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FRUIT & VEG

**FRESH
INSIGHTS**

Monthly Market Report – April 2026

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

Before we get into this month's update, it's worth noting the continued impact of the wider global economic situation. Ongoing geopolitical tensions and conflict are continuing to affect key input costs such as fuel and fertiliser. While the full impact isn't always immediate, these pressures inevitably feed through into the fresh produce supply chain over time, influencing growing, harvesting, and transport costs. As we move further into the year, this is something we'll continue to monitor closely.

April is where we truly begin to see the shift from winter into spring. More UK lines start to appear, menus begin to lighten, and there's a noticeable change in both availability and customer demand. However, it's also a month of transition – particularly across European supply – which can bring short-term fluctuations in price, quality, and consistency.

This report highlights where the opportunities are this month, alongside the areas where a little extra planning can help protect both quality and margin.

Highlights - What to focus on in April

The Arrival of UK Spring Produce

UK Asparagus – April marks the start of the UK asparagus season – one of the most anticipated products of the year. Quality is excellent from the outset, and it offers a fantastic opportunity to showcase seasonal, locally grown produce on your menus.

Jersey Royal Potatoes (6kg box – Code: 19442) – Now becoming more widely available, Jersey Royals are a true seasonal highlight. As an early-season crop, they naturally carry a premium, but their flavour and provenance make them ideal for spring specials and lighter dishes.

Wild Garlic 1kg (Code: 26834) – Still very much in season, wild garlic continues to be a standout ingredient in April. Its bold flavour and vibrant colour make it perfect for adding a seasonal touch to a wide range of dishes.

Purple Sprouting Broccoli (Code: 17038) – April is typically peak season for UK purple sprouting broccoli. With strong quality and good availability, it offers a great alternative to imported broccoli and works well across a variety of spring menus.

UK Crops – Stable and Reliable

Potatoes & Carrots – UK crops continue to perform well, with no major supply concerns at present. As we move further into spring, we'll still be relying on stored produce, but availability and pricing remain stable for now.

Cauliflowers – A consistent season so far, with steady supply helping to keep pricing relatively stable compared to previous years.

Rhubarb (Outdoor – Code: 49332) – Outdoor rhubarb is now coming through, replacing the forced crop. This brings a welcome drop in price while still offering excellent flavour and versatility.

Salads & European Transition

April is a key transition month as Spanish supply begins to wind down and Dutch and early UK production start to take over.

This shift can often lead to:

- Short-term availability gaps
- Fluctuations in quality
- Increased price volatility

Lettuce – Early UK lettuce will begin to appear towards the end of the month, but for now, supply remains largely imported.

Tomatoes, Cucumbers & Peppers – These lines are still predominantly imported, with the transition between growing regions creating some inconsistency in both price and quality.

Onions (Spanish Supply) – We are currently seeing issues with Spanish large onions. As a result, we are now sourcing Chilean (southern hemisphere) product, which is offering improved quality but at a slightly higher price point.

Fruit – Gradual Improvements

Berries – Still mainly imported from Spain and Morocco, but quality and availability continue to improve as we move closer to the UK season, expected to begin in May.

Apples – Some UK varieties are now nearing the end of their season, meaning increased reliance on imported fruit.

Melons – At this time of year, we see fewer northern hemisphere melons, with supply coming from further afield in the southern hemisphere. This typically results in higher pricing and some variability in quality.

Stone Fruit (Peaches, Nectarines, Apricots) – Early imported lines are starting to appear, but can be expensive and inconsistent – best used selectively.

April In-Season Produce (Best Value & Quality)

- UK asparagus
- Jersey Royal potatoes
- Purple sprouting broccoli
- Wild garlic
- Carrots
- Potatoes (stored UK)
- Cauliflower
- Rhubarb (outdoor)
- Spring greens



Supply Watch – What Could Affect Pricing

- Transition from Spanish to Dutch and UK production
- Short-term supply gaps on key salad and vegetable lines
- Increased reliance on imported fruit
- Seasonal shift from forced to outdoor UK crops
- Ongoing pressure from fuel and fertiliser costs

April is a month where flexibility is key – short-term changes are common as supply chains adjust.



Planning Ahead – May & Early Summer Menus

With the UK season continuing to build, now is a great time to start planning for:

- Increased availability of UK salads and leaves
- The arrival of UK berries
- Lighter, fresher menu options
- Seasonal specials built around British produce

Planning ahead now can help you take full advantage of improved availability and pricing as we move into May and beyond.

Key Takeaway for April

April brings exciting opportunities with the arrival of early UK seasonal produce, but it also comes with the natural challenges of supply transition.

Focus on standout British lines such as asparagus, Jersey Royals, and purple sprouting broccoli, while remaining flexible on imported items where availability and pricing may fluctuate.

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

