



# market update



9 JANUARY 2019

<b>Overview</b>	<p>The supply of cherry is short, apricot is nicely balanced, peach and nectarine supply are mostly good. This situation is expected to change as the Central Otago supply continues and main crop peach/nectarine from Hawkes Bay enter the NZ market. Growers are saying that the price at retail needs to reflect the supply situation so that fruit keeps moving through the system – especially with the levels of rot that are potentially in fruit from the wet December. That said, larger orders are being placed for the quality peaches and nectarines that are coming on stream. Let's see if the system will get the balance of supply-demand-price right!</p> <p>Please have another look at the cool chain system from harvest through to sales. From the bits and pieces that I have seen, as well as the odd report received, it's not always up to standard. With fruit that has grown in wet conditions the storage and transit temperatures are even more critical.</p>
<b>North Island</b>	<p>Fine and warm conditions have been experienced in Hawkes Bay and this is set to continue for this week. The apricot harvest is ending, peach and nectarine continues, while main crop plum varieties are getting into full swing. Quality issues are being reported for over-ripe and 'mouldy' peaches.</p> <p>The mid-season 'quality' varieties are now getting lots of sun and heat which will make for good eating.</p>
<b>South Island</b>	<p>The rain of a few of days ago in Central Otago will have some impact on cherry harvesting, especially those varieties prone to cracking. There has been a slight delay to harvesting to allow any damage to become apparent. There will also be a bit of a delay in the apricot harvest, but the pipeline is full enough to enable good supply.</p>

<b>cherries</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ After last season, strong marketing programmes were put in place with the major supermarkets, but the supply is not meeting that requirement. Visiting two of my local supermarkets this morning there was not a cherry to be seen.</li> <li>➤ Central Otago is picking <b>Kordia</b>, <b>Lapins</b>, <b>Stardust</b> and <b>Silvia</b> at present, with <b>Sweetheart</b> to come soon. We are expecting <b>Staccato</b> which is a bit further away to be fine.</li> </ul>			

<b>apricots</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ There is just a little bit of <b>Clutha Gold</b> and <b>Trevatt</b> to leave Hawkes Bay. It should be all over and done with by this time next week and then we can concentrate solely on the South Island product.</li> <li>➤ Lots of Central Otago <b>Sundrop</b> is available, as well as some <b>Dunstan</b>. A few hot days have brought the harvest on earlier than originally thought and therefore there is now an overlap with Hawkes Bay fruit. <b>Clutha Gold</b>, <b>Clutha Sun</b> and <b>Clutha Gem</b> will be among the next varieties available.</li> </ul>			

<b>nectarines</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ Full range of Classic (<b>Red Bright</b>), Pearl (<b>Kay Pearl</b>) and Honey branded nectarines are available.</li> <li>➤ The much-anticipated <b>Mid Star</b> is now under way and <b>Hunny Royale</b> has started. <b>Spring Bright</b> and <b>Fire Brite</b> have gone well and with <b>Chrystal</b> &amp; <b>Maylis</b> will be finishing soon. There is a little bit of <b>Big Orange</b> around and a little bit of <b>Big Bang</b> is being sold locally in Central Otago.</li> <li>➤ Anticipating <b>Fire Pearl</b>, <b>Bright Pearl</b>, <b>Red Gold</b> and some <b>Sun Glo</b> next week.</li> </ul>			

<b>peaches</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ In Central the early, very small volumes of <b>Spring Lady</b> and <b>Crown Princess</b> can be found. Major marketers are not sourcing any peaches from Central yet.</li> <li>➤ <b>Sweet Dream</b> and <b>Tropical Candy</b> is mid to late harvest. Other peaches available include <b>Rom Star</b>, <b>Velvet Sister</b>, <b>Blazing Star</b>, and <b>Summer Blaze</b>, with the last of the <b>Improved Flavourcrest</b> and <b>Conquise</b>. Anticipating <b>Coconut Ice</b> and <b>Flamecrest</b> sometime next week.</li> <li>➤ <b>Rich Lady</b> will be coming to the end of supply. We are anticipating <b>Elegant Lady</b>, <b>Scarlet O'Hara</b> and the white fleshed <b>Vanillia</b>.</li> </ul>			

<b>plums</b>	LOW	MED	HIGH
<ul style="list-style-type: none"> <li>➤ A little bit of <b>Rose Zee</b> is being harvested from Central and remaining for local supply.</li> <li>➤ Early areas of HB are nearing the end of <b>Fortune</b> with the main crops just beginning from the rest of the district. Volume will build through the next two weeks. <b>Black Amber</b> is finishing very soon</li> <li>➤ <b>Primetime</b> from HB is thinking about starting with a few skim picks happening. <b>Black Diamond</b> is also becoming available.</li> </ul>			

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.