



FRESHVIEW
Foods Ltd

Crop report - October

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

Potatoes

The early season potato crop has already begun and started off double the price of last years early crop. As mentioned in previous reports a lot of farmers have moved to more profitable crops reducing the availability.

Market sources remain concerned that the crop yield and production will fall short of the forecasts after the lack of rain earlier in the year which may have affected crop development.

Frozen chip prices are much higher year on year as a result - To give some comparative levels to show why prices have risen - most chip manufacturers in recent years will have paid anything from €140-€250 per tonne to their farmers for potatoes. The earlier market prices were around €500 per tonne.

Vegetables

Sprouts

Now available we work with local supplier A.W. Baxter in Lancashire.



Cabbage

Savoy, spring, red and white cabbage are in good supply from Lancashire and good value for money

Leeks

No change in Leeks, good supply from the UK and some Spanish imports. Quality remains excellent.

Broccoli

No changes to broccoli, quality remains very good with good supply. The cooler weather will help with storage time.

Cauliflower

Again no change, plenty available and reasonable price levels. Excellent quality.

Fruit

Strawberries

A switch to glass house production is usual early to mid-October as UK outdoor shelf-life declines. Pricing will increase due to the lower volumes available and higher cost of production in heated glass.

Raspberries

UK fruit continues albeit with production levels declining and a tighter market expected. Portuguese and Moroccan will also be used as UK nears an end.

Blueberries

The market will be tight with much lower Peruvian volumes available this year because of El Nino. While Scottish fruit will be available at the start of the month alongside the addition of South African and Peruvian, pricing is expected to show upward pressure.

Blackberries

A switch to imported fruit will occur in October with Dutch/Belgian/Mexican fruit commencing as UK nears an end. Pricing again is expected to be under pressure on lower supply levels versus the UK season.

Citrus

Orange

Small orange has become very short and has dramatically affected orange juice prices as a result, early Spanish orange should help combat this shortfall.

Mandarin/Easy peeler

Most citrus will be moving over to Spain as the Southern hemisphere finishes. One of the earliest varieties of easy peeler is the Okitsu.

Crop report - October

Apple

We are now using mostly all European fruit with the exception of the Braeburn and the pink lady with start a little later than the other varieties – The Braeburn apple appeared in New Zealand towards the end of the 1930s. It is a hybrid of the slightly acidic Granny Smith and the sweet Lady Hamilton varieties, which produces its tangy flavour.



Pink Lady

Pink Lady® is born in Australia by crossing Lady Williams with Golden Delicious. It came on the market in the early 2000s. Today Pink Lady® is the leading apple brand in Europe.



Melons

We have now moved onto the Brazilian season for melons, this will run through until February next year.

Stone fruit

Peach, Nectarine will usually finishes mid-October and there will be a gap until the South African season starts in

December, they will be a few earlier air freight fruit in November but very expensive.

Lemons

There is still plenty of Argentinian and South African fruit about, We will be moving over to new Season Prima Fiore Spanish lemons at the beginning of November.

Salad

This is coming to the end of the UK crop for salad, leaf and herbs. We will start to switch over to imported lines from Italy, Spain and France.

Figs

Turkish figs will finish this month, so make the most of them while you can. Like the Melons we will be switching over to Brazil where we will see a rise in price.

Eggs

A report from the grocer

No signs of egg price rises slowing even as inflation starts to ease

Grace Duncan

Egg prices remain stubbornly high after a fresh bout of price hikes reaching 20% in the past month, new analysis of Assosia data by The Grocer has revealed.

Despite a 2.2 percentage point decrease in grocery inflation [Kantar], to 12.7% in the four weeks to 6 August, almost 30 egg lines have increased in price over the same period, the data shows.

The biggest rises are for Clarence Court Burford Brown Large and Medium egg lines, which have risen at Tesco by 20% and 14.6% respectively [Assosia, four weeks commencing 10 July 2023].

At Waitrose, its No1



Eggs have seen fresh price hikes of as much as 20%

Longstock Gold Free Range Eggs six-pack has increased by 10%.

And at Tesco, a six-pack of Happy Egg Co Large Free Range Eggs has increased by 7.7%, contributing to a year-on-year rise of 43.6% for the line.

It marks the latest round of significant price inflation across the category over the past year,

during which some lines have risen by 50%.

Of the 113 lines stocked at the big four, Waitrose, Aldi and Lidl, 76 have risen in price by 20% or more [Assosia 52 weeks commencing 15 August 2022].

The increases come as long-standing supply issues are easing. "Egg consumption is generally lower during the summer, and we are also starting to see an increase in hen numbers as egg producer confidence grows," said Mark Williams, British Egg Industry Council CEO.

"This will all be helping with availability, although it may be some time before the flock size returns to capacity."

Crop report - October

The national flock is still down 5 million birds, we are unlikely to be seeing prices coming down this year. They remain around 50% above year-on-year average. Prices have risen again as we move into the last quarter of the year.

Orange Juice

Unfortunately, the Global Orange Juice concentrate market is in turmoil. The US crop was hit by hurricane Ian which struck in September of last year. The Florida crop of Oranges was then affected by citrus greening and therefore the US have been buying much higher quantities from Brazil at high prices, since then. Subsequently the Brazilian producers are now stating that citrus greening has affected their crop in the same way to such a level that they are calling for majeure on contracts with European buyers of their product. Brazil is by far the largest producer and there are a few main players in the marketplace who are all singing from the same hymn sheet and following the same pattern. In order to guarantee raw material, Orange Juice packers are now paying raw material prices of around \$4,500 per tonne versus \$2,600 at the start of the year. This means huge price increases in the market of anything between 45% - 55%! There are some that feel these high prices will ruin the market, but the reality is at the moment, demand is strong, and the producers can sell everything that they have, so it seems to be a situation of supply > price for now.

Dairy

This year we have seen a steady decline on the price of milk and cream until now. The farmgate prices have remained the same for September led by Arla and Muller, Muller have already announced a price hold for October.

Dairy farmers are facing mounting losses as milk prices remain 5-10p/litre below current cost-of-production estimates. Most milk buyers have held farmgate prices at low levels in September and into October, though some processors made further cuts. Despite weak prices, supply remains high and milk deliveries are still up marginally on the same period last year.

Q4 however could be unpredictable and remains to be seen what direction pricing will travel.

Butter

Continues to be just under £3700 per tonne for bulk raw material.



Crop report - October

Buyers Choice – Okitsu

Quite possibly the second most popular variety in Japan and is grown on around 10,000 Ha. It is a nucellar seedling from controlled pollination of Miyagawa in 1949 and is the sister variety of Miho, entering commercial production in 1963.

The trees have good vigour, producing fruit of similar size to Miyagawa but slightly flatter: a feature much appreciated by Japanese consumers. Its Flavour is also an improvement due to lower acidity and a slightly higher sugar level. Okitsu matures seven days earlier than Miyagawa in Japan and have better storage characteristics.

It was introduced in Spain in 1980 where it has become the leading early season satsuma, displacing the inferior quality Clausellina. It is due to Okitsu's better flavour that the planting of early varieties has increased at the expense of both Clausellina and Owari. Since Clausellina has effectively been of little interest to growers for more than a decade the planting of Okitsu has been at a high rate.; 1.5 million trees were planted over a 5 year period.

