



FRESHVIEW
Foods Ltd

Crop report - November

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

Potato

To date early planted main crops have been yielding average or slightly above average tonnes per acre.

Grower costs do however continue to increase. It has also been a tricky blight year. The potential of the disease to impact on crops has been consistently high.

The original cost of the seed at the start of planting was up due to the heavy rainfalls from the previous season. It's looking like it's not going to be as short as previous years, but costs are higher.

Also due to the high costs and availability of the seed the area planted in the UK has been reduced, resulting in less crop volume.

The tuber size expected has also not been achieved this year again resulting in less yield.

We went to look at our raw potato used for our own prepared veg site recently, looking at size and quality. This year's shape is more tubular and less banana shaped which is better.

Below is our next year's potato being cold stored, just after being harvested. This insulated warehouse stores 1300-ton boxes. We will start to use this next March through to July, when the new season crop will be first lifted for harvest.



Mids – export trade to Europe has been high and they are paying more than the UK price. Growers are feeling prices are going to stay high and are keeping them in store and hedging their bets.

Onion

The Spanish flush is reducing in volume now and we have seen the prices start to rise a little. Quality remains excellent.

Vegetables

Cauliflower

UK will continue but at a slower growing pace we will see some Spanish and French starting.

Broccoli

UK Broccoli is rapidly finishing. It has been quite short this last month due to the heavy rainfall. This will be replaced by Spanish broccoli which has started in limited volume. Mid October. Prices have remained in double figures for several weeks now. We can expect this to come back to normal levels in the next couple of weeks.

Savoy cabbage

UK savoy continues to be on good supply and excellent quality.

Hispi cabbage

Portuguese will start later this month. Prices will begin to move up.

Tenderstem broccoli

Prices have started to rise a little as the UK season volume is reducing. We will be relying more on imported Tenderstem from Spain and Kenya when needed.

Courgette

The UK production has really been affected by the heavy rains; Spain has now started to be imported but in limited volumes. Prices have been higher than expected and will return to normal level by mid November.

Crop report - November

Leeks

Prices are stable and in good supply. Quality is very good.

Carrots

UK Carrot is in good supply, prices remain stable.

Parsnips

UK Parsnip is in good supply and prices remain stable.

Red and White cabbage

Crops are looking healthy, quality is excellent. Our Lancashire grower is finishing cold storage now.

Pumpkins and Gourds

All the below is now available.

Munchkin Pumpkin



Mixed Squash



Mixed Gourds



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

Quality and supply remains good.

Don't forget we can get the variegated kales.

Below are just a few, there are quite a few more.



Fruit

Cranberries

We will start stocking fresh cranberries mid November.



Crop report - November

Strawberries

Typically a difficult month for procurement of strawberries

Dutch / Belgium will continue with supplies into November but will be high priced.

Egyptian will start in small volumes at the beginning of November, continuing to increase throughout the month

There should be availability of airfreight South African straws throughout the month.

Blackberries

Dutch / Belgian blackberries will be coming to an end.

Volumes from Mexico and Guatemala will increase and quality should improve

Blueberries

Have been very short in supply during October.

Volumes of airfreight to continue to arrive from Peru / Argentina / South Africa.

Sea freight should start to arrive in higher volumes in the second half of November.

Raspberries

UK season has now finished.

Volumes from Spain and Morocco will increase in November, Quality should improve throughout the month.

Citrus

We will see the start of the Spanish early varieties of oranges. We can expect to see prices come down slowly from the high priced South African fruit.

Mandarin/Easy peeler

Early varieties like the Okitsu Spanish easy peelers will be available as we move away from the Southern Hemisphere fruit like the Nadorcott clementine.

Lemons

We started a month early on the Spanish lemons, prices will return to more normal levels a few weeks into November with more of the Primofiori lemons available from Spain.

Melons

We are on Brazilian fruit and the quality and availability is good.

Salads

A lot of our UK salad leaf and Dutch salad lines has finishing and we are moving onto Spanish supply.

Round Tomatoes.

This remains short, and prices have remained well above double figures. Dutch and Belgium continue with limited volumes. Morocco has just started, but again early season is limited so there isn't enough volume to affect supply and price. Spain is also starting in the beginning of November so we can expect to see levels come down by Mid November.

Lollo rosso, Oakleaf and Lollo Biondi

We will be moving over to Spanish supply. The UK will be running at the end of October/beginning of November but very limited.

Crop report - November

Buyers Choice - Kaki, Persimmon, Sharon fruit



Sharon fruit, a type of persimmon from the Middle East that is mildly sweet and crisp with no bitterness or acidity. The fruit gets its name from the Sharon Plain in Israel. However, you might be more familiar with the persimmon called Kaki in Japanese or Shi Zi in Chinese.

This fruit is a golden yellow, round or oval, flavourful, smooth textured delicacy of the Far East-Asian origin. Its sweet, delicious flesh is packed with many health-promoting nutrients such as vitamins, minerals, and antioxidants vital for optimum health.

Did You Know

- Sharon fruit is named after the Sharon plain in Israel, Sharon fruit is the marketing name for the Israeli bred cultivar of persimmon called "Triumph."
- Sharon fruit is native to Israel, where it has only been in cultivation since sometime in the 1900s. Looking back a little further at the Sharon fruit's parentage, Japanese persimmons in general are native to China, where they have been cultivated since around 1000 BCE.
- Black persimmon is native to Mexico. Its fruit has green skin and white flesh that turns black when it's ripe.
- A solution made of crushed wild persimmons and water is used as a natural, homemade insect repellent.
- Compounds isolated from persimmon have anti-inflammatory and anti-infection properties.

Health Benefits

- Sharon fruit provide lots of vitamin A and antioxidants that are critical for eye health. In fact, one Sharon fruit delivers 55% of the recommended intake of vitamin A.
- Sharon fruit also contain carotenoids, flavonoids and vitamin E, all of which are potent antioxidants that fight inflammation in the body
- Sharon fruit are also a good source of thiamine (B1), riboflavin (B2), folate, magnesium and phosphorus.
- Sharon fruit have high fibre content, containing roughly twice as much fibre as an apple, and they are rich in minerals, such as sodium, magnesium, calcium and iron.
- Sharon fruit are widely regarded for their high level of beta-carotene, found in both the skin and flesh, making them a great source of vitamins A and C. They are also high in glucose and protein.