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FRUIT & VEG

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INSIGHTS**

Monthly Market Report – July 2026

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Welcome to our July Fresh Produce Market Report, brought to you by our experienced fresh produce team with over 30 years in the industry.

July is one of the strongest months of the year for UK fresh produce. The domestic season is now in full flow, with excellent availability across berries, salads, new season potatoes, summer vegetables and brassicas. Menus can really lean into colour, freshness and British-grown ingredients this month.

That said, July is not without its pressure points. Older stored crops are now being replaced by new season lines, some early spring products have finished, and weather remains a key factor across UK-grown salads, berries and field vegetables. Wider cost pressures around labour, energy, fuel and fertiliser also continue to influence the market.

This report highlights the key products to focus on this month, alongside the areas where flexibility and planning remain important.

Highlights – What to Focus On in July

UK Berries – A Real Summer Highlight

July is a fantastic month for British berries. Strawberries 400g (Code: 75377) remain one of the standout seasonal lines, with Raspberries 125g (Code: 67607), Blueberries 125g (Code: 86561) and Cherries 5kg (BTO Item – Call in to Order, Code: 14454) also featuring strongly.

Quality should be strong as volumes build, making berries ideal for desserts, breakfast menus, afternoon teas, fruit platters and summer specials. This is one of the best times of year to really showcase British fruit.

New Season Potatoes

New season potatoes are now a major focus. Jersey Royal Potatoes 6kg (BTO Item – Call in to Order, Code: 19442) remain available, while Cornish New Potatoes (BTO Item – Call in to Order, Code: 12312) are now in full swing, and Pembroke Earlies should be featuring more prominently.

These crops bring a fresher eating quality compared with stored maincrop potatoes and are ideal for lighter summer dishes. As stored potato quality continues to tighten, new season options offer a strong alternative both in quality and menu appeal.

Courgettes & Courgette Flowers

UK Courgettes (Code: 84006) should now be in good supply, offering better consistency and value as the domestic season builds.

Courgette Flowers (BTO Item – Call in to Order, Code: 14031) are also worth highlighting this month. They bring a premium, seasonal feel to menus and work particularly well for chefs looking to add something more specialist and eye-catching to summer dishes.

Peas, Broad Beans & Summer Vegetables

Fresh Peas (BTO Item – Call in to Order, Code: 60754) and Fresh Broad Beans (BTO Item – Call in to Order, Code: 26392) remain strong July lines, offering freshness, colour and a clear seasonal message.

We should also see good availability on summer vegetables such as fennel, radish, spring onions, beetroot, runner beans and French beans. These are excellent additions to lighter plates, salads, sides and summer specials.

UK Crops – Strong Availability

Lettuce, Leaves & Salads – UK lettuce and leaf crops should now be well established. Quality is generally much better than during the earlier Spanish-to-UK transition period, although sudden heat or heavy rain can quickly affect delicate leaf crops. Salads are a strong category for July, with cucumber, tomatoes, peppers and leaves all more suited to lighter summer menus.

Broccoli & Cauliflower – UK Broccoli 4.5kg (Code: 57310) should now be more available, helping reduce reliance on imported product. Cauliflower is also in season, with better domestic availability expected. As always with brassicas, weather can still influence quality and pricing, particularly during periods of heat or heavy rainfall.

Carrots – New season carrots should now begin to replace older stored crop. This should help improve quality, although pricing may still fluctuate as supply settles.

Summer Cabbage & Spring Greens – Summer cabbage and spring greens remain useful lines for July. These can offer better value and consistency compared with some imported alternatives and work well across a wide range of menus.

Lines Now Finished or Becoming Limited

UK Asparagus – UK asparagus has now largely finished for the season. Any remaining availability will be limited, so menus should move towards other British summer vegetables.

Wild Garlic – Wild garlic has finished and should now be removed from seasonal menu planning until next year.

Purple Sprouting Broccoli – Purple sprouting broccoli has now come to an end. Standard UK broccoli is the better seasonal option moving through July.

Stored Maincrop Potatoes – Stored maincrop potatoes are now under increasing quality pressure. Larger grades, especially bakers, may become more difficult as the season progresses. New season potatoes are the better product to focus on where menus allow.

