



FRESHVIEW
Foods Ltd

Crop report - September

Crop report - September

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

An Iberian blast will work northwards in the coming days and send a plume of high pressure across the country, which will lead to glorious sunshine and sizzling temperatures. Forecasters at Netweather have issued a map, which shows temperatures will peak on Thursday August 29. The hottest areas are likely to be in the East of England and Southeast England, but four regions should primarily benefit from the Iberian plume, it is thought.

These are; East of England, Southeast England, East Midlands and Yorkshire and Humber. Each of these regions are in a red hue on the forecaster's graphic, which shows temperatures will be glorious. The scorching 30C peak is most likely in Cambridgeshire, Lincolnshire and parts of London during the afternoon of Thursday August 29.



A lot of our Brassicas are grown in this region and are in need of rain for yields to improve. This delay could keep prices a little higher for a little longer.

Potato

The old season has all but finished with very small volumes left to clear in the trade. Early planted crops are rapidly dying down or being burnt down with some good yields but later plantings are now often showing stress where irrigation is not readily available. Whilst there is good availability of potatoes currently in the market, there are concerns for main crop storage potatoes due to late planting affecting the time required to fully mature. In Scotland, it has become very dry in the East and later plantings are at 10 to 12 t/acre. Good growing conditions with rain will be required if respectable yields can be achieved. There have been more reports of Wireworm this week in the South. Due to the delayed and elongated

planting season both in the UK and across Europe, and with some growers -finishing late June, this will inevitably have an impact on the yield of these crops overall.

Unfortunately, the lack of seed from last year and the delayed planting will cause a shortage later in the season, one to watch for prices.

Vegetables

Cauliflower

This has had a flush as all the cauliflower was planted at the same time which meant it all became ready at the same time. This also meant it all finished at the same, prices have been like a roller coaster up and down. Its back in good supply currently.

Broccoli

UK production has kept falling in volume and prices have increased as a result. The limited supply is likely to continue throughout next week and prices will remain at least the same or possibly become more expensive they are in need of rain. The quality is generally good.

Tenderstem broccoli

No change on this line, its in good supply and the price remains stable. The quality is excellent.

Purple sprouting broccoli

No change on this line, good supply and quality is excellent.

Leeks

Quality, price and availability remains good.

Carrots

UK crop is in good supply, prices have already started to drop in August and will drop further in September.

Parsnips

UK crop is in good supply, prices will start to drop in September.

Crop report - September

Red and White cabbage

No change, product is excellent, at sensible price levels and in good supply.

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.

Fruit

Apples

More of northern hemisphere fruit is starting, below shows the calendars of the French start dates, starting with the Golden delicious and moving onto the Royal gala, granny smith and Pink Lady.

GOLDEN DELICIOUS

Developed in Virginia in 1890 as a result of lucky sowing, **Golden Delicious** apples have been grown in France since 1955. It is the most heavily-grown variety in France.



ROYAL GALA

Imported from New Zealand in around 1960, the result of a cross between Kidd's Orange, and Golden Delicious.



GRANNY SMITH

Granny Smith is a hybrid that appeared in Australia in 1868 as a result of lucky sowing by an elderly lady who gave it her name (literally, Granny Smith). It is the third most heavily-grown apple in France after Golden Delicious and Gala.



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.



Lemons

We continue with the South African lemons, quality and availability is very good. We will make the switch over to Spain at the beginning of November.

Oranges, easy peel and grapefruit

Quality remains excellent with the southern hemisphere fruit, prices are expected to creep up over the next two months before northern hemisphere fruit starts predominantly from Spain.

Melons

The Spanish season is approaching an end, and the main volume is mainly coming from central Spain which are the latest production from the summer season. Prices remain steady for Water melon, honeydew. Galia and Cantaloupe melons are starting to go short in particular cantaloupe which has risen in price ahead of the galia melon.

Brazil is due to start at the beginning of September where we should see prices ease.

Onion

UK onion is competing with the readily available Spanish. 70% of the crop is still in the ground so difficult to tell at this stage what volume we can expect in terms of size and weight.

