



nz market update



21 November 2024

Market conditions	<p>As per last week's report, volumes arriving on the market are, as would be expected, low and sometimes sporadic. There are still gaps in supply as we build into bigger volume varieties.</p> <p>Market sentiment continues to improve. Farmgate and retail returns remain strong, backed up by the good quality of the summerfruit being offered. Marketers are mindful of the need to maximise grower returns, while being aware that returns will decrease as volumes increase. No one wants to be holding stock in cool stores at this time. The continued good quality of the fruit being offered will help maximise grower returns.</p> <p>Personally, I cannot remember Royal Rosa apricots looking this good.</p>
North Island growing conditions	<p>The rain that was predicted didn't come too much: 10mm in the Bay View area and only 2mm in the more inland areas. This rain will have compensated for only a day or two of the PET (Potential Evapotranspiration) predicted last week. The Te Mata hills behind Havelock North have lost the remaining green tinge and are brown, while irrigation is now being seen all over the Heretaunga Plains. This dryness is perhaps a month ahead of what is normally expected. Three cooler nights may have taken the edge off the earliness of the harvest season, but it is still 10-12 days early.</p> <p>The coming week is predicted to be cooler with only two days above 20°C, a few showers and cloud. PET will be higher than last week with 3.5-5.5 mm/day anticipated.</p>
South Island growing conditions	<p>Last week in Marlborough there was about 10mm of rain, which is not ideal for cherry harvest but not awful either. This week's prediction is for some southerlies, a couple of showers but still relatively high PET, in the 3.0-5.5 mm/day range.</p> <p>The impact on fruit quality of the mild frost in some of the growing regions is yet to be determined. The odd bit of rain and some cool nights all reflect that it is not yet summer. The coming week will be generally warm in Cromwell, and cooler further south. Clouds are predicted to be a common occurrence with PET in the 3.0-5.5 mm/day range in Cromwell, decreasing to 2.5-4.0 mm/day in the Roxburgh East and Ettrick regions.</p>

cherries	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Cherry harvest is at full production in both the Hawke's Bay and Marlborough, with Rosann and Samba the varieties being picked. Sonnet has started on early maturing orchards and will be the main variety next week. Lapins will be 10-12 days away. Early varieties on blocks that have been managed for early harvest may make a start out of Central Otago next week. 				
apricots	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ At least three varieties are presently being picked: Royal Rosa, Saltaire Special and Rogercot, and they are all very good. The Royal Rosa is smaller than ideal but is looking very good – both parameters reflecting the lack of rain. 				
nectarines	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ May Glo and Polar Light have passed peak supply with the first of the limited Armredark starting now. Mid next week, the Early Star harvest will start with reasonable volume expected in 10 days from now. There could still be a small hole in supply. 				
peaches	Available fruit volume	LOW	MED	HIGH
<ul style="list-style-type: none"> ➤ Spring Fire is still the main variety and will be available for the next seven days. Early Crest is the next variety with Spring Crest to follow. 				

plums

Available fruit volume

LOW

MED

HIGH

➤ We are still waiting for Rose Zee, with early maturing blocks starting their ripening phase now.

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.