



FRESHVIEW  
Foods Ltd

Crop report - February

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

All the wet weather has caused flooding and has prevented many growers of carrots, parsnips, and brassicas from lifting their crops. This weather started in September and has been very wet since. This has pushed up prices for potatoes also that needed lifting last year creating an even shorter volume season than anticipated. We have now had several days of below freezing temperatures which will damage crops. This can also delay planting the new crops which we will need when the Spanish season ends in May.



## Valentines day

We have to make mention of this day.

Here are some valentine's day traditions around the world:

UK – Chocolate, cards, flowers and a nice meal

Germany - Pig make good gifts

Japan - Female confessions of love through chocolate

China - Six annual valentine's celebrations

Denmark - "Joke" letters & white flowers

Poland - Experiences rather than gifts

Sweden - Scandinavian pastries and cakes

Wales - Intricate love spoon gifts

Philippines- Collective group weddings & the most common wedding anniversary

## Potatoes

The potato prices have risen but temporarily levelled while the slow sales after Christmas have hampered any further growth.

We are expecting further price increases as the recent heavy rain and reduced crop levels mentioned last month are taking its toll.

## Bakers

Prices have been steadily rising since December we have seen a 13% movement on price.

## Washed whites and chipping potato

Larger sizes have moved up more than 20% in price.

## Jersey Royals

There has been good progress on the slopes this week. Soil temps are 3 to 5Cdeg.



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## **Brassica**

### **Cauliflower**

The recent frost and freezing weather in the UK and France has reduced the volume of cauliflower available. Spain also has limited volume available. Prices have been very high but should start to ease as temperatures rise.

### **Carrots**

Due to the wet weather, strawed carrots have already started to be used. Prices have already started to rise.

### **Courgette**

Prices have been held quite high from Spain and has been relatively short for several weeks now. Spain is experiencing high levels of humidity and is influencing the shelf life of the courgettes.

## **Fruit**

### **Strawberries**

Spanish Strawberry production will gradually increase in February, but with the additional demand of Valentines Day, and volumes not peaking until March/April, a generally tight market is expected to continue. Egyptian air freight may supplement early in the month before this season ends, and Moroccan will also be a contingency. Pricing continues to be strong year on year with the expectation that this will continue.

### **Raspberries**

Spanish fruit continues with Moroccan to supplement. Given there is a 30% reduction in production versus last year prices are expected to remain high, especially given February is usually a tight month for availability.

### **Blueberries**

Moroccan continues with excellent quality being received from this source. Chilean sea freight will be the main volume driver during February but with high demand and lower production levels this year pricing will continue to be substantially higher than the same period last year.

## **Blackberries**

Spanish and Mexican Blackberry supplemented by Guatemalan fruit continues through February. Supply has been consistent and quality good, with just the occasional delay due to customs checks on the air freight contingent of supply.

## **Seville orange**

This season is due to finish early February, so please make the most of them while you can.

## **Blood oranges**

This amazing citrus is still available, this finishes in April until the following December.



## **Yorkshire forced rhubarb**

Still available. Yorkshire Forced Rhubarb is an out of season rhubarb that is first grown outside for a period of two years so that the exposure to frost toughens the roots. After initial exposure to the frost, the Rhubarb is lifted from the ground and placed into forcing sheds. Once in the darkened sheds, heat is applied causing the rhubarb to grow quickly in search of light.

The Rhubarb is harvested by candlelight to maintain the tenderness of the shoots and ensure that growth continues. If the crowns are exposed to too much light they will cease to grow and photosynthesis will occur resulting in a bitter flavour.

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## Citrus

### Moroccan Nadorcotts

is a high quality, mid to late-maturing Clementine-type of mandarin. It is a fruit with great depth of flavour and sweetness and a good acidity balance. The smooth, deep orange peel is fairly tightly adhering to the segments, but is easily removed. Nadorcott on sale in UK is practically seedless, but seeds can occasionally be found. The sugar content or brix is around 14% so it's the best tasting easy peelers of the year and are available through until Spring.



## Salad

### Peppers

The cooler nights in Spain has reduced the yield. Growers are picking earlier so have been seeing a mix in colours being sent, all affecting availability. Market prices have risen as a result.



## Aubergines

Quality remains excellent, like the peppers the cooler weather is slowing growth and keeping the availability low.

## Tomato

Pricing remains stable as the demand has dropped, though over the next few weeks the volume will drop with the cooler nights and we can see some price levels rising. The rain and warm days is causing humidity which we have seen affect the courgette. It is also increasing the % of class 2 fruit affected with botrytis Cinera which causes a grey mould.

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## Buyers Choice - Romanesco Broccoli

Romanesco broccoli—despite its name—is neither a broccoli nor a cauliflower, even though it belongs to the same family of brassicas. It's also a mathematical marvel whose fractals (based on the Fibonacci sequence) are a striking, naturally occurring feature.

In mathematics, the Fibonacci sequence is a sequence in which each number is the sum of the two preceding ones. 0, 1, 1, 2, 3, 5, 8, 13, 21, 34, Numbers that are part of the Fibonacci sequence are known as Fibonacci numbers, commonly denoted  $F_n$ .

If you count the number of spirals in one direction, and then count the number of spirals in the other direction, they will be—without fail—consecutive Fibonacci numbers. Every time. Other naturally occurring spiral patterns in sunflowers, pinecones, and pineapples are all examples of Fibonacci sequences in nature.



Romanesco tastes like a nuttier and crunchier version of cauliflower. It dates back to the 15th or 16th century, where it was thought to originate in the Lazio region of Italy. (Rome, from which the plant gets its name, is the capital of Lazio.) This is also called broccolo romanesco or cavolo romanesco by the Italians, it was grown in the countryside.

Did you know: The part of the broccoli that we typically eat—what we call the “head”—is actually the flower bud of the plant. The tight clusters that form the head are called florets (or small flowers).



On a Romanesco, the whole head is made up of smaller heads that mimic the shape of the larger head, and each of those smaller heads is made up of even smaller, similar heads. It keeps going, and going, and going...

Fractals are fascinating in that way; no matter which part of the fractal you zoom in on, it will be an identical version of the bigger picture.