



**PremierFruits**  
Food Service Provider

## Headlines

Following footballer Marcus Rashford's incredible campaign to extend free school lunches throughout the half term, as a country we have witnessed an abundance of restaurants and local businesses coming together to show their support. We are proud to announce our involvement with Pho Restaurant's initiative whereby they are providing hot meals to those children in need.

The Premier Group has happily donated thousands of apples to this particular cause in the pledge to end child food poverty. We encourage all our customers to spread the word surrounding this issue and donate whatever they can to: <https://lnkd.in/dYkXkCe> and together we can fight to end child food poverty.

The month of November sees a significant shift in the origin of a number of fresh produce products. In the United Kingdom, November signals the end of the season for salads and leafy greens, alongside berries.

Additional fresh produce will see their origin change towards the latter parts of the coming month. Given the unprecedented times we find ourselves in, it must be noted that the quality of the produce received from our growing partners has once again been exceptional this summer.

The professionalism and hardworking nature of UK growers has been evident throughout the ongoing pandemic as they were able to feed the entire country. They were able to change their pack size to accommodate the shift from food service to retail, overcoming staff shortages by working additional hours and adjusting their business model in order to best serve the public.

The COVID-19 pandemic highlighted the importance of British growers and their essentiality in allowing the British public to consume the finest and freshest produce even in the hardest and most turbulent times. The Premier Group would like to personally thank the entire network of UK growers for their hard work and excellence throughout this period.





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## November Market Report

Out Now!

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## Food Service

Basil has been arriving from both Israel and Kenya with good quality however we have seen demand fall in recent weeks. If this continues to fall, we will reduce supply. Coriander supply has fluctuated in recent weeks with shortcomings present within the UK crop and imports from Israel proving troublesome. Spanish crop will be available from the start of November with Italian following suit later on in the month, this will make coriander supply more stable.

Continental Parsley, Sage, Rosemary and Thyme will come from our growers in Italy, who have good quality produce readily available.

Chives, Dill, Tarragon, Mint, will arrive to the UK mainly from Kenya and Ethiopia during the month of November. November will see the summer season of Girolle mushrooms come to an end. Yellow and grey Chanterelle mushrooms will become most prominent during the Winter months.

Cepes have been nothing but trouble this season in terms of quality and unfortunately this is predicted to continue. Pied du mouton and Trompette will be available and good quality.

UK Brussel sprouts, Sprout tops and Sprout stalks will be in full flow throughout November, and we will start to see them appear on a number of menus.

This is the time of year to have roasted Chestnuts on the go. UK Variegated Kale is currently of great quality, always looking good on any menu.

UK Purple Sprouting Broccoli proving very difficult now with limited availability and low quality.

UK Romanesco grown on the same farm as our cauliflowers and looking fantastic.

Excellent quality UK Bramley Apples perfect for desserts.



## Fruit

UK Bramley Apples, very good supply coming through daily now. European Braeburn Apples, Golden delicious, and Red Chief no issues with all fruit arriving in very good condition, sizing and flavour. Granny Smith Apples, very good fruit arriving although demand is down compared to last season. Royal Gala Apples, plenty of availability arriving daily, good colours and internal pressure have improved over the last month.

Apples Pink Lady, new season is due to start around the second week of November. Bananas, fruit arriving with no issues and demand in UK is steady despite COVID impact on food service. Kiwifruit, no issues with fruit still arriving from Italy in fantastic condition. Lemons, Spanish fruit will now be a lot more evident on the market. Colour and quality is looking very good so hopefully we are in for a good season. Melons, we will now be fully on Brazilian Galia, Cantaloupe, Water, and Honeydew until the new year.



# Fruit

So far, what we have seen looks very good with the only slight concern being the size of early season Watermelon. Grapes White, November is always difficult as European season ends so we move onto Brazilian and Peruvian produce, and although they are normally good fruit prices, we anticipate they will go up quite considerably.

Grapes Black / Flame, very similar to White but European will run around two weeks longer on Black and Flame varieties. Grapefruit Marsh, Grapefruit Ruby, fruit from Israel very expensive and not much being shipped to Europe. Turkey has fruit available, however it is not going to reach UK market in the volume we would expect until mid-November. Florida and Mexico don't have enough fruit for domestic markets so are trying to import from Europe. Spanish fruit is on a very good market but do not have the volume yet to sufficiently supply. Cyprus fruit will start in November so we should start to see a lot more availability towards mid-November.

