



# market update



17 March 2021

<b>Overview</b>	<p>As has been the situation for all of the second part of the season, plenty of fruit has been sold but at low prices. Nothing has really changed apart from a slight lift in prices for stonefruit that now has shortening supply. We are living in a world where tomatoes are selling for 9c/kg and sweetcorn is at give away prices. Promotions of plums continue with \$3.99/kg at retail. I bought some classic nectarines today that looked reasonably good, were sweet and juicy, but the texture was mealy. This part of the season has been very difficult but finishing with poor quality fruit will not do us any good at the start of the next season.</p> <p>My orchard contacts are now looking forward to the harvest season finishing and are wondering where the labour for pruning is going to come from, as they need to switch to autumn work before it gets too cold in Central.</p>
<b>North Island</b>	<p>The predicted rainfall of 30mm did happen. This would have given pickers of all sorts of crops a day off, and created some very long days for grape and maize contract harvesters as they rushed in before the event. The net outcome is a much-needed drink. The days are mild and nights are still above 10°C meaning Longlands is gathering lots of GDD units which will be to the benefit of our larger plum growers.</p> <p>In Hawke's Bay this week the expectation is for dribbles of rain, mild daytimes, evenings of 10 or 11°C and PET in the 2-3mm/day range. The next seasonal weather model that I will start monitoring will be winter chill units.</p>
<b>South Island</b>	<p>The trend of GDD seems to be lowering in Cromwell and Roxburgh while holding its own in Alexandra. Last week there was only a dribble of rain, mild to warm daytime temperatures and four or five nights below 10°C. The below 10 number is the point in the growing degree day model where accumulation is no longer counted, and where fruit maturation will begin to slow. Last week the evapotranspiration was in the 2-5 mm/day range and this week we are expecting potential evapotranspiration to be in the 2-3mm/day area.</p> <p>The chance of a ground frost is put at 30%, corresponding to a minimum of 4°C. I will start looking at the chill unit calculator once the leaves fall from the trees and temperatures are low enough. Perhaps 1 April in Central Otago and 1 May in Hawke's Bay, but for now it's time to enjoy the pleasures of autumn.</p>

<b>cherries</b>	LOW	MED	HIGH
-----------------	-----	-----	------

➤ The season has finished.

<b>apricots</b>	LOW	MED	HIGH
-----------------	-----	-----	------

➤ The season has not yet finished – but nearly. There is just a few Nevis to be picked as well as the fruit that is moving through the supply chain. Apricots are not available in all supermarkets.

<b>nectarines</b>	LOW	MED	HIGH
-------------------	-----	-----	------

➤ Summer Blush is on the shelves along with August Fire and August Red, with a little of the latter two still to be picked. Bon Bon is in its last week of supply. Next week we expect the remaining August Fire and Cal Red.

➤ Supermarkets are getting enough fruit for a reasonably full supply. There will be another two weeks of supply from the Central Otago growers.

<b>peaches</b>	LOW	MED	HIGH
----------------	-----	-----	------

➤ Golden peaches are a little patchy this week as the Hawke's Bay supply finishes and the later season supply from Central Otago has yet to get going. We expect this will change next week. Where this fruit is presented in trays and looking good it is selling really well. I did see scuffs and rots in some of the loose fruit, which can be typical of the variety.

➤ Peacharines are still in full supply and the fruit from Mangaweka is now on shelves.

➤ Plus Plus from Central Otago is now in the last week of supply.

➤ The last peach of the season, Beryl's Delight, is about a week away.

<b>plums</b>	LOW	MED	HIGH
--------------	-----	-----	------

➤ The plum volume is still too high but not dreadfully so. Royal Star harvest and packing from Hawke's Bay is at 'full noise' and the next variety, Malone is about a week away. (Mike Malone was a stonefruit breeder at PFR in Havelock North).

➤ Varieties available are Songold, Freedom, Angelino and Omega from the South Island.

➤ I was again pleased to see a supermarket taking the time to sell plums by variety.

Market update by Richard Mills, Summerfruit New Zealand, email [richard.mills@summerfruitnz.co.nz](mailto: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.