



MARKET REPORT – FEBRUARY 17



You may have seen the recent study from Imperial College London, extolling the wondrous health benefits of eating 10 portions of fruit and veg a day, instead of the usual five most of us already struggle to squeeze in.



These findings and advice have, of course, run parallel with one of the biggest shortages we've experienced in recent years – but fear not. Slowly but surely, prices are starting to reduce. There's still plenty of fresh produce to add to your menus this month, and the best news of all is that most of it is seasonally British.



Purple Sprouting Broccoli – one of the first of Britain's trusty brassicas to flourish every year – adds vibrance and colour to many dishes, and is locally-grown. Try it as a wintry alternative to asparagus.



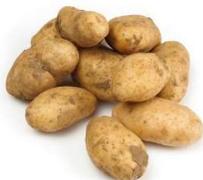
Continue the Great British Brassica theme with **Savoy and January King Cabbages**...and I'm struggling to think of anyone who doesn't love a smooth, warming **Cauliflower** cheese at this time of year.



Robust roots are also an excellent choice...the recent cold weather has been perfect for **Leeks** to thrive in particular. **Carrots, Celeriac, Swede** and **Jerusalem Artichokes** are all also in great seasonal condition, while **Potatoes** such as the newly-arrived Jersey Royals will add a hearty sense of fullness to your dishes.



Those wanting to offer light 'sense of springtime' salads will still find prices for **Salad Leaves** a little high, but rest assured they are starting to reduce with time, and we're finding that large leaf **Spinach** is one of the better value leaves at present. **Cos** and **Iceberg Lettuce**, along with **Aubergines** and **Courgettes**, are still pretty expensive, while **Radicchio** reaches its prime around now. The Dutch season for **Tomatoes** is about to begin, though there are many other varieties starting to flourish now.



On the fruit front, this is definitely not the right time for **Pineapples** – currently in short supply and hence a lot pricier, so if you want to add an exotic twist to your fruit salad, perhaps try **Lychees** instead, or an earthy **Fig**-based dessert, great with marsala wine.



Spanish **Navel Oranges** are always a great bet around now, along with phenomenally juicy **Blood Oranges** – and also from Spain, **Strawberries** and **Raspberries** are better value than other varieties around at this time of year. And don't forget to get those **Lemon** orders in for Pancake Day.



But for those who want to remain with the seasonally British theme, **Forced Rhubarb** really can't be beaten. Comice **Pears** are the best eating variety, while Cox and Braeburn **Apples** remain a faithful and trustworthy staple.



We hope you find our report helpful and that you enjoy celebrating the very best of seasonal British produce this February.