

FOODSERVICE SUPPLIER OF THE YEAR '22 & FINALIST '23

by
FRESH
AWARDS

EST.  2005

FRUIT AND VEGETABLE

MARKET REPORT

FEBRUARY 2024

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2005

COUNTY SUPPLIES

HAND PICKED. HAND DELIVERED.



FEBRUARY 2024

Hello!

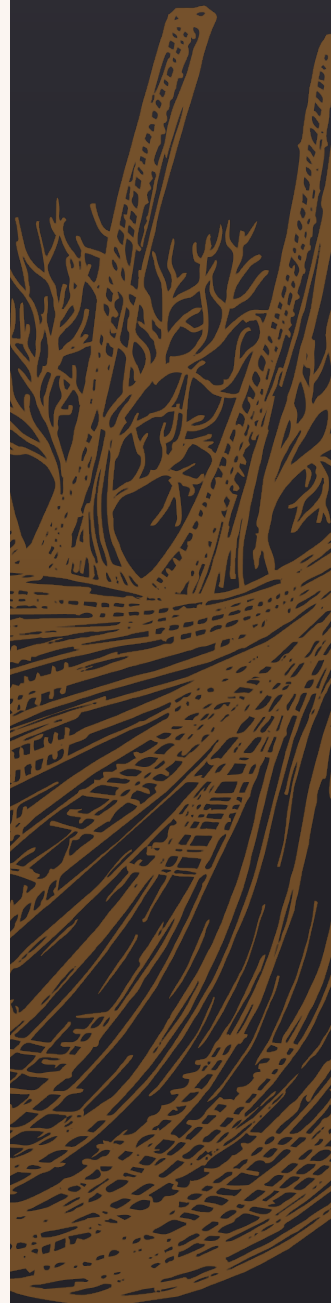
It may sometimes be viewed as a sleepy month but, upon closer inspection, February is a lot more action-packed than you might think! From flipping sweet and savoury pancakes to tasty Valentine Day meals – it's the perfect month to design some delicious new menus using this season's finest fresh produce.

Butternut squash and kale are at their best this month, with lots of other produce in season too – from old favourites such as apples and pears to winter cabbage, forced rhubarb, leafy oranges and the arrival of wild garlic. **With tons of root vegetables and brassicae available, it's also the perfect month for those heart-warming homemade soups and casseroles.**

So, let's squash the month – Happy February!



The County Supplies Team





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THE MARKET CHEF

Our *Market Chef* series is a celebration of how to cook with the best seasonal produce.

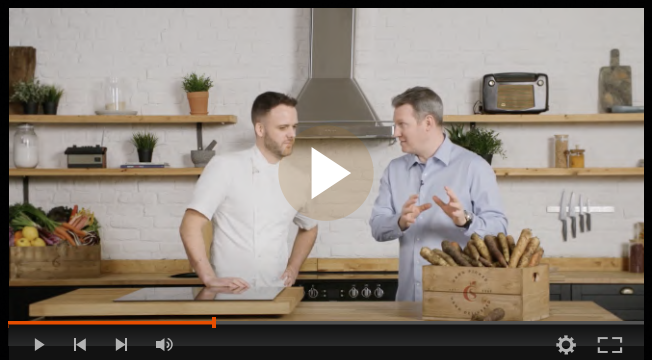
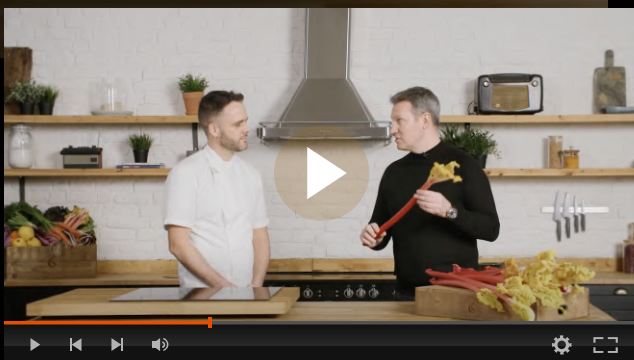
This month, one of our favourite chefs, Ryan Stafford plates up two seasonal dishes in the form of a rhubarb crumble – using this season's forced rhubarb from Westwood Farm in Yorkshire – and a hearty carrot soup featuring the finest heritage carrots from Royal Oak Farm in Ormskirk, Lancashire. Let's get cooking!

