

Market Report

February 2017

Quality Produce for Caterers



! Produce Update - Proceed with Caution !

At this time of year the U.K. relies on much of its fresh produce from Southern Spain and Southern Italy. Since early January, Southern Spain has experienced both cold weather and the heaviest rainfall in over 30 years which has destroyed huge areas of crops. Southern Italy has witnessed plunging temperatures, widespread frost and heavy snowfall. These freak weather conditions have had a huge impact on the growth, availability, quality and the prices of fresh produce sourced from these regions. This news is being widely reported in national newspapers and TV and is affecting wholesalers and national supermarket chains alike.

Spanish Update

Crops affected are: Courgettes, cucumbers, peppers, aubergines, broccoli, tomatoes, iceberg lettuce, cos lettuce, little gem lettuce, celery, lollo rosso, oak leaf lettuce and fris  e (endive) lettuce and



Spanish Iceberg Crop



Spanish Lemons Orchards

Italian Update

Crops affected are: Rocket, spinach, baby leaf.



Frost damaged Italian Rocket

Kenyan Update

During the coming weeks we are expecting supply issues on all Kenyan grown products due to severe drought and there is now a significant vegetation deficit across the growing regions on the country.



Fine beans, sugar snaps and mange tout are all likely to be affected, shortages are predicted as is a rise in price.



****During this challenging period Freshview would like to alert you to the fact that quality is suffering on many of the above products and it is to be expected that shelf life will be compromised****



Vegetables - UK

PRODUCT	ORIGIN	COMMENTS	PRICE
Beetroot Red, Candy & Golden	UK-English	A firm favourite and it is still of superb quality. A great seasonal, hardy vegetable.	MED
Cabbage Red	UK	Prices are stable as we are well into the English season, and quality is great.	LOW
Cabbage Tundra	UK-English	Tundra Cabbage has now replaced Summer Cabbage, no quality concerns, but supply is shorter than usual.	MED
Carrots	UK- English	We are now using English sourced Carrots and quality is excellent!	MED
Cauliflower	UK-English/French	Quality is good, but head size is varied due to weather conditions. There's a chance we may supply French as an alternative when the English is unavailable. Prices should ease in the next few days.	MED
Chantenay Carrots	UK-English	This English crop is now readily available. Quality great and good value at present.	MED
Curly Kale	UK-Cheshire/Evesham	Red & Green Curly Kale is sourced from Southport & Evesham, quality is great.	MED
Leeks	UK-English	English leeks are being sourced by our Lincolnshire supplier, no concerns with quality at present!	MED
Medium Onion	UK-English	English sourced Onions are now in stock. They are smaller and sweeter than the Spanish.	MED
Pak Choi	UK-Lancashire	Great quality Pak Choi from our Southport grower.	MED
Parsnips	UK-English	English Parsnips are very popular at this time of year, prices have now eased and quality is great!	MED
Potatoes Mids	UK- English/French	We are now supplying a Jazzy Variety, which have a slight red marking on them and are a longer potato.	MED
Potatoes	UK- Cheshire	At present we are using Victoria and Wilja varieties, but this may change during the coming months.	MED
Sprouts	UK- Southport/Lincolnshire	We are continuing to supply whilst there is still a demand, quality is still good.	MED

Vegetables

PRODUCT	ORIGIN	COMMENTS	PRICE
Asparagus	Peruvian/Mexican	Peruvian crop is great quality. Will be replaced by Mexican varieties later in the month, so prices may slightly rise.	HIGH
Aubergines	Spanish	Produce is being sourced entirely from Spain. Due to poor weather conditions, availability is low and price is high.	HIGH
Baby Vegetables	South African	Carrots, Courgettes, Fennel, Beetroot, Leeks, Rainbow Carrots & Turnips all sensibly priced. Please check availability when placing your order. No quality issues and supply is good.	MED
Broccoli	Spanish	Due to weather problems in Spain, the price has risen quite sharply but this is expected to ease as the weather improves.	HIGH
Celeriac	Dutch	Great in soups or stews. Can be roasted, boiled, mashed or raw in salad. No quality or supply concerns.	MED
Courgette	Spanish	Spanish courgettes now in stock, due to Spain's unreliable weather, availability is low, price is high, but quality is good.	HIGH
Fennel	Italian	We are now well into the Italian season, prices have risen due to similar weather problems as in Spain.	HIGH
Fine Beans Top & Tailed	Kenyan	Excellent quality and one of our best sellers. Available in boxes of 4 x 500g (best value) or 10 x 150g. Due to the weather condition in Kenya supplies may vary.	MED
Mange Tout	Kenyan	Prices seem stable at the moment, quality is good.	MED
Onions, Large	Spanish	The Spanish season is now in full flow so prices are easing.	MED
Onions, Red	Dutch	At the moment we are supplying a Dutch variety, there are no quality issues despite being near the end of the Dutch Season	MED
Round & Banana Shallots	French	Quality has settled as we are well into the French season, sensibly priced at present.	MED
Sugar Snaps	Guatemala	Prices seem stable at the moment, quality is good.	MED
Tenderstem Broccoli	Kenyan	A more affordable option to Purple Sprouting, no quality concerns and supply is good at present.	MED

Fruit - UK

PRODUCT	ORIGIN	COMMENTS	PRICE
Bramley/Cox/Spartan Apples	UK	Great variety and quality of English fruit available, the season will shortly be coming to a close	MED
Rhubarb	UK/Dutch	Rhubarb is now available with 24hours notice, and is an English Forced Rhubarb, the Dutch alternative is high in price also. The outdoor variety is 5-6 weeks away. We should be supplying outdoor Rhubarb by mid March weather permitting.	HIGH



