

What's
Thriving?



FoodPoint MARKET REPORT

February 2026

London wholesale fruit, veg and dry goods

The market right now. There is a lot of noise around Spain at the moment. Flooding, frost, shortages, panic emails. You have probably had three versions of the same warning already. Some of it is justified. Spain has taken a real hit. But a lot of the messaging out there makes it sound like everything is about to disappear. That is not what we are seeing.

The key point is this. Murcia and Valencia have had a double punch, catastrophic flooding followed by a freeze. That is not a delay. It is a yield gap. Less volume. More inconsistency. More pressure on Grade 1. The market is tighter, but it is manageable if buying is disciplined and stock stays fresh. Our updates are coming straight from growers on the ground in Murcia and Valencia, alongside what we are physically seeing arrive into the market and how product is performing once it lands.

What's
struggling?

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What is strong

If you want a calm February, build around the lines that are stable, consistent and holding well.

Roots and storage crops



Carrots, parsnips, swede, beetroot, celeriac, onions, and potatoes are steady. They are travelling well. They are holding in kitchens. They are the safest base for menus right now.

Citrus



Oranges, lemons, and easy peelers are in a good place. Flavour is strong, yields are good, and supply is reliable. If you run juice, desserts, sauces or garnish heavy menus, citrus is a safe bet through February.

Brassicas that are moving well



Not everything in the brassica family is struggling. Where the UK is slow, we are balancing with reliable supply and buying for consistency. Expect clean eating quality even if sizes are not always big.

Forced crops where available



Forced lines are doing a job this month. They bring freshness to menus without exposing you to the most volatile Spanish lines.



What needs watching

This month is less about long lists, more about a few pressure points that can catch kitchens out if they are not planned.

Peppers and Aubergines

Current Issue	What We Are Doing	What Chefs Should Do
This is the tightest part of the market. Flooding and frost have reduced yields, and thrips pressure is cutting into Grade 1 availability.	We are buying peppers and aubergines daily to catch the best grades. We are not loading the warehouse and hoping it holds. If a batch is not right, we reject it quickly.	If peppers or aubergines are core to your menu, talk to us early. We can help you plan workable alternatives without changing the whole dish.

Leafy Greens

Current Issue	What We Are Doing	What Chefs Should Do
Spinach and some lettuce lines have been hit by heavy water damage. Availability is not the biggest issue. Shelf life is.	We are shortening intake windows and being stricter than usual on what we accept. If it will not travel and hold, it is not coming in. We are pushing customers to order little and often.	Only run leaf-heavy dishes where turnover is strong. If it is a slow-moving garnish line, consider switching to something with better holding.

Cauliflower and Kale

Current Issue	What We Are Doing	What Chefs Should Do
Hard UK frosts have stalled growth. Sizes are smaller, and weights are down. Quality is fine, but consistency on size is not guaranteed.	We are prioritizing eating quality and firmness. We are flagging specs clearly so nobody gets caught out expecting big heads.	Write menus around weight, not head size. If you need a specific yield for portions, speak to us and we will guide you on what is realistic week to week.

Tomatoes

Current Issue	What We Are Doing	What Chefs Should Do
Some Moroccan crops are showing black spot issues on certain lines.	We are switching origins and grades selectively rather than making blanket changes. When a line is clean and performing, we keep it. When it is not, we move quickly.	If you are using tomatoes for slicing and presentation, keep an eye on spec. If it is mainly for cooking, there is usually more flexibility.



Logistic

French transport strikes and port congestion are slowing road freight into the UK. It is not stopping supply completely, but it is stretching lead times and making certain delivery windows tighter.

What we are doing

We are building buffer where it makes sense, keeping cut offs disciplined, and planning arrivals so produce is not sat around waiting. Quality drops fast when transit times extend, so timing matters as much as price this month.

Clean, bright and very consistent. These lines take the strain out of December menus, they roast evenly, batch well and handle the rush without falling apart.



Competitor noise versus our approach

You may have seen updates from other suppliers focusing heavily on Spain. The weather issues are real.

Where it goes wrong is when everyone reacts the same way. Big weekly buys. Big substitutions. Product sitting too long. Quality slipping before it even reaches the kitchen. We are staying calm and staying tight.

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The Grownet edge

This is where Grownet makes a difference without making a song and dance about it.

Because stock, orders, and forecasting sit in one place, we are not guessing demand. We can see what is moving, what is slowing, and what kitchens are actually using. That means

- ✔ We buy closer to real demand.
- ✔ We buy more frequently on volatile lines.
- ✔ We do not sit on produce that will not hold.
- ✔ We reduce forced swaps, credits and admin.
- ✔ This month, freshness is not just about quality. It is how you avoid waste and keep menus stable.

What we recommend for February

-  Keep peppers and aubergines as planned items, not last minute add-ons.
-  Expect smaller UK cauliflowers. Plan by weight.
-  Use leaf where turnover is fast. Order little and often.
-  Build menus around roots and citrus. They are carrying the month.
-  If you are running tight GP, avoid over-committing to the volatile Spanish fruiting veg unless it is essential.

Bottom line

February is not the month to chase range. It is the month to stay disciplined. Buy well. Keep stock moving. Protect shelf life.

Spain will recover, but not overnight. Until then, we will keep buying smart, rejecting hard, and keeping you close to what is actually packing best each week.

If you want help planning substitutions for specific dishes, send us your key lines for the week and we will tell you what we would run instead.

Fresh Made Simple