



# market update



10 March 2021

<b>Overview</b>	<p>The market was described to me by one commentator as 'nice and tidy' for summerfruit, with good volumes moving through the system.</p> <p>There is enough fruit to satisfy demand for most types of summerfruit, alongside a generally quiet demand. We are no longer commanding the front and centre part of the fruit and vegetable displays and the week of Covid-19 lockdown in Auckland is over, which could be helpful. The big movers this week in produce are said to be raspberries, blueberries, apples and watermelons.</p> <p>Getting enough labour to pick and pack is now a very real concern as competition ramps up with apple and now kiwifruit harvests.</p>
<b>North Island</b>	<p>The hint of autumn continues as two layers are needed first thing in the morning. Apple harvest is at full steam ahead and kiwifruit 'early start' is underway in Bay of Plenty. As per last week, Twyford is sitting at the five-year average and Longlands continues to be above the five-year average of GDD. Potential evapotranspiration, PET, will be in the 1-4mm/day range this week with mild temperatures, bits and pieces of rain most days and 30mm predicted on Thursday. Mind you we were anticipating 20mm last week and got only 5mm. It's dry and autumnal now and I suspect the pastoral farmers are looking for two or three rain events reasonably soon.</p>
<b>South Island</b>	<p>GDD last week for Cromwell and Alexandra was good and bang on average, with Roxburgh at the lower end of the five-year normal range. Last week was mild with only 5mm of rain while the coming week might see bits and pieces of rain on most days and a bigger event of 30mm on Wednesday. PET will be in the 1-3mm/day range. I had a look at the frost risk indicator on the portal which is suggesting only a 10-20% potential. There has been a dusting of snow on the Old Man and Old Woman ranges. Autumn is on the way!</p>
<b>cherries</b>	
	LOW      MED      HIGH
<ul style="list-style-type: none"> <li>➤ The season has finished.</li> </ul>	
<b>apricots</b>	
	LOW      MED      HIGH
<ul style="list-style-type: none"> <li>➤ There is just a little bit of Nevis to be picked from Central Otago and is fetching reasonable money. It's all but finished.</li> </ul>	
<b>nectarines</b>	
	LOW      MED      HIGH
<ul style="list-style-type: none"> <li>➤ Nectarines are generally moving well with a bit of stored fruit from Hawke's Bay in the supply chain. From Central Otago there is August Fire, August Red and some Summer Blush. Bon Bon is now being picked. The last white nectarines are on the way to market now.</li> <li>➤ Supermarkets are getting enough fruit for a reasonably full supply and there are no significant quality issues. There will be another three weeks of supply from the Central Otago growers.</li> </ul>	
<b>peaches</b>	
	LOW      MED      HIGH
<ul style="list-style-type: none"> <li>➤ Golden peaches are in full supply from both Islands with the traditional Golden Queen available from Hawke's Bay and in a couple of weeks also from Central. Golden King from Hawke's Bay will be available next week.</li> <li>➤ Peacharines are still in full supply and will be for a while yet.</li> <li>➤ Plus Plus from Central Otago is now being harvested.</li> <li>➤ The only disappointing offering I saw today was some Tatura Star that appeared to have been in coolstore for too long. Rots can be found in a few of the Golden Queen lines.</li> </ul>	
<b>plums</b>	
	LOW      MED      HIGH
<ul style="list-style-type: none"> <li>➤ The plum volume is still too high but not dreadfully so. There is a few North Island Omega to be sold, with Royal Star harvest well under way and on promotion.</li> <li>➤ Other varieties available are Songold, Freedom, Angelino and Omega from the South Island.</li> <li>➤ Stored product is now starting to show its age.</li> </ul>	

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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.