



FRESHVIEW  
Foods Ltd

Crop report - September



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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 continued high price of potatoes as a result of last August's heat wave is slowly starting to come down, as the new season's crop is being harvested. There is still a lot of speculation about the size and availability of this year's crop. Subsequently prices are dropping very slowly. The good news is that the quality of this year's crop so far looks very good.

## Vegetables

### Cabbage

There has been good supply on both red and white cabbage. The red cabbage is always a little higher in price and is a little more so this year. This is due to there being some crop failures on the red cabbage delaying some growers.

### Savoy Cabbage

No changes and still good volume, available again from our long term supplier.

### Leeks

No changes as UK local production has been increasing but perhaps not as quick as anticipated. There is steady volume but not overdone whilst some Spanish production is still coming through but likely to start dropping from now.

### Broccoli

The steady supply of UK local volume continues and the prices also remain stable as the weather is settling down.

### Cauliflower

After a couple of difficult weeks, it seems the volume has started to pick up again we have seen prices return to more normal levels.

## Squash

Plenty of English squash coming into the markets. Varieties such as below will be here for the next couple of months. Please ask your account manager for more info.



**Kabocha Squash**

**Crown Prince**



**Harlequin Squash**

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**Onion Squash**



**Munchkin Pumpkin**



**Spaghetti Squash**

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## **Fruit**

### **Strawberries**

UK volumes will start to reduce in September as outdoor production enters the final straight of the season, this being the time of year when retailers typically reduce pack weights to offset increases in the purchase price. Depending on availability of UK some Dutch/Belgian glass house production may be possible by month end.

### **Raspberries**

UK fruit continues albeit with production levels likewise falling. Portuguese is being used to supplement and will become increasingly important towards the end of the month.

### **Blueberries**

Scottish fruit will be available throughout September ahead of South African and Peruvian coming through. A tighter import market is expected this year due to El Nino.

### **Blackberries**

Scottish continues with varieties Von, Sweet Royalla and Loch Tay before availability falls away towards the end of September. Expensive Belgian/Dutch fruit ahead of Guatemalan/Mexican product mean prices will go substantially higher than UK season levels.

### **Apple**

UK Cox apples are back in season, its thin skin and the foaming texture of its richly sweet flesh are always welcome.



### **Figs**

Turkish figs are now in season; they are the boldest and best priced figs of the year.



### **Melons**

The Spanish is coming to an end and we will make the switch over to the Brazilian season.

### **Stone fruit**

UK plums and damsons are now available, we will be sourcing from Evesham. Always good for short term menu specials.

### **Pear**

The new season conference pear season will be starting soon, so hopefully we will see this very highly priced fruit drop to more normal levels.

### **Lemons**

In plentiful supply from both Argentina and South Africa, though its worth mentioning the market is under pressure due to all the different qualities available. There is a lot of class 2 fruit, which we will be steering clear of.

### **UK Cherry**

The UK season has now finished and will be moving over to north American fruit – expect prices to shoot up.



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## Salad

### Iceberg Lettuce, Little Gem, and Cos Lettuce

We are receiving a good consistent supply from our local suppliers. Quality remains excellent.

### Lollo Rosso, Red Oak Leaf and Frisse

Our local Cheshire supplier continues to provide us with excellent quality and a good consistent supply. The Spanish crops are starting to be planted now for the Winter period. We will be looking to make a change from the Dutch and UK crops at the beginning of November.



## Eggs

On its 25th anniversary, a new enhanced British Lion Code of Practice has been launched. Version 8 of the Lion Code incorporates the latest scientific and veterinary advice, as well as industry expertise, to ensure British Lion eggs continue to be produced to the highest standards of food safety.

**for Lion eggs**

The British Egg Industry Council



The independently audited British Lion Code of Practice is the most comprehensive egg safety standard in the world and the UK's most successful food safety scheme. It was also the catalyst for the Food Standards Agency to change its advice to allow vulnerable groups to enjoy runny eggs after an absence of almost 30 years.

