



NEW
LOOK!

CROP REPORT

February 2025

Get the insights you need to plan smarter and streamline your menus with our latest field report, curated by our expert produce team.



Meet Simon – Our Procurement Expert

Simon leads procurement, overseeing fresh, dairy, and dry goods. With 20 years' experience, he excels in trading, importing, and supplier relations. His industry knowledge is second to none, here's his February crop report...



SPAIN

A large proportion of our salad and some vegetable volume is coming from Spain currently and they are experiencing some cold weather.

Large parts of Spain are facing severe cold, with weather warnings issued across 12 autonomous regions on Wednesday, January 15. The Spanish Meteorological Agency (AEMET) has highlighted Castilla y León as the hardest-hit area, where temperatures could plummet to -10°C under an orange alert, indicating significant risk.

The arrival of a very dry and cold air mass in Spain will bring completely winter weather with frosts and below-zero temperatures in much of the country

POTATO

Looking ahead for 2025 - The planted area has been on a downward trend.



While there was a slight uplift in 2024 (according to Defra), the expectation that price will dictate a significant change in area is perhaps less evident than in the past.

this is because of several reasons: fewer growers; the cost of, and access to, additional working capital; and some growers are already at the maximum area they are comfortable with, as they factor in weather risk more fully.

Given the conditions at lifting in the past two seasons, growers will be seeking to protect themselves with increased harvest capacity, which leads to higher production costs, and/or looking for a greater return for their efforts.

Total costs have increased by at least 50% in the past five years and those for 2025 plantings are likely to continue to climb, despite reductions in fertiliser, fuel, electricity (for some), and interest rates.

The key drivers of cost remain machinery and labour. There is also significant pressure on seed costs.

Cold stored 2024 crop will continue to rise each month until new season starts mid-July/ beginning of August.

Vegetables



ONIONS

There is still a good supply of stored Spanish Onion, which continues to keep prices level. This in turn is keeping the UK crop prices level.

SAVOY

There is still plenty of UK Savoy cabbage available, Spanish and Portuguese is also available which has increased the volume in the marketplace.





CAULIFLOWER

The recent freezing conditions in the UK and the cold weather in Spain has reduced volumes. While the quality remains excellent the prices have been rising steadily.



BROCCOLI

Spanish supply remains limited due to the cold weather conditions. Prices keep rising.

LEEKs

The freezing weather has limited production and can influence quality and shelf life.



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

This is all mostly in cold store now, quality remains good and prices steady.



Fruit



PINEAPPLES

shipped volumes coming into UK and Europe into February is good

Availability into the UK will only be affected by late vessels that are currently been experienced into London Gateway port and or on shipping route

Internally quality is good, externally you may see increased mixed green to yellow, especially towards the base of the fruit.

Going forward as conditions in Costa Rica the fruit quality will improve further from mid Feb arrivals onwards.

BANANA

a report from our supply from - Costa Rica



Unfortunately, we are currently experiencing some challenging weather patterns, which are typical for this time of year.

We've had less sunlight and lower temperatures, leading to smaller-sized fruit and reduced weight per banana.

Statistically, these conditions are expected to continue until February.

In terms of volume, we've started the year with fewer fruits hanging compared to last year.

However, we anticipate that the situation will improve as the season progresses.

Fruit



UK APPLES AND PEARS

A new analysis of costs facing British apple and pear growers indicates that food price rises in 2025 are now an inevitable consequence of recent government policy.

Put simply, new analysis has revealed that the latest budget announcements regarding the national living wage and national insurance will increase food prices in 2025. This will increase food price inflation, and, likely, we will not see the forecast growth in the general economy.

In November 2024, British Apples & Pears Limited (BAPL), the grower organization, commissioned Andersons Farm Consulting to investigate the cost of production impact of the recent budget announcements. The analysis estimates that 2025 will see a 7p increase in the median cost of producing a kilogram of apples (from £1.33 to £1.40).



BLOOD ORANGES

The Spanish Sanguinelli red skinned blood orange has now started and in stock.

The flesh is becoming more red with each order and subsequently sweeter.

ORANGES/ EASY PEELER

The Egyptian oranges are starting to bring prices down and the quality is excellent.

The clementines have remained



steady in price and the eating quality is very good, we are predominantly using Nadorcotts which has high sugars bringing a sweet taste.



STONE FRUIT

The Stone Fruit Committee of Chile predicts a 4% growth in exports for the 2024-2025 season, reaching a record 38 million boxes and exceeding 540 million dollars in FOB values. This growth is aimed at improving both volume and quality. However the Chilean fruit is for cooking off/poaching only. Stick to South African plum.

BLACKBERRIES

Good availability of Mexico fruit and also some small quantities of Spanish fruit will be available.



BLUEBERRIES

Good availability of Chilean fruit at the start of the month, with possibly less toward the end of the month with higher prices. Morocco fruit will be available (and some early Spanish) but will be quite expensive.

Fruit



RASPBERRIES

Could be quite tight in supply at the beginning of the month if cold weather continues in

Spain, but should be good availability by the middle / end of the month.

STRAWBERRIES

Should be good availability of Spanish fruit throughout the month – with also some Moroccan fruit (and the tail end of Egyptian) in the UK.



LEMONS

There is still good volume of Spanish lemon, quality remains excellent.

MELONS

report from our Brazilian melon supply

- The weather conditions have remained typical for the time of year. The general trend has been a mix of clear and overcast skies, interspersed with localised thundery showers. Temperatures have dropped slightly in keeping with the season, but daytime highs have stabilised at 31-32c with nighttime temperatures of 23-24c, whilst wind speeds have been moderate.



