



18 March 2025

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| Market conditions | <p>Market conditions are largely unchanged as they have been for the past month, with full fruit supply and restrained consumer sentiment. While the overall situation is more comfortable than last week, it's still hard work to keep sales moving.</p> <p>This week will see harvest end in Hawke's Bay and Central Otago, but the Mangaweka Orchard will continue to harvest for a while longer.</p> <p>The quality of the remaining summerfruit is said to be very good.</p> <p>Fruit that is still to be packed and shipped will be in stores for two or two and a half more weeks.</p> | | | |
| North Island growing conditions | <p>For the last week of harvest in Hawke's Bay, it will be cooler, with not much rain. Potential Evapotranspiration (PET) will reflect these temperatures at 2-4 mm/day.</p> <p>From now on, the district will be looking to the autumn soil water recharge. While the hills and plains are greener, the soil is dry. We will start counting the winter chill units from May.</p> | | | |
| South Island growing conditions | <p>Commentators are still concerned about the high volumes of nectarines being offered for sale.</p> <p>This week will be the last week of harvest in Central Otago as well. Pickers will be treated to mild temperatures and not much rain to finish off the season. PET in the 2-3 mm/day range suggests that autumn conditions are on the way.</p> | | | |
| cherries | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ Finished. | | | | |
| apricots | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ The last Nevis is being packed and distributed now. ➤ SummerBlaze will be available for another week. | | | | |
| nectarines | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ The last picks of August Fire and August Red are underway and will be completed by the end of the week. ➤ From there, they will be packed and distributed for another week or so. Promotional activity remains in place to help sell the remaining fruit. | | | | |
| peaches | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ Peacharines, in good volume, are available from both Mangaweka and Central Otago. ➤ From Central Otago, the golden peaches Tatura Star and Golden Queen, and the yellow peach Plus Plus are available. ➤ Peacharines have another week of supply. | | | | |
| plums | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ Royal Star from Hawke's Bay is nearly sold through, with Malone harvest starting now. Good volumes are available. ➤ The last of SonGold and Freedom from Central Otago are in the market. Good volumes of Angelino are still available. | | | | |

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.