



FRESHVIEW
Foods Ltd

Crop report - August

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The latest updates on the marketplace to help plan menus, what to look forward to and what to avoid.

Potatoes

Potatoes are typically planted in the spring to be harvested from late August to October. However, many farmers have already taken the decision to reduce the amount of land they will devote to Britain's favourite vegetable this year, while some have decided to abandon potatoes entirely.

This is due to a combination of high costs and not high enough prices for the farmers themselves. Like most crops, the cost of producing a potato has risen as world economies grapple with soaring inflation.

As the new season starts we will see prices coming down, but we can expect them to be higher than last year's average.

New season Cheshire potatoes will start at the end of August. We are sourcing from our great friend and long-time growers David and Jenny Rathbone at Cuttleford Farm in Congleton.

Vegetables

Quite a few new season UK lines now available.

New Season Purple Sprouting Broccoli



Fresh peas also now available from the vale of Evesham



UK Celeriac

Also From Evesham – the Ugly but tasty root - celeriac is the root of a celery plant. It has an earthy taste with a slight hint of celery flavour. The texture is close to a turnip or potato.



Crop report - August

UK Corn on the cob

Available from the beginning of August and runs until Oct, Perfect for the summer BBQ menus.

UK Leeks

Season has just started again, they will run right through until May next year.



New season spring and savoy cabbage has now started from David Baxter at Highbrow Farm in Banks. Some of the The buying team had the pleasure of visit to see the fields below just before harvesting.



Yellow courgette

We have our local grown yellow courgette grown in Cuttleford Farm Cheshire. This will be readily available until September.

Red and White cabbage

Lancashire grown red and white cabbage is now available.



Rainbow chard/ red/ green/ black kale (cavalo nero)

Readily available from our Lancashire grower. Quality is excellent. There are also many other varieties if you want something a little different like the spigarello or the variegated kales just call to enquire.

Fruit

Strawberries

Availability should ease after recent tight supply levels as Everbearer crops increase production levels. No major quality concerns with temperatures below the highs seen in June.

Raspberries

UK fruit continues albeit with lower production levels than in late June. Portuguese is being used to supplement UK volumes.

Blueberries

Portuguese is in supply until Scottish fruit commences by the end of the month, some softer berries are possible but quality is generally good.

Blackberries

Scottish continues with varieties Von, Sweet Royalla and Loch Tay in the main. Occasional red cell is present but quality is overall good.

Crop report - August

Apples

We move away from some of the Southern hemisphere fruit in August, we will see the first French Royal gala followed shortly after by Golden delicious.

Braeburn and Red chief start September and the pink Lady joins us later in November.



UK Bramley apples

From Evesham, new season will be starting at the beginning of August. Expect the colour to change to a dark green from the cold stored apple.

English cherry

Fresh are still about in abundance, but make the most of them before the season ends.

Melons

We will be relying on Brazillian fruit, how long in not known yet. The Spanish crops have been damaged with hail and some flooding. Prices have rocketed.

Grapes

We will be moving over from Egyptian grapes onto Spanish fruit.

Salad

English heritage tomatoes

The 3kg boxes of vibrant colours and flavours are being sourced from Westlands in Evesham,. Quality is superb at this time of year.

Red onions

We have now moved over to new season Egyptian again quality very good.

UK onion

Season is just starting, hoping we have a better year and growing temperatures.

English outdoor rhubarb , lollo rosso/oakleaf/lollo biondi

Superb right now, and priced sensibly. All our supply coming from Roy Halman at Woodlands Farm in Knutsford. We can expect this versatile fruit and salad lines to be available well into the autumn.

Crop report - August

Buyers Choice – The Discovery Apple



The Discovery Apple is a very distinct apple and is one of few remaining 'English' varieties that still have a place in the commercial supermarket trade in UK. It remains so because it is one of the earliest apple varieties and therefore has limited competition as supermarket buyers look for something new among the maturing southern hemisphere stocks. Discovery apples have a distinct pink-red colouration on a pale green/yellow background. The flesh is white and sweet with a unique 'early' flavour, some say of strawberry, and the good tangy tartness of early varieties: refreshing and crisp at their best. There is often an attractive pink tinge to the white flesh.

Discovery is one of the most popular English early apples. It is grown commercially on a small scale in the UK, because unlike almost all other early apple varieties it has a reasonable shelf-life - perhaps a week or so. It is quite widely available in the UK in late August and early September.

It is a change from imported apples when it comes into season, and nice when served slightly chilled from the fridge. As you might expect, the flavour is acidic rather than sweet and has little depth to it. Interestingly, just like Beaujolais, Discovery can have a hint of strawberry flavour, although this is very variable. The colours are a fresh yellow-green, usually with dark red patches where the sun has caught it.

Discovery is a very important apple for commercial growers and supermarkets in the UK because it allows them to start marketing the new English apple season, and get consumers primed to buy English apples again.

Discovery is often thought of as an old variety, but was found in the late 1940s by a fruit farm worker in Langham, Essex, who planted some pips of Worcester Pearmain in his garden. Discovery is therefore a seedling of Worcester Pearmain, a 19th century early-season apple variety which lends its attractive red finish. Worcester Pearmain is probably the source of the strawberry flavour, which is also found in some of its other offspring including Katy, which is similar in appearance to Discovery but has a bit more depth of flavour and arrives slightly later in the season.