



market update



23 December 2020

Overview	<p>The real story this week is around cherry supply, demand and quality. Hawke's Bay and Marlborough are now finished which leaves all the Christmas supply for Central Otago. With a big crop there is not a large supply of large fruit, and plenty of small fruit is being offered. As commented previously, the early fruit was early, but now the timing is more normal, so there may be a gap in harvest for some.</p> <p>In general, the flow of fruit through the system seems to be still occurring with velocity. The supermarkets are credited with doing a good job of moving lots of fruit. Retail prices seem to be at a level that is moving fruit and growers are mostly happy with the returns.</p>
North Island	<p>Hawke's Bay GDD are still well ahead of last season and it has been dry. I have not had significant rain since 25 November and none in December. Thus, the fruit is eating well and not showing any rots – mostly. Overcast has been the main sky colour, which seems to be our version of La Niña. Bits and pieces of rain are in the forecast, but we will see if they come to anything. Timing seems to be coming forward again.</p>
South Island	<p>GDD in Cromwell and Alexandra are still ahead of last year, and Roxburgh is about the same as last year. As with Hawke's Bay, Cromwell has bits and pieces of rain forecast with cooler temperatures for the weekend. The Clyde forecast is a little wetter which could impact on cherry volumes and assist with the big picture supply. Not so good for the individual orchards, but we shall see.</p>

cherries	LOW	MED	HIGH
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- There have been large fruit sets, cloudy days recently, moderate temperatures, and dry conditions contributing to the present situation of more small fruit than ideal. Big fruit is moving very well.
- There is plenty of small fruit being offered, demand for that fruit is weak and the maturity is advanced. Is there a home for the 24 and 26mm fruit, please check before it is sent? Packing to order has been suggested as a good idea. In some stores, prices are \$5/punnet lower than this time last season. There are lots of cherries in the non-supermarkets in the Auckland area.
- Varieties being picked at present include Santina, Samba, Celeste, Stella, Sonnet, Dawson, Ferridor, Bing, Sandra Rose, Summit, Starletta, Bing and Sam. Whew. Lapins is on the horizon.

apricots	LOW	MED	HIGH
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- Supply and demand seem to be quite well balanced.
- We are nearing the end of Sundrop supply in Hawke's Bay, Kyoto is starting and we are expecting Clutha Gold to begin shortly.
- Central Otago is still only picking for gate sales but we are anticipating the early blocks of Sundrop in next few days.

nectarines	LOW	MED	HIGH
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- Amber Sister, and Spring Bright are being picked in Hawke's Bay, along with Queen Giant and Ruby Giant and the Chrystal nectarines have started. This will be the last week of Early Star sales.
- After Christmas we are expecting Gaylene and Mid Star to commence.
- Keep an eye out for a variety called Turquoise if you are travelling through Cromwell. This is a new one to me with an interesting name.

peaches	LOW	MED	HIGH
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- Peaches are traditionally a bit slow to sell at this time of the year and there has been some wastage reported due to slower sales and mature fruit.
- Rich Lady and Coraline are available.
- Local sales only of Springcrest have started in Cromwell.

plums	LOW	MED	HIGH
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- Prices in store are higher than this time last season.
- Rose Zee is now finishing, Purple Majesty is being picked at a normal time but in bigger volumes than previously. We are anticipating the early picks of Fortune from the early blocks closer to New Year.
- The plum space is looking better than it has for a couple of years.

Market update by Richard Mills, Summerfruit New Zealand, 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.