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FRUIT & VEG

**FRESH
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Monthly Market Report – May 2026

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

May is where the UK season really begins to gather momentum. We start to see a wider range of British produce coming through, menus naturally become lighter and more vibrant, and there are more opportunities to lean into seasonal sourcing.

That said, May is still a transitional month. We are moving away from stored winter crops and late Spanish supply, while not yet being fully into the UK summer season. This can lead to some variability in quality, availability, and pricing across certain lines.

This report highlights where the opportunities are this month, alongside the areas to watch as the seasons continue to shift.

Highlights - What to focus on in May

The Best of British Spring

UK Asparagus - Now in the heart of its season, UK asparagus is performing well with strong quality and improved availability. Pricing should become more competitive as volumes increase, making it a great feature product for May menus.

Jersey Royal Potatoes (6kg - Code: 19442) - Still very much a seasonal highlight, Jersey Royals continue to offer excellent flavour and are ideal for lighter, spring-led dishes.

UK Berries Begin - We start to see the first UK strawberries coming through during May. While early volumes are limited, they signal the start of the British berry season and quality will continue to improve as we move into June.

Rhubarb (Outdoor - Code: 49332) - Outdoor rhubarb remains a strong and more cost-effective option compared to earlier forced crops, with excellent flavour and versatility.

UK Cucumbers, Broad Beans & Peas - Early UK crops are beginning to appear, offering fresh, seasonal alternatives to imported lines and helping to shape more British-focused menus.

UK Crops - Transition & Pressure Points

Carrots - As we approach the end of the UK main crop season, availability begins to tighten and prices are expected to rise - a typical seasonal trend.

Potatoes - Supply has remained good and pricing relatively low, however as we move further into stored crops, some quality issues may begin to appear - particularly on larger grades.

Leeks - UK season is coming to an end, with supply moving over to Dutch, French and Belgian produce. This transition is likely to bring higher pricing and some variability in quality.

Cabbage (Savoy & Green) - UK supply is now dwindling, which is leading to increased prices. Imported alternatives are available but at a higher cost.

Swede & Purple Sprouting Broccoli - Both are coming to the end of their UK seasons and will become less available as we move through May.

Wild Garlic - Now nearing the end of its short seasonal window - a final opportunity to feature this popular ingredient before it disappears until next year.

Salads & European Transition

May continues the shift away from Spanish supply towards Dutch and early UK production.

This can result in:

- Short-term supply gaps
- Quality inconsistencies
- Price fluctuations

Lettuce - Spanish season is coming to an end, and while UK crops are approaching, they are not yet fully established. Some quality issues may occur during this transition period.

Tomatoes, Cucumbers & Peppers - The move from Spanish to Dutch supply is underway. Peppers in particular tend to improve in quality during this switch, although prices can fluctuate in the short term.

Fruit - A Month of Change

Berries - A mix of imported and early UK fruit will be available. Quality is improving, but full UK availability is still building.

Stone Fruit (Peaches, Nectarines) - Northern Hemisphere produce is beginning to arrive. These lines can be expensive early in the season and quality may vary.

Melons - Spanish season begins, which should bring improvements in both quality and pricing compared to earlier imported supply from further afield.

Citrus - Spanish citrus season is coming to an end, with supply beginning to move towards the Southern Hemisphere. This transition can lead to some changes in price and eating quality.

May In-Season Produce (Best Value & Quality)

- UK asparagus
- Jersey Royal potatoes
- Outdoor rhubarb
- Early UK strawberries
- UK cucumbers
- Broad beans & peas
- Carrots (end of season)
- Spring greens

Supply Watch - What Could Affect Pricing

- End of UK main crop root vegetable season
- Transition from Spanish to Dutch and UK supply
- Quality pressure on stored potatoes
- Reduced UK cabbage and leek availability
- Ongoing cost pressures from fuel, fertiliser and labour

May is a month where opportunity and caution sit side by side - making flexibility key.



Planning Ahead - June & Early Summer Menus

With the UK season building further, now is a great time to prepare for:

- Full availability of UK berries
- Increased UK salad and leaf supply
- Broccoli moving into UK season
- A stronger focus on British produce across menus

Forward planning will allow you to take full advantage of improved availability, quality and value in the coming weeks.

Key Takeaway for May

May marks the true beginning of the UK fresh produce season, bringing exciting opportunities to showcase British-grown ingredients across your menus.

At the same time, the final stages of winter crops and ongoing supply transitions mean that some volatility remains. Balancing seasonal opportunities with flexibility will help maintain both quality and cost control.

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

