



North Island

As per last week Summerfruit is pretty much front and center in the supermarkets but not necessarily alone in that space. The quality that I have seen is generally very good, although tending to be higher in background colour. This may reflect the slower movement of product through the system in this Christmas to New Year period. The temperatures have not been so high as to have racing maturity on the trees.

The easterly weather pattern seems to have moved off and Hawkes Bay is back to the high twenties of two weeks ago. The GDD is still very good although the rate of accumulation has slowed. Little rain is in the forecast with PET's of about 5mm/day over the New Year period.

The hailstone heroes have now been joined by the odd bunch fruit in bags, both at a lower price point than class 1 product.

South Island

Marlborough has now finished its cherry season. There will be a bit of the late Staccato and Sweetheart but just for gate sales.

We are still not expecting too much volume from Central Otago until after the New Year. January 3 seems to be the day that most are targeting to get the picking into full swing.

GDD have been average for the last week. It is interesting to compare and understand why there is a timing difference in the regions. From 1 October to now Twyford has received 540 degree growing days and Clyde 330 units.

Temperatures today are predicted to get into the 30's and then settle into good mid-twenties for the rest of the week. A watch still needs to be kept on the disease prediction models.

cherries

LOW
MED
HIGH

- With Hawkes Bay and Marlborough now finished the market is clear for Central Otago fruit. Sonnet, Santina, Samba and Stella are in the market now. Those varieties that are prone to cracking are giving a few headaches. The next variety of any volume will be Lapins.
- Buyers are looking for product.
- I saw the first rots for the season in any category today.

apricots

LOW
MED
HIGH

- Hawkes Bay is nearing the end of apricots with the major variety still picking being Cluthagold, as well as a little Vulcan.
- Central Otago has Sundrop in the markets from early blocks but there is not enough to keep the markets full.

nectarines

LOW
MED
HIGH

- Supply and demand appear to be balanced with the stores fully stocked and selling well.
- Spring Bright and Ruby Giant are finishing up with Maylis, Queen Giant, Spring Red and Firebrite being picked and packed now.
- We are expecting Mid Star to start next week.

peaches

LOW
MED
HIGH

- There is still some Rich Lady, Donut and Lady Red to be packed and sold. Improved Flavorcrest and Blazing Star are being picked and packed.
- Scarlet O'Hara is anticipated next week.
- As mentioned last week, sales have yet to truly start moving.

plums

LOW
MED
HIGH

- Black Amber, Duff's Early Jewel, Billington and Shiro should be clearing the market shortly.
- Purple Majesty is being picked, packed and sold. Black Splendour is nearing its end and I have seen some Fortune in a packhouse – possibly a bit early. Fortune and Doris in any volume is probably a week away as is Primetime.
- Plum sales generally are just ticking over and anticipated to ramp up in January.

Market update by Richard Mills, NZ Market Support, Summerfruit New Zealand, email richard.mills@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.