



MARKET REPORT – OCTOBER 2017



In season and at its best for October:

Fruit: Apple, Banana, Blackberry, Damsons, Elderberry, Pomegranate, Quince.

Vegetables: Broccoli, Brussels Sprouts, Cabbage, Celeriac, Garlic, Kale, Leek, Pak Choi, Parsnip, Peas, Peppers, Pumpkin, Runner Beans, Salsify, Sweet Potato, Swiss Chard.

Salads: Lambs Lettuce, Lettuce, Radicchio, Tomato.



Coming in to season: Cranberry, Date, Jerusalem Artichoke, Swede, Turnip.

Seasonal update

October heralds crumble time. With a juicy abundance of ripe apples and blackberries in full flow, warming desserts should be dedicated menu staples at this 'hibernation' time of year.



Vegetable-wise, we're spoilt for choice in Autumn. Roots provide the perfect base for hearty soups and casseroles, served with rich leafy greens like Kale, or for something more exotic, Pak Choi. The last of the beetroot, purple sprouting broccoli and sweet potatoes add plenty of colour and vibrancy to seasonal dishes, and Pumpkins are now readily available and in stock for carving scary Halloween faces, sweet pies and warming soups.



Farmers are planning to abandon crops in the wake of post-Brexit changes to EU migration

With post-Brexit farm headcounts running consistently low – as low as 15% in some cases – some UK farms have reported that next year, they plan to abandon labour-intensive crops such as broad beans and sweetcorn, simply because they can't find anybody to pick them.



Some farms have attempted to woo workers by raising wages and installing free WiFi for workers, but according to one Botley-based farmer, "we're not really flush with enthusiasm". In addition to more immediate staffing concerns, farmers remain worried about the potential long-term impact of altered UK and EU trading relations, particularly regarding custom duties for imported produce, and health and safety rules.



A globally interconnected fresh produce market sees record bookings for Fruit Logistica 2018

The fresh produce market has changed dramatically in recent years, becoming more globally interconnected than ever before. New links are constantly forged between sources and markets, from Italian demand for British cherries, to Indian tastes for European apples.



Fruit Logistica, the leading global trade fair for the fruit and vegetable industry to be held in Berlin next February, has reported a dramatic rise in exhibitor bookings directly because of this more intricate – and exciting – globally connected network.



Enjoy the falling of the October leaves, and we'll see you again in November!

