



nz market update



12 Dec 2024

Market conditions

Retail supermarket prices seem to have decreased compared to the earlier part of the season. The volume of supply and availability of all five summerfruit types are now consistent.

Furthermore, there are plenty of other fruit types available. The message from the market is that quality fruit and reliable quality will keep fruit flowing at an appropriate rate and price.

There were some good selling days and some quieter days in the previous week. It is noted that the school holidays always have a negative impact on sales volume.

Summerfruit NZ has just launched its 2024-2025 promotion campaign, centering around five, 15 second videos that will play across social media and TV throughout the coming weeks. You can view these videos at: www.youtube.com/@summerfruit-nz

5+ A Day is once again promoting summerfruit this season.

North Island growing conditions

Last week was hot and dry with warm evenings. There was rain on Monday afternoon with between 4mm and 22mm received: lower amounts in Bay View and higher at Longlands. For the Longlands and Twyford areas, this is at the start of Lapins cherry harvest. As of yesterday, no significant splitting has been observed.

Growing Degree Days (GDDs) are now similar to the previous two seasons, at about 470 units, and catching up to the 2021 accumulation levels. Harvest timing is still 10-14 days ahead of normal.

South Island growing conditions

Marlborough has had a perfect cherry growing week with hot days and warm evenings, with no rain. The coming week will be similar with Potential Evapotranspiration (PET) at 6-8 mm/day, which is reasonably high.

Central Otago is still experiencing a mixed weather bag, but with more warm and hot days than cool days. GDDs are between 274 and 294 units. There was little rain last week and evapotranspiration of up to 9mm/day was recorded. This seems reasonable, as there has been an annoying amount of wind. Also, a tornado messed up a couple of orchards.

The coming week will be warm, with some rain, mostly gentle wind and PET in the 3-5mm/day range.

cherries	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ The early areas of Hawke’s Bay have finished picking with later areas tidying up the last of Sonnet® and Santana®. Other varieties being harvested include Modesto, Stella, Rainier and Lapins. Lapins harvest is just starting for some, suggesting there will be plenty for a week or more. Sweetheart is still to come but the district will be largely finished in 10 days. ➤ Marlborough harvest will be done and dusted in 10 days as well. They are picking the last of the Sonnet® and Santana®, main crop Stella, Lapins with some Staccato® to come. ➤ Burlat supply from Central Otago is finishing, Fulfur / Picnic has started with Chelan coming soon. Volume will be small for a few more days, with many looking to start picking this coming Monday. 				

apricots	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Hawke’s Bay Sundrop harvesting is nearing the finish with sales about two thirds completed. Clutha Gold has started, which is 14 days ahead of normal. Light volumes of Kioto® will start next week. Volume of available fruit may fall until the new year when Central Otago commences. ➤ Central Otago is picking Royal Rosa and Silred off the few blocks that remain. Summer Spark, the newly named NZSummer 4, harvest has started. These will fill up local fruit stalls and then South Island markets, before venturing further afield. 				

nectarines	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Varieties available now include Maylis, Spring Bright, Honey Fire, Diamond Bright and Early Star. ➤ Quality is still very good although size is back a little on ideal. This is a function of a lack of rain and good pollination. 				

peaches	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ The supply of peaches is still tight and will stay that way for a little while. This mirrors last season's experience, but it is two weeks earlier. Chrystal, Rich Lady and Coralline will be available soon. A little Mellow Yellow is in the system with Tatura Belle to look forward to in a while. ➤ Central Otago has just started picking Early Crest, which will stay local for gate sales shops. 				
plums	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Rose Zee is still on the shelves. Black Diamond and Purple Majesty are being picked now with growers thinking that there might be Fortune available before Christmas. 				

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.