FRESHVIEW
Foods Ltd

CROP REPORT

December 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 December crop report...

From Fields to Forks...

The latest updates on the marketplace to help plan menus, what to look forward to and what to avoid.

Fresh fruit and vegetables in the UK are facing pressure as global food inflation continues to influence the supply chain. Rising input costs, labour shortages, and unpredictable weather are affecting margins and availability for growers and suppliers.

Weather extremes have added to the strain. Warm and dry conditions in southern Europe earlier in the year reduced salad and soft fruit yields, while heavy rainfall in the UK and Ireland disrupted field vegetable planting. These conditions have led to occasional gaps and substitutions on store shelves, alongside calls for greater domestic production capacity.

Economists observe that while overall inflation is stabilising, food price volatility is likely to continue into 2026. Smaller British farms already operating with tight margins could reduce production if costs remain high, raising the risk of shortages.

Vegetables

Potatoes

This years crop has had a very warm summer and a very mild/warm spring. This has resulted in some cold stored potatoes starting to sprout. Cost of storage has increase to prevent sprouting.

Farmers have faced a punishing mix of extreme weather, high production costs, and volatile markets that make it harder to earn a living from one of our most familiar crops.

Although recent figures have shown that while some areas have reported decent yields with irrigated crops producing up to 60 tonnes per hectare, others have seen sharp falls where water was scarce or soils became waterlogged.

Did you know – Fish and Chips According to some media outlets, one of England's best-loved takeaways now costs an average of £11.23 a portion, up from £10.88 last year. One reported study of 240 top-rated chippies across the country found a growing north-south divide. Some prices in the south of England are now nearing £15 per portion!

Onions

UK crop is suffering from a larger % than normal poor-quality onions, the UK market is having to supplement with Dutch supply.

Spanish is coming through in good supply; prices are remaining steady for now.

Brassicas

The Summer of 2025 was officially the hottest since records began in 1884 following an unusually dry spring with rainfall 40% below the long-term average, the driest spring in over 50 years. Farmers have reported poor conditions for cauliflower.

Vegetables

Cauliflower

French Cauliflower is 3 weeks ahead of schedule, so there is an anticipation that the middle of December it could go short.

23°C in mid November! The French government has had to intervene as French auction has mostly gone unsold.

The UK crop has slowed and will also begin to tighten due to the colder weather and recent frosts we have been having. We have multiple supply options to combat these scenarios of shortages than can affect brassicas.

Broccoli

Spanish supply is now in full supply and prices remain steady and the quality is good.

Tenderstem Broccoli

The UK season has all but finished now as we move onto Portuguese, Spanish and some Egyptian. Availability, weather and quality all looks good for Christmas period so far.

Brussel Sprouts and Tops

Sprout tops are available to order, we will be stocking sprouts and also peeled sprouts to save some preparation time in the kitchens.

Red Cabbage/ White Cabbage

Is now mostly in cold store for the winter and spring. The stores are set to just above freezing to maintain quality.

Leeks

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

Carrots & Parsnips

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

Courgette

Spanish quality has been excellent.

Temperatures have been dropping, its 2 degrees through the night so the volume has been dropping as the growth has slowed down. We could see market prices start to increase.

Kale

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

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Fruit

Seville orange

The harvest of bitter oranges takes place in Seville every December to February, sometimes March.

A curious fact is that Seville oranges of the Real Alcazar, the oldest royal palace in use in Europe, were traditionally donated for the British royal family. It's a tradition which started in the early 20th century that was lost and has now luckily been restored. The bitter oranges from the trees of the Real Alcazar reach Buckingham Palace in the form of jam.

The conversion of citrus fruits into jam is already taking place in the residence of the British Ambassador of Spain, Hugh Elliot, who recently thanked the director of the Real Alcazar for the gift and assured that the oranges are "very much appreciated".

UK Apples

A few of the early varieties will be dropping off now, we will still have russets, cox and Bramley available as they move into cold store.

Forced Rhubarb

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

It's worth checking the price before ordering as its very expensive.

Blueberries

We will continue with Peru / South Africa / Argentina throughout December.

Supplies from Chile will commence at the end of December.

Strawberries

UK Strawberry is all finished bar some heated greenhouse supply for retail.

The Dutch and Belgium volumes will decline as we move over to Egyptian and some Moroccan fruit Mid December all being well.

Blackberries

supply will continue with Mexican and Guatemalan blackberries throughout December.

It is now the very end of the Dutch/Belgian season with supplies ending at the start of December.

Raspberries

UK Raspberry is all finished and we will be sourcing Moroccan and Spanish fruit.

Redcurrants

We will start to increase our stock holding leading up to Christmas, supply from Holland.

Stone fruit

South Africa has already started with air freight peach and nectarine, apricots and plums.

Prices will come down over the coming weeks.

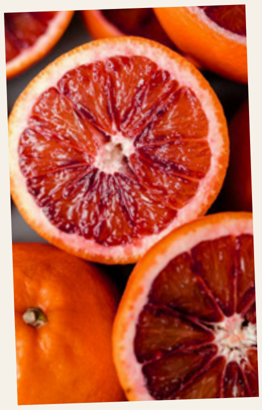
Fruit

CRANBERRIES

We have been stocking Cranberries for a few weeks now and will continue through the Christmas period.

