



market update



9 DECEMBER 2020

North Island	<p>All of my contacts are suggesting that the marketing is going well, with tightish supply, no quality issues and good tasting fruit. When we get some quality Central Otago cherries this week that should set the tone for a very good season. Volume of supply is expected to build from the end of next week.</p> <p>Fruit is now rolling into the North Island packhouses for all five crop types and the dry weather in the last week has helped ease the fruit cracking potential. That said, the results of the previous wet spell are still evident in the crack prone varieties. GDD are back to last years' levels, out near the sea at Bay View, and still ahead in the more inland areas. There is some rain predicted but with luck it will leave the orchard areas alone. The season had been coming back towards a more normal harvest time, but the next 3-4 days of near 30°C with warm nights and high humidity, will bring on the near to ready varieties. PET of up to 6mm/day is predicted. Pockets of wind have dropped near ripe fruit to the ground.</p> <p>For growers, the good quality growing conditions are being tempered by the inexperienced labour supply.</p>
South Island	<p>Marlborough is looking forward to a good end to its cherry season with mild temperatures, reasonable PET in the 4mm/day region and a dry week. Let's hope so as the cherry pipeline is not yet full.</p> <p>The Central Otago cherry harvest of mainstream varieties is now getting underway with good volume expected to enter the market later this week. Temperatures in the low 20s and high teens with only a brief period of rain later in the week speak to good-eating fruit.</p>

cherries	LOW	MED	HIGH
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- Cherry volumes have not been large enough so far this year due to rain induced splitting in both Hawke's Bay and Marlborough. These districts are finishing Sonnet and Dawson, picking Stella, and looking to start Lapins and Rainier. Those that have had rain covers have picked and sold more fruit, and heavy crops have survived better than light loads. The trend to more and larger sizes in punnets is continuing.
- Chelan from Cromwell is now being picked and should fill the pipeline by the end of the week. Rosann then Sonnet and Santina are not too far away. The new Picnic cherry seems to be making quite a splash from the very early production in Earnscleugh.

apricots	LOW	MED	HIGH
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- Royal Rosa has now finished and will clear the shelves soon. Small volumes of Hunnycot are going well. Sundrop harvest has only just started and is estimated to be in good supply for the pre-Christmas week, but all done by Christmas time. Some Clutha Gold will follow. Then it will be up to Central Otago supply.
- The previous week's rain has kept supply on the short side.

nectarines	LOW	MED	HIGH
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- The varieties being picked at the moment include Diamond Bright, Rome Star, Rose Diamond and the last of the limited volume of Hawke's Bay Big Bang. Early Star volumes will continue to increase through the week and into the next.
- Varieties to look forward to next week include Spring Bright, Amber Sister and Chrystal White.

peaches	LOW	MED	HIGH
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- There is a bit of a hole in peach supply. Spring Crest, Spring White and Coraline will be clearing stock. This week there should be some Spring Lady, June Lady and the remaining Spring Fire. Peaches are reported to be packing out well.

plums	LOW	MED	HIGH
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- Red Beaut and Rose Zee are the main stays of plums with good size and good crop loads. An early sport of Black Diamond is being sold in small volumes. We are looking forward to Purple Majesty closer to Christmas.

Market update by Richard Mills, NZ market support, Summerfruit NZ, 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.