

CROP REPORT

August 2025





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 August crop report...



SPAIN

Spain has been issued with severe storm and hail warnings after a huge 100mm of water poured onto the area – leaving cars submerged in the rain waters.

Weather warnings have been issued for 25 Spanish provinces, with eight places put on an orange caution, by Spain's State Meteorological Agency (AEMET). Shocking images showed the aftermath after a staggering 100mm of rain fell in just one hour in the city of Tarazona, in the Zaragoza province. The banks of the Ebro River, which runs through the city, were put on a red alert on Friday 18th July.

The most severe damage was done to citrus crops, a main crop in the Plana Baja region, as the weather event affected nearly 5,000 hectares of this crop, leading to losses of over 22 million Euros. Vegetable, melon, watermelon, avocado, olive, and almond crops were also impacted.

Due to the heavy hail, the sector expects the lowest Clemenules harvest ever in the province of Castellón. The trees were also significantly defoliated, which will inevitably lead to additional losses next season. This is affecting the current season with avocado and melons and also the season to come with citrus starting later in the year.



POTATO NEWS



We're currently seeing a clear distinction in the market between high-quality, correctly stored old-season crops and the more abundant, but variable quality, whole crop new season.

The 2025 potato planting season has concluded under favourable conditions in major production regions, marking a significant improvement over 2024's delayed start. According to the Irish Farmers' Association (IFA), crops are developing well despite persistent dry spells across parts of Europe. However, growers and traders are navigating shifting consumption trends and increased competition from early-season imports, particularly from Egypt.

In the U.K. and Ireland, earlier planting has supported robust crop establishment. However, regional weather variability is becoming more pronounced. While some areas have seen adequate rainfall, eastern U.K. regions remain severely dry, with some districts recording just 16–20 mm of rain since early February (Met Office, 2025). This has delayed emergence, particularly on heavier soils, raising concerns over yield potential if dry conditions persist.

Warmer temperatures have reduced demand for traditional potatoes, with retailers reporting a 15–20% increase in salad sales. This has kept prices down and currently old season stored potato is competing with the earlier arrival of new season.

While the 2025 potato season has started well, challenges such as erratic rainfall, shifting consumer habits, and import competition will shape outcomes.

Vegetables

COURGETTE

U.K. production is in good supply with steady pricing, quality is very good.



TENDERSTEM BROCCOLI

U.K. supply has been limited, Spain has had a heat wave which has meant a reliance on Kenyan. Kenyan is upto 50% more expensive due to the air freight costs.



ONIONS

The U.K. onion was planted in great conditions like most crops, the very warm

weather and heat waves we have had, have shut down the onion growth and burnt off the tops preventing any further sizing growth in some areas.

The U.K. onion crop started to be lifted mid to Late July and is looking to finish by September. The onion this year being lifted has a smaller % of larger onions than expected due to the growth stopping.

These larger sizes help compete against the Spanish which bring their prices down to compete. Spanish onions has also experienced heat waves, hail and torrential rain which is keeping the prices high.

The Dutch and U.K. new arrivals will bring the price of the Spanish down so we are expecting prices to drop in August to compete.

CAULIFLOWER & BROCCOLI



Most of the brassicas have been under strain through July with the heat and lack of rain. Prices have risen and good quality has been more challenging, therefore Dutch cauliflower has had to be brought in to maintain quality – but the price is significantly higher.



RED CABBAGE

Is also struggling with no heat and growth with new season, again due to the heat and lack of rain.

LEEKS

Speaking with our local growers, the leeks are doing well. They are getting a few showers a week which is helping. Quality remains good.



CARROTS & PARSNIPS

No change on carrots, quality remains very good.

KALE

Quality remains stable and availability is very good.



Fruit



UK APPLES

We see the new season Bramley apple starting, this comes in a much darker green coloured skin,

and as we move away from expensive cold stored, we see the prices reduce.

These apples cold stored through the year form the last harvest to provide a constant supply to allow consumers to enjoy them year round.

Each year in the U.K. we eat around 100 million fresh Bramley apples and 250 million Bramley apples that have been processed.

APPLES

We will be moving over from Southern hemisphere fruit to U.K. and French new season. Prices will start to come down a little.



AVOCADO

Peru availability is strong, however volume coming through is mostly in the larger sizes

so smaller fruit is under price pressure.

Quality is performing well and dry matter levels are starting to increase so stubborn ripening is becoming less of an issue.

Colombians have switched focus from US to EU due to lack of US demand which is picking up the shortfall on the smaller sizes, but their heavy rains means quality is not as good.

Kenya will not appear until late Aug/Sept as Peru's shorter transit times hold favour currently.

MANGO

Currently good quality from Dominican Republic and small volume from Mali.

In the next few weeks Kent variety availability tails off and will be majority Keitt variety from Egypt and Brazil. There have been shortages on the market recently merely due to delayed vessels.



STONE FRUIT

Spain continues with shorty supply with peach nectarine and Apricots as originally reported, keeping prices higher than average.



STRAWBERRIES

The volume availability has eased from previous weeks due to the high temperatures. Prices have returned to more normal levels.

DAMSONS

We have started stocking end of July. This year they will be smaller than previous as the last part of their growth requires rain to gain size and we haven't had much.



Fruit



CHERRY

U.K. cherry has been excellent quality due to a warm spring, innovative local varieties, and modern farming techniques.

