

- Record warm temperatures in August
- Early stone-fruit blossom
- Capsicums ready to roll

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Website Coming Soon!
www.lefresh.co.nz

Welcome to our first issue of Fresh Times. We hope that you find this newsletter informative and helpful. We welcome any feedback so please do not hesitate to contact us, the details are on the left!

The team at Le Fresh

The bees are buzzing...

Records have been broken throughout Central Otago where the majority of our cherries and apricots come from. Some of the warmest August temperatures have been recorded this year. Apricots are in full bloom nearly three weeks early.

There have only been a few frosts, so sights like the picture opposite are rare. The National Institute of Water and Atmospheric Research (NIWA) believes that New Zealand can look forward to a mild spring with average or above average temperatures forecast for both the North and South Islands for the next 3 months.

Capsicums plants are starting to flower and will be fruiting in approximately 2-3 weeks with green capsicums. It will be an-

other 2-3 weeks after this, that red, yellow and orange capsicums will be available.

Glasshouse tomatoes picking started end August. The first truss tomatoes have been exported to Australia.

Frost Fighting in Central Otago



The blueberry plants have started budding and flowers are appearing. Most growers will bring in bees for cross pollination in the next two weeks.

Growers estimate we are ten days earlier that last year, so first pick is estimated to be in early December.

Apples are finishing up for the season. Total exports to date are 18.3 million cases. It has been a very tough year so far for the New Zealand apple industry, with many growers making some big decisions where to go from here. The European market continues to be very depressed, with most Royal Gala and Braeburn sales between 8 and 12 Euros. About 40% of the Braeburn crop is still to be sold. In the US, sales have remained solid with Royal Gala and Fuji selling between US\$28-32. Most fruit has now sold. The US market performed much better than expected.

Coming up...

OCTOBER

Capsicums, Lemons, Tomatoes, Kiwifruit

NOVEMBER

Blueberries, Capsicums, Tomatoes, Citrus, Kiwifruit

DECEMBER

Cherries, Strawberries, Blueberries, Citrus, Capsicums, Kiwifruit, Tomatoes



New Developments



Nevis Apricots on the tree

The Nevis series of apricots has great potential due to the late timing of some of the varieties, which can be as late as April. The

series also has fantastic reports on both taste and storage life. Have we found the perfect series of apricot varieties?

Earnscy Weaver is looking after the evaluation side of the Nevis Series for Le Fresh. The Nevis apricot breeding programme is continuing to produce some very promising apricot varieties. At a recent meeting the decision was made to take the steps towards commercialising another Nevis Selection

Last season we had our first exports of Nevis 168 or Genevieve as it is now called. These were very successful. The committee also recommended a second nevis selection. Obviously we are all very excited to now have 6 varieties commercialised or about to be commercialised.

The really exciting news is that we have the exclusive marketing rights for the Nevis series in both New Zealand and Australia.

Did you know:
Cherries were named after Cesarus, the Turkish town where they were first grown.

The issues we face

The NZD vs. USD continues to be a concern to New Zealand exporters in general. Over the last three months the dollar has been volatile and now seems to have regained all value lost.

Source: Yahoo Finance



What's happening at Le Fresh?

Here at Le Fresh Ingrid has just returned from Dubai where she attended the Middle East Congress. Ingrid has also been visiting growers in Tasmania who are interested in planting Nevis apricot varieties.

We are holding a HACCP training workshop 15-16 September and will be reviewing our HACCP

system after the training. Ingrid and Naomi attended the Summerfruit New Zealand industry conference where Ingrid spoke about what the consumer wants. This presentation was repeated in Tasmania at the Cherry conference held there.

We are currently working on some new initiatives for the com-

ing summerfruit and capsicum seasons. We also have a new tomato supplier on board who believes that he grows the best truss tomatoes you will ever taste. Feel free to contact us if you are interested!



Truss Tomatoes: Sweeter and juicer, a taste sensation

Some Websites of Interest

Here at Le Fresh we like to keep an eye on what is happening in the world of produce and in general. Here are a few websites which may be of interest to you!

* www.freshplaza.com

At this website you can sign up for daily updates with news from around the world's produce industry.

* www.ruralnews.co.nz

This New Zealand website has its

eyes on the rural sector in New Zealand. Agriculture, Horticulture and other points of interest are covered.

* www.vegetables.co.nz

This is a website run by VegFed in New Zealand which is a organisation of fruit and vegetable growers. This website has hundreds of recipes ideas and information on NZ produce.

* www.seasonalwork.co.nz

This is a website with listings of jobs available in the agriculture and horticulture sectors in NZ.

And finally here is a website which is a bit of fun!

* www.fruitquiz.co.uk

What sort of fruit are you?

In Ancient Greece, tossing an apple to a girl was a traditional proposal of marriage; catching it was acceptance

Freight News

Peter Gorman from GV International, our New Zealand freight forwarder, believes that Summer-fruit out of Central Otago will be easier to export with three airlines announcing they have increased flights out of Christchurch into major export markets.

Air New Zealand have increased the Christchurch to Los Angeles

flights from 1 per week to 3 per week for the summer season.

Singapore Airlines has also increased flights to seven days a week ex Christchurch which is very good news for the cherry season.

And the third airline to commit to Christchurch is Korean Airlines who have indicated that they are once again returning to Christ-

church for the summer.

Thanks to GV International for this information. More information on GV can be found at www.gvi.co.nz.



The Team at Le Fresh

Ingrid Hofma, Managing Director

Ingrid is the Founding director of Le Fresh International which was set up on October 1, 1995. Ingrid is also heavily involved in Industry groups throughout the industry.

Before Ingrid set up Le Fresh she worked for Carter and Spencer and completed a Bachelor of Horticulture Science at Massey University in New Zealand specialising in Post Harvest and Marketing.

Tjeerd Smilde, Export Manager

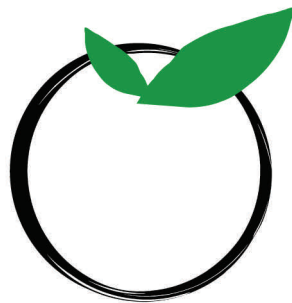
Tjeerd joined Le Fresh in 2001 after completing a Bachelor of Management from Waikato University (1st class honours) with a triple major in Marketing, Strategic Management/Human Resource Management and Accounting.

A passion for primary based industries has seen him work in floriculture and agriculture throughout his studies, which he has now continued into Horticulture at Le Fresh.

Naomi Weaver, Export Manager

Naomi has been in the produce industry her whole life having grown up and worked on an orchard in Central Otago.

After completing a Bachelor of Arts majoring in History and Economics at Otago University in Dunedin, Naomi joined Le Fresh. Naomi has been with the company since November 2003.



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