



What's Thriving?



FoodPoint MARKET REPORT

April 2026

April arrives doing two things at once

On one side, the best of British spring is landing. Asparagus, Jersey Royals, morels, wild garlic in its final weeks. The ingredients that make this the most exciting month in the produce calendar.

On the other side, the problems March handed us have not all resolved. Berries are still fragile. Lettuce is in serious difficulty. Avocados remain under pressure. And in , two years of global disruption is starting to arrive in supplier costs in ways that will genuinely affect kitchen budgets through spring.

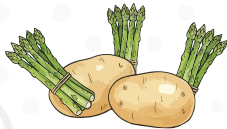
Easter is on the 5th of April. Everything below is framed around that date.

What's struggling?

The Easter Window Nobody Is Fully Ready For



Easter Sunday falls on the 5th of April. That is two weeks earlier than last year and it matters more than most operators have accounted for.



The best lines are early season and priced accordingly. The berry and lettuce situation is the worst it has been in years.

The traditional Easter plate of asparagus, new potatoes and spring greens is available but it lands right at the moment when British spring is just waking up rather than fully in voice.



Anyone building Easter menus around what should theoretically be available rather than what is actually available will find it difficult on the morning of Good Friday.



Plan your menus around what is genuinely outstanding right now. That is what this report is for.



Now the Good Part

British Asparagus – The Season Is Starting

Early spears from the Wye Valley, Norfolk and the Vale of Evesham are arriving now. The first cut is called sprue – thin, tender, the most delicate the season produces. It needs almost nothing done to it. Butter, salt, a minute or two of heat.



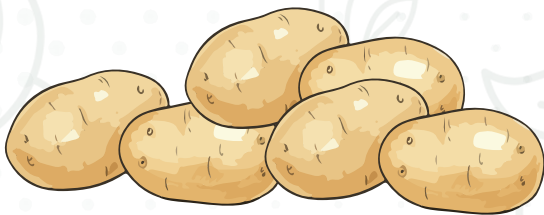
As volumes build through April and into May, spears become thicker, price eases and availability opens up properly.

The flavour difference between asparagus cut 24 hours ago and asparagus that has spent three days in transit is not subtle. It is enormous. Being at New Covent Garden Market means we are in the right place to get this to you fast. That speed is what makes British asparagus exceptional.

Use it as a centrepiece. Do not hide it as a side dish. Price it as the seasonal event it is. It is available for eight weeks a year and then it is gone.

Jersey Royal Potatoes – Finally in Volume

Were expensive and scarce in March. That changes through April. Jersey Royals hold a Protected Designation of Origin and can only legally carry the name if grown on the island of Jersey.



The combination of the island's microclimate, light well-drained soil and seaweed fertiliser called vrac, harvested from Jersey beaches since the 12th century, produces a flavour that cannot be replicated anywhere else.

Early April Jerseys are still at a premium. By mid to late April volumes build significantly and price normalises.

Morels – Four Weeks, Then Gone

Mid-April to late May is the window. Morels are foraged in the wild rather than commercially farmed at scale, which makes them genuinely scarce and genuinely expensive.



They are the first wild mushroom of the season and for most serious chefs the most prized ingredient available at any point of the year.

The flavour is nutty, meaty, earthy and richly fragrant. The honeycomb cap traps grit and must be cleaned with a damp cloth rather than washed, which dilutes flavour. They must always be thoroughly cooked. Raw morels are toxic.

The natural April combination on a plate is asparagus, Jersey Royals, morels and a poached egg. Nothing complicated required.

Wild Garlic – Last Call



Moving into its final weeks. Leaves at this stage are larger and more pungent than the young March crop and are better cooked than eaten raw.

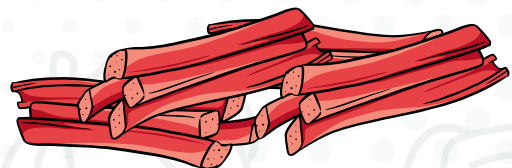
Wilt into butter, blend into sauces, add to risottos and pastas. If wild garlic has not been on your menu this spring, this is genuinely the last opportunity before it finishes until next year.

