

CROP REPORT

November 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 November crop report...



POTATOES

As the potato harvest approaches, industry stakeholders assess the impact of recent weather on crop yields.

In Scotland, conditions have been favourable, predicting average or above-average yields. However, the outlook in England is less certain. The prolonged hot and dry weather means English growers' outcomes will hinge on irrigation capabilities, according to market sources. If yields and quality are compromised, expectations of a supply surplus might be moderated, sources say.

While data on UK planted area for 2025 is unavailable, EU potato area increased by 5.5% y-o-y, suggesting potential for a larger harvest. Despite cautious predictions, some anticipate continued high supply. It's unclear if rainfall shortages will impact supply levels and prices.

Vegetables



ONIONS UK

UK and Spanish onions have slowly been coming down in price.

There is still speculation on volume based on bulb size.

CAULIFLOWER

UK Cauliflower is readily available, French will be making an appearance in December. Prices have slowly started to rise.



BROCCOLI

UK Broccoli volume is starting to decrease, its expected to finish towards the end of

November/ beginning of December.

We will be moving over to Spanish. Spain has already started in small volumes.

TENDERSTEM BROCCOLI

We are still on the UK crop; the weather has been mild and not too much rain.



If the weather changes and we have a cold frost for a long period for example, this will slow/stop the crop, and we will have to move over fully to Spanish and Portuguese supply. In the meantime, we will be having a little Spanish and Portuguese as the UK crop is just slowing down on growth.

Vegetables

BRUSSEL SPROUTS AND TOPS



We've been supplying Brussels sprouts for several weeks now and can also provide the tops with 48 hours' notice.

We will also see the prepared sprouts towards the end of November when the Christmas parties start.



CARROTS & PARSNIPS

UK crops are in good supply and quality prices remain stable.

RED CABBAGE/WHITE CABBAGE

Steady consistent supply, quality is excellent and stable prices.



COURGETTE

Spanish supply will continue to increase. Prices have been slowly easing.

The quality has been excellent.



LEEKS

No change here, great quality, consistent supply and no movement on price.



KALE

No change, consistent great quality and availability. Prices also remain stable.

Fruit



FORCED RHUBARB

This is now available on order, currently from Holland then moving onto UK.

Its worth checking the price before ordering as its very expensive.

UK APPLES

We have all the UK apples available to pre-order – Russet, Cox, Braeburn and Gala.



STRAWBERRIES

UK has now finished except small volumes of glass house.

Dutch / Belgium has already started and will continue with supply into December but will be high priced. Egyptian will start in small volumes in November, continuing to increase throughout the month. There should be availability of airfreight South African straws throughout the month also.

BLACKBERRIES

Dutch / Belgian blackberries will be coming to an end.

Volumes from Mexico and Guatemala will increase and quality should improve.



BLUEBERRIES

Airfreight berries from Peru / Argentina / South Africa will be available.

Sea freight should start to arrive in higher volumes in the second half of November. So we may see a blip in prices until sea freight arrives. The fruit is typically strong and blues from South America are large and firm.



RASPBERRIES

The UK season has now finished.

Volumes from Spain and Morocco will start to increase in November. Quality is excellent.

POMEGRANATES

The volume from Spain has been steadily increasing and is still expected to increase further during next week with the most popular “Valenciana” variety.

Prices have started strong and still holding, particularly on the most favourite sizes as the quality is also exceptionally good.



Fruit



CRANBERRIES

We will start to stock small volumes leading up to the end of the month and into the Christmas season. We will need a little notice until then.

EASY PEELER

We will be moving away from the Nadorcotts with the very dark skinned and sweet juice to the light skinned Spanish.

Colour and taste will improve as the season continues.



LEMONS

As the South African season finished early, we have started the Spanish season at mid-October.

Skin finish quality will start to improve but the availability is down on all Spanish citrus this year and mentioned in earlier reports, so all prices are expected to be higher this season.



MELONS

Supply and quality is very good on all lines.

Supply from Spain continued longer than anticipated and has meant Brazilian fruit arrived onto a deflated marketplace.

Salads



ROUND TOMATO

Belgium and Dutch supply continue to reduce in volume; prices are steadily rising.

Spanish and Moroccan fruit have started in small volumes and isn't expected to kick in until mid-November. Last year we saw some high prices in that period.

SPRING ONION

UK is also finishing, and we will be moving over to Mexican and Egyptian supply.



ICEBERG/ LITTLE GEM AND COS LETTUCE



UK production has been steadily decreasing as we come to the end of the season.

Leaf moves to Italy, France and Spain from the UK.

Salads



PEPPERS

Quality and volume has been reducing, so we have been more hand to mouth to keep the quality good.

Spain has already started but not all growers.

