NATURE'S CHOICE

LONDONS FINEST

OCTOBER MARKET REPORT

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As September draws to a close, we are moving firmly into the autumn season. British apples, pears, squash, roots and brassicas are becoming increasingly important across the market, while many of the summer salad, soft fruit and vegetable lines begin to wind down.

The exceptionally dry 2026 growing season continues to influence availability. Although rainfall has brought some relief, water levels remain low across much of England and some later root and field crops continue to show the effects of the prolonged dry conditions.

At the same time, we are entering an important transition period as a number of UK-grown salad and vegetable lines gradually move towards Spanish and wider European supply for the winter months.

BRITISH APPLES & PEARS — NEW SEASON

The British apple and pear season is now well underway and represents one of the strongest areas of the market.
Gala, Cox and Bramley apples are available alongside an increasing selection of British varieties, while Conference pears are now in season.

GRAPES — EXCELLENT QUALITY

European grapes remain particularly good as we close out September.
French and Italian crops have benefited from the warm summer, with excellent sweetness and eating quality being reported.

SOFT FRUIT — SEASON WINDING DOWN

The British soft fruit season is now approaching its final stages.
British raspberries, blackberries and blueberries are gradually reducing as we move into October, with imported origins becoming increasingly important.
Strawberries remain available, although we should now expect greater variation in origin and pricing as domestic volumes are vastly reducing.

STONE FRUIT — END OF SEASON

Peaches, nectarines and plums are now reaching the end of their main season.
Quality and availability will become increasingly variable as we move into October, and we would recommend customers begin transitioning away from stone fruit on seasonal menus.

SQUASH & PUMPKINS — AT THEIR BEST

One of the highlights of the market at present.
British squash is now in excellent seasonal supply, with varieties including Butternut, Crown Prince, Spaghetti squash and smaller speciality varieties appearing across the market.
Pumpkins will also become increasingly prominent throughout October.It is a great time to introduce squash across autumn menus.

ROOT VEGETABLES

New-season carrots, beetroot, parsnips and other root vegetables are becoming increasingly important as autumn develops.
The prolonged dry weather experienced throughout spring and summer has affected some crops, with sizing and yields variable between growing regions.
Recent rainfall has helped conditions, but water availability remains an important factor and we will continue to monitor quality and pricing as crops move into their main autumn and winter period.

BRASSICAS

Broccoli, cauliflower, cabbage and kale are moving firmly into focus for autumn.
Supply and pricing has been heavily affected by the challenging growing conditions experienced this year, particularly the prolonged heat and lack of rainfall.
As temperatures cool, brassica quality should continue to strengthen, with Savoy cabbage, kale and other autumn varieties becoming particularly good seasonal options.

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SALADS
We are now entering the seasonal transition for many UK salad lines.
British lettuce, tomatoes and cucumbers are gradually moving towards the end of their domestic season, with Spanish and other European origins beginning to take a greater share of supply.
This transition can occasionally result in short-term fluctuations in quality, availability, sizing and pricing while new growing regions establish consistent volumes.

TOMATOES
British tomatoes are still available as September closes, although domestic production will gradually reduce through autumn.
We will increasingly move towards European supply as the season progresses.
Heritage and speciality tomatoes remain available, but customers should expect some quality and origin changes over the coming weeks.

COURGETTES & SUMMER VEGETABLES
The British courgette season is now drawing to a close, alongside several other summer-grown vegetable lines.
European supply will increasingly take over through October.
Sweetcorn and runner beans are also moving towards the end of their British seasons, so now is the final opportunity to make the most of these lines before availability becomes more limited.

MUSHROOMS & AUTUMN SPECIALITIES
Autumn brings a particularly exciting period for speciality mushrooms.
Wild and cultivated varieties become increasingly prominent as the season develops, alongside other autumn ingredients such as figs, cobnuts, chestnuts and Jerusalem artichokes.

Please speak to the team regarding availability of more specialist seasonal lines.

SEASONAL HIGHLIGHTS
British apples & pears
European grapes
Squash & pumpkins
Beetroot
Carrots
Leeks
Cabbages
Kale
Figs
Autumn mushrooms

WHAT'S FINISHING
British berries
Peaches & nectarines
Plums
British courgettes
Runner beans
Sweetcorn
British summer salads

LOOKING AHEAD
As we move further into October, expect autumn produce to take centre stage.
Pumpkins and winter squash will strengthen further, alongside apples, pears, roots, brassicas, mushrooms and other colder-weather lines.
Following an exceptionally dry UK growing season, our buying team are working closely with growers and suppliers to secure the best available quality and value across the market for our customers.

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