

nz market update



04 Dec 2024		
Market conditions	In contrast to last week, commentators are suggesting that while growers need a good farm gate return, some care is needed at retail as the \$11.99 and \$12.99 is not engaging consumers as it was earlier.	
	As volumes pick up, there is a need to keep fruit moving through the system and not have it accumulate in coolstores.	
	Volumes will continue to increase next week. Blueberries are in plentiful supply and strawberries are flushing.	
North Island growing conditions	Hawke's Bay's growing conditions are hot and extremely dry. The impact of the lack of rain on orchards without irrigation is now being seen in small fruit in nectarines as well as in apricots, as noted last week. The response is to have fruit in clamshell or similar packaging. The price difference between small and large fruit is showing. The season is still 10-14 days ahead of normal.	
	The coming week will be hot, with warm evenings, light winds and no rain. The Longlands weather station is predicting four days of the next seven to be 30°C or more. Light winds will be welcomed if these temperatures eventuate, as the double diffuse layer* around leaves will still have some positive effect. Potential Evapotranspiration (PET) of 4.5 – 8 mm/day is expected.	
	*The double diffuse layer is a humid area around the leaf that slows moisture loss. Wind decreases this layer making the humidity there lower, allowing more water to be lost by the trees.	
South Island growing conditions	Marlborough is anticipating warm days, light winds and little rain. Growers seem to have harvest under control and are picking good quality fruit. Harvest is still 4-5 days ahead of normal. PET will be between 4 – 9 mm/day.	
	Central Otago is still experiencing a mixed weather bag, but there are more summer-like days and irrigation is being used. The coming week will have some warm and some cool days, a bit of rain and generally light winds. Growing Degree Days (GDD) are still mostly behind the past few years but are now catching up. PET will be in the $2-7\text{mm/day}$ range, depending on location and wind run.	
cherries		Available fruit volume LOW MED HIGH

 Cherries
 Available fruit volume
 LOW
 MED
 HIGH

- Sonnet® and Santina® are in the last picks on the northern side of the Heretaunga Plains and halfway through, further south. Rainier and Lapins will start late this week or early next week. Stella and Lapins are the last volume varieties to be picked from Hawke's Bay, which indicates that by 15 December, the harvest will be concluding.
- > The Marlborough harvest of Rosann is all but finished with Sonnet® and Santina® to start very soon. Some early Rainier is being picked, with Lapins and Stella mid next week running into Christmas week.
- ➤ Bits and pieces of Burlat and Earlise are being picked in Central Otago, with some of this anticipated for the Auckland market. The likelihood of good volumes for pre-Christmas week is being carefully monitored, with confidence increasing that there will be fruit.

apricots Available fruit volume LOW MED HIGH

- Royal Rosa and the other early varieties are all but finished. Some blocks of Sundrop have started harvest. We anticipate these will be finished by Christmas.
- Clutha Gold harvest will blend into Sundrop and this too may be finished by Christmas. Central Otago is not yet talking about apricots. Normally harvest would not commence until the New Year.

nectarines Available fruit volume LOW MED HIGH

- Armredark sales are finishing, not that there are many blocks of this variety anymore. Early Star is about a third of the way through and is looking fantastic. Maylis is due in Auckland about now. Some Rose Diamond is still in store and yet to come to market.
- > The next varieties to start will be Spring Bright and Diamond Bright by the end of next week. The white fleshed variety Crystal is still a couple of weeks away.

peaches Available fruit volume LOW MED HIGH

> For most growers, Spring Fire and Spring Crest are finished. Mellow Yellow, Spring Lady and June Lady are the varieties being harvested presently.

> There may then be a lull in supply, until Rich Lady and Coralline are ready by the end of next week.

Plums Available fruit volume LOW MED HIGH

Plums are now available with Red Beaut and Rose Zee on the shelves. A little Flavorello plumcot is in some specialty stores. Purple Majesty is expected to start in a week to 10 days.

The Black Diamond brand is now being picked and packed. These will be available for the next 11 weeks.

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.