

# CROP REPORT

April 2025





Vegetables



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 April crop report...



POTATO

UK potato will be moving to cold stored and we will see an increase in raw material costs affecting prepared lines.

**Early Crops – Jersey Royals:** are available, but very expensive. We will be stocking small volumes, which we will increase as the price drops over the coming weeks.

ONIONS

Spanish onions are moving to cold stored so we will see a slight increase in prices.



This is the same for UK onions as temperatures are starting to rise. The demand in the UK in 2021 reached 518,000 metric tons, current projections indicate a decline to 483,000 metric tons by 2026. This makes an annual decrease of 0.8%, possibly down to a change in consumer preferences and dietary habits.



CAULIFLOWER

The warmer weather has helped the UK production and keeping the imports at more sensible levels.

BROCCOLI

The weather has improved, and which has helped a lot of outdoor crops. The quality is good.



LEEKS

Prices have risen a little due to the April Frosts and cold nights.

Efforts are now being made to extend the growing season. Research initiatives, such as the application of gibberellins (Gibberellins are the plant growth regulators involved in regulating the growth and influencing different developmental processes which include stem elongation, germination, flowering, enzyme induction, etc.) to winter-hardy short stemmed leek varieties, aiming to improve stem length, yield. The aim is to reduce the reliance on imports and ensure a steady domestic supply.



SAVOY

We have both UK and Portuguese available currently which is keeping prices steady. This will change when the UK finishes – a lot weather dependent.

Vegetables

## CARROTS

UK Carrot is in good supply, prices and quality remain stable.



## PARSNIPS

UK Parsnip is in good supply and prices and quality remain stable

## RED AND WHITE CABBAGE

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



## SPRING CABBAGE

UK spring cabbage will finish over the next few weeks, and we will then look to imported at higher price levels. Standard for this time of year.



## UK ASPARAGUS

Started in January this year from the Wye valley at a very high cost level, this will come down through this month. The wye valley farmers run hot pipes through the soil underground to keep the soil temperature warm. There are also pipes running above ground under poly tunnels all to protect it from the frost. Costs can be 2-3 times the cost of the normal price.





Fruit



## STONE FRUIT

Spanish Peach, Nectarine, plums and cherry will be starting in April and the Chilean will finish

importing. The Spanish stone fruit sector is preparing for the upcoming season, building on the successes and challenged of the previous years. In 2024 Spain's stone fruit production reached 1.8 million tons, making a 3% increase over the previous year and 9% above the average of the last 5 seasons.

## STRAWBERRIES

Spanish Strawberry will peak in April although conditions during March have been difficult with very wet



weather hindering availability. Pricing has subsequently held higher than expected, with grade out in the field above normal levels.

UK Glass House Strawberries will commence in April, naturally pricing will be higher from glasshouse production due to it being a heated crop.

## RASPBERRIES

Availability is expected to remain tight at the start of April, the hangover of poor weather conditions in March, but with improvement expected if we see some better Spanish weather!



Quality has been good overall, although occasionally softness has been apparent in March given the humid conditions.



## BLACKBERRIES

No changes as Mexican continues, although some Spanish fruit may be possibly near

the end of the month. Occasional red cell is present on Mexican, but generally supply has been stable from this source year to date.



## OUTDOOR RHUBARB

We have moved over to our outdoor Cheshire rhubarb, prices are a lot more sensible, this will run throughout the summer.

Fruit



## MANDARIN / EASY PEEL

Moroccan Nadorcotts super sweet to eat and excellent quality remain steady and available.

## BLOOD ORANGES

The last few weeks to get this amazing looking and tasting citrus. April sees the end of the season until December.



## ORANGES

Spanish fruit is still holding a higher price, but the Egyptian fruit is plentiful and keeping prices down. Quality remains excellent.



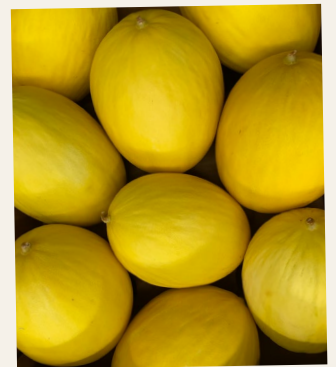
## LEMONS

Spanish Primafiori lemon is slowly coming to an end before we switch over to the Spanish Verna variety. Quality is ok but not fantastic, prices have risen a little.



## MELONS

Yellow melon is set to be in short supply. There has been a virus in Panama and heavy rainfalls in Costa Rica. We are reliant on Brazil which is out of their normal loading window for the time of year.