Fruit – Summer Availability Builds

Strawberries, Raspberries & Blueberries – British soft fruit is one of the strongest areas to focus on in July. Strawberries 400g (Code: 75377), Raspberries 125g (Code: 67607) and Blueberries 125g (Code: 86561) should continue to improve in quality and availability throughout the month.

Cherries & Currants – Cherries 5kg (BTO Item – Call in to Order, Code: 14454), blackcurrants and redcurrants are all worth considering this month. Availability can be short and weather-dependent, but they offer excellent seasonal appeal.

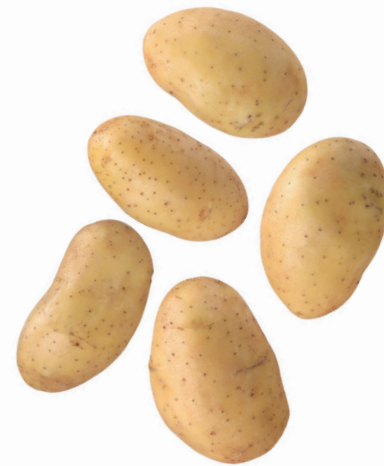
Stone Fruit – Peaches (BTO Item – Call in to Order, Code: 82832), Nectarines (BTO Item – Call in to Order, Code: 42010), Apricots (BTO Item – Call in to Order, Code: 14860) and Flat Peaches (BTO Item – Call in to Order, Code: 33664) are now more available from Northern Hemisphere supply. Quality should be improving compared with early-season fruit, although it is still worth monitoring ripeness and eating quality.

Melons – Spanish melon supply should now be well established, offering better quality and consistency compared with earlier long-distance supply.

Citrus – Citrus has now moved away from Spanish supply and into Southern Hemisphere product. This can bring some variation in appearance, price and eating quality.

July In-Season Produce (Best Value & Quality)

- UK strawberries 400g (Code: 75377)
- Raspberries 125g (Code: 67607)
- Blueberries 125g (Code: 86561)
- Cherries 5kg (BTO Item – Call in to Order, Code: 14454)
- Jersey Royal Potatoes 6kg (BTO Item – Call in to Order, Code: 19442)
- Cornish New Potatoes (BTO Item – Call in to Order, Code: 12312)
- Pembroke Earlies (Coming soon)
- Courgettes (Code: 84006)
- Courgette Flowers (BTO Item – Call in to Order, Code: 14031)
- Fresh Peas (BTO Item – Call in to Order, Code: 60754)
- Fresh Broad Beans (BTO Item – Call in to Order, Code: 26392)
- UK Broccoli 4.5kg (Code: 57310)
- Cauliflower
- UK lettuce & leaves
- Cucumbers
- Tomatoes
- Summer cabbage
- Radish
- Spring onions
- Beetroot
- French beans
- Runner beans
- Fennel
- Peaches (BTO Item – Call in to Order, Code: 82832)
- Nectarines (BTO Item – Call in to Order, Code: 42010)
- Apricots (BTO Item – Call in to Order, Code: 14860)
- Flat Peaches (BTO Item – Call in to Order, Code: 33664)



Supply Watch – What Could Affect Pricing

- Weather sensitivity on UK berries and salad crops
- Tightening quality on stored maincrop potatoes
- Transition from old season to new season carrots
- Heat or heavy rain affecting brassicas and leaves
- Ongoing pressure from labour, fuel, energy and fertiliser costs
- Imported citrus now moving to Southern Hemisphere supply

July is generally a strong month for availability, but weather can change things quickly, especially on soft fruit, leaves and field-grown vegetables.

Planning Ahead – August & Peak Summer Season

As we move into August, we should expect continued strength across British summer produce.

Key lines to begin planning around include:

- UK berries continuing
- More summer vegetables
- Sweetcorn starting
- Runner beans and French beans
- UK tomatoes, cucumbers and salads
- Early signs of new season apples and plums later in the month

Forward planning around peak summer produce can help keep menus seasonal, colourful and cost-effective.



Key Takeaway for July

July is one of the best months of the year to showcase British fresh produce. Berries, new season potatoes, courgettes, peas, broad beans, salads and brassicas all offer strong seasonal opportunities.

The key this month is to lean into UK-grown summer produce while staying flexible around weather-sensitive lines and older stored crops.

As always, our fresh produce team is on hand to support you and help you make the most of the season ahead.