



nz market update



19 Feb 2025

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|---|--|------------|------------|-------------|
| Market conditions | <p>There is plenty of alternative fruit available. The market is being described as quiet, with lots of summerfruit from Central Otago competing with the end of Hawke's Bay fruit as well as with other fruit categories.</p> <p>Promotions are being used to keep summerfruit moving, which is affecting prices. However, hopefully these promotions will obtain some clear air by the end of the month.</p> <p>Marketers and retailers advise that they are aware of growers' required farmgate returns, and are attempting to generate acceptable value.</p> | | | |
| North Island growing conditions | <p>Growing Degree Days (GDDs) continue to be at best average, but with the harvest season coming to end, what's done is done apart from late plums.</p> <p>The coming week yet again looks to be hot initially, with no rain, partly cloudy and with warm evenings. Potential evapotranspiration (PET) will be a more summer-like, with 6-7 mm/day being experienced compared to the 3-4 mm/day that has been the norm.</p> <p>Apart from plums, Hawke's Bay will be finished harvest, with stocks of nectarines set to clear by the weekend.</p> | | | |
| South Island growing conditions | <p>Central Otago's past week was warmer than predicted with 31-33°C days and warm evenings, with no significant rain.</p> <p>This week is predicted to be hot, with low levels of cloud cover and no rain in the Cromwell area. Temperatures will be cooler further south with a little rain in these areas too.</p> <p>Warm temperatures last week have brought many blocks to maturity, which are then needing to be picked, packed and sold adding to the clash with other fruit. Good pick outs and very good pack outs are now the norm.</p> | | | |
| cherries | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ Harvest is now finished in all orchards with packing for export and the New Zealand market set to continue for another two weeks. ➤ Limited volumes are still available in most supermarkets. | | | | |
| apricots | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ There is still some Clutha Gold and Vulcan to sell, with the late varieties Nevis 160 and Nevis 180, along with Summer Passion (NZS2) and the start of Summer Blaze (NZS3) being harvested now. ➤ The end of the apricot season is now in sight for some. | | | | |
| nectarines | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ Sales of August Fire from Hawkes Bay will finish by the weekend. ➤ Central Otago is picking a range of varieties including Late Star, Fantasia, Red Free, Orion, Venus and Summer Bright. White fleshed varieties include Water Water, Stu8, Zephre, South Star and Bright Pearl. Main picks of O'Henry and Late Star are 7-10 days away for some and a couple of days away for others. ➤ It's now turned into a normal Central Otago nectarine and peach season. | | | | |
| peaches | Available fruit volume | LOW | MED | HIGH |
| <ul style="list-style-type: none"> ➤ Traditional Golden Queen is in full swing from Hawke's Bay. Peacharines sales are ticking along quite nicely and nearing competition. Sweet Dream is available from Mangaweka with Diana's Peacharines to follow. ➤ In Central Otago, Flatto whites are finishing with Flatto Gold under way. Other white flesh peaches offered include Honey Water and Southern Star. ➤ The yellow varieties finishing soon include Hunny-style, Sweet Dream and Tropical Candy. Classic varieties such as Flamecrest, Rome Star and Blazing Star are available. Golden Belle is now in the second pick for the variety. | | | | |
| plums | Available fruit volume | LOW | MED | HIGH |

- Plum volumes and variety continue to increase, but not to too high supply levels.
- Te Mata Gold, Omega, Black Doris, Autumn Honey and Plum Dinga are available from Hawke's Bay with decreasing supply. Angelino and Freedom have another four or five days to run. Royal Star harvest will start later next week.
- The last of Greengage and now Fortune and Freedom are now being picked in Central Otago. Black Doris is now picked.
- In general, plums have sold well this season. However, Hawke's Bay fruit size is back a bit due to the cloudy and cooler weather in January.

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.