

CROP REPORT

May 2026





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 May crop report...



POTATO NEWS

Free-buy potato prices have slipped sharply in recent months, with plentiful supplies across mainland Europe depressing the market.

The UK planted area is estimated to have remained broadly in line with last year's levels at about 120,000ha for 2025, which is likely to result in a potato crop of roughly 4.5m to 5m tonnes.

This puts UK production at a relatively low level by historic standards, but prices are still expected to remain under pressure due to forecasts for an exceptionally large European crop this year.

Potato growers have reported mixed yields across the UK this season, depending on levels of rainfall, with dry conditions leading to some quality concerns.

Vegetables



AUBERGINES

We will be moving over to Holland for Aubergines, the warmer weather at the end of April is helping the yield increase. Spain will continue to have availability.

CAULIFLOWER

The warmer weather in the UK and Europe has helped with a steady supply and an increase in yield size. Quality has been excellent.



BROCCOLI

Broccoli still remains limited and highly priced, although it has eased a little.

The gap in planting earlier in the year has caused gaps in supply. This should end in May. The quality has been very good and supply and prices should start to get better.

SPRING CABBAGE

Our Lancashire spring cabbage started two weeks early, quality is very good. This will run through until December now.



Vegetables

RED & WHITE CABBAGE

Remains good quality and all cold stored now.



COURGETTE

Spanish spring crop is rapidly increasing and the quality is excellent. Uk will be looking to start at the end of May.



HISPI

UK has now started in certain areas of the UK and prices have dropped a little. Lincolnshire is having to irrigate as there has only been 10% of the

average rainfall in April.

UK ASPARAGUS

is now more readily available and prices are at more sensible levels than the earlier heated options.



CARROTS

At some point in May the Strawed carrots supply will end, the quality could finish this sooner than

supply. We will then be moving onto imported carrot – French and Spanish predominantly.



LEEKS

May will see the end of the UK Season and we will move to French and Spanish options where prices will rise.



KALE

Great availability and quality.

Fruit



MELONS

Although Spanish melons from Almeria are available, they are limited in supply

and there is a stronger reliance from Brazil still.

Brazilian quality is excellent and we will stay on this until Mid-June when we will switch over to the Spanish Mercia season.



LEMONS

The primofiore lemon season concluded at the end of March, immediately giving way to the Verna campaign, whose harvest is forecast at around 290,000 tonnes, between 25% and 30% lower than the 2024/2025 season, which reached a record production of more than 400,000 tonnes.

Spanish Verna variety is typically an uglier, poorer skin finished fruit, which will run from April until the end of June, with a crop forecast between 25% and 30% lower than last year.

The sharp decline in Turkish lemon production, due to the impact of spring frosts in 2025, has allowed Spanish lemons to dominate European markets massively, reaching a market share of over 90%.

Nine out of ten lemons consumed in Europe this season are Spanish. This has allowed prices to remain profitable for both growers and marketers and has enabled the sector to pass on the increase in production costs caused by the war in Ukraine without affecting consumption.

We are moving over to South African lemon where prices have started a lot higher than the previous year. The transportation issues through the Middle East is leaving distribution uncertain for organising shipments to Europe.



STONE FRUIT

The Spanish stone fruit season is getting off to a good start this spring.

The relatively cold, wet and blustery spring has actually had a positive effect on the peach and nectarine trees. Thanks to the rain and cloud cover, the trees were able to make particularly good use of the high number of cold hours. This has led to good flowering and fruit set in the main growing regions. Southern Spain's first volumes will start at the end of April and early May.

STRAWBERRIES

UK strawberries will be starting, while Belgian volumes remain higher for the starting weeks of May. Spanish are continuing, but volumes are reducing.



Fruit

RASPBERRIES

will be continuing out of Spain, Portugal, and Morocco, with Belgian options presenting themselves but for far higher prices. We should start to see UK rasps towards the end of May.

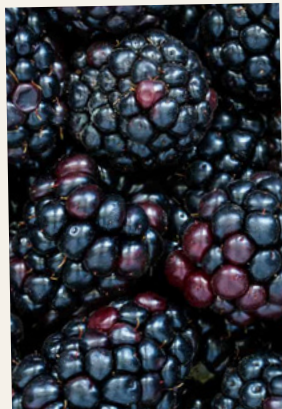


BLUEBERRIES

same as above, two weeks later start on UK.

