



# market update



16 DECEMBER 2020

<b>North Island</b>	<p>Last week was a bit of a steady as you go period in the North Island with some high temperatures and then a cooler spell later in the week. This has slowed the filling of the pipeline on one hand, and, on the other allowed growers to catch up on the many varieties that are now being picked. Prices seem to be softening a bit reflecting the increased supply. There was little, if any, rain last week apart from Bay View, so supply from all areas will be of good quality and quantity.</p> <p>This coming week we are not expecting any rain with temperatures in the mid to high 20s, which all bodes well for the weeks leading into Christmas.</p> <p>There has been a comment of early fruit with damage turning to rots in the DC and supermarkets. Please take appropriate responses before rain events.</p>
<b>South Island</b>	<p>Marlborough has had a dry week with moderate temperatures and a couple of cold days like the rest of the country. This will enable a bit of fruit to still be available closer to Christmas, though not in any real quantity. The fruit from here is still in demand.</p> <p>Central Otago is thinking about other summerfruit but of course is being dominated at this stage by cherries. There has been a tiny bit of rain, nothing significant, with warm to hot days plus those two cold days that everyone has had. This coming week looks to have mid to high 20°C days and bits and pieces of rain in the forecast. Cherries are now being exported with enough left for sale in New Zealand.</p>

<b>cherries</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ Demand for quality fruit is now high, especially in the North Island markets. Small fruit of older style varieties is not getting good prices. Generally, supply and demand are reported to be in balance. Those who are supplying fruit in programs are getting good returns.</li> <li>➤ Hawke's Bay is finishing Lapins, Sweetheart, Rainier and a wee bit of Modesto. Probably the last picks this weekend.</li> <li>➤ Marlborough will carry on a bit longer with Lapins and Stella at present, then final picks of Sweetheart and Staccato next week.</li> <li>➤ Central Otago is finishing Rosann and Chelan, and is now picking Sonnet and Santana. Stella is expected to be ready for the Christmas market. Timing of the harvest is now pretty close to normal, perhaps three days ahead of last season. The lack of meaningful overlap with Hawke's Bay and Marlborough is most helpful for the New Zealand market. The early variety Picnic is getting some good feedback.</li> </ul>			
<b>apricots</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ Sundrop harvest for the early areas will be over by the weekend in Hawke's Bay and will continue a bit longer in later areas. Kyoto will be ready from Gisborne soon and then out of Hawke's Bay. I have been told of some Royal Rosa hanging around in supermarkets, they will be very tired now. There could be a bit of a hole for a week until the small volumes of Clutha Gold come on stream.</li> <li>➤ Central Otago apricots are thinking about an early skim pick for local sales only.</li> </ul>			
<b>nectarines</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ Supply is now ahead of demand for the first time this season and there is comment that the fruit is smaller than initially thought. Plenty is going into punnets. There is still some Early Star being picked along with the remaining Rose Diamond, and some white fleshed Maylis. Spring Bright is now starting along with the Amber Sister.</li> <li>➤ Ruby Giant will start harvest at the weekend.</li> </ul>			
<b>peaches</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ Rich Lady and Coraline peaches are available along with Spring Lady, Spring Fire and Spring White. The small volume of Donut should be clearing the market.</li> <li>➤ Like the nectarines the size is a bit smaller than expectations.</li> </ul>			
<b>plums</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ I have seen Red Beaut and Rose Zee on the shelves and in good volumes but with average demand. Black Diamond is now on promotion and Purple Majesty harvest may start at the weekend. Better volumes of this variety will be available closer to Christmas.</li> </ul>			

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