



MARKET REPORT

Aug 2024



Stay at Home This Summer

AUGUST 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

This month expect a rich treasure trove of homegrown gems delivering layers of flavour, vibrant colours and an abundance of tantalising textures.

As we head into the sweet spot of summer watch out for an iconic foraged product, a revitalised classic root along with a full house of soft fruit all on show in the greengrocer's window.

Look out for a real stunner such as the Turkish figs arriving from Southern Europe together with a few Spanish beauties continuing to grace our shelves.

VEGETABLES



There are still a few products in the produce calendar that are truly seasonal.

Those gems that get our chefs positively salivating in anticipation of their arrival! Scottish girolles certainly come into that category.

This classic fungi is quite unique and unlike any other wild mushroom. Although it has a lighter texture, the earthy aroma with a very subtle sweetness is an absolute treat on the plate.

For potato lovers our growers are making some positive noises on the new season crop. While nothing is certain yet, we are hoping to see some easing on prices within the category.

We have started collecting new-season carrots from our local growers from across the country.

Expect this classic root to have an enjoyable sweetness, an absolute treat when gently steamed or eaten raw in slaws and salads.



Charred over hot coals, UK sweetcorn is a terrific option in the coming weeks. Look out for this late summer product arriving towards the end of the month.

Staying on the homegrown theme; ice-packed broccoli, cauliflower are in full flow and the quality is excellent.



FRUIT

Cherries continue arrive throughout July. The quality is excellent, deliciously sweet with a vibrant glow. Don't hang about as the season will end at the start of August.

Other soft fruit such as the humble blueberry is excellent. This superfood berry is packed with nutrients and ideal for sweet treats like ice creams, pancakes or muffins.

UK strawberry are still available from our local growers around the country.



The Turkish figs has finally arrived for the summer. This fruit from Turkey has a distinctive dark purple skin and a unique sweet flavour making it an absolute must on the seasonal menu.

Like their football team, the stone fruit from Spain has been quite sensational this year.

Apricots, peaches, nectarines and the quirky doughnut peaches have all been in decent supply.

Mid-month should see the arrival of the much-loved UK Victoria plums which always deliver on flavour.

SALAD

Do not miss out on radicchio this season. The product has been sensational this year.

UK whole-head lettuce, in general, are in good supply and looking in good shape for the rest of the month. Plum vine or Roma tomatoes are great option this month.



Summer and vine tomatoes goes like peas and carrots. The underrated fruit, with a delicate sweetness, is ideal to simply slice or take on a more intense flavour when slowly roasted on the vine.

Red or white chicory are an alternative in the coming weeks but prices are firm.

The slightly bitter leaves can add a dynamic crunch when eaten raw or take on a whole new level of flavour when gently caramelised.

PLANNING AHEAD?

- Sweetcorn
- Summer Squashes
- UK Apples
- Heritage Carrots
- UK Plums
- UK Damsons

AT THEIR BEST

- Girolles
- Tenderstem
- Blueberries
- Beetroot
- Cherries
- Carrots
- Turkish Figs



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