Salads



## LETTUCE

The heavy rains in March which has caused heavy damage and reduced the volume and the quality that is available. This has

affected all outdoor crop lettuce – iceberg, little gem, cos lettuce, lollo rosso, lollo Biondi, oakleaf and endive. Subsequently prices have also shot up. April will see warmer and hopefully drier weather so this will improve.

## TOMATO

Crops are producing less yield; the quality is not at its best and like the peppers they have also reach double costing figures.



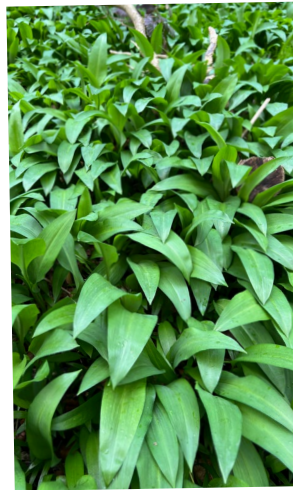
The Beef tomato that is available is at the lower end on the size banding so expect some slightly smaller tomato. Dutch and Belgium have started in small volumes and demanding a premium

We are again waiting for the cross over to Holland mainstream supply.

## PEPPERS

The Pepper volume from Spain has continued to reduce, premium quality has reduced as a result.

Prices have reached middle to high double figures across all the colours. The previously mentioned thrips virus has been taking its toll some growers have had to finish the season early. We will have to wait for the new season Dutch to hit mainstream supply, It has started with a little green but main supply will be mid to late April.



## WILD GARLIC

Wild garlic has been in season since March and will be available until the end of April. It continues to grow and flower through May, before its leaves and stems decay and return to the soil.



Eggs

The latest report from the government website – 12 March 2025

Highly pathogenic avian influenza (HPAI) H5N1 was confirmed in commercial poultry at a second premises near Thirsk, Thirsk and Malton, North Yorkshire (AIV 2025/28).

A 3km protection zone and 10km surveillance zone has been declared around the premises. All poultry on the premises will be humanely culled.

This is affecting the national flock numbers and in turn the availability and prices of eggs.

On another note, the UK egg sector has been working towards a significant transformation, aiming to be cage-free by the end of 2025. This initiative has been driven by commitments from major retailers and food companies.



## BUYERS CHOICE - UK ASPARAGUS



DID YOU KNOW!!!  
CAN GROW UP TO  
10CM IN ONE DAY!

This becomes more readily available in April as temperatures start to pick up.

**NUTRITION** – Asparagus is rich in folic acid (vitamin B9), which helps the body produce healthy cells, and vitamins A, C, K and B6. It is also a powerful diuretic.

**GROWTH** – On a sunny day, you can cut a spear from a plant in the morning and return to the same plant in late afternoon to find another spear has grown in its place. They can grow up to 10cm in one day, which demands a huge amount of energy.

**HOW MANY SPEARS FROM ONE PLANT?** – The number of spears a plant can produce in any one season is dependent not only on the weather, but also on how much sunshine there was the previous summer after the season ends. At the end of the season the plants ‘rest’, grow into ferns and use their leaves to soak up the energy of the sun to turn into sugars. That energy is stored in the crown (the heart of the plant) underground until the following season, when it draws on those reserves.

The plants need plenty of time to stock up reserves for the following season, all asparagus growers in Britain stop cutting spears on 21 June – Midsummer’s Day – which is the traditional date for the asparagus to end. Any new

spears that appear after that date are left to grow into ferns and help the plant prepare for the following season.

**SO WHY DOES ASPARAGUS MAKE YOUR PEE SMELL?** – First of all, this isn’t the case for everyone. Your genetic makeup determines whether your pee has the odour as only some people have the gene for the enzyme that breaks down.

**HARVEST** – Asparagus plants are planted as crowns, over a ridge of soil. They must not be harvested for the first two years after planting. In the third year, when the spears reach 18cm tall, cut them with a sharp knife, 2.5cm below the soil surface.

**NEW SEASONS** – by using polytunnels to improve the climate and control the rainfall. There’s now an autumn crop harvested in September and October in the Wye Valley. There are rumours that Christmas-to-Valentine’s Day cropping could be on the horizon. Equatorial climate and desert conditions with irrigation means growers can control the crop to produce in a cyclical system, so there’s always one patch in production. But British asparagus is regarded by chefs and food lovers to be the best in the world, as our unique climate and growing conditions make for full-flavoured and tender spears.



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