



EST.  2005

FRUIT AND VEGETABLE

MARKET REPORT

JULY 2021

EST.



2005

COUNTY SUPPLIES

HAND PICKED. HAND DELIVERED.

JULY 2021

■ Hello,

It was great to be featured in the Spring edition of the *Market Times*. A two-page interview celebrating County's history and how we managed to rebrand during this past year.

Having worked on the market for the past 34 years, this was a very proud moment for myself and County Supplies. A big thankyou to my team and late business partner, Peter May.



ROBERT HURREN
MANAGING DIRECTOR

■ **BEST OF**



VEGETABLES

- **JUST IN** Peas, Manor Farm, Stratford Upon Avon, UK
- Kohlrabi red & green, Portwood, Attleborough, UK
- Aubergine, UK
- Cauliflower, UK
- Globe artichokes, UK
- Broad beans, UK
- Baby veg bunched, Colchester, UK

- Hispi cabbage, UK
- Cavlo Nero- black cabbage, UK
- Watercress, UK
- Jersey mids-ware-pearls, Jersey
- New season garlic, France
- Tokyo turnips, Italy



FRUIT

- Raspberries, UK
- Gooseberries, UK
- Strawberries, Fiveways Farm, UK
- Gariguette strawberries, France
- Fraises de Bois, France
- Nectarines, Spain & France

- Zerbinati melon, Italy
- Cherries, Spain
- Apricots, Italy
- Limelon, Spain
- Peaches, yellow & white, Spain, France & Italy
- Apricots, Spain & France



SALAD

- Red baby gem, UK
- Nettles, Italy & UK (foraged)
- Lovage, UK
- Tomatoes Vesuvios, Italy

- Italian basil, Genoa, Italy
- Rocket flowers, UK
- Rainbow radish, France

ARRIVING AND DEPARTING



ARRIVING

- Pea flowers, Kent, UK
- Cherries, Kent, UK
- Courgette en fleur, Kent, UK
- Rocket flowers, UK



DEPARTING

- Wild garlic
- British beets & roots
(European crop available)

WILD FOODS



- Wild fennel
- Nettle
- Douglas fir
- Morel, Turkey
- Ceps, Spain
- Girolles, Bulgaria
- Elderflower
- Garlic capers,
- Black mustard
- Wild celery
- Chickweed
- Sorrel

JUNE TOP INSIGHTS



- We're looking forward to a stella crop of English gooseberries this year. Both quality & supply should be very good.
- English cauliflowers are improving in quality and size.
- The price of limes has increased due to supply now switching to the Southern hemisphere
- English salad crop is in full swing, and the quality is improving.
- Portwood asparagus has sadly now finished. Wye valley will continue for another month, but we can't guarantee consistency.



COUNTY NEWS

Do check us out in the Market Times

Getting to know: the story behind County Supplies

With more than 15 years of successful trading as a wholesaler on the Fruit & Vegetable Market, family-run business County Supplies now has a new image and a new location. We meet the team to find out more.

Below: main image: Robert Dyer, Managing Director of County Supplies, with his brother Oliver Dyer, Head Buyer. **Inset top left:** Robert and Oliver in France, Wild. **Inset right:** Li Hui, General Manager, Singapore. **Inset bottom:** Robert Dyer, Managing Director of County Supplies, with his brother Oliver Dyer, Head Buyer.

We have a shop 12 months for Fruit & Vegetable Market, County Supplies. As well as moving to a new location, the family-run business has launched a new brand look and feel, continued to successfully trade during the lockdown, and launched a new home delivery service offering convenient quality produce.

Based at New Centre Garden Market since 2010, County Supplies were professional business with the best fruit and vegetables, with the right amount of London charm. With their new motto, "Hand picked, hand packed and hand delivered", they make a quality promise to their customers. We spoke with Li Hui, County Supplies Customer Experience Manager, to find out a little more.

Q: The new branding looks amazing, what was it that inspired the change? It was a brave move given the circumstances. The new look is quite a bold move.

A: After launching our new website in April last year, we followed with customised vans, new uniforms and recently moved into a new warehouse. The new look County Supplies is complete!

All change...

What does it take to launch a new brand? County Supplies has a lot to tell us about their journey.

Meet the new look

County Supplies are proud of their team and products. They have already been working on a new brand and website for some time. In April 2020, following the introduction of a new logo, the team started to work on the new look. The new look is a bold move, as it represents a new chapter in the company's history.

County Supplies' family roots

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Hand picked, packed & delivered

County Supplies hand select their produce daily to look, feel, smell and taste great. They offer their customers a range of products, from fresh produce to value for money and a high quality service as the B&B. The new look is a bold move, as it represents a new chapter in the company's history.

Rebranding during the Covid-19 pandemic

Launching a new brand identity in the middle of a global pandemic could be considered a risky venture. How did County Supplies manage to pull it off?

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PRODUCE

SOURCED FROM THE BEST BRITISH AND EUROPEAN GROWERS

No matter the season, we've got the right produce for your kitchen. From exotic fruits and vegetables to the essentials, our consistent quality is what brings our clients back again and again.

We source locally to keep food miles low and maintain the right temperature for our products to preserve **their flavour and delicate quality for longer.**

[COUNTYSUPPLIES.COM](https://countysupplies.com)

