FRESHVIEW Foods Ltd

CROP REPORT

July 2025

freshviewfoods.co.uk

Meet Simon – Our Procurement Expert

Simon leads procurement, overseeing fresh, dairy, and dry goods. With 20 years' experience, he excels in trading, importing, and supplier relations. His industry knowledge is second to none, here's his July crop report...

Potato News

As we know early spring was extremely dry and sunny, with April 2025 being the sunniest since records began in 1910. May saw some relief with the arrival of rainfall easing drought conditions and improving soil conditioning.

UK growers made excellent progress in planting, aided by the dry field conditions. The planted area is expected to be roughly 118,000 Ha, although cultivation is becoming more specialised with fewer growers.

Demand has dropped this spring with volumes trading down due to the warmer weather. Earlier harvests this year are having downward pressures on pricing.

Many farmers still need more rain, so at this stage a drought could significantly impact the final tuber size and yield.

Brexit continues to have an impact on the seed potato market. The EU seed potatoes can no longer be traded or marketed. The UK limits the potential for imports to cover shortfalls in production. Brexit has also meant that any imported seed potatoes cannot be entered into the UK Seed potato classification scheme which leaves the industry almost totally reliant on seed produced with the UK.

Vegetables

Courgette

There is still good availability from Spain hence why prices remain competitive with some spring crops now decreasing but new summer crops also starting and maintaining excellent quality.

In the UK, the local production has also started, and volume is increasing rapidly due to the current weather conditions and good light levels while Holland is keeping a good volume and quality of supply.

Onions

we have moved over to Egyptian red onion and prices can typically rise.

Spanish onion is available, and the skin is setting more week on week. Please keep this hand to mouth over the next few weeks.

Cauliflower

No changes as the local UK availability has been increasing with the current hot weather conditions with good quality and decent competitive prices.

Broccoli

UK local production is now in full flow as the weather conditions are also accelerating production. The overall quality is good and prices are currently competitive due to high volume on offer.

Vegetables

Leeks

There is good quality and decent supply from new Dutch crops as well as France and Spain that have also started supply over the last couple of weeks and improving since. New season UK is due to start at the end of June, beginning of July.

Kale

Quality remains very good and prices remain stable.

Carrots

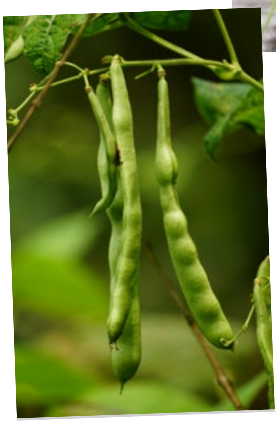
We will be moving back to UK grown carrots in full this month, a few growers started towards the end of June .

Red and White cabbage

New season has started to be cut in the last week of June.

Parsnips

UK parsnips will look to return to towards the end of the month. Prices will drop slowly back to normal levels after this point.



Beans and Peas

Local Runner Beans, Broad Beans, and Fresh Peas in the pod will all be available this month and will be around for the next 8 weeks or so.

Fruit

Cherry

The UK cherry season only lasts between 2 and 3 months, from mid-June to mid-September weather depending, prices have started off expensive but will be dropping week on week.

Stone fruit

Spain is now in full flow from the different regions with generally good production across all products loose or pre-packed. There is good quality and availability of peaches both white and yellow flesh.

The Nectarines also in good supply across all sizes and yellow flesh. The popular Paraguayos(donut) white flesh is also increasing in volume and the quality is very good. Plums are also now coming through, mainly red beauty and not as much yellow Santa Rosa just yet. All holding prices, particularly for the medium sizes whilst the smaller sizes are a lot cheaper across the board.

Blackberries

Spanish supply will draw to a close with the switch to Scottish/ UK fruit available from early July.

Apples

The last remaining apples have moved over to Southern Hemisphere; prices have already started to rise.

Blueberries

Spanish production is now all but complete with a switch to Portuguese and Eastern Europe for July moving forward and of course the UK.

