

A top-down photograph of five grilled corn cobs arranged diagonally on a light-colored tray. The corn is charred with black spots. Two lime slices are placed on the tray, one near the top and one near the bottom right. The background is a teal-colored wall.

BEST IN SEASON MARKET REPORT

AUGUST 2025

BANK HOLIDAY INFORMATION:

Saturday 23rd August – Normal opening hours

Monday 25th August – Closed

Tuesday 26th August – Open as usual

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AUGUST MARKET REPORT 2025

A MONTH BURSTING WITH BRITISH SUNSHINE AND SEASONAL STARS

August is one of the most exciting months in the food calendar. As the sun blazes across Britain and the rest of Europe, fields, farms and orchards are overflowing with beautiful seasonal produce. This is a time to fully embrace what nature has to offer – and it's all happening close to home.

From fresh corn picked at peak sweetness to colourful summer squashes and crisp runner beans, August delivers an abundance of quality vegetables that are as vibrant as the weather. The fruit offering is equally strong – think juicy English berries, perfect plums, and fragrant figs. With the dry weather we've seen recently, cherries and stone fruits are in their prime, packing in maximum flavour and ripeness.

It's also a time of celebration. With Notting Hill Carnival around the corner and the final summer bank holiday of the year ahead, menus are filled with fresh, exciting flavours that match the energy of the season. Whether you're cooking alfresco, curating carnival-inspired dishes, or simply celebrating the best of British produce, this is the month to go all in.

THIS MONTH'S NOTABLE DATES

- 23rd to 25th August – Notting Hill Carnival
- 25th August – Summer Bank Holiday

FRUITS

August is a spectacular month for fruit lovers. From hedgerows to orchards, fields to farms, British fruit is thriving under the summer sun. It's peak season for berries, currants and cherries, while the first apples and plums are beginning to make an appearance. At the same time, Europe is offering up some of its finest stone fruits and figs. With flavour at its fullest and colour in abundance, August is all about nature's sweetest offerings at their very best.

FIGS

Figs are a true late-summer treat. This month, we're offering a wide variety – black figs from Spain, large green figs from Italy, and the revered small Sollies figs from France. Perfectly ripe figs are sweet, jammy and fragrant, with edible skins that make them ideal for snacking or slicing into salads. They pair beautifully with salty cheeses, cured meats, or even roasted meats for contrast and depth.



ENGLISH PLUMS

August marks the glorious return of English plums. First up is the Opal variety – juicy and full of flavour – followed by the crowd-pleasing Victoria, the larger and bolder Marjorie's Seedling, and finally the small but mighty Damsons. Whether used for jam-making, poaching, crumbles or eaten fresh, they are an August essential.



MELONS

Melons are at their absolute best right now. Charentais melons are firm favourites – fragrant, flavourful, and deeply sweet. We're also offering smooth-skinned Italian melons from the Zerbinatti family, recognisable by their red or blue wax tips. These pre-order only melons are prized for their vibrant orange flesh and intense aroma – true summer luxury.



ENGLISH APPLES

Towards the end of the month, the first of the new-season English apples will begin to arrive. The early Discovery variety is always the first to show, followed closely by Early Windsor. Crisp, tangy, and refreshingly sweet, these apples are a sure sign that early autumn is just around the corner.



NUTS

August is the start of nut season. Keep an eye out for Kentish and French cobnuts, hazelnuts and walnuts – still in their shells. A wonderful addition to cheese boards, baking recipes or enjoyed simply roasted with sea salt.



DID YOU KNOW: Cobnuts are a type of cultivated hazelnut unique to Britain, especially Kent, and were once a Victorian delicacy enjoyed at formal dinners and royal tables. Traditionally harvested by hand in August, they're eaten fresh (unlike dried hazelnuts) and have a creamy texture with a slightly coconut-like flavour – which is where the name “cobnut” is thought to come from.

VEGETABLES

August brings a bumper crop of British-grown vegetables, full of flavour, colour, and freshness. From vibrant summer squashes to bulging ears of sweetcorn, it's a great time to champion local growers and build menus around just-picked produce. Whether you're roasting, grilling, or serving them raw, these homegrown heroes are at their peak and they won't be around forever.

SUMMER SQUASHES

Summer squashes are a visual and culinary delight. Coming in all kinds of shapes, sizes and colours. Large patty pan, acorn and harlequin squashes have started to arrive, bringing with them a mild, slightly sweet flavour and endless kitchen versatility. Perfect for roasting, grilling or stuffing, these squashes are as eye-catching on the plate as they are delicious.



BEANS

It's a brilliant time of year for beans. We've got French yellow beans, creamy coco beans, nutty Italian borlotti beans, and beautiful English runner beans. All are fresh, vibrant, and packed with flavour – ideal in salads, stir-fries or served as simple sides.



CORN ON THE COB

A firm August favourite. English corn on the cob is at its most flavourful now, with plump golden kernels bursting with natural sweetness. Each cob – known as an “ear” – is brilliant grilled, boiled, or roasted. A must-have for barbecues, summer menus and of course, Notting Hill Carnival-inspired cooking.



BROCCOLI & CAULIFLOWER SUPPLY CHALLENGES

As you may be aware, growers across the UK and Europe are currently facing significant challenges due to extreme and unpredictable weather patterns. These conditions have severely affected the availability and quality of broccoli and cauliflower.

A record-breaking dry spring – the driest since 1956 – combined with heatwaves and minimal rainfall, has disrupted crop growth and development. These conditions have resulted in:

- Reduced yields and product shortages
- Quality issues such as discolouration, scarring and hollow stems
- Widespread pest damage and nutrient deficiencies
- Harvest disruptions and missed picking days

Despite early planting and the best efforts of our growers, we're now seeing up to a 70% yield loss in some areas, with head weights down by more than half. Broccoli and cauliflower across the UK, Spain and the Netherlands are all experiencing similar issues, and some farms are reporting field losses as high as 80%.

As a result, we expect very limited availability and increased product defects throughout August. We'll continue to work closely with our growing partners and suppliers to secure the best available produce and keep you informed as the situation evolves.

FINISHING UP

As summer peaks, a few favourites will be wrapping up their season:

- French Apricots
- English Cherries
- Green and Red Gooseberries
- Jersey Mids
- Fresh English Peas

FINAL BITE

August is a month to celebrate abundance. With fields full of sun-fed produce and a fruit bowl that reads like a summer dream, it's time to put peak ingredients front and centre. From jammy figs and juicy plums to vibrant squashes and tender runner beans, there's no shortage of flavour or inspiration.

Soak up every last bite of summer while it lasts and don't forget to stock up for the Bank Holiday and Carnival weekend. Let the good food roll.

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