



HARLECH

EST FOODSERVICE 1972

GWASANAETH BWYD

Fruit & Veg

FRESH INSIGHTS

Monthly Market Report – January 2026

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Welcome to our first ever bespoke Fruit and Veg Market Report! Brought to you by our knowledgeable fresh produce team, who have over 30 years of experience in the industry.

We'll try to keep it brief and to the point, advising you on what you need to look out for in the wonderful world of fresh produce during January.

You may think it's a drab month – and yes, we'd all rather be on a sunny beach somewhere, hiding from the tirade of agua coming from the heavens – but you may be surprised to learn that not all produce during this month is as dark and gloomy as the weather.

Highlights

Citrus – Peak Season for Spanish Citrus!

Spanish oranges, lemons and easy peelers are at their prime. This time of year is the perfect harvest period for all citrus crops, meaning we also get additional products that aren't available all year round, such as blood oranges and Seville oranges (for marmalade). They're at their best and taste fabulous.

Forced Rhubarb

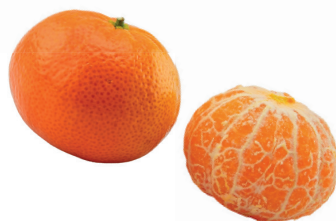
In January, we should receive the first of the UK forced rhubarb crop. It's a fantastic product with exceptional flavour and a wide variety of menu uses. While it isn't the cheapest rhubarb of the year, it's a real treat to introduce some early UK-grown produce into your kitchens. (Please check our BTO lists for availability or call our telesales team for updates.)

Micro Herbs

There's still plenty of opportunity to add colour and flavour to your plates with micro herbs and flowers. Many varieties are now available year-round, and even better, 80–90% of our supply is grown locally in North Wales.

January In-Season Produce

Apples, pears, beetroot, carrots, parsnips, turnips, swedes, kale, sprouts, Savoy and spring cabbage, leeks, celeriac, Jerusalem artichokes, onions and maincrop potatoes.



Things That Can Still Affect Supply

Frost – Frost can have a negative impact on the harvesting of many items, such as carrots, leeks and parsnips. This can cause prices to rise quickly as supply is reduced and harvesting costs increase.

Local Potatoes – We're hopeful that our supply of local dirty general potatoes will continue a bit longer into the new year than usual. Crops have been particularly good this year, meaning supply and pricing should remain steady.

January: Lower Availability / Higher Costs & Issues

Avocados, kiwis and imported tropical fruits; delicate imported salad leaves; non-UK tender vegetables; and cauliflower and broccoli, which are now imported.

Berries can be expensive and are often not at their best at this time of year. This is especially true of strawberries, which will typically be Moroccan, Egyptian or early Spanish, usually packed in 250g punnets.

Cranberry supply will end – and let's be honest, we're all probably glad to see the back of them for another year!

Key vegetable lines such as cauliflower and broccoli are now imported via Spain and France. While we can offer some stable pricing through January, it's worth noting that supply and quality can be affected by weather or transport issues in these growing regions.