Raspberries

Exceptional growing conditions have led to British raspberries arriving almost two weeks earlier and growers forecasting “the best season in years”.

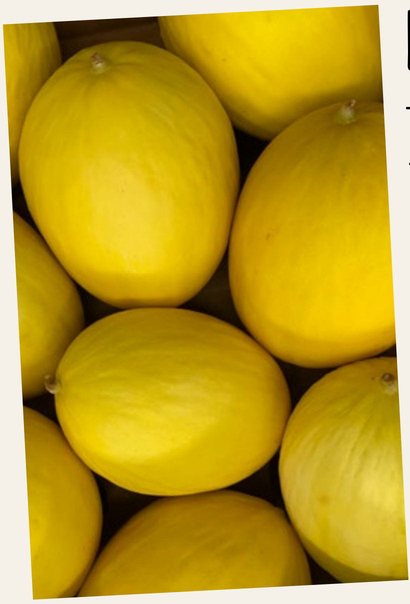
A warm, dry spring with occasional rainfall has also helped boost flavour and size profile of new season fruit, with berries weighing up to nine grams.

Fruit

Strawberries

The UK warm weather has caused a volume flush on strawberries which has seen the supermarkets selling them at a reduced rate. Things will return back to normal unless we see another heat wave.

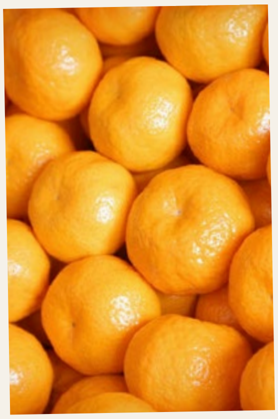
Melons



The outlook for July is looking good, barring any unexpected weather events (no rain forecast at the moment). Temperatures are expected to be mid to high thirties for the first part of the month, which is not unusual for this time of the year. Availability is improving, although this week growers are reporting a 20% lower yield due to non-commercial sizes (a lot of large fruit – this means similar tonnage to expected, but fewer pieces). From next week onwards growers don't expect any availability issues for the foreseeable future.

Gooseberries

These will only be about for a few more weeks, so make the most of them before any remaining stock is frozen down.



Citrus – Orange/ Easy Peeler

We will almost all be moving over to Southern Hemisphere fruit, quality and appearance is very good. We can expect prices to rise.

Lemons

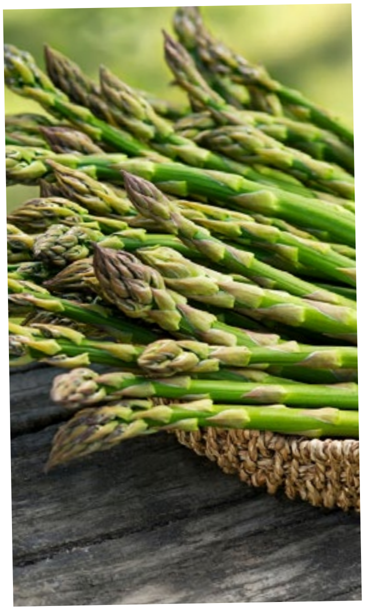
Supply from South Africa and Argentina continue with steady volume across all sizes. Strong demand from the Continent and Far East are making the prices to remain at the current levels and even a possibility to become stronger.

Salads

Aubergine

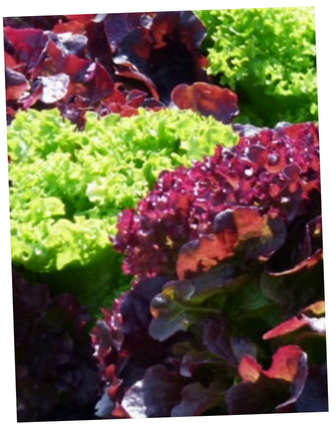
There is good steady production available in Holland across all sizes. Prices are remaining at the same level, particularly for the favourable medium sizes. The quality overall is exceptionally good.

Asparagus



UK season has finished, although it was a limited availability season this year due to the dry warm spell we had.

We will be moved completely back to southern Hemisphere Peruvian.



