



market update



24 DECEMBER 2018

North Island	Weather and the Christmas markets are the dominating forces. Sales are slow, and this is expected to continue for this period. The rain early this week will have all but finished HB cherries. Apricots are in supply balance according to some and oversupplied according to others. Again, temperature is influencing the demand. Nectarines, peaches and plums are plentiful enough on an industry basis, with some individual pack houses having a wee break.
South Island	In Blenheim the later orchards have a little bit to go, generally aimed at export, but some may end up on the NZ market. Central Otago in part is wetter than would be expected, and certainly cooler. Harvests will be delayed compared to what has been anticipated and the delay could days or more. The silver lining is that any crossover with HB apricots is not expected.

cherries	LOW	MED	HIGH
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- HB is largely finished, it's the end of the season + rain + lower prices post-Christmas so the sentiment is enough-is-enough. Some **Sweetheart** and a little **Rainier** is still around.
- The later orchards in Blenheim have finished picking **Stella** and **Lapins** which will be packed and saved until post-Christmas. **Sweetheart** harvest will be immediately after Christmas with **Skeena** and **Staccato** still to come.
- Central Otago rain fall is variable up and down the area, growing degree day accumulation is poor (14-17GDD) for this week just gone, and therefore the quality is variable. **Sonnet**, **Samba**, **Chelan**, **Dawson** and **Santina** are being picked and packed when they are ready. The major markets are not oversupplied and there is not enough for them to be on promotion. There could almost be a hole in supply until the warm weather returns. There is a bit of fruit that was destined for export on the NZ market.

apricots	LOW	MED	HIGH
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- Bay View **Sundrop** is at the end of harvest or in mid harvest depending on the orchard and quality is reflecting timing and rain. Growers are generally happy enough. Hastings main pick **Sundrop** will be after Christmas. There is a whisper that a nibble pick has started on **Cluthagold** and a little **Trevatt** could be picked at the end of the week. Packing to demand could be a good strategy.
- Supply and demand in balance in some reports. Others have commented that there is still more than can be sold.
- Nothing from Central Otago yet.

nectarines	LOW	MED	HIGH
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- Generally, demand is flatter than would have been anticipated – but no one is really surprised. **Early Star** is finishing, there is good supply of **Spring Bright** and some **Ruby Giant** and **Amber Sister** around. The white fleshed nectarine, **Crystal White** will be in good supply post-Christmas, and **Alba** is still in the market. A few growers are picking to ground to help keep the quality as high as possible and to avoid slowing packing sheds down.
- Supply into supermarket seems to be balanced but the wastage is too high, due to the slow demand. Size is not what we are hoping for.

peaches	LOW	MED	HIGH
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- The shining light in the Summerfruit system seems to be **Rich Lady** which is looking good and in reasonable supply. Unfortunately, wastage in retail store is still being reported in the double digits.

plums	LOW	MED	HIGH
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- Plums are selling well, but demand is still lagging supply. **Purple Majesty** is in full harvest mode from HB, with **Black Amber** harvest to start immediately after Christmas and **Fortune** not too far away.

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.