



# market update



13 January 2021

<b>Overview</b>	<p>Most of the retailers and the marketers that I have talked to say that the market at the beginning of this week was flatter than expected, certainly softer demand than this period last year, but with the expectation of a pickup in demand as more people return from their summer break.</p> <p>Fruit is eating very well with both the classic and sweeter styles at their best.</p> <p>Only the volume of apricots is not meeting demand and that is expected to be rectified shortly. A very small amount of brown rot has been reported and I have seen a small amount of shriveled peach and nectarine. Immature cherries, picked before the Central Otago rain event have been offered for sale. A smaller size profile is still being commented on from both growing regions for mid-season peaches and nectarines. Gate sales are going very well in spite of the lack of international visitors.</p>
<b>North Island</b>	<p>Hawke's Bay had a few sunny days but the overcast warm days and warm nights pattern persists. The more inland areas, which are now picking the vast bulk of Hawke's Bay summerfruit, are 70 to 80 growing degree days (GDD) ahead of last season which helps explain the very good eating quality. Hot temperatures are expected to return at the weekend. Potential evapotranspiration (PET) for the coming week will be in the 4-6mm/day range which is more than last week.</p>
<b>South Island</b>	<p>GDD in Central Otago are similar to the 2018-19 season – very good for most though closer to average in Roxburgh. The temperatures are very warm at present but expected to be milder over the weekend, with possible showers. PET of up to 6mm/day, falling back to 3mm/day later in the week. The hiatuses of last week are now all but worked through and those who have decided to carry on picking are doing so.</p>
<b>cherries</b>	
	<span style="margin-right: 20px;">LOW</span> <span style="margin-right: 20px;">MED</span> <span>HIGH</span>
<ul style="list-style-type: none"> <li>➤ So much change in a week. There seems to be more recoverable fruit than was anticipated this time last week and the markets now again have a full supply. The agronomist in me would love to find out why but the heavy crop certainly seems to be a factor in protecting the cherries on the tree. As we discovered last year post-hail summerfruit are tougher than we imagine. Growers have now put aside the emotions of post-rain and are focusing on picking those blocks that are recoverable.</li> <li>➤ Varieties available are now mainly Lapins and Sweetheart, some Regina with Staccato to come in a week or so.</li> <li>➤ The majority of pickers seem to be still on site, have adjusted to the post-rain scenario and are making good money again.</li> </ul>	
<b>apricots</b>	
	<span style="margin-right: 20px;">LOW</span> <span style="margin-right: 20px;">MED</span> <span>HIGH</span>
<ul style="list-style-type: none"> <li>➤ All the meaningful supply is out of Central Otago with fruit that's close to picking exhibiting rain markings and splitting, especially on Sundrop. The Clutha series will be taking over soon and we look forward to the supply catching up with demand.</li> </ul>	
<b>nectarines</b>	
	<span style="margin-right: 20px;">LOW</span> <span style="margin-right: 20px;">MED</span> <span>HIGH</span>
<ul style="list-style-type: none"> <li>➤ Nectarine sales are going well and might be slightly over supplied. Any nectarines from Central, such as Diamond Bright, Spring Red and Spring Bright are staying local or travelling to Christchurch.</li> <li>➤ Varieties available include Fire Bright, Queen Giant, Red Gold and Venus is about to start. Of the sweeter nectarines there is the last of the Mid Star plus Hunny Royale, Hunny Glo and Grand Candy for sale. Majestic Pearl has just started.</li> <li>➤ The Hunny nectarines are selling very well as are the classics, as long as the volume available is appropriate for market demand.</li> </ul>	
<b>peaches</b>	
	<span style="margin-right: 20px;">LOW</span> <span style="margin-right: 20px;">MED</span> <span>HIGH</span>
<ul style="list-style-type: none"> <li>➤ Golden peach volume is now increasing and will continue to do so.</li> <li>➤ Sweet Dream is now available in some volume. Other varieties available are white fleshed Scarlet O'Hara, White Lady and Coconut Ice. Yellow fleshed peaches include Velvet Sister, Doris and Blazing Star.</li> <li>➤ Mellow Yellow from Central Otago has now reached a volume that it is worth mentioning.</li> </ul>	
<b>plums</b>	
	<span style="margin-right: 20px;">LOW</span> <span style="margin-right: 20px;">MED</span> <span>HIGH</span>
<ul style="list-style-type: none"> <li>➤ Plums will be on promotion this week in an attempt to keep the category moving.</li> <li>➤ The early blocks of Primetime have or are about to start as are the first Black Doris. Other varieties include Fortune and Billington, Amber Jewel and Black Amber.</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.