



HARLECH

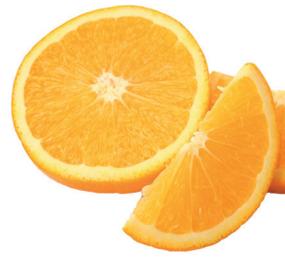
EST **FOODSERVICE** 1972

GWASANAETH BWYD

FRUIT & VEG

**FRESH
INSIGHTS**

Monthly Market Report – March 2026



Monthly Market Report – March 2026

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

March is very much a transitional month — the bridge between winter resilience and the first signs of spring. While we're still relying heavily on stored UK roots and imported salads, we begin to see early seasonal shifts, subtle price movements, and a few exciting lines returning to the spotlight.

March is also Expo Month! It's the perfect opportunity for us to meet in person and come and see some of the produce we can offer you. Come say hi and even taste or take some produce away to trial.

As always, this report highlights what's performing well, what to watch closely, and where you can protect both quality and margin on your menus.



Highlights - What to focus on in March

UK Roots – Still Strong, But Seasonal Shifts Ahead

Carrots – As we approach the end of the current UK season, it's normal to see some upward pricing pressure — a pattern shared across most root vegetables at this time of year. Current crops are largely strawed, meaning they're insulated from cold weather, and we're not expecting any major supply issues. There is even potential for UK crops to last through until the new season.

Swedes – UK supply is holding up well despite some harvesting disruption due to weather. Overall availability remains steady.

Leeks – Supply has remained strong thanks to relatively mild conditions. Provided frost levels stay low, we don't expect significant change this month.

Cabbages & Brassicas

Red & White Cabbage – Steady supply with no major issues reported.

Savoy Cabbage – We'll typically see a seasonal switch from UK to Portuguese supply during March. A price rise alongside that transition is normal.

Spring Cabbage & Kale – Currently sourced from Spain, with good availability. UK crops are expected around May.

Broccoli – Spanish supply remains stable despite recent weather challenges. March is also the time to start thinking about UK Purple Sprouting Broccoli, which should begin appearing more prominently — a fantastic seasonal addition to spring menus.

Cauliflowers – Still largely imported. UK crops normally begin April–May. Recent wet weather could affect the early domestic crop, but it's too early to determine any impact.

Early Signs of Spring

Wild Garlic – Another fantastic seasonal option for your menus this month is the start of the wild garlic season. This much-loved ingredient brings bold flavour, vibrant colour, and a real sense of seasonality to dishes. Look out for its addition to our specialised pre-order range during March — availability will be limited and very much seasonal.

Jersey Royals – These little treats usually begin to appear in March. If you're looking to introduce an early seasonal special, keep an eye on our specialist pre-order range during March and April. They won't be cheap — but they are a true seasonal highlight and a strong menu signal that spring is on its way.

Potatoes – A Month to Watch

This is the time of year when we rely heavily on stored UK produce until new season main crop harvest begins in summer. While availability is currently good and prices are stable, history tells us that pressure often builds from March onwards. Larger grades — particularly bakers (40's) — are typically affected first as higher-quality stored crops begin to dwindle.

Looking ahead, there is industry talk of some farmers reducing planting for the 2026/2027 season, but it's far too early to predict what that may mean long term.

Imported Lines & Fruit

Leaves & Salads – Still predominantly imported from Spain. Recent wet weather in southern Spain may affect quality in some lines during March.

Courgettes – Pricing has remained high due to reduced Spanish supply and weather conditions. We expect this to ease gradually as conditions improve.

Berries – Still imported from Spain and Morocco, but supply and quality should begin improving compared to the winter months.

Oranges & Lemons – Remain in good supply, with strong eating quality.

Blood Oranges & Seville Oranges – Now finished for the season.

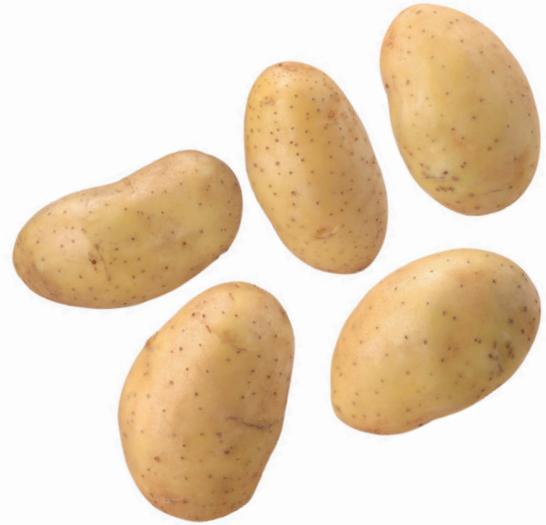
Forced Rhubarb – Still available and now becoming more reasonably priced. March is an excellent time to feature it more heavily — colour, flavour and British provenance at a better value point than earlier in the season.

Apples – Some UK varieties, including Cox, will begin to wind down as we move through March.



March In-Season Produce (Best Value & Quality)

- Carrots
- Swedes
- Leeks
- Red & white cabbage
- Savoy cabbage
- Spring greens & kale
- Purple sprouting broccoli (UK)
- Maincrop potatoes (stored UK)
- Oranges & lemons
- Forced rhubarb



Supply Watch – What Could Affect Pricing

- Seasonal end-of-crop pressure on root vegetables
- Spanish weather impacting salads and tender vegetables
- Transition from UK to European cabbage supply
- Stored potato quality gradually tightening

Planning Ahead – April & Early Spring Menus

With Easter approaching next month, now is a good time to begin planning for lighter, greener plates, increased salad usage, and seasonal specials featuring Jersey Royals or purple sprouting broccoli. Forward planning around these shifts can help protect margin while maintaining quality and consistency.

Key Takeaway for March

March is a month of steady supply with gentle seasonal transitions. Most UK winter lines remain dependable, but we're beginning to see the natural tightening that comes before the new season arrives. Lean into UK roots and brassicas while they're still performing well, monitor potatoes carefully, and start preparing menus for the freshness of spring.

As always, if you'd like guidance on forward planning or seasonal alternatives, our fresh produce team is here to help.