



market update



23 JANUARY 2019

Overview	<p>This time last year we had nearly finished the summerfruit season, what with Hawkes Bay being early and Central Otago very early. This year is much closer to a 'normal' season.</p> <p>Currently there is good supply of quality plum, nectarine and apricot and the final week or two of cherry. Golden peaches will be around for another three weeks and temperatures are warm and hopefully settled. This could well be the time to display and promote summerfruit to put some smiles on the dials of those involved in the industry. Fresh apples are available but not yet in any volume.</p>
North Island	<p>Volumes are starting to move a little and there is enough fruit to fill the need.</p> <p>The near 100 mm of rain that fell over three days last week is now being seen in fruit rots. A few blocks have been bypassed and some lower than desired pack outs are occurring. Constant vigilance at retail will be needed. A warm to hot week seems to be on the way for Hawkes Bay.</p>
South Island	<p>Central Otago is coming towards the end of cherries, moving into mid-season apricots and some of the better peaches and nectarines. While growing degree days are not what they were last season, the rate of accumulation is now good and looks reasonably settled for the next week.</p> <p>The cooler nights that are still occurring suggest that the clash with North Island fruit will not be strong.</p>

cherries	LOW	MED	HIGH
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- With Chinese New Year approaching export quality cherries are being sent overseas.
- I have seen variable (high and low) pricing and quality at retail, with reports of some very low pricing as well.
- Last of the **Lapins** and **Stella** is in the market and **Sweetheart** is nearing the end of supply.
- Varieties still being picked are **Staccato**, **Red Sensation** and **Santino**.
- Probably only two weeks to go and that will be it for cherries.

apricots	LOW	MED	HIGH
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- Some apricots are being exported which is taking the top off the available supply.
- **Sundrop** are on the shelves throughout the country and we will very shortly see the last of **Clutha Sun**, **Clutha Gold** and **Moorpark** are being picked and will continue for a little while.
- Other varieties available include **Valley Gold** and **Clutha Star**.
- I liked the quality of most of the fruit that I found locally.

nectarines	LOW	MED	HIGH
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- Generally, supply is outweighing demand and some of the retail price is reflecting this scenario.
- Hawkes Bay has **Red Gold**, and **Sweet Surprise**, with **Fantasia** just started or about to start. **Orion** may start picking next week.
- **Mid Star** and **Honey Royale** are in 'full flight' and **Late Star** are about 10 days away. This should make for a good offering for the next three weeks.
- Central Otago has some **Diamond Bright** on offer and is picking **Spring Bright**, **Spring Red** and **Queen Giant**. This will all be small volume supply.

peaches	LOW	MED	HIGH
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- **Flamecrest** and **Scarlet O'Hara** have now all been sent to market. **Elegant Lady** and **Coconut Ice** are being picked and packed from Hawkes Bay.
- The first of the firm flesh golden peaches, **Golden Belle** is now on the supermarket shelves and moving well. One seller called them spectacular.
- Central Otago has relatively small volumes of **Rich Lady** and **Blazing Star**.

plums	LOW	MED	HIGH
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- Plums are in full supply and being promoted by some of the retailers.
- Hawkes Bay is picking **Fortune** and **Primetime** and will be for a little bit longer. Quality is very good. **Amber Jewel** is starting now, and **Black Doris** harvest will be starting sometime next week.
- **Fortune** from Central Otago will begin harvest sometime next week.

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.