



# freshconnect.

## Market

### REPORT

April 2024

## FRUIT

April seems to be a steady month, it's nice to finally see a bit more sunlight and warmer temperatures....although who knows how long this can last. We're halfway through Honduras **Melon** season (**galia, honeydew, water, ogen**). Everything seems to be smooth at the moment before transition over to Spanish season which we can expect around the middle of May. Moroccan berry season (**strawberries, raspberries, blackberries**) are struggling with size at the moment this is due to lower temperatures in the region. We should start to see better availability and value for money on the Dutch/Belgian **Strawberries** towards the end of this month. Every year we always look forward to **English Berry Season**, it's simply unbeaten and incredibly low for food miles, picked and in your kitchens sometimes by the following morning. We've heard from our growers in Kent & Chichester that we can anticipate the earliest availability towards the end of the month which is great news!



**Grapes (both white & red)** don't seem to be causing any problems with quality at the moment, **Plums** are in the same boat and great to consider for quality but both are still sitting a little higher price wise than we'd like. **Limes** on the other hand are an issue due to heavy rainfall in Brazil, affecting quality and production of the fruit. Our lovely **Nadarcotts** that were bursting with flavour will be sadly drawing to an end. We have Peruvian **Clementine's & Satsumas** to look forward to that will replace them in the coming weeks. **Lychees** were delicious whilst they lasted but the season has officially finished for now. We are still seeing very small volumes of **Blood Oranges** but quality isn't great and the flesh is pale and hardly any blood. Spanish **Stone Fruit (peaches, nectarines, apricots)** should be available from the beginning of May which is something to look forward to.

**Yorkshire Forced Rhubarb** is still coming in good but outdoor variety of **Rhubarb** is even better value for money at the moment. The difference in colour is that Yorkshire forced rhubarb is a Champagne colour and outdoor variety is more of a darker pink. **English Apples** will be coming to an end in the next few weeks so be sure to take advantage whilst they last as season won't restart until September time. We'll see European crops start shortly to fill in the gap over the summer.



## VEGETABLES

**Potatoes** are continuing to cause some serious disruption in the industry as a whole. Last year, the potato supply chain was impacted by several challenges that unfortunately lead to poor-yielding crops. This has resulted in the crops that were in storage being poor quality & rotting. Large amounts have also been left unharvested causing supply to tighten. The market have estimated an approximate 800,000 tonne shortage in potatoes this year and also delayed this planting season. As expected this has not only seen an impact on availability but also price on all varieties of **Potatoes**, including prepared goods. Despite this we are pleased to see **Jersey Royal Mids & Wares** gradually becoming better availability and more reasonably priced.



**Spring Green** is very limited availability at the moment as it's difficult to extract from the ground due to wet weather. **English Savoy Cabbage** is near enough non-existent now. We will have to rely on Portuguese product for the foreseeable. We are still experiencing some challenges with all types of **Kale (red, green, varigated)** and **Cavolo Nero (black cabbage)**.

On the root vegetable front, wet fields are causing an issue for **Parsnip & Carrot** meaning that English season is concluding earlier than normal. Transition over to Spanish/Israeli will be in the coming weeks and prices are going higher than average. **Swede & Beetroot (golden, candy, purple)** will follow suit in the coming weeks. **Sweet Potato & Butternut Squash** have seemed to ease making a great choice for a roasted vegetable option. **Broccoli & Cauliflower** also seem stable for the time being and we look forward to seeing Broccoli transition to English next month. **Purple Broccoli** is also a very popular choice and a little different to spruce up the plate! **English Green & Purple Asparagus** begun last month and we've seen improvements on the prices slowly dropping off as the season progresses. We'll hopefully see farm grown by the end of the month.

## SALADS

We have seen sightings of Dutch/Belgian **Peppers & Aubergines** which is a sign that summer is just around the corner believe it or not! We'll continue working Spanish until at least the end of the month due to inflated prices at the beginning of Dutch season. The quality of whole head **Lettuces (cos, iceberg & gem)** is not up to scratch, this is due to poor weather in Spain and slow transition of Spanish to English season expected next month. **Tomatoes** are stable at the moment, **Heritage Tomatoes** are a fantastic choice for a flash of colour and we have English to look forward too towards the end of the month. **Avocados** have improved with better volumes coming in and good quality so great for seasonal Spring salads.

## MUSHROOMS & FORAGED

**Wild Garlic** seems to be getting better each day, it's a real highlight and a great recommendation to add to seasonal menu changes. Check with the office regarding any foraged mushrooms that need pre-ordering. We should see small amounts of **St George's Mushroom** in time to celebrate on the 23rd April but season doesn't often seem to last long at all.

