



MARKET REPORT



Giving Your Spring Plate Some Love

APRIL UPDATE

Each month Dole provides an update on what is happening in the marketplace.

We explain which new lines we expect to see in the following month, the produce causing us concern and which lines are at their very best.

OVERVIEW

Don't be fooled by April! With evenings stretching out, bluebells glowing in the Easter sunshine, sporadic showers, a continuing parade of spring gems together with the transition over to the Dutch salad season; lets find out the kind of surprises April has in store.

The seasonal red carpet will be packed with a star-studded list of iconic produce lines ready to grace Spring menus and beyond.

To avoid any after-show disasters we will be highlighting the gradual shift from winter to summer salads, as well as highlighting the stars of the future. Potato supply continues to raise red flags and unlikely to improve anytime soon.

VEGETABLES



The Asparagus season officially commences on April 23rd although we do expect supply from our growers from around mid-month. The early asparagus has already started from the Wye Valley and we will see more availability at the beginning of April.

Wild garlic is the A-lister in the foraging world. This quite unique product, with soft earthy garlic notes, will be available in decent volumes through until mid-June.



Another big name appearing by mid-month will be Jersey Royals. Now you may choose not to blow the kitchen budget on the early indoor varieties, however, its arrival is always a welcome delight in the season and helps widen the choice of spring veg.

Summer cauliflower has started and is looking incredible.



Strong potato prices will continue with growers reporting a real possibility of further increases over the coming months. Two products arriving from Italy worth a shout are broad beans and fennel.

Both of these are incredibly underrated plus offer decent value. catch the last of the pink rhubarbs from Wye Valley before the season ends as we move on to the outdoor variety.

FRUIT



Strawberries season will start to appear toward the second half of the month with supply expected to start by month end or, more realistically, early May.

Expect to see the arrival of homegrown raspberries a few weeks later with Spanish products doing a decent job of filling the gap.



Melons will continue to arrive from the Southern Hemisphere with prices remaining firm. Spanish nadorcotts have been excellent this year and supply will continue through the month.

There may be a small amount of Spanish stone fruit starting to appear by very late month although it may be safer to factor in for early May. Grape pricing has been strong due to supply concerns, this looks to be easing as volumes are gradually improving with both red and green varieties.

SALAD



With Dutch products starting to gradually appear, this month we will have a hybrid supply of peppers, tomatoes and cucumber arriving mainly from Holland, Spain and Morocco.

I.O.W heritage tomato continues to arrive and are excellent for those Easter menus.



AT THEIR BEST

- Wild Garlic
- Asparagus
- Jersey Royals
- Italian Broad Beans
- Cauliflower
- UK Strawberries
- Italian Fennel

As the month progresses, the volumes from Holland will increase. Rocket, at its best this month, is an ideal product to inject a subtle peppery flavour on the plate.

This delightful product comes in 500gm bags, is a thrifty way to bulk up many offerings plus can be utilised in many hot and cold dishes.

PLANNING AHEAD?

- Strawberries
- Raspberries
- UK Salads
- Wild Nettles



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