



FRESHVIEW
Foods Ltd

Crop report - July

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

Potato

Trying to keep this one positive as we all know where we are currently – July will see the start of some new season lines, with further starting in August. Prices will hopefully return to more sensible levels.

Vegetables

Cauliflower

The UK cauliflower crop is facing significant challenges this year due to a combination of adverse weather conditions and rising production costs. A perfect storm of factors, including severe drought, flooding, and cold snaps, has led to a 75% reduction in the cauliflower crop in some regions, particularly Lincolnshire. This has resulted in a substantial shortage, with many growers struggling to maintain supply

Martin Tate chairman of the Brassica Growers Association - "Crops we should be harvesting now were planted on the back of the longest drought for 100 years, followed by flooding, cold weather in December, and another frost in January. You can survive one or two of those, but not all of them."

In response to these shortages, UK suppliers have sourced additional cauliflower from other European countries such as Germany at much inflated prices. Mid July we are expecting for volume prices to return to normal.

Broccoli

The Spanish broccoli is finishing, and the UK season has started well. Part of the UK is a little delayed so we may see a slight increase in price over the next few weeks.

Tenderstem broccoli

After recent shortages on Tenderstem broccoli, the UK crop for this year is showing positive signs. The season typically starts in June. though this year its running a few weeks behind and should run until November. UK growers are also supported by imports from Kenya and Spain when needed.

Leeks

After a difficult end to the UK Winter and spring crop due to the adverse weather conditions resulting in excessive rainfall, leading to waterlogged fields which impacted the crop quality. This pushed us onto imported Leeks from Europe earlier than normal at higher prices.

We can now look to move onto new season starting at the beginning of July, where we will see prices return to more sensible levels.

Courgette

The UK season has started late, now it's started the quality is excellent with great uniformity. Courgettes are low in calories and high in water, fibre, vitamin C and potassium, making them a healthy and hydrating choice. Courgettes can also be eaten raw in salads, spiralized into noodles, grated into fritters, or baked into breads and muffins for a moist texture.



Carrots

We are now back on the UK carrots, there is still imported carrot while we wait for the UK crop to increase in volume to fulfil demand.

Parsnips

This has continued to be a very difficult product at a very high price with limited availability. We have been offering frozen peeled and quartered as a better commercial alternative. Mid to Late July we will see new season UK starting again weather pending. We will be sourcing Spanish for the beginning of July until the UK season starts, we are hoping there won't be a gap.

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Bean and Peas

UK Runner Beans, Broad Beans, and Fresh Peas in the pod will all be available this month from our growers in Evesham and should be available for the next two months.

Red and White cabbage

Our local supply is due to start mid-July and we will see prices drop.

Fruit

Strawberries

Strawberries have been very short in June driven by cooler weather during a change in crops. While more plentiful supply should start to come through in July much will continue to depend on weather conditions. Quality has been excellent although some smaller fruit has been apparent with the lower temperatures.

Raspberries

With UK availability tight in June a mix of UK and Spanish is being utilised with no quality concerns. UK should take over in July with imported remaining a contingency.

Blueberries

Spanish production is now all but complete with a switch to Portuguese and Eastern Europe for July moving forward.

Blackberries

Spanish supply will draw to a close with the switch to Scottish/UK fruit available from early July.

UK Cherry

The 2024 cherry season in the UK is anticipated to be robust, with favourable weather conditions contributing to a healthy and abundant crop. The British cherry harvest is expected to yield more than 6,000 tonnes, a significant increase compared to previous years. The cold winter and strong blossom followed by ideal light conditions have resulted in high-quality, plump cherries. However, labour shortages due to Brexit remain a challenge for harvesting.

Citrus

Lemons

Spanish lemon has now finished, the season moves to the Southern Hemisphere from South Africa and Argentina. Prices remain stable and in good volume for supply.

Melons

We are now on main season Spanish coming from Murcia and Alicante. The weather is around 30 degrees in Spain with warm nights so growing conditions are good.

Onion

Spanish onion has been in good supply and the skin has been better set than normal. This has kept the prices at better levels.

New season UK onion will be starting at the end of July, we may have a little gap before this starts, but plenty of Spanish about.

Salads

Tomato

There has been good availability in Holland and the quality has been excellent for all varieties.

Little Gem

The UK season is well underway now and the quality is excellent. We can expect an increase in weight as the season develops.

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Lollo rosso, oakleaf and lollo Biondi

The photos below are from a recent visit to our lettuce and Rhubarb grower the crops are looking excellent with good volume available.



The Rhubarb enjoys a good rainfall and with the weather warming up, it will produce several good crops in the same season.



Dairy

The UK dairy industry has been faced with the most challenging period in terms of weather in living memory.

The relentless rain has meant that where cattle would normally be out in the fields grazing instead they were housed indoors, for at least another six weeks.

During May and June is when the silage and hay would normally be conserved in readiness for the forthcoming winter however this has been a stop start period due not only to the weather but for waterlogged fields limiting tractor access.

This is having a significant decline on ex farm deliveries of milk, currently running 2% behind last year.

As a result, we have seen an increase in milk, cream, butter and cheese prices.

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Buyers Choice - UK Cherry



The UK cherry season only lasts two months, from mid-July to mid-September, a short one in comparison to other major producing countries like Türkiye, the United States, and Chile.

Most cherry trees in the country need to go through a honeybee pollination process that relies heavily on the insect transferring pollen from the flower to the stigma. Without bees, cherry trees would have difficulty producing fruit. The United Kingdom has lost 13 species of bee and 35 are endangered due to urban development, intensive farming, extreme weather, climate change, and the use of pesticides.

Due to the UK cherry flowers being relatively small with low nectar reward, honeybees are tasked with boosting cherry production.



A report led by the institute of Bioeconomics of the CNR -

More than 900 consumers participated in the survey from European countries, and the most popular fruit among the 18 proposed was strawberry, with raspberry in fourth place and blueberry in fifth. Excellent placings then for these 'up-and-coming' fruits.

In second place was the cherry, with an average rating of 6.1 out of 7.

The cherry is, among the most liked fruits, in third place in Turkey, second place in France and the United Kingdom, almost equal to the strawberry for Spanish consumers, and first place for Italian consumers (rating 6.4 out of 7).

Ranking of the proposed fruits in order of 'international' liking

1. Strawberry
- 2. Cherry**
3. Peach
4. Raspberry
5. Blueberry