Outdoor Rhubarb – A Different Ingredient to Forced



Yorkshire forced rhubarb is finishing or finished. Outdoor rhubarb is taking over and these are not the same product.

Outdoor rhubarb is greener, more fibrous, sharper and more tart. It needs more sugar to balance. It is outstanding for crumbles, jams, chutneys and baking.



It does not have the delicate pink elegance of the forced crop. Treat it as a different ingredient that happens to share a name.

French Strawberries – Gariguettes and Mara des Bois



British strawberries are not arriving until May. Spanish supply is recovering but still inconsistent week to week. What is available now and genuinely worth building a dessert around are the premium French varieties.

Gariguettes are elongated, deep red, intensely flavoured with a bright acidity that works brilliantly in patisserie. Mara des Bois is smaller and rounder with a wild strawberry character that is extraordinary when properly featured.

Both are completely different to mass-produced imported fruit. Both are expensive and limited in volume.

Three or four properly selected Gariguettes with vanilla cream is a genuinely special dessert. Do not use them as bulk fruit or a garnish. Feature them or leave them.

Sugar Snaps and Mangetouts



Supply is strong and quality is good this month. One of the most reliable lines in the market right now. Build around them with confidence.

Wet Garlic



Arriving now from Egypt. Fresh, mild and more delicate than dried garlic with a softer skin. An underused ingredient that deserves more attention. Available for a short window only.

Watercress, Radishes and Spring Onions



All in good supply and well priced. With lettuce under serious pressure these are the right foundation for April spring plates. British watercress is particularly outstanding right now.

What is still difficult.

Lettuce – Do Not Rely on It

This needs to be said plainly. Lettuce going into April is the most seriously constrained it has been in several years and the problem goes beyond this season's weather.



The Spanish season is ending. UK outdoor supply is not ready until mid-May. Early British glasshouse production is thin and cannot cover that gap.



Aphid pressure in Spain has become severe because warm wet conditions created near-perfect breeding conditions for insects.



Pesticide restrictions and lack of rain mean growers have limited tools to address it.



Wash all lettuce products carefully before service.



The deeper issue is structural. Key pesticide products used for aphid control are being restricted from 2026 with no adequate replacement yet approved. This is a regulatory problem landing on top of a weather problem at the same time. Iceberg availability may be more difficult throughout 2026 than in previous years regardless of how the weather performs.



Do not build April menus around iceberg



Cos and little gem are available but also reduced.



The better options right now are watercress, rocket, spinach, spring onions, radishes and early British salad leaves.

What is still difficult.

Berries – Improving but Fragile



Raspberries remain the most constrained line in the market.



Moroccan sandstorms in mid-March added a fresh wave of disruption on top of the flooding damage from earlier in the season.



Spanish strawberry production is recovering as the season builds but week to week consistency is not yet there.

Input costs for berry growers including fuel and fertiliser are also rising due to global supply chain pressures, adding a new cost layer that will feed through to prices.



Do not write berries into fixed menu positions for April without a contingency.

Have that conversation with us before you commit.

Avocados

A double squeeze continues. Industrial action at ports in the Middle East is slowing outbound shipments. Weather disruption in Spain and Morocco is affecting crop development and transport simultaneously



This pressure is expected to carry into early April.



Build menu flexibility around any avocado position.



Tenderstem Broccoli



Spain, Portugal, Egypt and Kenya are all experiencing disruption simultaneously. The next six weeks are expected to remain difficult. Have a plan B for any dish that depends on it.

Jalapeño Chillies



Shortage continues into April. Red and green long chillies are in better supply and can substitute in most applications.

Cantaloupe Melons



Vessel delays have affected availability through March. Improvement expected shortly as delayed stock arrives. Other melon varieties are less affected in the meantime.