LOLLO ROSSO/OAKLEAF/LOLLO BIONDI

We see the end to the UK fancy lettuce and move over to French and Spanish.

Prices will rise as expected, quality is excellent.



Dairy News

MILK SURPLUS PUTS PRESSURE ON DAIRY PRICES

Record milk volumes have resulted in building up of stocks whilst demand remained subdued.

Whilst milk price announcements for October have been mixed, those for November are showing a number of very sharp falls which will start to damage farmer confidence.

Overall price movements on UK wholesale markets have seen a big shift over the quarter. Prices stayed fairly steady in July and August, however, rising milk volumes have started to pressure commodity prices in

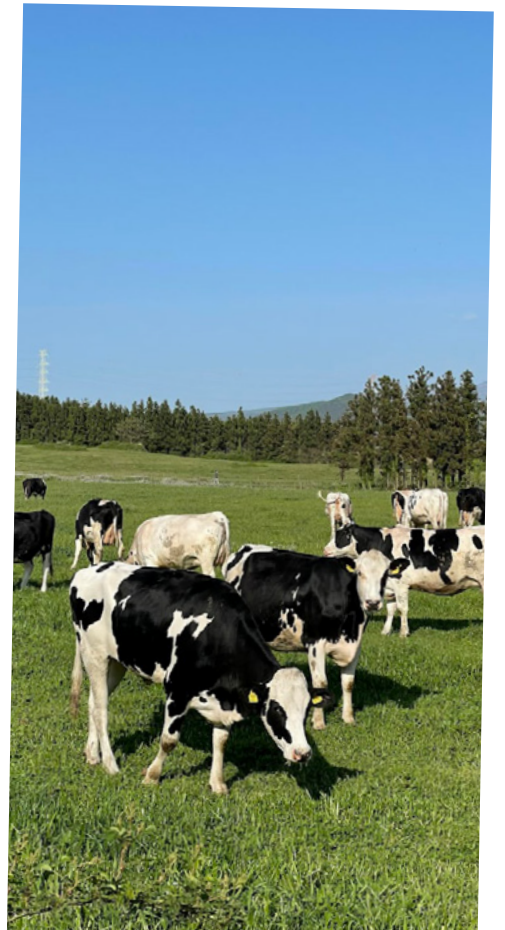
September. Butter and cheese prices have seen a significant decline in September month-on-month following the lead on the continent.

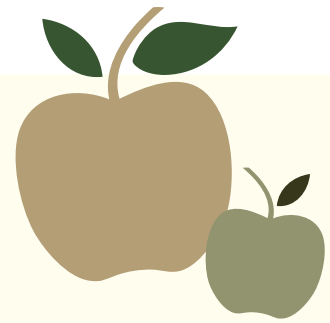
Butter stocks have been said to build because of increased production on the back of continued high milk supplies.

After a steady start, bulk cream prices began to fall away in September compared to August.

Mild cheddar prices followed the trajectory of butter pricing, with a substantial drop of month on month.

These reductions will filter through but not straight away, one to watch.





BUYERS CHOICE - RUSSET APPLE



Dense, somewhat dry, cream-coloured flesh with a pleasant sweet-tart balance. often with a hint of clove.

Distinctive rich, nutty flavour with hints of pear, sometimes also clove. Best flavour emerges a couple weeks after harvest. The peel tends to be thick and somewhat astringent.

The word "russet" refers to the rough and dull skin found on some apple varieties, older varieties in particular. This rarely found on modern apples because it has been bred out over many decades.



In the majority of cases a russet apple will not have the crunchy flesh of other apples, it will be denser and moister. In some cases, Egremont Russet is a good example, the flavour is far more developed and pronounced.

A popular apple during the Victorian era. Cultivated on the estate of Lord Egremont at Petworth, Sussex (U.K.). First listed by Scott's Nursery of Merriott, Somerset, in 1872.



USAGE

A highly regarded heritage eating apple. Excellent when paired with cheeses; try it with a fully-ripened Brie. Sometimes used for cider. Russet apples are not

only delicious but also packed with essential minerals and vitamins that contribute to overall health. Here's a summary of the key nutrients found in russet apples:

🍏 **Vitamin C:** Strengthens the immune system and supports collagen production, which is important for skin, hair, and nails.

🍏 **Potassium:** Supports heart health and helps balance fluid levels within the body.

🍏 **Calcium:** Contributes to strong

bones and teeth.

🍏 **Vitamin K:** Assists in faster wound healing.

🍏 **Zinc:** Plays a role in immune function and wound healing.

🍏 **Magnesium:** Supports muscle and nerve function.

🍏 **Boron:** Supports bone health and may help prevent osteoporosis.

🍏 **Copper:** Supports iron metabolism and may help prevent anemia.

🍏 **Vitamin E:** Acts as an antioxidant and helps protect cells from damage.



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