Easy peeler, very good Satsumas from Spain and Clementines will also start arriving in very good condition throughout November, with high BRIX levels on both. Pears Conference, very good quality from Belgium arriving daily.

Pears Packham will continue to be supplied from Italy as they remain the best option for dessert pears until we see some Comice arrive on the market.

Oranges Eating, Spanish produce will be available throughout November although early season fruit will have low levels of BRIX and in general they don't reach the correct levels until the end of November.

Oranges Juicing, still very difficult and short in terms of the correct variety for juice and quality, this will remain until we start to see Salustianas around the second week of December. Plums are very difficult at the moment as Italian produce look like finishing early due to weather conditions. We are hoping to see some early Chilean fruit around mid-November to see us

through until the South African season starts. Peaches, Nectarines, we expect to see some South African fruit available around mid-November although it will be via airfreight and thus expensive. Cherries will also be available around mid-November although via airfreight.



# Vegetables

Potatoes, sales dropped through October with the uncertainty around COVID-19 restrictions and the potential closure of pubs and restaurants. Most potato liftings have finished, with high quality levels of crops.

We have been receiving some wonderful Jacket Potatoes with good sizes and clean skins. Rooster and Koffman Reds are always a popular choice. Big bold washed whites very good value. If you're looking for Chipping Potatoes why not try Linchip's Sagita variety or alternatively for baby new potatoes Koffman Peer are very good quality and value.

Broccoli, the UK will continue to be the main source of supply until we move fully over to Spanish crop during November.

Cauliflower, UK is arriving better now due to less rain over the past couple of weeks and providing we experience no heavy frost produce this good quality will persist throughout the month.

Leeks, no issues with very good quality on the UK and Belgium produce.

Cabbage, Red and White plenty of availability from our UK growers and very good value. Cabbage Hispi, good quality and availability from Portugal. Cabbage Savoy and Primo, the UK crop looks fantastic and very good value for money. Cabbage, why not go with January King variety which is always popular and also UK grown.

Carrots, UK crop no issues.

Butternut Squash, Portuguese and Spanish product available throughout November and good value.

Sweet Potatoes, Spanish and Egyptian available, good quality and value.

Onions, Spanish Grano variety still proving expensive for this time of year due to lower yields.

UK Onions, very good quality and value.  
Red Onions, fantastic UK crops arriving daily.

Beetroot, UK Candy, Golden and Purple arriving daily from our growers and very good quality.

Kale, UK from our growers in Lincolnshire will continue throughout November and remains very popular when in season.

Now is the right time of year for Swede, Turnips and Parsnips, all of which are grown by our wonderful farmers in the UK and are consistently of good quality and value.

UK Runner Beans, Broad Beans, and Corn on the Cob have now finished for the season.

Courgettes will continue from Spain until Moroccan season starts, the quality has been very good from the start of the season.



# Exotics

Avocado, very difficult for different reasons, namely demand in the UK is down due to pandemic. Despite one assuming low demand would equate to lower prices, less fruit is being exported to Europe due to it being classed as a perishable product and thus leaving the markets with a shortfall.

Asparagus, plenty of availability out of Peru with quality very good but high in price due to airfreight cost.

Limes, no issues with plenty of good fruit arriving from Mexico and Brazil.

Pineapples, smaller size fruit from size seven upwards proving very short forcing prices up, larger fruit lower in price but as equally difficult to find due to less demand in Europe.

Mangoes, very good fruit arriving from Brazil, ready to eat and good value throughout November. Pomegranates, some fantastic fruit arriving from Turkey and plenty of availability.

Padron Peppers will continue to be popular throughout November and this variety seems to be growing in popularity every year. Plenty of availability from Spain and Morocco.

Chillies, green long no issues with plenty of availability from Spain, red long not as easy this time of year as we wait for more availability from Spain.

Strawberries, always difficult this time of year as origins of supply are challenging with the best fruit available from Holland and Belgium, however very expensive and will not change until we see arrivals from Egypt around the end of November / start of December, although early fruit from Egypt will be via airfreight, thus expensive and also light in colour.

