Get set for

SUMMER

MARKET REPORT SUMMER 18

FRESHVIEW Foods Ltd

On A Journey To Excellence

FROM FRESHVIEW OUR

SUMMER SELECTION

With record breaking temperatures recorded across the U.K. during June and the start of July the success at the early stages of the World Cup the nation has been in high spirits but let's pause for a moment and explore how the heat wave has affected our home grown produce.

Over 80% of all the U.K.'s salad leaf is grown outdoors during the summer, and to thrive they need a balance of dry warm spells and rain, a typical British summer. Whilst most of us are basking in the current heat wave it is creating some significant issues for the salad growers. Root vegetables are largely unaffected by prolonged periods of dry, hot weather and can get through a heat wave with the assistance of regular irrigation. Leaf crops however are vulnerable to prolonged intensive sun exposure, and watering does little to assist.

The problem is twofold, 1000's of acres of crops are failing in the heat, and the demand from consumers for salad has leapt significantly during this dry spell (Our June sales are 40% up on June 2017). Put simply there is now a huge nationwide shortfall in supply and not enough leaf to satisfy demand. At time of writing with it looking like no break in the weather during the next week stock will become extremely tight and prices will reflect that.

It's prudent to note that the same challenges are being experienced by our broccoli and cauliflower growers, again due to the heads being exposed to prolonged periods of intensive sun. We are already seeing supply being affected. Summing up, we are all facing a huge challenge with these menu favourites, both in terms of availability and prices until we see a change in the weather and giving the crops sufficient time to recover.

PERFECTLY PICKED

The English strawberries season is in full swing now, ours are predominantly sourced from our growers in Staffordshire, Manor Farm and Canalside Farm. Freshview have longstanding relationships with both growers and we are proud to be associated with them. Strawberry are super quality now, and we expect a consistent supply throughout the summer with no break in quality. Again, both Manor Farm and Canalside Farm are supplying our raspberries too, super quality, plump fruit at its best right now. Gooseberry supply is good at present, this often forgotten berry is sourced from Manor Farm too, sensibly priced and a great alternative to the regular berries.

HELLO SUMMER

Most melon varieties are now being sourced from Spain and this switch has resulted in a softening of prices. Quality is exceptional.

IT'S TOMATO TIME

The fabulous Cheshire heritage tomatoes will be available shortly and will be with us for the duration of the summer. They proved hugely popular with chefs last year, not only for the provenance but also the taste and quality proving to be excellent. We are expecting more of the same this year.

A SLICE IS NICE

Lemons and limes. Prices have softened now after the shortages in supply, quality exceptional again.

HERE COMES SUMMER

With the end of the English asparagus season comes the arrival of broad beans and peas, superb quality and their arrival each year is often confirmation that summer has arrived.

WE'RE POTTY FOR POTATOES

The U.K. is still largely reliant on the remaining winter crop which is still coming out of storage. As in keeping with this time of the year graded sizes and quality are compromised and prices are continuing to rise. News we are receiving from our growers is that this year's new season crop is looking to a be great with a fantastic yield forecast. We should start seeing the new season being pulled late mid to late August but again this is very dependant on the weather.

New season mid potatoes. With the Jersey Royal season all but over we have started to see limited new season mids from Lincolnshire and Cheshire. Prices are high as per usual for the first of the new season but will fall as we move further into the summer.

HURRAH FOR THE AVOCADO

We now stock only ready to eat avocados, this decision has been driven by customer feedback and is proving to be hugely popular. Quality and price consistent, sales have increased significantly in 2018 as this humble fruits popularity has soared. Don't forget the stone! We recently learnt from one of our delighted customers that he uses them, roasting them and grates it finely over some salad dishes adding a unique bitterness twist.

WE CARE ABOUT THE CARROT

We are expecting new season carrots shortly, the humble carrot has presented us with all manner of challenges recently due to lack of availability of any U.K. crop as a result of the challenges the weather presented the growers a little earlier in the year. Normal service is not too far away

THE CHERRY ON TOP

The stoned fruit season is in full swing now, peaches, nectarines, plums, cherries and apricots all superb right now, predominantly Spanish sourced, and sensibly priced and prices expected to fall further in the coming weeks. U.K. cherries are beginning to arrive too with the fruit expected to be larger and more juicy than the past few seasons.

WE'VE TAKEN A WALK ON THE WILD SIDE

Wild and foraged. Freshview are delighted to have teamed up with Totally Wild, the U.K.'s only accredited wild food and foraging enterprise. We will shortly be able to supply you with a vast range of exciting, seasonal and exotic wild foods which will include fungi's, coastal herbs, flowers, seeds, syrups, salts and preserves. Contact your account manager for more information.