



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.

Potato

- Challenging lifting conditions for seed crops in UK and lower European area could limit ware production in 2024
- Sustained drop in area needed to stabilise markets in long term
- Direct grower-buyer relationships could benefit both parties
- Growers and land providers should consider collaboration to maximise opportunities with SFI and carbon markets

Indications from Europe are of an increase in ware plantings in 2023, in contrast to the UK, and a reduced seed area. Along with challenging UK seed lifting conditions this autumn, this could limit ware production for 2024.

A significant increase in costs for 2024 is likely to be the effect of interest rates on working capital, including machinery finance, which is likely to cost 17-20% more than before the interest rate rises.

Conversely, there have been reductions in fuel and fertiliser costs.

Vegetables

Cauliflower

Cauliflower prices have returned to more sensible levels after weeks of high prices and limited availability. The UK crop is in full swing now.

UK Planting

Our cauliflower supplier has now broken the back of the planting, next week they will plant the over wintered Cauliflower (April & May harvest) then they will be finished.

Pest Issues

As it's been a generally cooler period, pest pressure is low, spray programmes continue if summer finally arrives in

August we could potentially see a large uptick on moths and caterpillars.

Quality

Overall quality has been and is good, if cool conditions continue Brassica quality will remain good.

Broccoli

Prices have started to ease as more UK production has started to increase. The colder than average weather has slowed this down.

Tenderstem broccoli

Kenya and the UK crop is readily available now and price and availability has returned. The quality is excellent.

Purple sprouting broccoli

This will be more readily available for August. The majority will be coming from the vale of Evesham.

Leeks

Spanish leeks are finished and we are solely on Lancashire Leeks now. The quality is excellent.

Carrots

The rest of the UK Carrots have started towards the end of July, which pushes any imports away. Prices will slowly return to normal levels.

Parsnips

Spain has helped us through until the new but late season starts at the end of July. Again like the carrots the prices will come down.

Red and White cabbage

Our Lancashire supply has now started, prices will drop significantly and the sizing will be a little more uniformed.

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

is readily available from our Lancashire grower. Quality is excellent. There are also many other varieties, if you want something a little different just call to enquire.

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Fruit

Apples

This time of year sees some big changes in apples, with the Southern Hemisphere finishing and the UK and season starting.

UK Apples

We see the new season Bramley apple starting, this comes in a much daker green coloured skin, and as we move away from expensive cold stored, we see the prices reduce.

There are also other UK varieties:

Bramley - August to July

Discovery - Early August to early September

Zari - September to October

Cox - Mid-September to early April

St Edmund's Pippin - Mid-September to mid-October

Gala / Royal Gala - Late September to early May

Russet - Late September to early March

Red Pippin - October to November

Rubens - October to January

Golden Delicious - November

Jazz - November to May

Braeburn - Late December to May



Citrus

Lemons

We continue with the South African lemons, quality and availability is very good.

Oranges, easy peel and grapefruit

Will be coming from predominantly South Africa and Argentina. Prices tend to increase towards the end of the season as the availability start to drop.

Melons

Spanish melons remain plentiful and good quality. And should hopefully see us right upto the end of September when the Brazillian season starts again and sees us through the winter.

Onion

UK seasons has now started and we have ample supply of Spanish. Quality is good all round and prices are sensible.

Salads

A report from our herbs and mixed leaf farms - all crops are flourishing, there is plenty of UK coriander and flat/curly parsley.

Baby lettuce

Our outdoor baby lettuces are going strong for the mixed leaves, and our indoor rocket programme is performing exceptionally well this year, with good yields.

Peashoots

Peashoots outdoors are starting to really take off now as well, and we expect good volumes for the remaining Summer.

Spinach

Spinach harvested from our Hampton Lucy farm is looking good, strong leaf, with no pest damage, tip burn or Mildew and it's the best its been all season. We have noticed with some of our contingency suppliers, which supply us from all across the country, that the spinach we have had at the start of this week has had excessive moisture in. This is down to the wet weather last week.

Rocket

Rocket quality is good and availability fine. We are getting multiple 2nd cuts from our own poly tunnels now which is a

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much smaller, stronger tasting leaf which is what customers want. Our Italian contingency supply has been very good throughout the season with no issues forecasted ahead.

Red Leaves-Bulls blood/ Red Chard and Red Batavia

All 3 x leaves, the quality is very good, we have a slight availability issue on Red Batavia for next week but have surplus Bulls blood and red chard to cover this with. With improvement in light levels and temperature, we expect growing conditions to improve and see no issues ahead.

Basil

Basil, we are into a new variety of crop which is looking very good (please see picture attached) Basil growth is very dependent on light levels. When we get a good week, our hydroponics is producing almost 3 tonne per week. When light decreases and its overcast for a few days of the week, it can reduce by almost 10-20%.



Tomato

There continues to be good volume coming though from Holland and Belgium. The quality is the very good as expected.

Lollo rosso, oakleaf and lollo Biondi

No change quality remains excellent and will continue nicely through the summer and into the Autumn.

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Buyers Choice - Bramley Apple



Available all year round, cold stored with a smart gas after harvest. It is an English cultivar of apple that is usually eaten cooked due to its sourness. The variety comes from a pip planted by Mary Ann Brailsford. "Some people eat this apple raw in order to cleanse the palate, but Bramley's seedling is essentially the fruit for tart, pie, or dumpling." Once cooked, however, it has a lighter flavour. A peculiarity of the variety is that when cooked it becomes golden and fluffy.

We know that these apples are hugely popular in the UK, but are you aware of just how popular? Well, each year in the UK we consume around 100 million fresh Bramley apples and a further 250 million apples that have been processed in some way. Below are some pictures of the reasons why.



Bramley apple crumble | Apple and salted caramel | Bramley apple and caramel cream pie | Apple pie and custard | Rhubarb and apple crumble