



market update



11 March 2020

North Island

When I walked into the first store on my rounds, I had that sinking feeling as the fruit displayed was of mixed maturity and there was more rot than I have seen for the rest of the season put together. Not the parting shot that I would hope to leave the consumers with to encourage them back in November. But, thank goodness, it was only like that in one of the four stores that I visit.

We have now been bumped off the front display in all supermarkets – we have had a very good run at being first up as you walk in the door.

Hawke's Bay is experiencing mild days and mild nights which is just great for the remaining plums that are to be harvested. Rain is expected at the weekend and into next week. That will make the pastoral farmers very happy and not worry the fruit growers too much. Easterlies are the prominent winds at present, and growing degree days are expected in the 2-3mm/day range. Growing degree days are holding very well still with 372 units for February to yesterday, which is higher than last season's 241 units. Typical rolling five-year range is 350-370 units.

South Island

Central Otago is experiencing mild days and cool nights, with one grower having had to fight a frost already. Bits and pieces of rain are still passing through. Without seeing them, I expect the trees will be looking pretty good. PET is anticipated in the 1.5 to 3mm/day range. A bit of heat might be required to get the last of the crops moving. Growing degree days for the February until yesterday period have been 300 in Cromwell, compared to 256 last year with a rolling normal of 250 units. Alexandra has had 269 units, compared to 233 last season, with a normal of about 220. This backs up the comment that the fruit is tasting good and just needs finishing off.

cherries

LOW MED HIGH

- All finished.

apricots

LOW MED HIGH

- In essence apricots are finished, but they can still be found on some shelves. I bought some Nevis today; they are good eating and looked big and clean. They are not available in all stores, and the very last will have been picked this week. I have been waiting to say that's it, but apricots keep on giving.

nectarines

LOW MED HIGH

- Nectarines are all now from South Island supply.
- Summer Blush is available and, in the shops, though cosmetically TAG 2. Late Star is being packed still. Bon Bon is under way.
- August Fire and August Red are now under way and should be available for up to three weeks.

peaches

LOW MED HIGH

- The last of the Golden Queens from Hawke's Bay are selling now.
- From Central Otago there are Tatura Star, peacharines, Cal Red, Flatto and Plus Plus.

plums

LOW MED HIGH

- The plum market has strengthened yet again, but there are still plenty around. There is now a combination of North and South Island supply. Prices at retail have lifted again.
- Freedom is available from both Islands, and there is a little bit of Omega around still. Angeleno from Central Otago will be available in good volumes from later this week as will Royal Star from Hawke's Bay.

Market update by Richard Mills, NZ Market Support, 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.