

Market Report

March 2017

Quality Produce for Caterers



Produce Updates



The great news we have to share with you all this month is that it looks like we have finally seen the back of the inclement weather in Spain and Italy that created havoc during the end of December, all of January and early to mid-February. Products that were affected are beginning to return to some kind of near normal supply for the time of year, quality improving and prices are easing



Potato News

UK potato prices are currently up 30% year-on-year (y-o-y) due to a decline in production. This is due to potato output in the UK falling 5% y-o-y for 2016/17 to 5.2m metric tons, 2% below the five-year average and this is despite an increase in planted area.

Yields in 2016/17 are estimated at 44.9 metric tons per hectare, which equates to a reduction of 8% on last year, this is due to adverse weather throughout the growing season. To compound the problems planting was delayed in spring due to cold and wet weather conditions, while higher rainfall and fewer sunshine hours affected the development of crops between April and July. In addition, the harvest was delayed in September and October due to dry weather.

This decline in production saw UK potato stocks fall to their lowest level since 2012/13 to 2.9m metric tons in November. Prices in the UK have also strengthened due to scarce supplies elsewhere in Europe. To date Freshview have absorbed most of the price increases however we have arrived at the point of having no options left other than look to introduce increases in prices on all U.K. grown potatoes and prepared potatoes.



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.	MED
Cabbage Tundra	UK-English	Tundra Cabbage, no quality concerns, still plenty available.	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. We are also supplying French as an alternative, prices have eased.	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. Pak Choi is growing in popularity.	MED
Parsnips	UK-English	English Parsnips are very popular at this time of year, prices have now eased and quality is great!	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	No longer being stocked - availble only if pre ordered.	MED

Vegetables

PRODUCT	ORIGIN	COMMENTS	PRICE
Asparagus	Mexican	We're now supplying Mexican Asparagus and are well into the season.	HIGH
Aubergines	Spanish	Produce is being sourced entirely from Spain. Weather conditions have improved so supply is more consistent & prices have eased.	MED
Baby Vegetables	South African	Carrots, Courgettes, Fennel, Beetroot, Leeks, Rainbow Carrots & Turnips all sensibly priced. Please check availability when placing your order. Supply is back to normal after some supply issues Mid February.	MED
Broccoli	Spanish	Spanish weather has improved so quality is good and prices have eased.	MED
Celeriac	Dutch	Great in soups or stews. Can be roasted, boiled, mashed or raw in salad. No quality or supply concerns.	MED
Courgette	Spanish	The Spanish weather has improved, quality is good and prices are easing. No concern on availability.	MED
Fennel	Italian	We are now well into the Italian season, prices have stabilised and we are expecting it to ease in the coming weeks.	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
Potatoes, Mids	French	We are now supplying a Jazzy Variety, which have a slight red marking on them and are a longer potato & an Agata variety.	MED
Round & Banana Shallots	French	Quality has settled as we are well into the French season, sensibly priced at present.	MED
Sugar Snaps	Guatemalan	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	Forced English & Dutch Rhubarb now available, Cheshire outdoor is expected in the next four weeks, perhaps in time for Mothers Day Weekend.	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	Mexican	We are using new season Mexican Blackberries, prices are high for the short term.	HIGH
Blood Oranges	Italian	Stock now becoming more difficult to sourced as the season is coming to an end so please check for availability.	MED
Blueberries	Spanish/Portuguese/Chilean	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 Nadorcott. They are eating really well at the moment.	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 Grapes	South African/Indian	We are currently supplying South African Green Grapes. By the end of month we will move over to Indian grapes for the short Indian season. Indian Green Grapes eat well but are quite a bit smaller.	MED
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
Pineapples	Costa Rican	Prices have increased due to supply issues & inclement weather which is hampering harvest.	HIGH
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 Spanish Strawberries, the U.K fruit is not far away!	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	The weather in Italy has improved so quality should not be a problem and prices should ease.	MED
Celery	Spanish	Spanish Celery now available, no quality issues, sensibly priced.	MED
Chilli Red & Green	Spanish	We are presently supplying Spanish new season red & green chilli's.	MED
Cos/Romaine/Little Gem/Iceberg	Spanish	We are now stocking Spanish varieties, the weather has improved so prices should begin to ease.	MED
Cucumber	Spanish	New season Spanish cucumbers are now in, no quality issues, prices are easing.	MED
Lollo Biondi/Lollo Rosso/Oakleaf	French	We are now using French varieties, some issues in quality but supply is consistent. Prices should ease as we progress into March.	MED
Peppers Green/Red/Yellow	Spanish	We are currently supplying Class 1 Spanish Peppers, prices still buoyant, quality is recovering after weather extremes.	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. The Italian weather has improve, which in turn should improve shelf life. Any problems please do not hesitate to contact us.	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, quality great.	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	A good alternative to regular mushrooms, becoming more popular.	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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