



market update



18 DECEMBER 2019

North Island

This week I have had the pleasure of visiting Central Wellington supermarkets to have a look at the fruit. Generally, we are featuring closer to front and center with good variety and fuller supply. Weather is still playing a part in what is occurring on both the supply and demand equations. Peach and nectarine supply and demand is roughly in balance and apricots are in short supply. Plum supply and demand is not really there yet. GDD continues to be very good and the predicted rain was but a few dribbles. Therefore, fruit quality continues to be excellent with cherries as good as they have been in living memory.

The hailstone heroes initiative is reported to be going well, with cautious optimism being expressed. Some of the fruit may have healed better than was initially hoped for, possibly with the exception of hailed on plums.

Strawberry production is being adversely affected by the damp and humidity of the Auckland and Waikato areas. Sales prices for this crop have not changed from last week.

South Island

In contrast, Marlborough has had another dump of rain and continuing good GDDs which is not ideal for cherries. Central Otago is having a cold and damp period which is better than warm and damp, but not ideal. We wait to see what the outcomes will be.

We are not expecting too much volume from Central Otago until after Christmas and into the New Year.

cherries

LOW

MED

HIGH

- Hawke's Bay supply is coming to its natural end. Dawson, Lapins, Modesto and in some orchards, Stella are all finishing harvest this week. In others, Stella will start soon and Sweetheart is under way. There will be very little, if anything, left by Christmas to pick.
- Marlborough and Nelson have finished Rosann, Sonnet and Santina, and should be harvesting Stella and Lapins. We are expecting Sweetheart to start soon. I suspect that the helicopters will be out again to dry the fruit and minimise splitting.
- Central Otago has Burlat, Merson and Rosann on the market, and is packing Chelan. Dawson, Sonnet and Santina will be ready to pick soon. Early Santina is already in supermarkets. Graders with defect sorting equipment I suspect will be well used.

apricots

LOW

MED

HIGH

- Depending on the district, Hawke's Bay is well into Sundrop harvest or at the beginning of it. Cluthagold may well also be on the market for Christmas.
- The volumes of apricots are low and the prices consequently firm. One of the growers said that the Sundrop apricots are looking surprisingly clean – with less hail damage than expected.
- Nothing from Central Otago yet.

nectarines

LOW

MED

HIGH

- There is a little hangover of Armredark to move through the system and Early Star harvest will be mostly finished. Volumes of Spring Bright are now building and there are white fleshed Maylis for sale. We are expecting some Amber Sister and Ruby Giant harvests at the weekend.
- Supply and demand appear to be balanced and the stores fully stocked.

peaches

LOW

MED

HIGH

- There is still some Spring Lady to come onto the market with the harvest and packing of Coraline and the white fleshed Alba continuing. Rich Lady will be with us soon.
- Sales have yet to truly increase.

plums

LOW

MED

HIGH

- I saw a little bit of Wilsons Early and there is Red Beaut for sale. Rose Zee will be available up to Christmas and there is a little Black Amber being talked about with Purple Majesty not too far away.
- Generally, sales are still slow and the volumes low as well.

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.