



# First Fresh WEEKLY GROWER UPDATE

WEEK COMMENCING:

Friday, 9 August 2013

## REMINDER

**First Fresh Pruning Field Day**  
**Wednesday 21st August 2013, 1.30pm**

**Venue:** Meet at John Ballard's 169 Bushmere Rd then on to College Vineyard Block  
Please RSVP to Justine

## 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 bulk of this seasons crop is now picked and packed. Australian Afourer mandarins are now appearing in all markets, they look great with high colour and don't taste too bad either BUT they are particularly seedy this year which is quite off putting.

Work now begins on Encores and Tangelos, so I will be in touch with anyone growing these in the next few weeks.

Thanks once again for your supply this Satsuma season, overall results are pretty pleasing with returns looking like they will end up higher than last season. End of season reports will be out once the payments have been finalised.

## 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	\$0.75	\$0.85	\$0.85	\$0.20
T2	\$0.20	\$0.30-\$0.60					

With the Parent/Washington crop underway, fruit size has dropped and we have seen increased demand for large fruit. We have commenced our prepack promotions and this is a great way to move the smaller fruit at better values. We are making regular export shipments now and are looking for more export quality fruit. The response to the taste of the Gisborne fruit this year has been great.

## 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				

Local market sales are steady with good demand for T1 fruit and prepacks. Prices remain steady but still have not lifted much, as is unfortunately expected during this time of year. We are still looking for more fruit to fill export and local market sales so if you have fruit still on your trees do call. The current prices are indicative for the local market product, bearing in mind both export and local market are still being paid on the pool system basis.

## 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				

Export is still proving to be the more viable path to take as far as grower returns are concerned as the numbers above show. Although we are seeing fruit size a little through some blocks this still remains the biggest issue with regards to getting any decent supply this year for export. We still require more Yen Ben to fill our next export order so please do not hesitate to let me know if you think your fruit is ready for harvest or if you may know of any other growers that have fruit available.

## LIMES

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

The price for green Limes are starting to lift due to the lack of supply. Please give me a call if you would like an update on market conditions. So before picking please call for current pricing details. Limes being the most popular for the markets still seem to be 50mm above.

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**

(Bud break) 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 FRIDAY THE 16TH OF AUGUST FOR ALL FRUIT PACKED BETWEEN THE 16TH AND THE 31ST 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.