BLACKBERRIES

Mexican landings coming to an end, we will be filling this immediate gap with Portuguese blackberries, and Belgian/Dutch growers starting towards the end of April in open punnets, this option will continue throughout May.



Salads

WILD GARLIC

This will finish this month, so make the most of its availability.



TOMATOES

Spain and Morocco have limited availability.

Both Belgium and Holland production is increasing, and we will be switch over at the beginning of May.

LITTLE GEM AND COS LETTUCE, ICEBERG

The UK crop will start mid May some lines a little earlier depending on the weather.



PEPPERS

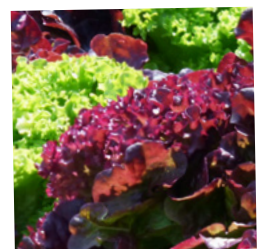
Like the tomatoes Spain is continuing with production but volumes are reducing.

With sources from Belgium and Holland, prices are slowly started to come down. Dutch quality is looking excellent.

LOLLO ROSSO/OAKLEAF/LOLLO BIONDI

Our Cheshire supplier will be starting small volumes of glass house this month.

We will be hopefully moving to out door towards end of May – weather pending of course.



BBQ SEASON HAS ARRIVED!

Celebrate the BBQ season with mouth-watering products and sizzling inspiration!



NEW

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BROCHURE!

Dairy News

MILD CHEDDAR

Cheddar prices have now eased back after the strengthening seen at the end of March and the anticipated ramp-up in prices has not materialised.

Demand is reported to be weak as buyers have already covered positions, and sellers are unwilling to sell much below their margin rate.

Plenty of cheese is available due to the high milk volumes so there is little urgency to buy.

The average price for mild cheddar was slightly lower than the last period.

BULK CREAM

Prices have lost much of the value gained in the surprise uplift in March with markets said to be incredibly volatile.

The ongoing situation in the Middle East drove buyer uncertainty and weakened demand.

The market has returned to fundamentals with the amount of milk and cream available remaining at record highs.

Prices fell over the period and UK prices are reported to be stronger than those on the continent.

BUTTER



As with the cream situation, the butter market has been very volatile and has lost all of the value gained in the first quarter of the year.

It is now sitting at the lowest price seen since September 2021.

Buyers are taking a much more cautious approach currently and stores throughout Europe are reportedly full. Plentiful (and cheaper) cream means people are churning and selling butter very cheaply.

Prices are weakening as milk volumes increase on the run-up to the Spring flush.



BUYERS CHOICE - HERITAGE UK TOMATOES

Heritage UK tomatoes combine exceptional flavour, vibrant colours, and unique shapes to create an unmatched selection.



Grown in Britain with care and expertise, these tomatoes bring rich taste and versatility to any dish.

From sweet and juicy to sharp and tangy, our Tomatoes are carefully selected to deliver consistent quality and freshness. Available as part of our Speciality Tomato Mixed Box, this range offers a perfect combination of variety and premium taste.

Heritage or Heirloom tomatoes are more than just a tasty addition to your salad; they carry a rich history and unique characteristics. Heirloom tomatoes are open-pollinated, meaning they rely on natural pollination from insects, birds, or wind. This natural process helps preserve their genetic diversity.

Culinary uses:

- They are perfect for fresh salads adding vibrant colour and flavour.
- Heirloom tomatoes make excellent sauces, with their rich, complex flavours.
- They can be roasted or grilled to bring out their natural sweetness.
- Sliced heirloom tomatoes are a delicious addition to sandwiches and burgers.
- They can be used to make homemade salsa, adding a unique twist to traditional recipes.



TIGER PLUM



TIGER CHERRY



SAN MARZANO



RED YELLOW ROMAN CANDLE



RED MARMONDE



RED GREEN TIGER



PINK PLUM



PINK BEEF



ORANGE ROUND



ORANGE MARONDE



GREEN/RED BEEFSTEAK



ELECTRIC YELLOW ROUND



COEUR DER BOEUF RED BELL SHAPE



BROWN CHERRY



BROWN BEEFSTEAK



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