FRESHVIEW
Foods Ltd

CROP REPORT

June 2025

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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 June crop report...

Sizzling Start to Spring

Last year we had record rainfall at this time of year delaying planting and this year a drought.

An article from The Independent - a "blocking" weather system lingering high above the UK has produced one of the driest, warmest and brightest starts to spring on record.

April 2025 was the sunniest since records began in 1910. This followed the third-sunniest March, and both months saw temperatures well above average nationwide. On May 1st, the temperature reached 29.3°C in Kew Gardens in London – a new record for the date.

Meteorologists are warning of the potential for a summer drought, as the UK has seen roughly half its usual amount of rainfall for March and April. While farmers fret about this year's harvest, some water companies are urging customers to help reservoir levels recover by limiting water use.

The much-needed rain is finally arriving at the end of May. This will be one to watch for future UK crops in terms of potential delays, tubular sizing for potato.

Potato News

Spring 2025 brings mostly dry, sunny weather across Northwestern Europe (EU-4: Netherlands, Belgium, France, Germany), enabling fast-paced progress in planting, according to a news report issued by DCA Market Intelligence.

This season marks a notable increase in potato planting, with about 65% planted in NL and FR, and 50% in BE and DE. A growth in acreage of approximately 5% (adding 28,785 hectares) is expected across EU-4, potentially surpassing 600,000 hectares—a record-breaking milestone.

Some Key Insights:

1. Weather and Planting Conditions: March and April have been exceptionally dry, marking the driest spring in over a century for NL and BE and the UK. While drought poses a long-term risk, current conditions favour planting, particularly on lighter soils and early varieties.

2. Potato Planting Trends: Farmers are transitioning from dairy land to potato cultivation due to lack of profitable alternatives. Growth varies by region, with higher processing potato acreage in Northern France and Wallonia, but minimal expansion in Flanders.

3. Market Dynamics and Processing: Potato stocks remain robust, with processors focusing on pre-contracted supplies. Exceptions like Innovator show strong demand. Some growers opt for free (non-contracted) potatoes to hedge risks.

4. Speculation: Changing market sentiment affects price formation for next year's harvest. Seed availability and competitive pricing further drive planting activity.

5. Risks and Benefits: Historical data suggests dry springs don't necessarily harm yields. Benefits include better soil structure and reduced disease pressure, though outcomes hinge on tuber formation later in the season.

Vegetables

Courgette

No changes to last month it's still in good supply from Spain. The warm weather has brought the UK local production forward a little but only in small volumes. Prices remain steady.

Leeks

Old season UK has now finished and crops from Holland, Belgium are coming to an end. We will soon be moving over to Spanish and French crops; we can expect prices to increase.

Onions

The US market has offered good money for the Chilean onion this year so more volume has gone there.

This has pushed prices a little higher than average for the UK onion market. Spanish is making a better price than the Chilean currently as a lot of the larger sizes isn't available. New season spring planted Spanish crop will be more available in 2- 3 weeks with a more set skin and better shelf life.

Carrots

We are now on imported carrot; UK carrot has had a better prolonged season than the previous year. This is creating less earlier imported demand and keeping prices more sensible this year. New season Suffolk is looking to start Mid-June.

Cauliflower

Again a completely different season to last year, the warm weather and milder winter has kept UK availability in goods supply. Prices have been competitive, and the quality has been excellent.

Parsnips

UK Parsnips have almost dried up now and we are looking at the Spanish import crop. Prices will rise until we see the new season UK crop arriving hopefully beginning of July.

Broccoli

The volume from Spain continues to drop and will continue until early June. The UK crop has now started. Prices may creep up in this potential overlap period.

Savoy

UK has started early this year like most UK Crops. This will run alongside imported until there is more UK availability.

Vegetables

Kale

All Kales are back in supply after a small gap in supply with Cavolo Nero. The quality as usual is excellent.

Red and White Cabbage

More and more UK growers are now building large cold stores to keep their UK crop through the summer. There is less Dutch being imported as a result. New season starts usually mid-July but could be a little earlier this year with the warm weather.

Spring Cabbage

UK Spring cabbage continues to be In good supply and prices are steady.

Fruit

Stone fruit

Spanish stone fruit has started but prices are still holding quite high. June should see some lower prices as availability increases but not at the same levels as last year.

Blueberries

Spanish supply will continue in June with eastern European steadily replacing Spanish as the month goes on. Some softness is possible on Spanish as this season nears an end from this source.

