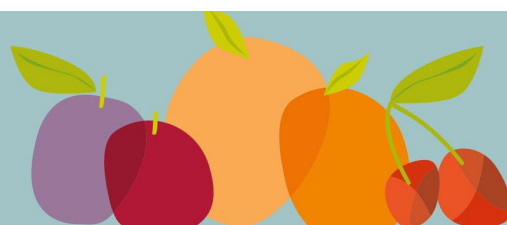




market update



6 March 2024

North Island	<p>Market conditions are difficult for summerfruit, especially for nectarines as there is still supply from Hawke's Bay overlapping with the main crop varieties from Central Otago. There have also been no weather events to disrupt the harvest of any fruit or vegetable crop. As well, there seems to be continuing caution from consumers. In summary, demand is flat and good supply from both North and South Islands continues. Fruit quality is absolutely amazing according to commentators and the fruit is lasting well on shelves.</p> <p>Last week's Hawke's Bay conditions were mild and sometimes hot, with no real rain and evapotranspiration in the 3-5 mm /day range. This coming week will be a continuation of the past two weeks with low to mid-twenties temperatures, no real rain and potential evapotranspiration in the 3-5 mm/day area. The El Nino conditions seem to be settling in.</p>
South Island	<p>Central Otago had 10 plus millimeters of rain last week with some cool, some warm and a couple of hot days. As we move into autumn, growing degree accumulation has slowed and the first autumn frost has been felt in a couple of areas. This is the normal pattern and probably a good thing, while we wait for market conditions to improve as fruit maturation will not be racing.</p>
cherries	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ One of the local outlets had cherries for sale this week. Not many but still available. 	
apricots	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ Varieties being picked and packed include Nevis 180, and NZSummer3, but we are very close to the end of harvest. There has been really good feedback on the eating quality of NZS3. ➤ A little late harvest Clutha Gold has been seen, with all fruit on shelves looking very good. 	
nectarines	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ The market is very full. ➤ Hawke's Bay August Fire will be available for another 7-10 days. This is overlapping with August Red, Summer Blush and the tail end of Late Star from Central Otago. ➤ Nectarines are on promotion to get sales moving. 	
Peaches	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ Golden Flattos and Tatura Star are available from Central Otago, with Golden Queens from Hawke's Bay in full swing. The Golden peach market is more than fully supplied. Flattos will now be supplied only from what is in the pipeline. ➤ Peacharines are now being supplied from Central Otago only. ➤ Volumes of peaches other than Golden types and peacharines are limited now. 	
plums	
	LOW MED HIGH
<ul style="list-style-type: none"> ➤ The past two last week's comments were that the plum market continues to improve, noting that there is still plenty available. This is still the situation. Varieties available include Freedom, Angelino, Sun Gold, Omega, Te Mata Gold and Autumn Honey. There are a few Greengages to finish from Central Otago, with Fortune, Freedom and Black Doris and Omega now. The Royal Star harvest is just starting. ➤ Plums will be available for another month yet, with Candy Giant and Malone to come from Hawke's Bay. 	

Market update by Richard Mills, Technical Advisor, Summerfruit NZ, 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.