

Market Report

September 2017

NEW SEASON ENGLISH APPLES DUE SOON

Quality Produce for Caterers





Butter Update



FINANCIAL TIMES *(July 12, 2017)*

Butter prices are at a record high

theguardian *(July 7, 2017)*

Butter price at all-time high as dairy production curdles

 **EXPRESS** *(August 31, 2017)*

Butter CRISIS: Prices soars and farmers warn there WON'T be enough to meet demand

MailOnline *(June 1, 2017)*

Butter prices surge by 53%

Freshview Butter News:

During the last 12 months butter prices have leapt significantly due to a huge drop in the availability in bulk milk volumes. Whilst milk prices have increased in price it is cheese, butter and cream that has seen the highest rises, most notably the latter two. The price of butter is now at record high levels and with forecasts of possible shortages in supply across the U.K. as we head into the latter part of the year. As a result of these extreme trading conditions we have had no option other than to increase the prices of our butter. We think it prudent to mention at this juncture that there will be further increases in the not too distant future. For further information please contact our customer service team or your account manager.



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
Broccoli	UK-English	We are well into the English season, crops have been good, superb quality & competitively priced.	MED
Cabbage Red/White	UK-English	Now into the new season crop of red & white cabbage, prices will begin to fall, particularly for red cabbage.	MED
Cabbage Savoy	UK-English	We're into the second cutting of new season English cabbage. This means you will now be getting a darker cabbage rather than the lighter cabbage seen at the beginning of the season.	MED
Cabbage Spring/ Summer	UK-English	Great quality spring & summer cabbage at the moment, is being picked up twice a week from our Southport growers.	LOW
Carrots	UK- English	We're now well into the English season. No concerns in quality.	MED
Cauliflower	UK-English	English cauliflower is now in full flow. Excellent quality.	MED
Chantenay Carrots	UK-English	We're now supplying English chantenay carrots, which are back to their normal bite size variety.	MED
Courgettes	UK-English	English courgettes are still available, excellent quality.	MED
Curly Kale	UK-Local	We're picking up red & green curly kale locally from Cuttleford Farm, quality is great.	MED
Leeks	UK-English	English leeks are now available, brilliant quality.	MED
Pak Choi	UK-Lancashire	Great quality pak choi from our Southport grower.	MED
Parsnips	UK-English	We're now supplying English parsnips.	MED
Potatoes	UK- Cheshire	We are now using new season English potatoes. We're using Maris Peer & Maris Piper varieties which be replaced by Wilja later in the season. Our prepared potato varieties are Arcade, Deva & Markies (Chipping).	MED
Potatoes Jackets	UK -Cheshire	We're using new season potatoes with a set skin, so there is no need to keep stocks as tight. Excellent quality.	MED
Potatoes Mids	UK-English	We are now using a new season English Maris Peer variety sourced from Norfolk.	MED
Tenderstem Broccoli	UK-English/Kenyan	No quality concerns and supply is good at present. Plentiful at this time of year as into short English season as well as 12 month Kenyan season.	MED

Vegetables

PRODUCT	ORIGIN	COMMENTS	PRICE
Asparagus	Peruvian	We're now progressing into the main Peruvian season, no problems with availability. Prices should ease as month progresses.	MED
Aubergines	Dutch	We're well into the Dutch season, prices have levelled out.	MED
Baby Vegetables	South African	Carrots, courgettes, fennel, beetroot, leeks, rainbow carrots & turnips all sensibly priced. Please check availability when placing your order.	MED
Celeriac	Dutch	Great in soups or stews. Can be roasted, boiled, mashed or raw in salad.	MED
Fennel	Italian/Dutch	We are now well into the Italian season, there is also new season Dutch available.	MED
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 have eased as we are now well into the Kenyan season.	MED
Medium Onions	Dutch	We are now supplying a Dutch variety of medium onion. Please keep your stocks tight as skins are still thin as we progress into August.	MED
Onions Large	Spanish	We are into the new season Spanish, onions are great on day of purchase, but please do not keep more than a day or two as skins are very thin. Please keep stocks tight. Skin finish should improve as soon as we move onto Granex varieties.	MED
Onions Red	Egyptian/Spanish	We are still supplying Egyptian red onions, excellent quality. We should also have new season Spanish onions available as the month progresses.	MED
Round & Banana Shallots	French	Quality has settled as we are well into the French season, sensibly priced at present.	MED
Sugar Snaps	Kenyan	Prices have eased as we are now well into the Kenyan season.	MED

Fruit - UK

PRODUCT	ORIGIN	COMMENTS	PRICE
Blackberries	UK-English	The English season should just see us through most of September & then we'll move over to Dutch varieties.	MED
Blueberries	UK-English/Italian	A forgotten hero! Super versatile berry that is classed as a superfood, quality superb. We are supplying Italian & English varieties	MED
Bramley Apples	UK-Kent	New season Bramley apples are now available. Other English apples will be soon to follow as Discovery, Cox, Katy & Worcester varieties as we move into Autumn.	MED
Raspberries	UK-Staffordshire	Raspberries are in their prime right now, we have excellent local raspberries from our supplier in Staffordshire.	MED
Rhubarb	UK-Cheshire	We are supplying Cheshire outdoor rhubarb, grown by our exotic lettuce grower, Roy Halman, at Woodland Farm in Holmes Chapel. Superb quality.	MED
Strawberries	UK-Staffordshire	We believe in keeping it local, our Strawberries are mostly sourced from two local Staffordshire growers!	MED