2025 cranberry market has seen a significant increase in production and demand. This is due to rising health consciousness and also new tariff reductions in India have created a surge in import sales.

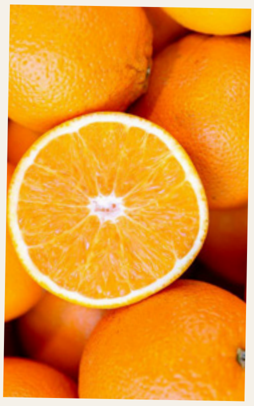
BLOOD ORANGES



My favourite citrus of the year, the blood orange will make its appearance in December from Italy.

We are just waiting for the first frost to trigger the internal cells to the red pigmentation needed, for its titled name. Again, the further into the season the more the red flesh and the amazing sweetness comes through. We will have to wait for the new year before the red skinned and fleshed Sanguinelli blood orange starts.

CITRUS



Most citrus is from Spain now as the Southern Hemisphere comes to a close, with the exception of limes which comes from Brazil.

A reminder that Spain is 30% down this year and fruit sizes are larger this year.

EASY PEELER

December will see more Spanish clementines and satsumas.

The colour and flavour will improve as the season matures.

LEMONS

Lemons like other Spanish citrus went through adverse weather conditions during flowering and fruit set stages.

Increased spring rainfall and higher than usual temperatures in June.

The frosts in January resulted in total losses estimated at 150,000 tons. The Skin finish this years is not as clean as previous years and the availability is down which has pushed prices up.

MELONS

UK storm Claudia caused some short-term disruption to container vessel arrivals, expected to resolve shortly.

Weather conditions have been good over the past week, with very light isolated low-level rainfall recorded at our suppliers two farms in the past week. Crop development is as expected. The short term forecast is warm, mostly sunny, low relative humidity, temperatures are from 23 to 37 °C, moderate winds, no rain expected. Overall availability remains good, we do not expect to see any issues or shortages.

Quality remains good, clean skin conditions with good brix sweetness levels.

Salads

Round tomato

Both Spain and Morocco keep slowly increasing volume week on week, and we expect crops to be in good supply by the end of this month.

The quality is very good so far, prices are remaining at reasonable levels.

Iceberg / little gem and Cos lettuce

Good and steady supply coming from Spain. Quality will continue to improve as Spanish temperatures drop.

Peppers

Peppers continue to be limited in availability, quality also remains mixed in the early stages to the season.

The Thrips virus is causing many hectares of loss and also affecting the appearance on the surface of the pepper. Market cost prices have risen to double figures, February this year the Spanish growers were already anticipating a difficult season.

Lollo Rosso / Oakleaf / lollo Biondi

Again good supply and great quality coming from Spain and France.

Quality will improve as the temperatures drop. Prices remain steady.

Dairy News

Dairy Market Downturn Deepens

There was no let-up in declining market sentiment as the month of November progressed and the price slump seen in early Autumn deepened further.

Milk supplies have continued to run at high levels and with a high build-up of stocks, processing and storage capacity alike is coming under pressure. Demand isn't bad but isn't sufficient to deal with these volumes:

Butter - prices continued to see the most pressure. The average butter price reduced this month. Cream and butter are locked in a negative feedback loop with price weakness on one driving further declines on the other.

Bulk cream - prices followed suit with average pricing sitting lower in November compared to October.

Mild cheddar - continued to decline, although not quite as heavily as butter.

Buyers Choice - Jerusalem Artichoke (British)

The British Jerusalem artichoke brings something refreshingly different to the plate, with its uniquely nutty, slightly sweet flavour and satisfyingly creamy texture adding a distinctive edge to any menu.

Deeply connected to the autumn–winter season, it sits naturally alongside hardy roots and seasonal British produce, giving chefs an ingredient that feels both rustic and refined. Its versatility is a major strength too — whether roasted, puréed, folded into soups, layered into gratins or added to vibrant salads, it offers real culinary flexibility and a premium, chef-led appeal.

Key Fact!

Flavour & texture improve after a light frost, making November a good time for UK grown supply.

Did you know...

- Despite the name, Jerusalem artichoke is not an artichoke (and not from Jerusalem) but is a species of sunflower whose tuber is edible.
- It contains inulin rather than starch, which means it can have interesting dietary properties (e.g., prebiotic fibre) — useful for health-led menu messaging.
- Because it is less common on menus, offering it can create a "novel ingredient" talking point for customers.

Menu suggestion

- Roasted Jerusalem artichoke & winter squash with sage butter, served alongside a braised red cabbage, for a visually rich seasonal side dish.
- Or a smooth Jerusalem artichoke and celeriac soup finished with truffle oil (luxury twist) — fits the November warming menu trend.
- Highlight on the menu something like: "***UK grown Jerusalem artichoke – nutty winter root in season now***".

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