



nz market update



30 Oct 2024

Market conditions	<p>Conversations with wholesalers at the end of the last season indicated that consumer confidence would need to pick up before the start of this season. This appears to be occurring, but slowly.</p> <p>There has been a good supply of vegetables with some corresponding good buying for consumers.</p> <p>Buyers are looking forward to the Summerfruit season getting underway with the proviso that the fruit will 'need to be seen as good buying'.</p>			
North Island growing conditions	<p>The early harvest fruit is thought to be 10-12 days earlier than last season, with one grower saying that this is the earliest season he can remember for 20 years.</p> <p>There was very good winter chilling across the region with 1200-1350 Richardson Chill Units (RCU) being recorded – the best of the last five years from many weather stations. This has enabled a strong early start to bud break and flowering. Growing degree days (GDD) are fewer than last year and pretty much at the average of the last five years. What has been different is the increased solar radiation compared to last year – it's been sunny.</p> <p>Rainfall is low, at about 40% of the long-term average in September and 15% for October in Bay View and Twyford. The Longlands weather station has effectively had no rain in those two months. Fungal control will not have been a problem.</p>			
South Island growing conditions	<p>The Renwick Marlborough station has had normal good winter chill, at 1600 RCU, a little above normal GDD and slightly above long-term average rainfall with 133% increase for September and 183% in October. Solar radiation was high in September compared to last year and October is back by over a hundred units.</p> <p>Central Otago has had very normal winter chill at 1500 – 1800 RCU depending on location. GDD are back on last year and below the five-year average. What is different is the amount of rain, two to three times normal depending on location and month. That said there has been enough fine weather that fungal control should not be a significant problem.</p>			
cherries	Available fruit volume	LOW	ME D	HIGH
<ul style="list-style-type: none"> ➤ The first cherries are picked and on supermarket shelves. The season will now keep rolling forward, although with limited volume. The next variety is Primulat, which could be picked at the end of this week or into the next. As mentioned above, the season is nearly two weeks earlier than normal. ➤ Early Marlborough harvest has had been impacted by a significant rain over the past weekend. Picking should get under way in earnest in 10-14 days from now. ➤ Normal harvest timing of mid-December is the best guess at this stage. 				
apricots	Available fruit volume	LOW	ME D	HIGH
<ul style="list-style-type: none"> ➤ About two weeks away from harvest 				
nectarines	Available fruit volume	LOW	ME D	HIGH
<ul style="list-style-type: none"> ➤ The first MayGlo nectarines are about to be picked this week. Polar Light will start early November. Volumes of available fruit will be light. 				
peaches	Available fruit volume	LOW	ME D	HIGH
<ul style="list-style-type: none"> ➤ About two weeks away from harvest 				
plums	Available fruit volume	LOW	ME D	HIGH
<ul style="list-style-type: none"> ➤ 				

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.