Raspberries, we will now move over to Spanish fruit but not easy to predict as early fruit is not hardy enough and suffers with cold night temperature to start with.

Blueberries, some fantastic quality arriving from South America, big bold fruit and fantastic flavour.

Blackberries, Belgium season is now in full flow with excellent quality of fruit with full colour and exceptional flavour.

Garlic, very good product arriving from Spain despite crops being down on last season.

Ginger, average in terms of arrivals to Europe still, however we would normally expect a lot more volume to Europe this time of year so prices are still up on where they should be, this is simply down to demand outweighing supply.

Beans Fine, Mangetout, Sugarsnap quality all very good, yet from a food service perspective demand is down, however due to airfreight prices remaining high this is keeping price levels above the same time last year. We have a steady flow of product from Kenya and Egypt which will also be sent to us around the first week of November.

Tenderstem Broccoli no issues which is unusual at this time of year, mainly due to the fact that demand is down as this is such a high food service volume line.

Papaya, very good fruit from Brazil still arriving daily, with the price still steady and good demand.

# Salads

Aubergines, we will begin to move over to Spanish crop now with good reports on quality and availability out of Spain. For the first couple of weeks they will run alongside Dutch and UK crops until they finish.

Capsicums, we will move over to full Spanish supply in November as Dutch produce ends. Reports from Spain are good with regards to smaller capsicums, but larger products aren't so positive due to the internal walls of the capsicums remaining on the thin side this early on in the season.

Tomatoes Round, Beef, and Plum will be a mixture throughout November as usual. Dutch and UK crops still available in smaller volumes. Spanish product will be good to go from the second week of November with Moroccan produce appearing around the third week.

Tomatoes Cherry, Cherry Vine and Baby Plum Vine, much more difficult with limited supply from Spain and Moroccan product not due to start until midway through November.

Cucumbers, we will move over to Spanish crop fully from November as quality and shelf life will be far better.

Lettuce Iceberg, Cos and Gem, we will start with our growers in Spain for winter season. Although at the beginning of the season lettuce weight can be down a little with greener heads and crisper consistency than any UK crop still available.

Lettuce Radicchio, no issues expected with good product arriving daily.

Lettuce Baby Rocket, Baby Spinach and Baby Mix Leaves, we will move over to our Italian growers now for the winter. Crops are very good and as usual quality is fantastic.

Lettuce Lollo Rosso, Oakleaf and Biondi, will be a mixture of some UK and French product until new Spanish crop starts around the second week of November.

Celery, will be UK until new Spanish crop starts around week three of November with Good quality still arriving daily from our UK growers.

Spring Onions, no issues with very good airfreight and Mexican produce arriving daily.

Fennel, no issues with good quality and volumes arriving daily. Chicory White and Red could be a bit more difficult in November as UK crop slows down, German crop is not ready, thus forcing everyone onto the Dutch market.





**PremierFruits**  
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**Premier Fruits Wholesale**

D36 49 New Covent Garden Market  
Nine Elms Lane  
Battersea London  
SW8 5JJ  
Telephone 0207 720 9012  
info@premierfruits.com  
Web: Premierfruits.com

**Premier Fruits Prepared Ltd**

A70-A72 New Covent Garden Market  
Nine Elms Lane  
Battersea London  
SW8 5EE  
Telephone 0207 720 0020  
info@premierfruits.com  
Web: premierfruitsprepared.co.uk

**Premier Foods Service Provider**

Unit 7 Brighton Fruit & Vegetable  
Market  
Hollingbury  
Brighton  
BN1 8AP  
Telephone 01273 559970  
sales@premierfruitsbrighton.com  
Web: premierfruitsbrighton.com

**Premier Foods Service Provider**

Unit 2  
Interim Distribution Unit  
New Covent Garden Market  
Nine Elms Lane  
Battersea London  
SW8 5EL  
Telephone 0207 720 7755  
info@premierfsp.com  
Web Premierfsp.com

**Premier Food Service Provider Ltd**

The Shed,  
Unit 2 Charbridge Lane  
Bicester  
OX26 4SS

Telephone: 01869 246164  
sales@premierfruitsoxford.com



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