



MARKET REPORT

Summer at Full Strength

AUGUST UPDATE

Each month Dole provides an update on what is happening in the marketplace.

We explain which new lines we expect to see in the following month, the produce causing us concern and which lines are at their very best.

OVERVIEW

As we move into the very heart of summer, nature's larder continues to reward us with an abundance of outstanding seasonal produce.

The range of soft fruit continues to grow, joined by one of the true heavyweights of the seasonal calendar that never fails to excite chefs and food lovers alike.

Further south, Southern Europe delivers another standout arrival, while Spain continues to provide a wealth of flavour-packed produce that perfectly complements our homegrown stars.

We'll also explore some of the challenges that have accompanied a drier-than-usual summer and what they could mean for availability and quality in the weeks ahead.

Looking beyond August, we'll cast an eye towards the first signs of late-summer produce beginning to emerge, helping forward-thinking chefs plan menus with confidence.

For anyone passionate about cooking with the seasons, the weeks ahead are a genuine treasure trove. Vibrant colours, contrasting textures and bold, natural flavours are all there for the taking, making this one of the most inspiring periods of the year to build menus around the very best produce available.

VEGETABLES

You may notice carrots looking a little smaller than usual. This simply marks the transition from maincrop to new-season roots. With their clean skins, sweeter flavour and wonderfully fresh character, they are perfect for vibrant salads, crisp slaws or served simply as a colourful seasonal side.



As maincrop Maris Piper potatoes reach the end of their season, they become more prone to sprouting in warmer conditions. Keeping stocks tight and storing them in a cool, dark place will help maintain quality until the new season gathers pace.



Also worthy of a place on your shopping list are UK beetroot, UK courgettes and fresh UK corn on the cob — all delivering the colours, flavours and versatility that make August one of the finest months in the seasonal calendar.

Both broccoli and cauliflower continue to struggle due to the record breaking heat wave.

FRUIT



Summer fruit is now approaching its glorious peak. Alongside outstanding strawberries and raspberries, cherries and blackberries are also in full flow.

The quality has been nothing short of exceptional — beautifully sweet, packed with flavour and a wonderful reminder of just how good British soft fruit can be. Cherries, are notoriously fleeting, with a season lasting little more than three weeks, so don't leave them waiting in the wings.



For those planning ahead, Victoria plums and damsons should begin arriving towards month-end, marking the start of another much-loved season for pies, crumbles and preserve makers alike.

Meanwhile, Spanish melons continue to be genuinely sensational and are now at their absolute best. Whether it's Galia, Cantaloupe, Watermelon or the hugely underrated Honeydew, there has rarely been a better time to let these summer favourites take centre stage.



SALAD

The unusually dry weather experienced throughout the summer has presented challenges across several salad lines.

Iceberg and some of the more delicate products, including lamb's lettuce and pea shoots, have all felt the effects of the prolonged warm conditions.

Our Dutch growing chums have also reported periods of extreme heat, which restricted activity within glasshouses and coincided with strong seasonal demand. As a result, pricing has remained firmer across a number of key lines.

The encouraging news is that, despite these pressures, availability has remained good and our supply chain has continued to perform strongly.

AT ITS BEST

Cherries
Scottish Girolles
Blueberries
Carrots
Raspberries
Turkish Figs

Through close collaboration with our growers and procurement teams, we have maintained continuity of supply and avoided any significant disruption throughout the period.



COMING SOON

Apples
Victoria Plums
Damsons



Be sure to check out our website & sign up to your local depots mailing list