The enhanced Code, covering more than 700 auditable points from Salmonella vaccination to complete traceability of hens, eggs and feed, includes enhanced sampling and testing, auditing and enforcement, as well as rigorous updates to rodent control, on-farm and packing centre protocols and the Lion training passport. While still primarily a food safety

Code, animal welfare standards have also been brought to the fore. Version 8 is published online, allowing for future amendments to be made and distributed electronically.

Mark Williams, British Egg Industry Council Chief Executive, said: "The introduction of the Lion Code in 1998 effectively eliminated Salmonella and restored consumer confidence in British eggs.

"At a time when imported eggs are being sold by retail and wholesale companies due to the current temporary supply issues, it's important that consumers know that British eggs, produced to unparalleled food safety standards, are available."



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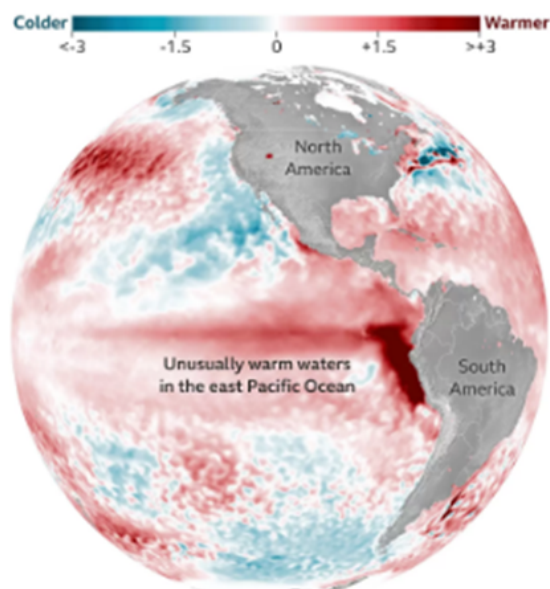
## The Weather

I wanted to make mention on this as we may see some shortages and price increases in the future. We are currently in a global weather pattern called El Nino which is already having an effect on global food production. Prices of fruits, wheat, oils and rice and many more can have a large increase in costs due to the affects of the El Nino phenomenon.

El Niño is a naturally occurring phenomenon characterized by the abnormal warming of sea surface temperature in the central and eastern equatorial Pacific Ocean. On average, it occurs every two to seven years and can last up to 18 months. During El Niño episodes, normal patterns of tropical precipitation and atmospheric circulation are disrupted, triggering extreme climate events around the globe.

Early signs of hot, dry weather caused by El Nino are threatening food producers across Asia, while American growers are counting on heavier summer rains from the weather phenomenon to alleviate the impact of severe drought.

Lower production of cereals and oilseeds in Asia because of El Nino is likely to heighten food inflation worries for some of the world's most vulnerable consumers, dashing hopes for further relief from lower prices in recent months. Even if the weather pattern ends up boosting crop output in the Americas, the impact in Asia could reverberate across global food markets.





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## **Buyers Choice – Piccolo Parsnips (new season has just started along with tri colour chantenay)**

Small, sweet and tender Piccolo (Baby) Parsnips.

So convenient no need to peel, top if you like and cook whole.

### **Nutritional Information**

- Fat free, cholesterol free, very low sodium, good source of vitamin C, folate and fibre.
- We are small, tender, sweet and full of flavour
- We are a top source of potassium and a good source of dietary fibre.
- We are a good source of vitamin C and niacin (vitamin B3) and we also provide some folate.

### **Food Facts**

- In Tudor times, in England, parsnips were a common ingredient in bread.
- In Scotland parsnips are still known as White Carrots.
- Two of the most unlikely things about parsnips are that that they taste really nice raw and they make great ice cream.
- In Roman times parsnips were believed to have been an aphrodisiac.
- Parsnips can be made into wine or a parsnip fizz and Irish beer is often made from the roots of parsnips boiled in water and hops.
- Parsnips are commonly served fried, roasted, boiled or steamed and can be used as a thickener in certain types of soup.
- Parsnips are a root vegetable related to the carrot family.

