



market update



19 DECEMBER 2018

North Island	Cherries are looking OK for Christmas week supply, apricots are building, and traditional peach and nectarines are a little 'in between' varieties. Plum supply will be good for Christmas week and then slows a little. All sectors are reporting that cherries in punnets are selling well. Peach and nectarine supply has been slower to come on than was anticipated last week. Demand is building daily and the newer varieties with better size and flavour will help build that demand. 33°C on my thermometer today – that will get things moving on the orchard. Let's work hard to get the field heat out as quickly as possible.
South Island	Blenheim cherry growers are working hard to get the final crops ready for the all-important Christmas trade market. Gate sales will take care of the bits and pieces and keep the holiday travelers smiling. Early cherry varieties from Central Otago are continuing to wind up, but we are not sure supply will meet the expected demand. Timing will be interesting as maturity has not progressed as quickly as I had hoped.

cherries	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ HB is picking and packing the last of the Dawson, and launching into Lapins, Stella and Modesto early this week. ➤ Blenheim supply is coming to a close, with Stella and Lapins picked and shipped this week. Growers are relieved that this difficult season is nearly over and already hoping for a better one next year. Wholesale and retail are echoing these sentiments. ➤ NZ market supply from Central Otago is finishing Chelan packing, with Sonnet and Samba to start this week followed by Santina a few days later. The growers and marketers are working hard to get the supply to market for Christmas. In general supply is a bit slower to come on than was anticipated. ➤ Pre-packs seem to be selling well as part of gift giving. We are being warned that consumers should not expect the low prices of last year. <i>'The market is tight and firm'</i>. 			

apricots	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ I saw the first real picks of Bay View Sundrop being packed this Monday just gone. Good size and colour with clean fruit, and the volumes should build through this week. Growers are keen to see an appropriate price point to keep the supply moving through the system. Hastings supply of Sundrop is still to really get moving; maybe at the end of this week. Marketers are commenting that they are selling out every day. 			

nectarines	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ The last of the Armredark has been packed, Rose Diamond has all but gone from some suppliers and others have fruit available. Spring Bright is starting now, and supply should build through the week. Early Star is now in its third pick and this fruit is fitting the pre-pack market nicely. Naylish white-fleshed nectarines are available. Watch out for Ruby Giant if you need a big nectarine. ➤ Supply is probably not meeting demand, in part due to weather-related cracking and larger fruit is hard to find from traditional varieties. The new IP varieties has strong demand. Punnets of smaller nectarines are moving well, and good quality large fruit is harder to procure. 			

peaches	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ I ate a Donut peach yesterday that tasted pretty good, so there is a few of these around. Coraline is well under way with pretty good size and flavour. Rich Lady from the early blocks is just starting. The last of Spring Lady and Spring Fire are off to market, with Spring White now finished. ➤ White fleshed Alba available in limited volume, but there is a bit of a hole in white-flesh peach supply – which is normal. 			

plums	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Generally heavy crops have helped keep the fruit in good condition but is also keeping the prices a little low. That said, soft fruit is being seen and attracting lower prices. ➤ Red Beaut is now finished and Rose Zee harvest nearing finish. Black Amber is being harvested now from early blocks, but some will fall into the post-Christmas market. ➤ Anticipating the start of Purple Majesty at the end of this week. ➤ One of the retailers suggested that some more black plums right now would be good to have. As above, the new IP varieties are holding better than traditional gear. 			

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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.