MARKET REPORT

Nov 2026



A Taste of Winter, A Glimpse of Christmas

NOVEMBER 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

November is the month when seasonal transitions really begin to shape the fresh produce market, influencing both availability and the menus taking shape in kitchens across the country.

The winter salad season is now becoming established, some homegrown brassicas will give way to imported alternatives, and soft fruit will increasingly travel from further afield to keep supplies flowing.

For many chefs, attention is already turning towards festive menus, with some looking even further ahead to the months beyond Christmas.

However, the legacy of the high temperatures and prolonged dry weather experienced over the summer continues to create challenges, putting pressure on availability, sizing and pricing across a range of key products.

With all this in mind, this month we'll take a closer look at what's happening across the market, what lies ahead and where seasonal alternatives may help ease the pressure on kitchen GP.

Because when the market keeps changing, knowing what to buy — and when to buy it — can make all the difference.

VEGETABLES



Red cabbage is looking absolutely superb, making it a natural fit for autumnal menus and the festive table beyond.

Rich in colour and flavour, it's a versatile addition to braises, slaws and seasonal sides. And sprouts? They're not just for Christmas, kids! This much-debated seasonal favourite is available now. Love them or loathe them, sprouts have plenty of potential beyond the traditional festive roast.

As temperatures fall, cauliflower and broccoli will gradually bow out for another season, with supply transitioning to Spanish cauliflower and French broccoli, respectively.

Potatoes, particularly bakers, continue to command firmer pricing, so a little forward planning remains worthwhile. Looking ahead to the festive rush, UK Chantenay carrots and parsnips, alongside Scottish carrots, are all looking in good shape for menu planning.

For chefs keen to introduce something a little different, UK celeriac, earthy white turnip and nutty Jerusalem artichokes are all worth considering. These often-overlooked roots bring plenty of character to winter menus without relying on the usual suspects.

The traditional orange pumpkin season is drawing to a close, but French Grey varieties will continue, alongside colourful mixed squashes. Their rich, sweet flavours make them ideal for adding depth to soups, purées, risottos and roasted vegetable dishes.

Finally, don't overlook chard as a colourful and practical way to add variety to the menu.

Rainbow and Swiss chard will be available throughout the month, offering vibrant colour and a welcome boost to seasonal vegetable dishes. Pre-ordering is advisable to help secure the quantities you need.

FRUIT



Strawberry season has finally drawn to a close, with Dutch product now stepping in to fill the gap. A word of caution as we head towards Christmas, though: the further we move from the homegrown season, the more flavour and texture can suffer.

Strawberries can become disappointingly bland and firm — with all the appeal of a turnip in disguise! The same seasonal shift applies to other soft fruits, with blueberries, blackberries and raspberries now travelling from further afield to maintain supply.

There is plenty to celebrate in the orchard, however, the new season of French Lady apples is arriving, bringing a crisp bite and a sharp, refreshing flavour.

UK apples are also in good supply, with Discovery, Cox and the sadly underrated Russet all offering something different for the fruit bowl and the kitchen. Russets, in particular, bring a distinctive nutty flavour that deserves more attention from adventurous chefs.

Pomegranates are another standout this month. Those jewel-like red seeds bring colour, crunch and a burst of freshness to autumnal salads, grain bowls and desserts. UK quince is also arriving, offering an intriguing option for chefs willing to experiment.

Its fragrant character and naturally tart flavour really come into their own when cooked, making it well worth considering for compotes, desserts and savoury pairings. Looking a little further ahead, there's plenty to anticipate as the citrus season gathers momentum.

Spanish satsumas — a classic sign that Christmas is on its way — are expected from late November into early December, alongside the arrival of blood oranges.

Marmalade oranges, or bitter oranges, are due later in December, just in time for those looking to get ahead with a batch of homemade marmalade. The message for November? Make the most of the excellent UK orchard fruit available now, while keeping an eye on the citrus newcomers waiting just around the corner.

SALAD

Spanish salad production is now in full swing, with growers cautiously optimistic about the season ahead. As ever, the weather will be the deciding factor and conditions will need to remain favourable to keep crops developing as expected.

While Spanish produce may not always offer the uniform sizing and appearance associated with Dutch-grown lines, there is certainly plenty of flavour to make up for it.

IN SEASON

- Red Cabbage
- Sprouts
- Quince
- Pomegranates
- Mixed Squashes



Prices remain on the firmer side, but have begun to level out, while availability across tomatoes, peppers and cucumbers is currently looking encouraging.

November is also a great time to introduce some hardier leaves to the menu. Radicchio, cos and endive all bring a more robust character, with distinctive bitter notes that work beautifully alongside punchier dressings, sharp vinaigrettes and richer ingredients.

They can add contrast, colour and texture to autumnal salads, helping them hold their own alongside the bolder flavours of the season.

PLAN AHEAD

- Cranberries
- Blood oranges
- Marmalade oranges
- Spanish satsumas



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