1. Forced Rhubarb Crumble & Coconut

A modern take on an old British favourite, this baklava shard crumble with poached rhubarb is served with lashings of coconut custard. Featuring forced rhubarb from Yorkshire's famous rhubarb triangle, it's sweeter and more tender than outdoor rhubarb. Tangy, tasty and a firm favourite of ours!

2. Spiced Middle Eastern Carrot & Chickpea Soup

Packed with sweet Middle Eastern spices, this winter soup is big, bold, full of flavour and packs a health boosting punch! We're using carrots from one of the best organic growers in the UK, Royal Oak Farm. Grown on over 130 acres of black sand soil, they're harvested and delivered to our warehouse on the same day – it doesn't get any fresher than that!



For more seasonal recipe inspiration and top chef tips visit the [County Supplies website](#) where you'll find a wide range of delicious menu ideas from our Market Chef series.

THE BEST OF

VEGETABLES



♦ **Agria potatoes**

English

♦ **Beans**

Egyptian

♦ **Black cabbage**

Italian

♦ **Broccoli**

Spanish

♦ **Butternut squash**

English

♦ **Chervil root**

French

♦ **Cime di rapa**

Italian

♦ **Courgette**

Spanish

♦ **Crapaudine beetroot**

French

♦ **Curly kale**

D & J Hayward, English

♦ **Hispi cabbage**

Portuguese

♦ **January King cabbage**

English

♦ **Jerusalem artichokes**

Doddington Farm, English

♦ **Mixed Chantenay carrots**

Fresh Gro, English

♦ **Monks Beard**

Italian

♦ **Orange Chantenay carrots**

Fresh Gro, English

♦ **Parsley root**

French

♦ **Parsnips**

Freemans Farm, English

♦ **Pumpkin**

French

♦ **Puntarella**

Italian

♦ **Purple sprouting broccoli**

English

♦ **Radish watermelon**

French

♦ **Rainbow chard**

Italian

♦ **Romanesco**

Italian

♦ **Salsify**

French

♦ **Sandy carrots**

French

♦ **Savoy cabbage**

English

♦ **Sugar snaps**

Egyptian

♦ **Tokyo turnips**

Italian

♦ **Turnips (new season)**

French

♦ **Variegated kale**

Molineux Farm, English

♦ **Watercress**

Alre Farm, English

♦ **White beetroot**

French

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THE BEST OF

FRUITS



♦ **Bergamot**

Italian

♦ **Blackberries**

Dutch

♦ **Blood oranges**

Italian

♦ **Blueberries**

Dutch & Peruvian

♦ **Braeburn apples**

English

♦ **Buddha's hand**

Asian

♦ **Cantaloupe melons**

Brazilian

♦ **Comice pears**

J.G Piper Farm, English

♦ **Conference pears**

J.G Piper Farm, English

♦ **Cox apples**

English

♦ **Figs**

South American

♦ **Galia melons**

Brazilian

♦ **Green & white grapes**

South African

♦ **Honeydew melon**

Brazilian

♦ **Leafy oranges**

Italian

♦ **Nardicots**

Moroccan

♦ **Passe Crassane pears**

French

♦ **Plums**

South African

♦ **Quince**

Turkish