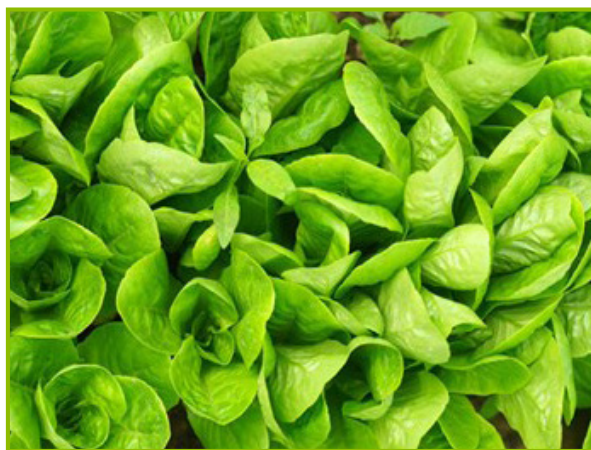


Fruit

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
Bananas	Costa Rican	Consistently good quality! We find the yellow curved variety to be the most popular!	MED
Conference Pears	Belgium	New season Belgian Pears have now arrived!	MED
Easy Peelers	South American	Our easy peelers are currently a variety of Nadorcott. They are eating really well at the moment. Variety may change throughout the month, as Mineola & Ellendales are also in season.	MED
Eating Apples	French/Southern Hemisphere	Almost all French varieties have been replaced by Southern Hemisphere varieties, apart from the last few French Golden Delicious. By the end of the month, all varieties should be new season French.	MED
Figs	Turkish	We're stocking new season Turkish figs. They may come in a different size & appearance than the Mexican figs we were supplying previously.	MED
Grapes Green	Greek/Spanish	Well into the Greek season, availability not a problem at the moment. Depending on quality, Spanish varieties may be used as an alternative.	MED
Grapes Red	Greek/Spanish	Well into the Greek season, availability not a problem at the moment. Depending on quality, Spanish varieties may be used as an alternative.	MED
Lemons	South American/Argentinian	We're currently supplying a South American varieties of lemons	MED
Limes	Mexican/Brazilian	Prices have increased due to inclement weather which has affected the crop yield. We expect prices to soften in coming weeks.	MED
Mango	Kenyan	Excellent ready to eat available.	MED
Melon	Spanish/Italian	All varieties of melon are now sourced from Spain. There may be a few problems with Galia & Canteloupe Melons during September, as the Spanish & Italian season draws to a close. The new season Brazilian will then come through, increasing quality.	MED
Oranges	South African	We are now well into the South African season, no concerns with supply or quality. Varieties may alternate between Valencia & Lane Late.	MED
Peaches/Nectarines	Spanish	Into the main season now, very popular stone fruit at this time of year. Supply should be okay for September, although it may start shortening towards the end of the month.	MED
Pineapples	Costa Rican	We are supplying the extra sweet variety, we've had no problems keeping up with the demand.	MED
Redcurrants	Dutch	Dutch season is now in full flow.	MED

Salad - 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
Celery	UK-Evesham	We are still supplying English celery from Evesham. Excellent quality.	MED
Cos/Romaine/Little Gem/Iceberg	UK-Cheshire/Lancashire	We are now well into the English season for all these varieties, superb quality.	MED
Flat Lettuce	UK-Cheshire	Still good quality English Lettuce, although supply may be quite light at the moment. Grown in Cheshire by Roy Halman.	MED
Lambs Lettuce	UK- Evesham	Good quality with a distinctive tangy flavour. Great alternative to watercress.	MED
Lollo Biondi/Lollo Rosso/Oakleaf	UK - Cheshire	We are supplying superb quality Cheshire grown leaf sourced from our local supplier Roy Halman.	MED
Tomato Heritage	UK-English/French	A very popular product! We now have local Cheshire Heritage tomatoes in stock, however we may occasionally send French or Evesham instead as they are proving very popular.	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 is not a problem and prices have eased.	MED
Chilli Red & Green	Dutch	We are presently supplying Dutch red & green chilli's.	MED
Cucumber	Dutch	Dutch cucumbers are now in, no quality issues, prices are stable at the moment	MED
Peppers Green/Red/Orange/Yellow	Dutch	We are currently supplying excellent class 1 Dutch peppers in all colours. Prices are still buoyant & quality is great.	MED
Plum Tomato	Dutch	New season, quality is superb, prices easing.	MED
Radish	Dutch	Very popular with an inviting hot but sweet taste, no quality concerns. Our breakfast radish has increased in demand this year!	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.	MED
Tomato Cherry Vine	Dutch	Excellent quality at the moment, the Dutch season is in full swing.	MED
Tomato Vine	Dutch	Excellent quality at the moment	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
Exotic Mushroom	UK - Evesham	We have daily deliveries from our Evesham supplier. Excellent mix with 6 different types of mushroom, hugely popular, superb quality.	MED
Flat Mushroom	Irish/Polish	Great quality, taste amazing whether stuffed or fried!	MED
Oyster Mushroom	UK - Lancashire	Superb quality, available in 1.5kg punnets.	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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