



# FRUIT LOGISTICA

8|9|10 FEBRUARY 2023, BERLIN

**Welcome to February's latest news & produce update. This month we visited Fruit Logistica in Berlin, please see below. We have seen the arrival of new seasonal fresh produce and finally we see the days starting to get longer heralding that we are not far away from the start of the UK growing season.**



Fruit Logistica is one of the largest produce exhibitions in the northern hemisphere, showcasing producers from all across the globe. Every country is represented by retrospective producers and growers from that country.

Sustainability is high on our agenda so with this in mind we were on the lookout for recyclable and compostable packaging options.



We also looked at new varieties being grown that will be coming onto the UK market.

Also our French, Italian and Sicilian producers had put on a great display of produce, our relationships with our growers are well established with new ingredients secured for the season to come.





## February Produce Report

Unfortunately, our Italian and Spanish growers are experiencing some very wet conditions and this has had an impact on crops, in particular Tomatoes, Peppers Cucumbers, Gems, Iceberg and Courgettes. This is impacting majorly on supply and prices are currently very expensive and supply is very short.



The French asparagus season has now started available in white or green, Italian Monks beard and the cultivated Morel mushrooms are well in season and we await the Turkish Morel season to start in the next few weeks. We have also seen the start of the French Gariguet strawberry season.



Tomato varieties such as Coeur de boeuf and Miranda have great flavour. Other varieties like green zebra from Provence are just starting to come through.





## February Product Report

A warm welcome to our friends at True foods into our new ingredients range.

Please get in contact with our sales team to learn more or email [sales@valimex.co.uk](mailto:sales@valimex.co.uk)

True foods only use the finest, fresh ingredients, sourced locally, where quality allows. With no additives or enhancers as they believe in keeping the original flavours alive, they never over handle or over process any of their products.



Available in 2.5kg pouches, these pouches save time and give consistent quality stock every time. Available in various flavours

Another new supplier arriving this month is Special Ingredients. We now stock Ultratex, Agar agar, Malic Acid, Lecithin powder, Citric acid and Pectin powder to name a few.

Please contact the sales team for more information or email [sales@valimex.co.uk](mailto:sales@valimex.co.uk)





## February Report

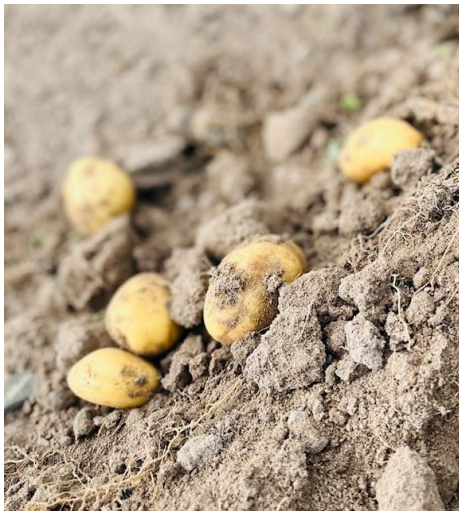


The eagle eyes out there have started to notice our new vans, last month we started our re branding rollout. Owners

Raaj and Viraaj commented ' we are continually re-investing into our business, from our people to new products and growers'. Keep an eye out next month for news on our visits to our growers and team updates.



## Coming next month



Next month should see the start of the mighty Jersey royal potato, the UK Asparagus season should be with us in late March (weather dependent). We should also see new season Carrots. Purple sprouting broccoli should be in good supply.



The first shoots of Wild Garlic are appearing in Cornwall and other parts of the country. We expect the season will be in full flow in the weeks to come. As always please contact us for all your queries [sales@valimex.co.uk](mailto:sales@valimex.co.uk)