



# market update



5 DECEMBER 2018

<b>North Island</b>	The rain of the last two weeks has certainly affected the supply and quality of fruit from the early HB regions. The later harvest areas for Royal Rosa apricots are faring better, as are the second set of peach and nectarine varieties to be picked. My local supermarkets had apricots and a peach or nectarine and considering the weather this fruit has been through, they didn't look too bad. Expect cherries to be in short supply until next week. It seems like the independent retail is taking up supply and helping to move the less than perfect fruit. Strawberries are the competition at the same price on promotion as apricots, peaches & nectarines.
<b>South Island</b>	Blenheim cherries will be looking forward to drying out and getting some better picks of the later varieties. As reported last week, Central Otago is not really picking yet and any of the early fruit is staying local in the lower South Island markets and roadside stalls.

<b>cherries</b>	LOW	MED	HIGH
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- From HB are nearing the end of **Rosann**, picking **Santina** and looking to start **Chelan** and **Sonnet** at the weekend, with bigger picks early next week.
- Blenheim has short supply; picking **Rosann** now, **Sonnet** starting at the weekend. **Stella** and **Lapins** are still 10 days away.
- The limited CO volumes of **Burlat** and **Earlise** are staying local to the harvest area. We are anticipating volumes of **Sonnet**, **Samba**, **Santina** and **Chelan** to become available from 16-19 December, with good supply from 21st in market.
- Supermarkets are not buying at present as the volume of supply of quality product is small. The independents seem to be getting the fruit.
- So, the general plan is for the volume of supply to increase in the week leading up to Christmas out of HB and Blenheim, and be in good supply as the CO fruit comes in. No more rain would be most welcome.

<b>apricots</b>	LOW	MED	HIGH
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- **Royal Rosa** from Bay View is all but finished picking and needs to move through the supply chain. Once the split fruit is removed it looks okay in the box and on the supermarket shelf, but needs to be eaten soon. Fruit from later HB areas is being picked and packed now and looks better than it has done for a few seasons.
- Growers and packers are working hard to keep the quality as high as possible. Picking and packing are both slow going.
- A touch of colour is starting to appear on the earliest of the **Sundrop**. Timing for Christmas sales still seems good.
- Nothing from Central Otago for a while yet.

<b>nectarines</b>	LOW	MED	HIGH
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- **Mayglo** is in the last few days of packing and should all be in the market by the weekend.
- The tiny volumes of **Armredark** are being picked in Hastings now and into next week.
- **Artic Sweet** ex Gisborne coming to the end.
- **Rose Diamond** harvest will start in earnest from the end of this week and build into next week. I understand that very small volumes had landed in DC earlier this week.
- The first of the bigger nectarine **Early Star** could start harvest early next week and build into the Christmas supply week.
- I did buy a few white flesh nectarines, mostly because they looked under-ripe. Good size but the sugar levels were poor from an eat test. I'll hang onto the rest for a couple of days to see what happens. We need good eating fruit on the shelves, as research has told us that a poor experience may turn that consumer off for weeks.

<b>peaches</b>	LOW	MED	HIGH
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- In general, the supply of early peaches to date has been rain affected resulting in lower supply. As we move into next week the supply should return to a 'normal' state.
- **Spring Crest** and **May Crest** harvest is finishing in the next day or two, and **Spring White** should be nearing completion by the weekend. The Spring Crest that I saw in the supermarket looked good. A big effort by pickers and packers to put good gear out there. Good quality peaches and meeting good demand.
- Expecting **Spring Lady**, **June Lady** and **Coraline** to start next week.

<b>plums</b>	LOW	MED	HIGH
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- **Red Beaut** plums are being picked and packed and looking good. These are a fickle beast to grow consistently. Some are reporting good crop loads and others not so. In either case the overall supply is very small.
- There has been a reasonable flow of **Rose Zee** from early orchards, but we are not expecting harvest in earnest until perhaps the middle of next week.
- Gotta love plums when the weather goes wet!

Market update by Richard Mills, NZ market support, Summerfruit NZ, email [richard@summerfruitnz.co.nz](mailto:richard@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.