

# BEST IN SEASON MARKET REPORT

MARCH 2026

**Yes Chef**  
PEEL THE LOVE

ORDER NOW

EMAIL US:  
[contact@yeschef.biz](mailto:contact@yeschef.biz)

PHONE US:  
020 3617 3300

ORDER NOW

ORDER NOW

ORDER NOW



## MARCH MARKET REPORT 2026

---

### SPRING ARRIVES AND THE MARKETS BEGIN TO CHANGE

March marks the true turning point of the year in the produce world. As winter gradually loosens its grip, the arrival of spring brings a noticeable shift in the growing seasons. Over the coming weeks we begin the transition from produce sourced from across Europe and around the world to an increasing amount of beautiful UK grown fruit and vegetables.

Longer days and improving temperatures mean better growing conditions across the country. Fields and farms start to stir back into life, bringing with them the first real signs of the new season. It is an exciting time for chefs and buyers alike, as the markets begin to fill with fresh colours, vibrant flavours and some of the most eagerly awaited ingredients of the year.

On the homegrown front we look forward to the arrival of English asparagus, Jersey Royal potatoes, wild garlic leaf, heritage tomatoes and English strawberries. Already looking excellent from the UK are purple sprouting broccoli, rhubarb, Cornish spring greens, curly kale, black cabbage and our range of seasonal root vegetables.

March is a month of anticipation, where winter comfort meets the first bright flavours of spring.

### VEGETABLES

Vegetables take centre stage this month as the early spring crops begin to arrive. Tender greens, young legumes and wild foraged ingredients start to replace the heavier winter produce, bringing freshness, colour and lighter flavours back to menus.

#### ITALIAN BROAD BEANS AND PEAS

Another unmistakable sign that spring has arrived is the return of fresh broad beans and peas from Italy. These tender young legumes are a staple of springtime cooking, particularly in Italian cuisine. They are often used together in Vignarola, a traditional Roman stew combining artichokes, peas and broad beans, celebrating the flavours of the new season.



**DID YOU KNOW:** Broad beans are one of the oldest cultivated plants in the world, with evidence showing they were eaten by humans over 8,000 years ago in the Mediterranean region.



**DID YOU KNOW:** Wild garlic carpets entire woodland floors across the UK each spring. One of the easiest ways to identify it is simply by smell. When you walk through a patch, the air fills with a strong garlic aroma long before you actually see the plants.

#### WILD GARLIC LEAF

Wild garlic is one of the most eagerly anticipated foraged ingredients of the year. It grows naturally in damp woodland areas and is easily recognised by its strong garlic aroma and bright green, lance shaped leaves. The flavour is fresh and vibrant, making it perfect for pestos, soups, salads or stirred through mashed potatoes. Towards the end of the season the plants produce delicate white flowers which also make a beautiful garnish.

## SPRING WILD MUSHROOMS

Spring also brings a fantastic selection of wild mushrooms arriving from across Europe. Varieties such as girolles, trumpet, chanterelles and morels begin appearing on the market, offering chefs incredible depth of flavour and texture. These mushrooms pair beautifully with early spring vegetables, pasta dishes and light sauces.



**DID YOU KNOW:** Morel mushrooms are one of the few wild mushrooms that cannot be successfully farmed on a commercial scale, which is why they are still almost entirely foraged in the wild across Europe.

## ENGLISH ASPARAGUS

The undisputed star of the spring season is English asparagus. While the traditional peak season runs from St George's Day on 23rd April through to the Summer Solstice on 21st June, modern growing techniques mean we can begin seeing the first spears much earlier. Delicate, sweet and full of flavour, asparagus is best kept simple. Boiled, steamed, grilled or roasted with butter, olive oil or a squeeze of lemon allows the quality of the produce to shine.



## FRUITS

While the fruit season is still building, March begins to introduce some early and unusual varieties. These fruits bring brightness and variety to late winter menus and offer a glimpse of the abundance that the coming months will bring.

### CHERRY PLUMS

A cross between a cherry and a plum, the cherry plum tree is one of the earliest trees to blossom in the UK each year, producing beautiful white or pale pink flowers. Although UK fruit does not arrive until the summer, cherry plums are currently available from Argentina and Chile. Their sweet, slightly tart flavour makes them perfect for jams, jellies, desserts and pies.



**DID YOU KNOW:** Cherry plum trees are often planted as ornamental street trees in the UK because they blossom very early in spring. Many people walk past them every day without realising the small fruits that appear later are actually edible.

### WHITEBERRIES

Whiteberries are a fascinating European strawberry variety developed by Beekers Berries in Holland. Known for their unusual pale colour and delicate flavour, they have a soft texture and a sweet yet slightly tangy taste. Some varieties even develop a light pink blush on the skin. These berries add a unique visual twist to desserts and are sure to catch the eye on any plate.



**DID YOU KNOW:** Whiteberries look pale because they lack the red pigment found in traditional strawberries, but their seeds still turn bright red when ripe. The flavour is often described as a mix between strawberry and pineapple, which is why they are sometimes nicknamed pineberries.



# NEWS FLASH!

## THIS MONTH'S NOTABLE DATES

1st March – St David's Day  
15th March – Mother's Day  
17th March – St Patrick's Day  
20th March – British Summer Time Begins

## FINAL WORD

March is where the season truly begins to shift. The first real signs of spring start to appear on the market stands, bringing brighter flavours, greener vegetables and a renewed sense of excitement for what lies ahead.

With English asparagus beginning to arrive, wild garlic filling the woodlands and fresh peas and broad beans returning from Italy, the kitchens start to move from winter comfort towards lighter, fresher cooking.

It's a month full of anticipation, where the fields are waking up and the best of British produce is just around the corner. Here's to a vibrant start to spring and another great month of seasonal cooking.



**Yes Chef**  
PEEL THE LOVE

Units 333-334, Distribution Block B  
New Covent Garden, SW8 5NQ

020 3617 3300  
contact@yescchef.biz  
www.yescchefuk.com