



market update



18 January 2023

North Island

The sentiments from marketers and retail are guardedly optimistic with the supply and demand equation being about balanced for all summer fruits apart from cherry. Prices should remain firm without being silly.

The quality of Hawkes Bay nectarines, peaches and plums is OK which is testament to the work that is being put in by growers and packers. Not having an over supply and thus quick flow through the system is also helpful. That said, in one of the supermarkets that I regularly visit there was fruit that needed to be removed from the shelf as there was a botrytis and brown rot in evidence.

There are no apricots left from Hawkes Bay to add to the cherries that finished at Christmas.

The 100-plus mm of rain that has already fallen this year will get a top up this week with another 20mm or so predicted with only mild day time temperatures. Growing degree days, GDD, is now the lowest it has been in the last 5 years in coastal areas, with inland areas middle of the road. Enough of La Nina thanks very much.

Fruit for Chinese New Year will be purchased by the end of the week in readiness for the 22nd January.

South Island

In contrast Central Otago is having a pretty good run of weather according to the locals. According to the data it is having a very good run. Cromwell GDD is now as good as last season, with Clyde having a better run than any of the last four, and Roxburgh East easily better than the last four. The week ahead is for more of the same with warm and hot temperatures, no rain and potential evapotranspiration in the 5-6 mm/day range. Contrast that with Hawkes Bay trees using 2-3 mm /day.

cherries

LOW MED HIGH

- There are lots of cherries available. They are good value and very good eating as long as the freshness is maintained. Easily the best fruit I have eaten all year.
- Some orchards have finished or very nearly so for the season while others are still picking mid-season varieties.
- Everything from Lapins to Sweetheart is available, some of it very close to export quality.

apricots

LOW MED HIGH

- Apricot supply in the most is coming from Earnsclough and Roxburgh, with reasonable supply for the present.
- Sundrop supply will come to an end soon and Clutha Gold and Vulcan will dominate from the end of the week. There are small parcels of other varieties such as Clutha Sun and Clutha Fire.
- The lower supply is being managed with higher retail prices

nectarines

LOW MED HIGH

- Nectarines should be available in large quantity but this season Hawkes Bay supply is matching demand. Mid Star and Honey Royale are finishing soon, with Late Star about to start. Volumes of these sweet styles are not high compared to last season, and are predicted to be good for the next 7-10 days before tapering off. Classic varieties such as Red Gold and Venus are available with Orin starting next week. Hawkes Bay fruit is looking rough due to the amount of rain it's been growing in.
- Central Otago nectarines are winding up with Spring Bright and Spring Red available.

peaches

LOW MED HIGH

- Golden Belle is dominating the yellow non-melting market. There is some very big fruit available. The later harvest Tatura Star may not have the volumes available that one might expect. Mellow Yellow is all but finished.
- Other varieties that are available include Coconut Ice, Spring Lady, Improved Flavorcrest, Lady Red, Blazing Star, Rich Lady, Red Haven, Flamecrest and Rome Star.

plums

LOW MED HIGH

- There is adequate supply of plums in the market. Nothing from the South Island yet of any volume.
- Hawkes Bay has Fortune and some Primetime left, as well as Amber Jewel and Black Diamond. Once these have sold there might be a bit of a hole in the market as we wait for late season Hawkes Bay fruit and Central Otago supply to ramp up.

Market update by Richard Mills, Technical Advisor, 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.