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Imports from Spain causing massive price increases.

Dear Valued Customer,

As I am sure you know, Spain is our dependent provider for most salads, herbs and many vegetables once the UK and Dutch crops finish their season.

Over the weekend of Friday 16th December-Monday 19th December, up to 230mm of rain fell across the winter lettuce and vegetable crops in Spain. This volume of rainfall equates to the average rainfall in London for 6 months. Rainfall has also continued since then.

Consequently, fields and production sites in Spain were flooded preventing harvest for peak demand during what time would be the best to cover the gap in the UK market. To add to this problem Pro Export, The Association of Growers-Exporters of Fruit & Vegetables in the Region of Murcia estimates that 30% of the lettuce crops that are in production for the remainder of the season have been lost.

This will cause a massive shortage of many items and due to demand prices will become higher than ever. With our current exchange rate things will be very difficult for us all until we start to receive produce from the UK and Holland.

We will of course DO OUR VERY BEST to try and provide you with the best prices possible however we cannot guarantee this. With this in mind we will be listing on our website and updating on our Twitter & Facebook accounts what is good to buy and what is not so good price wise to try and help you through this period.

Kind regards,

James Harwood Dew.

Very Expensive

Aubergines

Broccoli

Courgettes

Fennel

Mouli

Spinach

Peppers

Expensive

Tomatoes

Cucumbers

Cos lettuce

Iceberg Lettuce

Little Gem

Not as Expensive

French Beans

Cabbage- Red/White Savoy-Primo-Hispi & Don't forget January King!!

Cauliflowers

Celeriac

Leeks

Mangetout

Curly Kale

Sugar Snap Peas

Swede

Parsnips

Turnips

Butternut Squash

Jerusalem Artichokes

Watercress

Britain's favourite fresh produce magazine since 1895



By Nina Pullman

Friday 13th January 2017, 15:46 GMT

Veg and salad prices sky high as supply crisis deepens



Iceberg supply has been hit by Spanish floods

Prices have rocketed due to Spanish floods with further increases expected and availability deteriorating

Prices of imported veg and salads are rocketing due to the Spanish floods as fears build that produce availability will continue to deteriorate.

Spot prices of produce climbed again today (13 January), with further increases expected, according to Nationwide Produce MD, Tim O'Malley. "Iceberg is £10-£12 depending on quality, which is generally very poor at the moment. Good quality would sell at more if it was available," he said.

"Packers are importing from the States by air-freight next week at approx £1.10/head. Our next truck from Spain is due on Monday or Tuesday next week, and we're already indicating £12-14 although that could go up."

O'Malley said retailers are putting up iceberg retail prices from around 49p to 70-85p, but this is not enough to cover cost increases. "There's genuine concern

in the industry about availability and prices as the situation, certainly over the short term, looks like it will deteriorate," he warned.

Flooding and heavy rain from before Christmas, as well as cold weather and low light levels over last few months, meant that fruit is ripening slowly on the vine, and there are quality issues, such as scarring, due to humidity levels in glasshouses.

On broccoli, Nationwide received seven pallets of 6kg in from a grower who always sends by the truck, which sold at £16. "Courgettes are selling for £18-19 for 5kg although we have none available on spot," said O'Malley.

Other produce is also recording high prices including tomatoes (£10), red peppers (£14), green peppers (£9), yellow peppers (£18-20), aubergines (£17), he added.

Meanwhile, conditions remain difficult across Europe. "Snow in Italy has turned them for a seller to a buyer," he continued. "In a nutshell, there is very strong demand and very short supply."

Wholesalers in the UK are turning to social media to warn customers about shortages, including Total Produce Cornwall who tweeted that broccoli is "very expensive" but there is plenty of Cornish cauliflower.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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G's FRESH Ltd

DELIVERING
our PROMISE

Spanish Flooding – G's Impact & Response

Over the weekend of Friday 16th - Monday 19th December, up to 230mm of rain fell across the entire winter lettuce production area in Spain. This volume of rainfall equates to the average rainfall in London for 6 months.

Consequently fields and production sites were flooded preventing harvest for the peak demand of Christmas on key dates.

G's immediately jumped / lost 5,000,000 heads of lettuce as we moved into less affected areas or younger crops to protect quality and life. However, we are currently experiencing and expect further losses over time in yield and crop failure. To support food safety an additional 2,000 micro & residue tests have been scheduled to protect consumers and brand equity.

Pro Export, the Association of Growers-Exporters of Fruit & Vegetables in the Region of Murcia estimates that 30% of the lettuce crops that are in production for the remainder of the winter season have been lost.

Over the Christmas weekend, there was wide spread reporting of the floods and the consequential impact on salads availability in the UK market. Key press reports can be access via the links below:

The Guardian

<https://www.theguardian.com/business/2016/dec/26/supermarkets-fly-emergency-salad-from-us-spanish-floods>

The Telegraph

<http://www.telegraph.co.uk/news/2016/12/22/blow-new-year-diets-salad-shortage-threatens-strike-supermarkets/>

The Sun

<https://www.thesun.co.uk/living/2460823/salad-shortages-across-the-uk-could-jeopardise-new-year-health-kicks/>

Daily Mail

<http://www.dailymail.co.uk/news/article-4059992/Rain-Spain-poses-threat-salads-fields-leaves-tomatoes-cucumbers-left-swamped.html>

www.gs-fresh.com