With production rising sharply in Kent and other areas, U.K. cherries are sweeter, juicier, and available for a longer season.

One fruit that has benefited from the extra sunshine and hours of daylight over the last few months mean that British cherries will not only be bigger than in recent years but also sweeter and juicier.

The warmest U.K. spring on record has also resulted in the largest predicted yield for three years,

The U.K. cherry industry has transformed over the past two decades thanks to more and more British growers seeing better yields by using dwarf rootstock grafted onto new tree varieties.

These produce much smaller trees that can be grown in plastic tunnels, creating a micro-climate with temperatures similar to the Mediterranean and protecting the fruit from inclement British weather.

These new smaller cherry trees can now be picked by workers on foot rather than ladders, enabling British cherries to remain competitively priced

It has meant that U.K. cherry production is once again thriving and is now so strong that British growers are this year set to produce an estimated 8,000 tonnes of cherries – around four times the harvest in 2018.



RHUBARB

Has been under some strain from the lack of rain and recent dry weather. End of July saw some rain which has helped.

CITRUS – ORANGE / EASY PEELER

We are currently using South African varieties of easy peel. The quality is very good, prices remain steady.



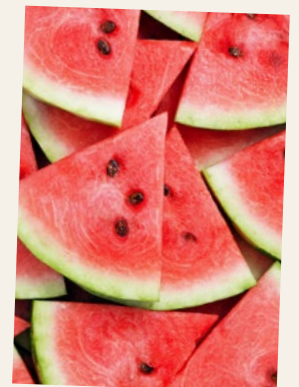
LEMONS

Lemons are still in good supply from South Africa and also Argentina. There is strong demand from Europe and the far east which is holding prices steady.

MELONS

There is no real changes to availability. There has been some damage due to the storms but not enough to affect supply.

Murcia and Alicante are producing a good supply of watermelons with some later crops from Almeria still coming through. Galia, cantaloupe and honeydew prices are holding level with good quality.



Salads



ROUND TOMATO

July has seen less volume available after crops producing very high yield over the past

few months.

The metamorphosis of the plants also changes as when they experience a drop in production now at halfway through the season, not only the volume decreases but also the size of the fruit improves for a while. Therefore, there is some larger fruit available, mainly 57/67mm size but very limited smaller fruit 47/57mm size. This is likely to continue for a couple of weeks until the plants regain stability.

AUBERGINE

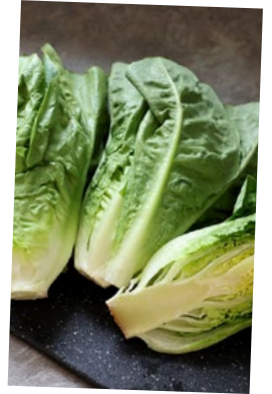
The overall volume available between Belgium and Holland has kept decreasing during the latter part of July and as a result prices have slowly kept increasing.

Growers have seen a significant lack of yield in relation to previous weeks. The limited local U.K. production is also keep price a little higher. The quality is generally very good.



ICEBERG / LITTLE GEM AND COS LETTUCE

We have had enough rain to keep the quality and availability good on U.K. lettuce, grown in a different area to the more exotic variety (lollo biondi, lollo rosso).



LOLLO ROSSO / OAKLEAF / LOLLO BIONDI

Our local grower has been irrigating to keep the lettuce in good condition. There have been a few rain showers which always works better as it reaches and covers the whole area unlike irrigation.

Dairy News

BUTTER AND CREAM PRICES STAY WHIPPED UP

Cream and butter prices are likely to stay elevated through summer due to constrained supply and strong demand

Farmgate milk prices and retail milk should remain stable and the next month there sees no changes.

Rising costs and inflation led demand can make adjustments at consumer level later in the year. Fat based dairy may see substitution towards cheese, yoghurt or non-dairy alternatives.

Butter has risen as a result a little over the summer.





BUYERS CHOICE - DAMSONS



Damsons - are small, tart fruits long celebrated in British orchards and kitchen gardens.

With their deep purple skin, firm yellow-green flesh, and intense astringent bite.

Historically, damsons were introduced to Britain by the Romans and cultivated throughout medieval monastic gardens. Their ability to thrive in poor soils and cold winters made them a reliable fruit crop, while their high pectin content suited them perfectly for preserves.

KEY FACT!

DAMSONS ARE RICH IN
VITAMINS A AND C,
DIETARY FIBRE, AND
ANTIOXIDANTS.

DID YOU KNOW...

- Stones of all members of the Plum family as well as apple and apricots and lots of other fruits contain a cyanogenic glycoside called Amygdalin. This can metabolise in your body to produce Cyanide! It's not really a risk though as the stones would need to be crushed and processed for it to have any effect. Any stones that are eaten pass through your system intact.
- Damsons are rich in vitamins A and C, dietary fibre, and antioxidants.
- Damsons are commonly used to make delicious jams and jellies due to their high pectin content.
- Damsons can be preserved in sugar syrup or dried for later use.
- Pectin is a soluble fibre and a heteropolysaccharide found in the cell walls of fruit and vegetables. It is commonly used as a thickening agent on cooking and baking, especially making jams and jellies, due to its gelling properties.
- The high fibre content in damsons aids digestion and helps prevent constipation.
- Damsons can be preserved in sugar syrup or dried for later use.
- During World War II, Damson plums were used to make jam for soldiers due to their long shelf life.
- They are self-fertile, meaning they do not require another tree for pollination.



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