- Supply and demand for fruit is settled and well balanced at the moment, with less fluctuation as we move out of the Xmas Holiday period. Order patterns have normalised and the inbound disruption from port congestion due to the holidays and some poor weather has now passed.
- Overall Outlook – Overall fruit quality has been acceptable and largely unchanged, and very much in keeping with the seasonal position. We still have no expectations of any significant or ongoing issues with fruit condition, but we retain more of a general low-level increase in seasonal variability, although it remains at background levels and is variable by load.

Salads



TOMATO

all lines have been reducing in volume; beef tomato has dropped below 50% yield. The colder

weather particularly at night has slowed the growth down and all yields are down. Prices are rising as a result.

LETTUCE

Lollo rosso, oak leaf, endive, Biondi, iceberg, little gem, cos lettuce – All remain limited in supply, prices are remaining at a higher level. The foreseeable weather seems similar, but it will warm up.



Dairy

Growing milk supplies, both domestically and on the continent, combined with better coverage have eased pressure on commodity prices for fats through December.



BULK CREAM

prices in the first half of the reporting period were stronger than the end.

Quotes from the end of November were around £3,100/tonne but by mid-December this had dropped to around £2,500/tonne. Overall, the average bulk cream price eased just over £40 month on month, with higher volume deals made earlier in the reporting period. January prices have risen slightly.

MILK

Milk price announcements have held firm for the start of 2025, Most dairy's have made/little or no change to milk prices in January.

On retail aligned contracts Waitrose, Tesco, Co-op and M&S all continued to hold their prices for another month. Sainsbury's however moved their price lower for the second month in a row, down 0.05ppl in January.

Non-aligned milk contracts were also stable over all month on month. Muller Direct, Freshways, Paynes, Grahams and Yew Tree all announced no change to their milk price this month.

BUTTER PRICES

saw much greater variation this period with quotes ranging by over £1,000. Most commentators

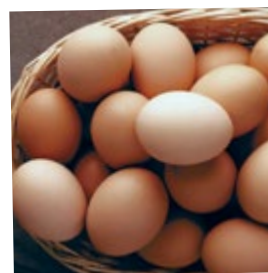


reported a similar trend to cream, with higher prices at the end of November and falling into December. Stocks were reported to still be tight, and more seasonal trading being done on packaged rather than bulk product.

CHEESE

markets were noted to be on a steady decline throughout the reporting period.

The average price for mild Cheddar declined a further £110/tonne month on month. There was some end of year discounting reported however the market was quiet. Sellers and buyers appear to be at an impasse on prices with buyers showing caution on higher pricing, but sellers not willing to negotiate lower due to strong milk prices



EGGS – AVIAN

INFLUENZA

New mandatory housing measures for kept birds have been introduced across East Riding of Yorkshire, City of Kingston Upon Hull, Lincolnshire, Norfolk and Suffolk, following a decision by ministers after advice from the United Kingdom's Chief Veterinary Officer.

These enhanced measures are in response to the escalating local risk and number of cases of bird flu in the area.



BUYERS CHOICE - NEW SEASON ITALIAN SWEET PEAS



This means from noon on 23 December all bird keepers in East Riding of Yorkshire, City of Kingston Upon Hull, Lincolnshire, Norfolk and Suffolk whether they have pet birds, commercial flocks or just a few birds in a backyard flock must keep their birds housed to protect them from bird flu. These measures are in addition to the requirement to follow the stringent biosecurity measures which have been in force across the area since the 13 December as part of the Avian Influenza Prevention Zone (AIPZ).

UK Chief
Veterinary
Officer Christine
Middlemiss said:

There continues to be a growing number of bird flu cases on commercial farms and in backyard birds across East Riding of Yorkshire, City of Kingston Upon Hull, Lincolnshire, Norfolk and Suffolk. We have taken action to try and prevent the further spread of disease and urge bird keepers to comply with the new housing measures.

We are awaiting confirmation from APHA that there are potentially 2 major egg packers in the UK that have farms which are being investigated for Avian Influenza. If this is confirmed this will have big repercussions on availability of eggs throughout the UK.

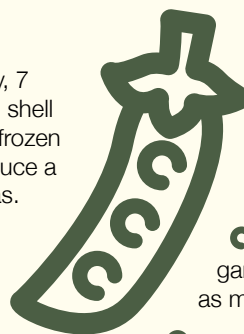
As the weather warms up, Italy's fields and gardens come alive with a vibrant array of fresh produce.

Spring is the season of renewal, and it brings many vegetables including the sweet pea. Peas – the majority of freshly frozen garden peas and petits pois are frozen within a staggering two and a half hours of being picked, locking in all the nutrients.

- They'll never let you down – no matter the season, freshly frozen garden peas are available throughout the year.
- They're very low maintenance – being freshly frozen, there's absolutely no preparation needed, and there's zero wastage.

KEY FACTS!!!

- There are 35,000 hectares of peas grown in the UK each year, producing 160,000 tonnes of frozen peas.
- In the six-week British harvesting season farmers work 24 hours a day, 7 days a week using viners to harvest, shell and transport the peas from field to frozen as quickly as possible. This will produce a phenomenal 2 billion portions of peas.
- The UK is 90% self-sufficient in pea production, so you're helping support British farmers and industry. There are currently 18 farmer groups, containing 700 British pea growers, along the east coast of the UK, from Essex to North of Dundee.
- Peas are a good source of vitamin A, vitamin C, folate, thiamine (B1), iron and phosphorus. They are also rich in protein, carbohydrate and fibre and low in fat.
- A 100 calories serving of peas contains more protein than a whole egg or tablespoon of peanut butter.
- Just one serving of freshly frozen garden peas and petits pois contains as much vitamin C as two large apples!
- Half a cup of frozen peas has only 5% of the daily limit for sodium. Foods low in sodium are good for your heart.





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