



market update



26 NOVEMBER 2019

North Island

Strawberries, our biggest competition, are in good supply and generally on promotion at around \$2.50 plus for a 250g punnet. This week is the so-called Black Friday shopping day which, like big Lottos and Singles Day, can suck cash out of the fresh fruit sector.

It will be interesting to follow the equation on the returns from a low supply apricot season, with good eating fruit, and more blemish than usual. Keeping fruit moving through the system was the lesson taught last year.

Hawke's Bay has again had a good growing week and has another set of impressive growing degree days ahead. There has only been 27mm of rain for the month so far, so with losing 5-6mm per day through evapotranspiration, we are now well into using irrigation on all orchards. As a result, flavour is good for early season fruit.

What has been a very normal season with regards to harvest time for the earliest fruit is now moving ahead of normal as we start to think about December varieties.

South Island

Marlborough cherry harvest times seem to be very similar to Hawke's Bay still. The rain that was predicted for next week seems to be lessening, and this contrast to last season has put some big smiles on grower faces.

The story in Central Otago is consistent with last week. Temperatures are low to mid 20s with a little rain anticipated for the coming period. Overall a normal growing season so far, with challenges for a few. We will keep asking the question as to how much fruit will be available in the week before Christmas.

cherries

LOW

MED

HIGH

- Supply in my local supermarkets is still patchy and not making the first shelf as you come in the door.
- Earlise harvest has finished, or very nearly so in Hawke's Bay and Marlborough. The next tranche of varieties such as Chelan and Cashmere have begun to be harvested in Hawke's Bay, but there is a brief break in supply from some growers. Expect the Chelan volume to increase and Roseann to start at the weekend.
- Early blocks of Roseann from Blenheim are being picked and packed as I type, so I would anticipate supply to grow to good volumes from now on.
- Central Otago is thinking about Burlat and Earlise harvesting; there could be some around this time next week.

apricots

LOW

MED

HIGH

- Royal Rosa harvest from Bay View is now well underway – coming in a few days earlier than anticipated, as result of the warm dry conditions mentioned above. The volumes are definitely back on what was budgeted, therefore the size and flavour is good. There is blemish on more of the fruit than ideal, but that's just the way it is this year.
- There is interest on where the sales prices will land when we consider the short supply and more blemish than normal.

nectarines

LOW

MED

HIGH

- Mayglo is now all but finished harvest and the last of it is working through the market. We are still anticipating the next varieties will be next month.

peaches

LOW

MED

HIGH

- The first small pick of Spring Crest has happened and will be in Auckland now. Most orchards will be looking to start this variety close to the end of the week and into next month.

plums

LOW

MED

HIGH

- There is a little USA fruit in some supermarkets. If there is any Red Beaut remaining this variety should be with us soon. Otherwise we are still waiting for Rose Zee.

Market update by Richard Mills, NZ Market Support, Summerfruit New Zealand, 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.