♦ **Raspberries**

Spanish

♦ **Rhubarb (indoor)**

English

♦ **Royal gala apples**

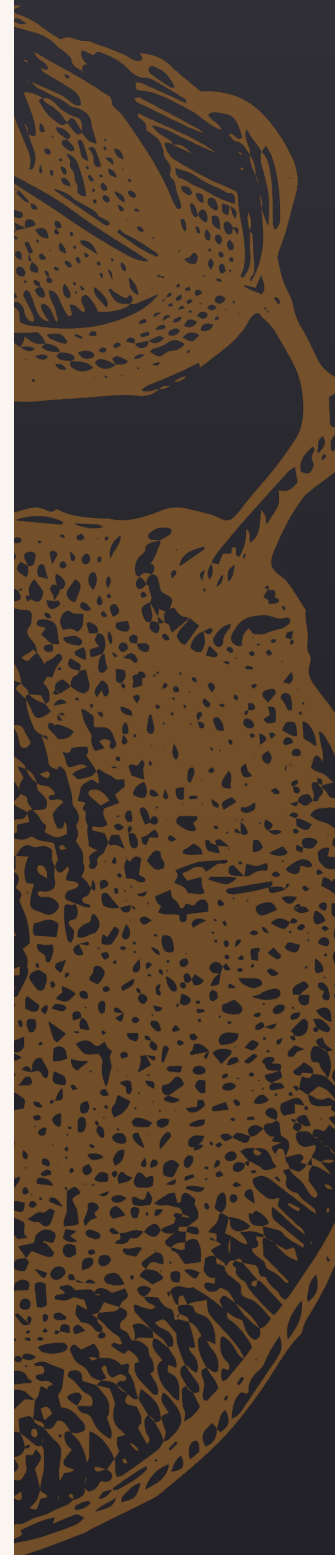
English

♦ **Strawberries**

Spanish

♦ **Watermelon**

Brazilian



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THE BEST OF

SALAD & HERBS



♦ **Baby mixed leaf**

G's Farm, Spanish

♦ **Breakfast radish**

French

♦ **Castelfranco**

Italian

♦ **Cos lettuce**

G's Farm, Spanish

♦ **Heritage tomatoes**

Spanish

♦ **Italian rocket**

Italian

♦ **Rainbow radish**

French

♦ **Red baby gem**

G's Farm, Spanish

♦ **Tardivo**

Italian

♦ **Treviso**

Italian

ARRIVING



♦ **Loquats**

Spanish

♦ **Three-cornered garlic**

♦ **Wild garlic**

DEPARTING



♦ **Baby piccolo parsnips**

♦ **Brussel sprouts**

♦ **Leafy clementines**

♦ **Mixed bunched carrots**

♦ **Persimmon**

♦ **Russet apples**

♦ **Seville oranges**

♦ **Trompette**

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THE BEST OF

WILD FOODS



FROM THE SEA

- ♦ Alexander buds
- ♦ Fresh seaweed
English & Scottish
- ♦ Salty fingers
- ♦ Sea beet
- ♦ Sea purslane

WILD MUSHROOM

- ♦ Chanterelle yellow
- ♦ Girolle
- ♦ Morel
- ♦ Pied de Mouton

FORAGED

- ♦ Hay
- ♦ Juniper branches
- ♦ Scots pine

TRUFFLES

- ♦ Black Autumn
Italian



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FEBRUARY

TOP INSIGHTS



With January's cold snap and temperatures not rising above freezing for most of the month, it's made it incredibly hard for farmers to harvest their winter produce – in particular cauliflowers which require milder days and sunshine to grow. We have been working closely with our UK suppliers and brought in additional produce from Europe, as needed. Unfortunately, this does mean higher than average pricing.

The price of melons has also increased this month. Brazil's supply will finish early due to the weather and high amount of rainfall. This has driven up the price, while we wait for Moroccan and Spanish melons to arrive later in the month.

FEBRUARY

COUNTY SUPPLIES NEWS



Customer Interviews

Our newest interview series showcases our customers and their commitment to using only the finest fresh produce. Following its launch in December, this month sees us interview Andrew Sawyer, Executive Chef at London's iconic Brown's Hotel in Mayfair.

We chat to Andrew about the positive impact seasonality can have on menu planning, the challenges of running a busy restaurant in London's West End, and the inspiration behind him becoming a chef. Read the interview in full on our website [here](#).



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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.**



WE'D LOVE TO HEAR FROM YOU:

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