



MARKET REPORT

Summer's Finest Takes Root

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

As we move into the heart of summer, UK's natural larder is bursting with colour, flavour and no shortage of menu inspiration. From an expanding selection of soft fruit to vibrant brassicas and the first of the new-season roots.

Many of these crops have benefited from favourable growing conditions, delivering excellent flavour, quality and that all-important sense of place. Also wonderful this month are some impressive salad leaves.

They may not always grab the headlines, but these crisp, versatile crops prove that sometime the most understated ingredients can make the biggest impact on the plate.

Elsewhere, we'll take a look at what's shaping late-summer menus, from products just beginning to hit their stride to those waiting patiently in the wings. If there was ever a time to celebrate the very best of Summer Produce, July surely lays down a strong claim.

Alongside our homegrown stars, we'll also explore key Dutch imports, which continue to gather momentum and provide excellent quality across a range

VEGETABLES

July heralds the arrival of new-season root vegetables, with carrots leading the charge. These early crops are typically smaller in size but more than make up for it with their sweet flavour, delicate texture and vibrant, freshly lifted appearance.

Swede and parsnips will soon follow, instantly recognisable by their clean skins and newfound freshness. Broccoli has begun to arrive and continues to impress.

We have also begun collecting cauliflower, completing a remarkable hat-trick alongside the outstanding outdoor rhubarb that has become something of a seasonal signature.



UK peas remain one of summer's great pleasures. These Sweet, tender and packed with flavour, they are a reminder that sometimes the simplest ingredients are the hardest to beat.



Elsewhere, UK purple sprouting broccoli continues to perform well, while pockets of UK courgettes are beginning to appear. Fresh UK sweetcorn has also started, offering a wonderful way to bring colour, sweetness and a touch of sunshine to seasonal menus.

And if the weather gods continue to smile upon us, there is every chance the first Scottish girolles could make a much-anticipated appearance before month-end.

For chefs seeking further inspiration, look out for UK hispi cabbage, colourful heritage carrots and the exceptional Cyprus Spunta potatoes — a variety renowned for its versatility and superb eating quality.



FRUIT

Raspberries have exploded onto the scene this year. Bringing along their distinctive flavour — a wonderful balance of sweetness with just enough tartness to keep things interesting.

Joining them will be blackberries, and the ever popular cherries. To complete the set we must not forget the ever present blueberries and arguably the star of the show, strawberries. A staple accompaniment at Wimbledon.

If you're looking to add a touch of nostalgia to summer menus, gooseberries are well worth considering.



The retro favourite enjoys an almost cult-like following among chefs and food lovers alike.

Further south, the Spanish stone fruit season continues to impress. Alongside exceptional peaches and nectarines, we will begin to see Spanish plums arriving.

Consider them the warm-up act for one of late summer's true headliners — Victoria plums, which are expected to arrive in early August.



SALAD

Cos, lollo and oakleaf lettuces are all flowing through the door. Fresh, crisp and packed with character, they offer a fantastic opportunity to showcase UK grown salads at the height of the season.

UK flat lettuce offers a gentle flavour and tender leaves. Although not strongly flavoured, its light sweetness pairs beautifully with both subtle and more robust ingredients.

Radicchio is expected later in the month along with cherry vine tomato which add a new dimension to the plate.

These little flavour bombs taste fantastic when roasted with a sprinkle of sea salt.

AT ITS BEST

Raspberries
Blackberries
Cherries
Strawberries
Gooseberries
Broccoli
Cauliflower
Oakleaf

Elsewhere, the Dutch season continues to deliver. Tomatoes, cucumbers and peppers are arriving in good volumes, providing the consistency and quality that kitchens depend upon throughout the busy summer months.

Alongside these, UK heritage tomatoes continue to impress, bringing colour, flavour and plenty of menu inspiration.

Iceberg lettuce remains in excellent condition, while the often overlooked butterhead lettuce deserves serious consideration. They offer great value, delicate flavour and a softer texture, it provides an affordable way to keep menus seasonal, fresh and firmly rooted in summer.

COMING SOON

Leeks
Parsnips
Scottish Girolles
Turkish Figs



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