Courgettes and Aubergines



Spanish supply remains limited for both. No significant improvement in courgettes expected for at least two more weeks. Aubergine is very tight. Not lines to feature prominently this month.

Tomatoes



Approaching the end of a difficult season. Supply is declining as the Spanish and Moroccan season winds down. Some quality issues remain with concessions in place on certain lines. New season supply will bring improvement but the transition takes time.

Lemons



The Spanish season has ended approximately one month earlier than usual. The transition to southern hemisphere supply is happening now. Smaller sizes will remain tight while the new season establishes and some quality variation is expected during the changeover.

Dry goods – what is moving and why it matters.

Olive Oil – The First Genuine Relief in Two Years

After two years of exceptional prices driven by severe Mediterranean drought, olive oil is finally coming down. The price has fallen significantly in the past twelve months as the Spanish and wider Mediterranean harvest partially recovered following the catastrophic low yields of 2022 and 2023, when Spain suffered its worst olive crop in thirty years.

The relief is real but it comes with important context.



Spanish production is still running below where it was two years ago.

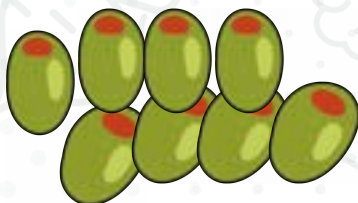


Producers are actively defending current pricing rather than letting it fall further.



Portuguese and Tunisian supply is coming in at lower price points and creating competitive pressure.

Italian extra virgin olive oil has eased significantly from its peak but still sits well above historical norms.



The practical message for April: olive oil is cheaper than it was at its worst but it is nowhere near 2021 pricing and remains sensitive to any Mediterranean weather event.



If your kitchen has been switching to blended oils to manage costs, April is a reasonable moment to review that.



Lock in good pricing where you can rather than assuming the direction continues downward.

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Flour, Pasta, Rice and Pulses – Stable and Well Priced

This is the good news in dry goods right now.



Flour, pasta and rice are all cheaper year on year.



Rice is holding steady as Asian import supply has stabilised.



Tinned goods including pulses and tomatoes remain at very accessible price points with good availability.

The staple dry goods that underpin most menus are in a better position on cost than they have been for two years.



This is the window to lock in good terms on staples if you have not already done so.

The Cost Pressure That Is Still Coming

There is typically a 12 to 18 month lag between global supply chain disruptions and when they fully arrive in kitchen costs. That places the impact of the last two years of global trade disruption squarely in the second half of 2026 for certain categories.



The areas most exposed are goods with packaging or production linked to steel, aluminium or vegetable oils.



As well as any products with significant global commodity exposure.

Coffee is already reflecting this – global benchmark prices remain elevated and that is feeding through to UK wholesale costs.

This is not a reason to panic.



It is a reason to review your dry goods agreements now.



Understand where you have price certainty through the year and where you do not.



Make the most of the current period of relative stability in staples before the next wave arrives.



If you are planning April menus

Easter is on the 5th. Everything flows from that date.

- ✓ Lead with what is genuinely exceptional right now.
- ✓ Early asparagus as a centrepiece. Jersey Royals dressed simply.
- ✓ Morels for kitchens that can carry them.
- ✓ Wild garlic in its final weeks.
- ✓ Outdoor rhubarb for a dessert that tells the season honestly.
- ✓ French strawberries if you want something truly special and are prepared to feature them properly.

Build spring plates around watercress, rocket, spring onions and radishes rather than iceberg. These are in excellent supply and genuinely outstanding right now.



Keep berry positions flexible.



Do not commit fixed menu positions without a contingency and a conversation with us first.

On dry goods, use the current stability in staples while it is here



Olive oil is finally coming down.



Flour, pasta and rice are well priced.



Lock in what you can before the second half of the year brings more cost pressure.



April moves faster than any other month in the produce calendar. The menu that works on Good Friday will want updating by the last week of the month as British spring fully opens up.



We are watching all of this daily. Keep talking to us.

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New Covent Garden Market



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