



market update



12 DECEMBER 2018

North Island	<p>Hawkes Bay has had a drier week and a couple of days of heat. Growing degree days are lower than this week in the last two years, hopefully picking up towards the end of the week and into next. More heat and more sunshine should improve the flavour for consumers Christmas fruit.</p> <p>Sales in both Islands are generally flat as the same weather affecting production is affecting demand. Strawberries are still on promotion, with good volumes of raspberry and blueberry in market.</p>
South Island	<p>Blenheim cherry orchards have dried out and later varieties are being picked. A little bit of cherry is reported to be coming from Nelson which is not so affected by rain.</p> <p>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. Although Central Otago apricots are a wee way off yet, we are anticipating that supply for some areas will be shorter than hoped for.</p>

cherries	LOW	MED	HIGH
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- The last of the **Rosann** is being picked and covered **Sonnet** is mid harvest from HB. Some **Stella** is being harvested, with **Rainier** very soon and **Lapins** following that. Next week will see good supply from HB. The dry week has seen some crunch come back to the cherries.
- **Rosann** from Blenheim is finished, **Stella** picking now and **Lapins** will start mid or end of this week. The quality of this fruit is looking good.
- The early varieties of cherry are being picked, or nearly so, from Central Otago with some **Burlat** purported to have made its way to Auckland. Rosann harvesting now. Harvest of main crops will not be early, perhaps a little **Sonnet**, **Samba**, **Dawson** and **Chelan** at the beginning of next week.

apricots	LOW	MED	HIGH
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- We are between varieties now; HB **Royal Rosa** harvest is well finished with only fruit in retail coolstores to sell. The quality has looked good for this variety.
- **Sundrop** from HB is poised and nearly ready to rumble with the first small picks at the weekend. The warmer temperatures anticipated for early next week will benefit the colour and flavour, but first we need to get through the next bit of rain.

nectarines	LOW	MED	HIGH
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- Little bit short supplied in market with consumers looking for quality fruit.
- **Armredark** supply from Hawkes Bay and Nelson, with HB **Rose Diamond** about half way through.
- **Early Star** has just started and is looking awesome, **Diamond Bright** and **Spring Bright** will start early next week, perfectly timed for Christmas week.
- **Classic** brand is being harvested now with **Pearl** and then **Honey** series starting mid to late next week.

peaches	LOW	MED	HIGH
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- Generally, plenty of peaches in the market, and are mostly looking quite good, although a touch small. Big quality fruit is selling; same story as we have all heard before.
- **Spring Lady**, **Spring White** and **Spring Fire** is coming to an end. Some good volumes of **Spring Lady** in the market at present.
- **Coraline** from Hastings is being picked now and into Christmas week. **Lady in Red** and **Rich Lady** from about 18 December.

plums	LOW	MED	HIGH
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- The last of the **Red Beaut** should be in store very soon if not already there.
- **Rose Zee** is in full swing from Hawkes Bay and will be available for a couple of weeks. Looking for **Purple Majesty** to start this time next week.
- Supply and demand seem to be in good balance, with a thought that Christmas week supply might not reach demand.

Market update by Richard Mills, NZ market support, Summerfruit NZ, email 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.