



nz market update



28 Nov 2024

Market conditions	<p>There is usually an air of uncertainty when big sales events such as Black Friday occur, as they can change consumer purchasing away from products such as summerfruit. There has been careful monitoring of stock levels at the wholesale and retail levels, but the markets are still firm and trading well. A decrease in the Official Cash Rate (OCR) is seen as beneficial. Orchard gate returns may come back a little now as volumes supplied increase.</p> <p>Very little if any fruit has been returned to wholesalers due to quality issues, which reflects the Hawke's Bay's growing conditions. This marks a significant change from the previous two or three seasons and underscores that quality sells. The one noted comment was the small size of apricots, which are now returning a low price as the volume of fruit has increased.</p>			
North Island growing conditions	<p>Hawke's Bay's growing conditions remain warm and dry. The small apricot size reflects the lack of rainfall, which is only 20% of long-term average. Growing Degree Days (GDD) are about 350 units. This is a little behind normal and yet the season is still 10 or more days ahead of the previous season.</p> <p>The coming week is a bit of a mixed bag with mostly mild days predicted, warm evenings, not much rain and cloudy. Potential Evapotranspiration (PET) will be around 5 mm/day, which is reasonably high for the end of spring but quite normal for summer. These conditions should see the earliness of the harvest period continue. Ten to 14 days ahead is still the general call. Orchards without adequate irrigation will be feeling more stress and will likely continue to be early.</p>			
South Island growing conditions	<p>Marlborough has now accumulated 310 GDD, which is a little behind the previous season but not significantly so. After a wettish October, it is now in a dry November, with only 35% of long-term average rainfall. Cherry growers are happy and none of them were affected by the hail event of a couple of weeks ago.</p> <p>Central Otago is still experiencing a mixed weather bag, with a few summer-like days, and a couple of frosts or near frosts. As a result, GDD accumulation is not yet catching up to what might be expected. Seven days behind normal is the current state of play. After a wetter than normal October, November is now drier than normal. GDD accumulation is 180 to 200 units, depending on location, which is 84% of normal. Growers are calling out for less cloud and more sunshine, please.</p>			
cherries	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Hawke's Bay is picking the tail end of Rosann and Chelan, with Sonnet and Santina now in the early locations. Other varieties being presently picked include Index and one of the New York series. Sonnet and Santina volumes will increase over the coming days. ➤ The Marlborough harvest of Rosann is about halfway through and proceeding well. Next week, Sonnet and Santina will start. The earliest harvest of Lapins is 7-10 days away, with mainstream Lapins for Christmas predicted, even with the district running seven days a head of normal. ➤ Bits and pieces of Burlat and Earlise are being picked in Central Otago. The likelihood of good volumes for the pre-Christmas week is being carefully monitored. Crop volumes are being re-evaluated following the normal November natural drop. 				
apricots	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Harvest of the early season varieties is coming to an end and will now work through the system. Castlebright and Honeycot are being picked. Small fruit is depressing the average price. ➤ Growers are monitoring when the next variety, Sundrop will be ready. It might not be too far away. If picking starts early next week, some blocks will finish before Christmas. ➤ I have come across a new to me early season variety, called Early Kioto. It is big and fully coloured, similar to the standard Kioto. It could be worth watching over the next few years. 				
nectarines	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Early MayGlo and Polar Light are finished. Rose Diamond is in the market now with Diamond Bright to start next week. 				

➤ Early Star is not too far away now.

peaches

Available fruit volume

LOW

MED

HIGH

- For some growers, Spring Fire and Spring Crest are finished, while others are all but finished.
- Mellow Yellow, the first of the golden peach varieties, will start next week in very small volumes.

plums

Available fruit volume

LOW

MED

HIGH

- Plums are now available with Red Beaut and a few Rose Zee on shelves. A little Flavorello plumcot is in stores.
- The Black Diamond brand is now being picked and packed. These will be available for the next 12 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.