Fruit

PRODUCT	ORIGIN	COMMENTS	PRICE
Avocado	Israeli/Kenyan	Very popular at the moment, we are stocking Hass Avocado- excellent quality. Ask for Ripe and Ready to Eat Avocados.	MED
Banana	Costa Rica	Consistently good quality! We find the Yellow Curved variety to be the most popular!	MED
Blackberries	Dutch/Mexican	We are now using Dutch and Mexican Blackberries.	HIGH
Blood Oranges	Italian	We now have Italian Blood Oranges in stock, they have a really short season, so buy now so you don't miss out!	MED
Blueberries	Spanish/Portuguese	A forgotten hero! Super versatile berry that is classed as a superfood, quality superb.	MED
Conference Pears	Belgium	We now have new season Belgium Pears in stock, quality is superb.	MED
Easy Peelers	Spanish/Moroccan	Our easy peelers are a variety of Clementines.	MED
Eating Apples	French	We are now using new season French Apples. Golden Delicious, Granny Smith, Braeburn, Royal Gala and Pink Lady are eating superb.	MED
Figs	Mexican/Brazilian	We're stocking a Mexican variety which tend to be of a smaller variety. We're now stocking Figs in handy packs of 5's.	MED
Green Grape	South African	We are supplying exclusively South African, quality is exceptional.	HIGH
Lemons	Spanish	The Verna variety of lemon is now being supplied.	MED
Limes	Mexican	New season Mexican now in, prices have eased slightly.	MED
Mango	Kenyan	Prices have now eased! Excellent ready to eat available.	MED
Melon	Spanish	All varieties of Melon are now sourced from Spain.	MED
Oranges	Spanish/Egyptian	The Spanish Season is coming to an end, soon to be followed by Egyptian.	MED
Raspberries	Spanish/Portuguese	We are now using Spanish or Portuguese Raspberries	MED
Red Grapes	South African	We are supplying exclusively South African and quality is exceptional.	MED
Redcurrants	Dutch	Excellent quality, prices have eased as we progress into the season.	MED
Strawberries	Spanish	We are now exclusively using 250g Spanish Strawberries which will improve as the month progresses. Always a favourite fruit at Valentines.	MED

Salad & Mushrooms - UK

PRODUCT	ORIGIN	COMMENTS	PRICE
Bryans Salad Leafy	UK- Lancashire	Leafy available in both 110g & 500g. Bryans Salads are all packed and grown within a one mile radius of the Lancashire suppliers site.	MED
Flat Lettuce	UK-Cheshire	Still good quality English Lettuce, although supply may be quite light at the moment.	MED
Lambs Lettuce	UK- Evesham	Good quality with a distinctive tangy flavour. Great alternative to Watercress.	MED
Exotic Mushroom	UK	We have daily deliveries from our Evesham supplier. Excellent mix with 6 different types of mushroom, hugely popular, superb quality.	MED
Oyster Mushroom	UK- Lancashire	Superb quality, available in 1.5kg punnets.	MED
Watercress	UK- Lancashire	Excellent quality, sold in punnets or bags. These are currently being supplied by our Southport grower Duerdon Brothers.	MED



Salads

PRODUCT	ORIGIN	COMMENTS	PRICE
Baby Leaf	Italian	We are now using Italian Baby Leaf. Quality is mixed due to excessive rainfall and this is shortening shelf life. Weather conditions are expected to improve shortly.	HIGH
Celery	Spanish	Spanish Celery now available, no quality issues, sensibly priced.	MED
Chilli Red & Green	Dutch/Morrocan	Prices have now eased for both Red & Green Chillies.	MED
Cos/Romaine/Little Gem/Iceberg	Spanish	We are now stocking Spanish varieties, unprecedented levels of rain has hampered growth and destroyed crop. Quality is best described as average at present. Quality should improve as the month progresses.	HIGH
Cucumber	Spanish	New season Spanish cucumbers are now in, no quality issues.	MED
Lollo Biondi/Lollo Rosso/Oakleaf	French	We are now using French varieties, some issues in quality but supply is consistent. Quality is good, prices have risen due to other lettuce supply being short.	HIGH
Peppers Green/Red/Yellow	Spanish	We are supplying Spanish Peppers, Class 1 & 2 are available.	MED
Plum Tomato	Spanish	We're supplying superb 6kg loose Spanish Tomatoes.	MED
Radish	Dutch	Very popular with an inviting hot but sweet taste.	MED
Rocket	Italian	A great fresh peppery taste! Available in 100g & 500g, at present adverse weather in Italy has destroyed large amounts of crop, quality is expected to be effected, as is shelf life.	HIGH
Tomato Cherry Vine	Spanish	Excellent quality at the moment, growing in popularity all the time.	HIGH
Tomato Heritage	French	We are now using French Heritage Tomatoes which come in a 3.5kg box.	MED
Tomato Vine	Spanish	At their best right now, super value.	MED

Mushrooms

PRODUCT	ORIGIN	COMMENTS	PRICE
Baby Button Mushroom	Irish/Dutch/Polish	Good quality. Please specify baby when placing your order.	MED
Chestnut Mushroom	Irish/Polish	Great addition to your menu as they have that earthy flavour that everybody loves!	MED
Cup Mushroom	Irish/Dutch/Polish	Fresh deliveries every day. Class 2 available at a lower price, contact us for details.	MED
Flat Mushroom	Irish/Polish	Large and Medium available and now graded. Both stuffed or fried taste amazing.	MED
Portobello Mushroom	Irish/Polish	Great quality and now graded for consistency in size, these are becoming more and more popular.	MED







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Unit 2, Centre 500,
Lowfield Drive, Wolstanton,
Newcastle ST5 0UU

T. 01782 717 806
www.freshviewfoods.co.uk

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