Lollo Rosso/ Oakleaf/lollo Biondi

No change, lettuce is still in good supply and quality.

Iceberg/ Little Gem and Cos Lettuce

There are good levels of supply across the three products as the UK production in different parts of the country are under stream following the warm weather and great light levels.

The prices remain rather competitive, particularly iceberg. All holding good quality and prices not likely to change next week although demand is still good.

Round Tomato

Crops in Holland and Belgium keep producing high yield under the current weather conditions but also a satisfactory level of quality.

Under the circumstances most growers are picking mid light colour as the fruit then colour up quickly plus enhance shelf life. Besides, the quality and condition are good, and no major changes are expected during next week.

Dairy News

GB milk production for the 2025/26 season is forecast to record a new high at 12.83bn litres, 3.1% more than the previous milk year, according to our June forecast update.

This is a revision from the previous forecast of 1% due to economic and weather-related factors.

Milk production in GB is set to record new highs this milk year rising above the challenges in the recent past.

2025 began on a high note with the spring peak reaching record highs. The weather remained favourably good (although dry), supporting early turnout of the cows in spring.

So far this milk year, volumes have been buoyant with April and May registering a 6% and 5% increase year-on-year respectively.

Despite the positive factors, there are always uncertainties surrounding the sector. Record high milk volumes will pressurise processing capacity and this will be a factor for processors reducing milk prices.

Declining milking herd size is another negative factor. The size of the GB milking herd in April 2025 was 0.9% lower year-on-year.

Furthermore, the availability of replacement heifers is limited and expensive, potentially impacting the future herd size. Disease risk of bluetongue on the continent and here and also the prevalence of TB will discourage sourcing cattle from elsewhere.

Ongoing environmental and sustainability governmental and supply chain demands will also grow the requirements for long-term investment.

Though overall input costs have eased, the price of fertilisers have increased 14 index points over the last year.

Moreover, with the prices of straw inching up, bedding cost is likely to increase. Labour costs also remain a hindrance to the sector.

Buyers Choice - Gooseberry

are small, tart berries from the genus Ribes, known for their edible fruit and spiny bushes, commonly used in culinary applications like jams, desserts, and beverages.

Gooseberries come in an array of colours and sizes, some sweet enough to eat raw, others great for cooking.

Did you know...

- Cultivation of gooseberries was first recorded in England as far back as the 13th century, however they were not widely grown until the early 1500s - a time when many fruits were being introduced and popularised through increased trade with the Continent. By 1831 the Horticultural Society's London garden housed a collection of 360 different gooseberry cultivars.

- The 19th century saw a great rise in the prominence of the gooseberry, they were so popular that 'gooseberry clubs' were formed across the UK, with their members competing to grow the heaviest fruit. They were most numerous in the north of England where a few of these wonderful old clubs are still in existence today. There was even a national publication for enthusiasts called 'The Gooseberry Growers Register', which in 1845 listed 171 separate gooseberry shows.

- The current world record for the heaviest gooseberry was set in 2013 at 64.49 grams (2.27oz). Which is about the size of a large hen's egg. It was the first ever gooseberry to weigh more than 40 'pennyweights'. For centuries 'pennyweights' and 'grains' were the traditional measure for the size of gooseberries.

- The long history of gooseberries in the UK has led to a great number of local names: Carberry, Dabberry, Dayberry, Dewberry, Fayberry, Feaberry, Fabes, Fapes, Feabs, Feaps, Goggle, Golfob, Goosegog, Goosegob, Groser, Groset, Grizzle, Honey-blob, Thapes and Wineberry, to name few!

- 'Gooseberry' was one of many historic names given to the devil and it is thought that this may be why the 'unwanted' third party accompanying a romantic couple is sometimes referred to as a 'gooseberry'.

- We are now most familiar with gooseberries as a jam or used as a fruit in sweetened desserts, but because of their slightly sharp flavour they were traditionally served with fatty meat or oily fish. In France gooseberries are called 'le groseillier à maquereau', which can be translated as 'the mackerel currant' as they were popularly eaten with mackerel.

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