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GWASANAETH BWYD

## Fruit & Veg

# FRESH INSIGHTS

Monthly Market Report – February 2026



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

While February is often viewed as a difficult month for fruit and veg, with little seasonal UK choice but with the right focus, it can offer excellent value, strong flavour, and dependable quality. This report highlights the items that are performing well, alongside those that are best used with caution due to pricing, quality, or availability.

### Highlights - What to focus on in February

#### Citrus – Still the Star of the Show

Spanish citrus remains firmly in peak season. Oranges, lemons, limes, and easy peelers continue to offer excellent eating quality and value. Blood oranges are still available and at their best, making them ideal for desserts, salads, and drinks menus. Seville Orange (Marmalade) Oranges will be coming to an end soon.

#### UK Roots & Winter Vegetables

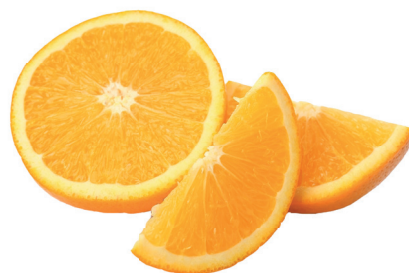
February is a strong month for UK-grown root vegetables, which continue to deliver on both quality and price. Carrots, parsnips, swedes, beetroot, celeriac, and turnips are reliable and versatile across menus. Jerusalem Artichokes are still available too.

#### Leeks & Winter Brassicas

Leeks remain a dependable UK line, and winter cabbages (Savoy, spring greens) continue to perform well. Kale and sprouts are still available, though sprout quality can vary we near the end of their season.

#### Forced Rhubarb

UK forced rhubarb remains available through February. While premium priced, it offers exceptional flavour and colour and is ideal for desserts, compotes, and seasonal specials.



## February In-Season Produce (Best Value & Quality)

- Oranges, lemons, limes, easy peelers
- Apples & pears
- Carrots, parsnips, swedes, turnips
- Beetroot & celeriac
- Leeks
- Savoy cabbage, spring greens, kale
- Red and White Cabbage.
- Onions & maincrop potatoes (local).
- Forced rhubarb (UK)
- Sweet Potatoes – although imported are a great value option for this time of year.



## Things that can affect supply in February

### Weather & Frost

Cold weather can still disrupt harvesting of UK roots and brassicas. Frosted ground increases harvesting costs and can lead to short-term price movements, particularly on carrots, parsnips, and leeks.

### Imported Vegetable/Salads Reliance

Key vegetable lines such as cauliflower and broccoli remain imported at this time of year, mainly from Spain and France, however the quality remains good and the price isn't too bad either. Salad items such as Tomatoes, Lettuce, Cucumbers and Peppers are all imported mostly from Spain as well. Weather or transport issues in these regions can quickly affect availability and quality.

## February: Lower Availability/Higher Cost Items

These items are best used cautiously in February due to price volatility, quality concerns, or reliance on imports:

- **Berries** – Strawberries, raspberries, and blueberries can be expensive and often lack flavour.
- **Avocados** – Pricing and ripening can be inconsistent
- **Tender salad leaves** – Especially delicate imported varieties
- **Tropical fruits** – Mangoes, papaya, and similar lines can be costly and not as good.
- **Cauliflower & broccoli** – Imported
- **Courgettes, aubergines & peppers** – Heavily imported and weather-dependent

## Key Takeaway for February

February is a month to lean into citrus, UK roots, and winter greens, while being selective with imported and out-of-season lines. Look at in season European produce such as Oranges, Broccoli and Sweet Potatoes to help with your menu gaps. Designing menus around these strengths can help control costs while maintaining quality and consistency.

