



market update



3 March 2021

Overview	<p>Not surprisingly, the volume of supply is easing from Hawke's Bay but it is in no way finished yet. The struggle is, as expected, in getting the fruit picked and packed as the competition for labour continues. Central Otago is still 5-7 days ahead of normal in the more northern areas, with normal timing being the call as you travel down the river.</p> <p>The sentiment from growers, marketers and retail continues to improve. The magic number of \$4/kg at farm gate is not being consistently reached, as has been the situation for much of this season. Quality is where it has been all season – good!</p> <p>And then Covid-19 came back! We are thinking that while this is disruptive to sales it will not be as bad as previous lockdowns. Here's hoping, as there are still good volumes of fruit to sell. Summerfruit sales have been good in the last week, but are described as soft on the Auckland floors at present – no-one is allowed on them so only pre-orders are occurring.</p> <p>We still have a month of summerfruit sales to go.</p>
North Island	<p>Last week it seemed as though a hint of autumn had crept into Bay View as the relative growing degree days, GDD, continue to decrease compared to the five-year average. The Twyford area is sitting at the five-year average and Longlands continues to be above the five-year average. Is this the constant easterly and sea breeze pattern exerting an influence? Potential evapotranspiration, PET, was in the 3-4mm/day range, there was no rain and no cold nights. Fruit is continuing to taste great with no quality problems advised.</p> <p>The coming week will be warm with only one hot day, possibly 20mm of rain and PET of 2-5mm/day. The PET of 5mm seems to be associated with north-west winds on Friday and Sunday.</p>
South Island	<p>The GDD last week for Cromwell and Alexandra was good and as would be expected, with Roxburgh at the lower end of the five-year normal range. This week PET should be in the 3-4mm/day range, with warm to hot conditions, a cool night and no rain, as we would expect for Central Otago at this time of the year. I see there is a 6mm+/day PET day predicted, which might indicate a bit of a windy day.</p>
cherries	
	LOW MED HIGH
➤ The season has finished.	
apricots	
	LOW MED HIGH
➤ There is fruit from the Nevis series on sale now and will be for another week or ten days. Some of the retailers have stopped buying apricots now. The market is still 'ticking along nicely'.	
nectarines	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ Nectarines are generally moving well and there has been a bit of a lift in prices. The fruit from Hawke's Bay is largely finished now, apart from a few August Fire and Sweet August for another week or so. ➤ The last of the white flesh nectarines, Bright Pearl and Fire Pearl will finish this week from Central Otago. Yellow fleshed Red Glen, Late Star and August Red are being picked about now or not too far away, and we look forward to August Fire and Bon Bon in the near future. There is still a little Summer Blush available. 	
peaches	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ Golden peaches are in full supply with the remaining Tatura Star from both Islands and the traditional Golden Queen available, along with some Blackboy. Otherwise peaches from Hawke's Bay are finished. Peacharines are being supplied from Central Otago with the Mangaweka supply to start in a while. ➤ Flatto peaches are still available in stores, yellow and golden, with all now sent to market from Central Otago. 	
plums	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ The plum volume is starting to come into balance but there is still plenty available. Royal Star harvest in Hawke's Bay is about to start and this is the beginning of a four-week programme. ➤ Other varieties available are Songold, Freedom, Angelino and Omega from the South Island as well as Candy Giant, Humdinger, Autumn Honey, Freedom and Angelino from the North Island. Malone is about three weeks from starting. ➤ I have seen some fairly tired plums in a supermarket this morning at a low retail price, as well as a wonderful named variety display in another. 	

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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.