



# First Fresh WEEKLY GROWER UPDATE

WEEK COMMENCING:

Friday, 26 July 2013

## SATSUMA MANDARINS

CONTACT: PHIL CROY (021) 289-7950 or (06) 863-0626

Size/mm	45-50/SS	50-55/SM	55-60/M	60-65/L	65-70/XL	70-75/JB	
T1	\$1.00	\$1.30	\$1.60	\$1.90	\$ 2.00	\$ 2.00	

The last week of the season rapidly approaches and I won't be here for three days of it. Ian and I are heading to Hamilton for the Foodstuffs Expo which is visited by supermarket owners and staff from Kaitia to Bluff which will be a great opportunity to talk to those at the Coal face of retail.

Stuart will be handling Satsumas on Tue/Wed/Thur so please call him with any queries.

## NAVEL ORANGES

CONTACT: STUART MANSILL (021) 285-2005 or (06) 863-0630

Size/mm	SS/60-65mm	SM/65-70mm	M/70-75mm	L/75-80mm	XL/80-85mm	JB/85-90mm	JU/MX
T1	\$0.35	\$0.50	\$0.60	\$0.70	\$0.80	\$0.60-\$0.70	\$0.20
T2	\$0.20	\$0.30-\$0.60					

We have achieved good sales this week and I have been able to revise pricing. These prices will also apply for last week. I apologise for any mix-up regarding last weeks pricing. There is a shortage of small fruit which is reducing prepack supplies so I am hoping to get the first of the Parent/Washington Navels underway this week. We are making regular export shipments now and are looking for more export quality fruit. We will be taking further brix tests this week. Acid levels remain high.

## MEYER LEMONS

CONTACT: ROBERT SCHRODER (027) 285-2500 or (06) 863-0632

Size/mm		50-55/SM	55-65/MM/ML	65-75/L			JU
T1		\$0.30 - 0.40	\$0.50 - 70	\$0.50 - 70			\$0.20
T2		\$0.30	\$0.30 -0.50				

The current prices are indicative for the local market product, bearing in mind both export and local market will be paid based on the pool system basis from now on. Sales picked up towards the end of this week thanks to super market promotions, this was of course backed up with the quality of the fruit they have been receiving. We are currently packing a large percentage of the Meyer Lemons supplied for export. Out turns in Japan and USA have been satisfactory, with buyers pleased with quality.

## YEN BEN LEMONS

CONTACT: ROBERT SCHRODER (027) 285-2500 or (06) 863-0632

Size/mm		50-55/SM	55-65/MM/ML	65-75/L			JU
T1		\$0.30 - 0.40	\$0.50 - 70	\$0.50 - 70			\$0.20
T2		\$0.30	\$0.30 -0.50				

We are currently looking for more Yen Ben for our export program. Next week we will need approximately 80 bins to fill this order. With Northland fruit is still having the biggest influence on the market with regards to pricing that just defies all logic, this makes export a much more viable path to take as far as grower returns are concerned during this time of year. Please do let me know if you think your fruit is ready for harvest and call me before commencing harvest.

## LIMES

CONTACT: ROBERT SCHRODER (027) 285-2500 or (06) 863-0632

Due to the volatility in the market caused by the increase in volume we have decided not to post prices, so before picking please call for current pricing details. Limes being the most popular for the markets still seem to be 50mm above, please give me a call if you are thinking about picking.

I have recently been asked by several growers about nitrogen and ground based applications following harvest in crops. Perhaps with the weather we think it's spring already.

**Here are a few notes for timings for winter/spring applications**

**July**

(Following harvest) apply a foliar urea application (Low Biuret Urea) at about 1% to enhance flowering and get N into leaf if you are going into an off crop. It will assist a greater percentage of fruit buds set fruit.

**August**

(Budbreak) apply a base fertiliser of lime and or Phosphorous depending on soil tests (P is the nutrient for root development).

**September**

(Target 4-6 weeks before new blossom is open) base dressing of N (eg CaN or similar) at about 150kg/ha if going into an off year or up to 300 kg/ha in going into an on year with mature trees.

***Know what your pH and nutrient levels are in the soil before you apply fertilisers.***

**Lime**

If the pH is below 5.8 I would recommend approx. 1-3t/ha lime (each ton of lime per hectare raises the pH by 0.1 but you should not exceed 3 tons a year) .

The product Lime Reverted Super contains P as well as Ca and S. It is important to ensure micro nutrients like Sulphur are applied when adding lots of N based fertilisers so Lime Reverted Super (Ravensdown) is a good choice.

**Urea**

A low Biuret Urea contains 460g/kg of N and will assist not only leaf health but will be converted into carbohydrates to promote bud health for the next flowering. Low Biuret Urea is used to apply maximum urea based N without scorching or burning plants (can occur with high biuret formulations).

**Sulphur**

This is required by plants for photosynthesis, as it is involved in chlorophyll production and is part of some proteins and vitamins. Deficiency of S can appear similar to nitrogen deficiency, with leaves becoming lighter and yellowish. Unlike nitrogen deficiency, it is generally first visible in the young leaves. It is often observed in winter, when significant rainfall has reduced the amount of sulphate in the soil, and paddocks become yellow or even orange-looking.

Sulphate applications will assist in correcting high pH levels and are better and more natural than some more dramatic treatments such as applying Aluminium Sulphates which can lead to toxicity in the soil if incorrectly applied in a concentrated form. In most cases, the pH can be lowered simply by using fertilizers containing ammonium-N. Ammonium sulphate and sulphur-coated urea are two of the best choices for acidifying soils. Most specialty fertilizers for "acid-loving" plants contain ammonium sulphate or sulphur-coated urea and in general, low Sulphur is a Gisborne wide soil phenomenon so using these products addresses this issue as well.

Speak with Dave if you have any questions as one solution doesn't necessarily work for everything (crops like lemons prefer little and often where navels like a larger spring and smaller summer dressing etc).

**OTHER FIRST FRESH STAFF CONTACT DETAILS**

IAN ALBERS, Managing Director

(021) 285 2596 or (06) 863-0622

JUSTINE HURLSTONE, Marketing and Administration

(06) 863-0631

## NZ FRUITS YARD HOURS

**MONDAY - SATURDAY 8.00am-5.00pm**

**SUNDAY - CLOSED**

***Outside these hours please RING (DO NOT TEXT) Yard Phone 021-242-2620 to make arrangements.***

PRICES ARE BASED ON CURRENT MARKET CONDITIONS. SIGNIFICANT MARKET VARIATIONS DURING A PERIOD WILL BE RE-QUOTED.

**THE NEXT PAYMENT DATE IS THURSDAY THE 1ST OF AUGUST FOR ALL FRUIT PACKED BETWEEN THE 1ST AND THE 15TH OF JULY 2013.**

Payment is made on the basis of when the fruit is packed not when it is sold. We do not carry fruit over to subsequent periods.

