



market update



31 DECEMBER 2018

North Island	We are now in the quiet week of the Summerfruit harvest season, if the growers and the season have got things right then the supply would be reduced to match the traditionally lower demand. Cherry harvest is finished. Where possible harvest and packing of peach, nectarine and plum will not happen during the New Year statutory holidays.
South Island	Blenheim cherry harvest is finished, with the remaining few varieties being finished off by rain on Christmas day. Central Otago cherries are waiting for a bit more sunshine before the next wave of harvest really gets moving. Where possible harvest and packing will not happen during the New Year statutory holidays.

cherries	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Stock from the Christmas market is being cleared in readiness for Central Otago fruit. ➤ Supply meantime is tight and will be until the end of the week. Varieties to come at the end of the week include Cordia, Stella and Lapins. Sweetheart is a week or more away yet. ➤ The forecast is predicting more traditional heat unit accumulation which bodes well for improved flavour and shelf life. 			

apricots	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Most of the HB Sundrop will be now picked with Cluthagold and Trevatt being harvested. By the time this moves through retail the supply of Central Otago Sundrop will be ramping up. The little bit that is being picked in Central is remaining in close to home markets. ➤ While the supermarkets report being fully stocked the supply-demand situation is smooth. ➤ HB Sundrop has not travelled well and is looking a bit scruffy on arrival at retail. 			

nectarines	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Nectarines have been small all season so far, which has impacted on sales volume, as has the wet weather at both the harvest and retail ends. ➤ Spring Bright, Fire Brite, Kay Pearl, Chrystal White and Amber Sister are being picked. Early Star, the early part of the Classic series and Queen Giant are coming to their end. ➤ Prices have come back to help move the volume that is available. ➤ Wastage at the retail end is still reflective of the wet season. Fruit that looks good on arrival is not lasting in the fruit bowl. ➤ Mid Star and Honey nectarines will be with us from about the 6th of January. 			

peaches	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ In contrast to nectarines, peaches have been of good size and flavour. Like nectarines the price will drop but the supply-demand-price equation seems to be in better balance. ➤ Wastage seems to be lower than nectarine. ➤ In Central the early, very small volumes of Spring Crest and Spring White are in the road side stalls. Better volumes of Spring Crest, Spring Lady and Crown Princess will be available next week. 			

plums	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Residual supplies of Rose Zee and Red Beaut need to be sold. Good sized Black Amber and Black Splendour is being picked and sold at present, alongside Purple Majesty from HB. ➤ Harvest of Fortune in any volume is a week away, but some from the early areas have fruit available now. ➤ Overall the supply of plums is meeting market requirements, perhaps a bit short on red plums and a bit long on the black varieties. 			

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.