures last week were mid to high twenties with a little rain this time last week. For the coming week, once the southerly has moved through, it will be warm and dry, and even hot in some areas. PET will again be about 4mm/day. My contacts are getting enough workers to get the job done.</p>
cherries LOW MED HIGH	
<ul style="list-style-type: none"> ➤ Of the four supermarkets that I regularly visit; two had cherries for sales. At \$17.48/kg equivalent for the punnet, this would appear to be reasonably good buying. The cherries were obviously ex-coolstore, had a bit of shrivel but were crunchy and sweet. 	
apricots LOW MED HIGH	
<ul style="list-style-type: none"> ➤ The last Clutha Gold and Clutha Fire will have been harvested and on their way to market. The late season Nevis variety is about to start. There are also bits and pieces of Vulcan and Conroy available. ➤ The market is described as 'ticking along nicely'. 	
nectarines LOW MED HIGH	
<ul style="list-style-type: none"> ➤ The last Late Star is now moving through the system as is the last of the Valentine. Coming next week from Hawke's Bay are Sweet August and August Fire. ➤ Central Otago is harvesting Summer Bright, Orion, Fantasia, Zephur, Spring Bright and Spring White. The season is still early, by as much as ten days in some parts. Late Star from Central will start next week. 	
peaches LOW MED HIGH	
<ul style="list-style-type: none"> ➤ Golden peaches are in full supply with Star from Hawke's Bay and Belles soon to arrive from Central Otago. Golden Queen harvest is about a week away. Peacharines and Golden Flatto are on the supermarket shelves now. Some brown rot issues have been flagged. ➤ Hunny peaches from Hawke's Bay are all but done and dusted. ➤ Varieties available include Flamecrest, Early O'Henry, Tatura Star, Southern Ice, Honey Water and Flatto, Blackboy and Peacharines. 	
plums LOW MED HIGH	
<ul style="list-style-type: none"> ➤ The plum volume is starting to come right and the break in harvesting will be helpful. ➤ Varieties available include Primetime, Fortune, Freedom and Louisa, Omega, Humdinger, Angeleno, Autumn Hunny and Purple King. A couple of more niche varieties include Flavorella, Te Mata Gold and Greengage. ➤ I have picked up reports of some of the longer stored plums being now past their best. 	

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.