UK Main Crop is still a way off from starting harvesting and finishing is always an unknown due to the good old erratic blighty weather conditions. There is not the expectation for the Main Crop to perform anything even close vs the Set

Crop report - September

crop, the reason being is due to very adverse 2024 growing conditions. Growers will want to go as long as they 'dare' to maximise yield, without playing the weather roulette game as we draw closer to the Autumn and more rain which prevents harvesting.

Brown Sets (Sturon) in Norfolk – looking really healthy – pic was taken mid to end of July



Salads

Round Tomatoes

Recent warm weather has created a flush of tomatoes, the production of the plants has now slowed down. Volume is reducing and we will see prices start to rise over the next couple of weeks.

Cucumber

The challenging situation continues as the limited supply is currently ongoing. The re-planting continues in Holland hence why in between crops productions is very low. In consequence prices have kept rising to double figures. Meanwhile, the very limited Spanish summer crops have

really come to an end and the new ones are only due to start slowly in about two weeks from now around mid September. The overall quality is mixed as most of the availability is still coming from older crops. This is coming to an end which show some paleness in terms of colour, some thinner ends and shorter shelf life. Keep hand to mouth please.

Lollo rosso, oakleaf and lollo Biondi

No change quality remains excellent demand is up on all salad lines due to the warm later summer weather we have been having.

Dairy

Milk

Price uplifts were recorded for the bulk of contracts on the AHDB league table in August.. Prices have risen up to several pence per litre in August as the supply of milk has reduced. There is less milk available meaning there is less cream available pushing the price of cream and butter very high.



Butter/Cream

Despite the recent holiday period, butter demand in the UK and Europe is helping to drive up cream prices.

Cream prices have risen to £2.90 per kg/ litre ex works and the EU has risen to £3.15kg/litre ex works. As an idea this was £2.30 per kg /Litre in June.



Crop report - September

Buyers Choice - Purple Cauliflower



It is a vibrant and nutritious vegetable that is part of the large brassica family, which also includes broccoli, kale, and cabbage. It gets its unique purple colour from the presence of anthocyanin, a pigment that is also found in blueberries and red grapes. This is more than just a colouring compound, however, as the powerful antioxidant is stated to help prevent heart disease, reduce inflammation, control diabetes, and aid in cancer resistance.

In addition to being visually stunning, purple cauliflower is also incredibly nutritious. It is a rich source of vitamins and minerals, including vitamin C, vitamin K, folate, and potassium. It is also a good source of dietary fibre and antioxidants, which can help to reduce inflammation and protect against chronic disease.

When cooked, purple cauliflower has a slightly nutty and sweet flavour that is similar to regular cauliflower. It can be roasted, grilled, steamed, or sautéed, and it pairs well with a wide range of seasonings and spices. It can also be used as a colourful and healthy substitute for regular cauliflower in a variety of recipes, from soups and stews to salads and side dishes.

Whether you're looking to add some variety to your vegetable dishes or simply enjoy the unique taste and health benefits of this vibrant vegetable, purple cauliflower is sure to impress and delight your taste buds.

Purple cauliflowers may turn light green when they are cooked. If you want them to keep their bold colour, simply add lemon juice while cooking to preserve the deep purple hues.

Differences between white and purple cauliflower

- The most significant difference between the two cauliflowers is colour, one is a very bright purple, and the other is a creamy white. They also grow to different sizes in the garden. An adequately grown white cauliflower can be as wide as 10 inches across. While the purple cauliflower rarely exceeds 6 inches.
- The leaf length is also different. White cauliflower has adapted to protect itself from the hot sun by growing very long leaves that wrap around the head to keep the sun from burning them. Purple cauliflower is newer to the scene and has much shorter leaves that only barely reach the sides of the cauliflower head.
- Another difference between these two cauliflowers is the final texture after cooking. Purple cauliflower has a drier texture and lends itself to recipes that need to be crispy, such as crunchy salad toppings, vegetable roasts, or pizza crusts. White cauliflower has a moist and creamy texture when cooked. It is best for cauliflower mashed potatoes, smoothies, or moist baked goods.
- There is also a slight difference in taste to mention. Many people describe a slightly bitter aftertaste with white cauliflower, but this is not present in the purple variety.