Blackberries

UK production will increase in June with sweet eating varieties displacing the more traditional likes of Loch Ness.

Mexican and Portuguese are a contingency option as volumes continues to build on UK.

Raspberries

British Raspberries will gradually increase through June although some Spanish/ Portuguese fruit will continue to supplement.

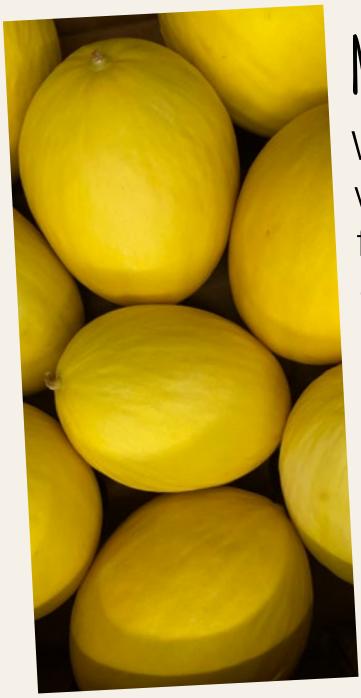
Fruit

Strawberries

UK outdoor production has been unexpectedly high in May on good weather and high yields.

While production will continue to increase into June there may be a slight slowdown given the shifting of the crop forward and if the weather turns more intermittent. Quality to date on UK has been superb which should continue while we are in the early stage of the season.

Melons



We are still working with Brazilian fruit for stability and consistency.

Almeria has started from Spain, but the volume is limited and prices can and are fluctuating. We are looking to switch over the 3rd week of June to Spanish Mercia region fruit.

Oranges

Egyptian and South African fruit are running along side each other. Egyptian quality still seems to be holding up. We will make the switch over to SA when the Egyptian finishes or the quality starts to fail.

Mandarin/Easy Peel

We are now on Southern Hemisphere. With options from Peru and South Africa. Typically the fruity starts off a little paler in colour compared with the Moroccan fruit we have just finished with.

Lemons

Argentinian and South African lemons have now arrived, and both are looking excellent in quality but still limited in volume.

There is still the Spanish Verna available, prices are holding well, it may drop over the next few weeks when more lemon arrives from the southern hemisphere.

Salads

Lollo Rosso / Oakleaf / Lollo Biondi

We are now working solely with our Cheshire grower at Woodlands Farm. Quality is excellent. We will be using the UK supply now right through the summer into early Autumn.

Asparagus

The UK season will be in finishing early around mid June. The drought has had effect on sizing and availability has been very limited. Prices have shot up as a result.

Iceberg / Little Gem

Spain has now finished, and we are solely on UK supply. Quality is excellent.

Tomato

Holland and Belgium have also been experiencing warm weather with good sun light levels. This has brought the tomatoes on and there has been increased volume which is keeping prices competitive. There is likely to be a reduction over the next couple of weeks as the plants have yielded all their fruit early so prices can be expected to rise as supply drops.

Eggs

Quarterly UK statistics about eggs – statistics notice (data to Q1 2025)

- 255 million dozen eggs were produced for human consumption in Q1 2025. This represents an increase of 2.7% compared with Q1 2024 and an increase of 0.5% on Q4 2024.
- The production of egg products during Q1 2025 totalled 17 thousand tonnes, a decrease of 7.9% on Q1 2024 and an increase of 19% on Q4 2024.

Egg production is still down clearly as above, and the avian influenza is reducing this further. We have already seen a rise in the price of eggs and this may rise further.

BUYERS CHOICE - UK HERITAGE TOMATO

Experience the rich, traditional flavour of our English Heritage Tomatoes

Hand-picked and grown by Westlands in Evesham, these tomatoes are a staple in any kitchen. Packed with vital nutrients and full of savoury sweetness, our heritage tomatoes are the perfect addition to any meal.

DID YOU KNOW!!!

The original wild tomatoes were not red – they were small, yellow, and berry-like!

Just a few varieties available below in our mixed boxes

RED GREEN TIGER TOMATOES

Attractive, fleshy fruit.
Red with green stripes.

PINK BEEF TOMATOES

Vibrant pink in a large beef tomato.

ELECTRIC YELLOW ROUND TOMATOES

GREEN TIGER TOMATOES

Visually appealing, ripe & sweet when green. Brilliant for salsa.

SAN MARZANO TOMATOES

Classic Italian cooking tomato.
Full of flavour.

COEUR DER BOEUF RED BELL SHAPE TOMATOES

Gentle textured tomato for stuffing!

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