



MARKET REPORT



Growing into Summer

JULY 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

It truly is the sweet spot of summer with July delivering a plenitude of homegrown produce to assist in summer menu planning. A terrific range of vibrant green veg, earthy roots to add another level of flavour and a wonderful selection of berries coming through.

Keep an eye out for a few short-season classics that will help whip up some sweet fruity treats on the pudding trolley. However, the cooler temperatures along with high rainfall in June has made for some real challenges.

So which products will be kissing the badge as they celebrate the extra-time winner and what produce will be heading for an early bath... read on!

VEGETABLES



Lower than average temperatures have delayed the arrival of some key brassica lines.

Farmers have planted their crops later than normal due to waterlogged fields plus the growth rate was hampered by colder evenings.

We will be collecting broccoli, cauliflower and tenderstem by mid to late month which is around three to four weeks later than planned.



UK runner beans are a classic summer veg and offer great value. Peas continue to arrive in good volumes. UK broad beans too are also looking fantastic this time of year.



The earthy sweet flavour of UK beetroot will add an extra layer of flavour to so many summer dishes.

Carrots have been a real challenge lately; in July we expect to be collecting new season products from growers across the UK.



Potato prices remain strong this month. New varieties from Cornwall & Pembrokeshire have been popular with the Suffolk Maris Peer now making an appearance.

Your local depots continue to monitor the market and work with local farmers to keep a selection of potatoes to suit your needs.

FRUIT



Raspberries were late in arriving last month although have been quite breathtaking in this year's crop up and down the country.

Blackberries, which are next in line to join the parade of soft fruit, are due to arrive imminently.

This mid-summer fruit is renowned for its complex flavour with a subtle tartness, classically used in a crumble with a dollop of vanilla ice cream.



Gooseberries season is here! This product does have a short season so grab them while you can.

The arrival of homegrown cherries is always a great sign summer has officially arrived.

Volumes and quality are looking fantastic so get these at their best.

PLANNING AHEAD?

- Cherries
- Red & Black Currants
- Cauliflower
- Blueberries
- Kale

MILK & DAIRY

Milk and Dairy products coming under price pressure with Butter prices already firming in the past month.

SALAD

IOW heritage tomatoes continue to impress with their vibrant colours and flavours.

There have been reports coming through of English salad growers concerned about the heavy rainfall in June although, so far, this has not affected supply.



Dutch peppers, cucumber and tomatoes are all arriving in decent volumes.

AT THEIR BEST

- Blackberries
- Broccoli
- Tenderstem
- Gooseberries
- Cos Lettuce
- Oakleaf



Be sure to check out our website & sign up to your local depots mailing list