



market update



4 DECEMBER 2019

North Island

The markets are traditionally slow at this time of the year and this may continue into next week as well. Fruit is eating very well and when without hail damage looks really good. The hail blemish has taken the gloss off what could have been a vintage year. The marketers have a bit of a conundrum, as there is not enough fruit to get into promotion mode, and they are waiting for the quality varieties to be harvested. Hawke's Bay is well underway with cherry, apricot, nectarine, peach and now plums being harvested. The weather has been hot and dry, and growing degree days are up 25% on this time last year.

If the hail affected lines are kept tidy, then the markets are ok. Pushing the boundaries is receiving pushback. As per last week the markets are not busy and looking at the temperatures in the upper North Island, that makes some sense. Strawberries at retail are even cheaper than last week at \$4 for two chips (1kg in total) in some places. The summerfruit prices are certainly higher than this. Berries are reported to be selling well.

South Island

Blenheim has been warm with some exceptional GDD – 21% better than last season calendar date on calendar date and the cherries have been performing well. Unfortunately, they have had 24 hours of rain which will split ripe fruit. So, there will be a bit of a hole in supply until the next batch ripens up.

Central Otago is now dry, and generally stacking up some very good growing degree days. Generally crops are still being groomed and the gate sale operations readied for opening in a couple of weeks. The weather forecast is suggesting 25mm of rain in the coming week but on the ground, they are not so sure.

cherries

LOW MED HIGH

- Hawke's bay grown fruit is occasionally available in the local supermarkets but mostly travelling north to Tauranga, Hamilton and Auckland. Growers seem happy with both volume and prices that are being received. Chelan is finishing and we are in main picks of Santina, Rosann and Sonnet. The size is good and flavour exceptional as could be expected with the good GDD that have been received.
- Supermarkets are still deciding whether or not to take the early season fruit.
- Blenheim supply has been Rosann with Sonnet on the way and Stella ready at the weekend for harvest start. This fruit has also been travelling north into the Hamilton and Auckland markets. A little Burlat has moved out of Central Otago and there is some Earlise being picked now which will move to the Christchurch market.

apricots

LOW MED HIGH

- Royal Rosa harvest is now largely complete. Fruit in the supermarkets is of good size and colour and if it wasn't for the hail marks... Sundrop looks like it is still 10 days away so there will be a hole in the market for a few days. A good chance to sell stored fruit.
- Not all my local supermarkets have apricots for sale.

nectarines

LOW MED HIGH

- Hawke's Bay Mayglo should be clearing the market now as will the little bit of Armredark that is left. The next variety, Spring Bright is a few days away yet, although the first skim picks could start at the weekend.
- A little of the white fleshed Artic Glo has come out of Gisborne. The new variety Bon Bon is eating well.

peaches

LOW MED HIGH

- In the early parts of Hawke's Bay, the Spring Crest trees are completely empty, done and dusted in a week. Later orchards are in full swing and will finish very soon. I saw some exceptional looking Spring Crest in trays at a packhouse today, a good size product all packed sunny side up. There is some Spring Lady from both Gisborne and Hawke's Bay. Spring Fire is now underway in early areas and in other places soon. This is a good-looking fruit for this time of the year.
- Peaches should soon be in continuous supply for the rest of the season.

plums

LOW MED HIGH

- Wilson's Early are being picked and the small volumes will trickle onto the market. I saw USA plums in a local supermarket this morning in what I assume will be the last of these for this season, but I have made assumptions before and got it wrong. We are anticipating the first of the better sized plums, Rose Zee and Red Beaut to start harvest at the weekend.

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.