MarketBasket Seasons Shift, Markets Refresh NRTC October 2025 Edition 1.0



♠ Apple Horizons: As orchards in South Africa and New Zealand wind down, Europe steps into the spotlight. Italy, France, and Serbia now lead the harvest, bringing crisp texture and aromatic sweetness back to the shelves. NRTC has also secured exclusive lots from Azerbaijan, positioning us with highly competitive pricing for HORECA buyers seeking both quality and value.

Grape Chronicles – From Italy to Australia European vineyards are closing their chapters, with Spain already out and Italy to follow within three weeks. America now dominates the scene, offering robust seedless grapes ideal for buffets and platters. From week 46, Australia joins the narrative, extending availability into early 2026.

Varietal Highlights:

Green Seedless: Ivory, Sweet Globe, Autumn King – sweet, crisp, and delicately flavored. Red Varieties: Flame, Candy Snaps, Allison mellow sweetness with vivid color. Black Varieties: Summer Royal, Kyoho – bold, jammy profiles perfect for cheese pairing. Citrus Continuity – Oranges,
Mandarins & Lemons: South African
oranges continue to flow steadily,
maintaining dependable juicing yields
and vibrant color. With the Egyptian crop
still on the horizon, these citrus
workhorses will keep menus secure
through the month.

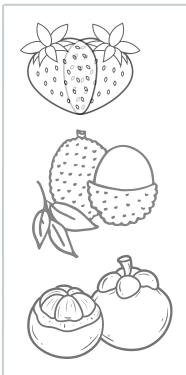
Meanwhile, as the South African mandarin season concludes, Australia takes the baton—delivering flawless skin finish, balanced acidity, and uniform sizing.

After a long gap, Egyptian lemons return to the basket, brightening supply lines with firm rind and aromatic zest.

Niwis & Pears – Dual Origins, Double Choices: The kiwi story evolves with a dual origin—China and Iran—giving chefs freedom to choose by flavor or format.

South African pears remain a customer favorite, now complemented by Chinese varieties that appeal to Asian-inspired dessert programs.





8 Berries & Tropicals – A Tale of Two Hemispheres

Across the southern skies, nature is playing a delicate balancing act. As South Africa's strawberry fields pause between their northern and southern harvests (Weeks 41–43), the airfreight lanes momentarily quieten and volumes tighten. Yet, just as one season bows out, another bursts into flavor—Australia's berry crop is now in full flourish. Each punnet boasts an irresistible blend of sweetness and acidity, delivering perfect Brix levels for patisserie creations, breakfast buffets, and mixology counters alike.

Meanwhile, the tropical story unfolds with patience. Rambutan and mangosteen, the jewels of Southeast Asia, retreat briefly from the market as Thailand enters its off-season and Sri Lankan volumes remain modest. Their return, expected toward late November, will once again brighten fruit baskets and exotic dessert menus with lush texture and vivid color.

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Melons & Potatoes - Sweet and Savory Balance

European seedless watermelons have bowed out, while Vietnam opens its new season—guaranteeing continuity through next summer. Brazil's rockmelon and honeydew are just arriving, adding aromatic sweetness and firm texture.

On the root side, South African baby potatoes are in by airfreight (Weeks 38–52), bridging the off-season gap for Australian crop.

It's a month of transition — when every box of fruit tells a story of travel, timing, and terroir, connecting global fields to local tables.

■ Market Moves – Global Fields, Local Tables
From the orchards of Europe to the fields of the
Southern Hemisphere, October brings a medley of
colors, textures, and tastes. European apples and
pears continue to arrive with steady quality and firm
bite — a reflection of cool nights and patient
ripening. Serbian apples, with their dense flesh and
balanced acidity, are carving their niche as a reliable
late-season choice, ensuring stability in both quality
and pricing through December.

South African pears, meanwhile, remain a chef's staple — their versatility lending itself effortlessly to salads, roasting trays, and pastry garnishes. Yet the real excitement lies in what's next. As the region's stone-fruit season prepares to unfold, the promise of sun-kissed peaches, nectarines, and apricots fills the horizon, ready to add a touch of golden sweetness to the festive menus ahead.

On the Horizon – Stone Fruits & Egyptian Citrus: The stage is set for a vibrant transition. South Africa's stonefruit season is warming up, bringing with it the first whispers of blush-toned peaches and nectarines. Their fragrance and juiciness will soon redefine dessert and buffet selections, adding color and indulgence to the year's closing quarter. Meanwhile, Egypt's citrus orchards prepare to take center stage. The highly anticipated navel orange crop is maturing beautifully, ensuring a smooth handover from South Africa's late citrus to Egypt's early arrivals. With consistent color, balanced sweetness, and strong juice content, the Egyptian navels are poised to keep both quality and supply uninterrupted.

In the kitchen, adaptability is an art. Let the produce guide your creativity — not your constraints.

Smart Swaps for Tight Items

Supply gaps may test a menu, but creativity keeps it alive. Our sourcing experts and culinary partners recommend these clever swaps to ensure consistency, flavor, and presentation remain uncompromised:

Tight Items	Smart Swap	Tips
South African Strawberries	Australian Berries	Excellent for garnish & plating.
Italian Grapes	American Sweet Globe	Bigger & brighter - idea for cheese board
South African Mandarins	Australian Mandarins	Superior peelability - balanced for juicing
South African Mandarins	Chinese Pears	Crisp & Aromatic - perfect for chilled salads

Editor's Note: Each season paints a different story in the world of fresh produce. From the cool valleys of Europe to the tropical fields of Asia, NRTC's sourcing network ensures continuity, quality, and freshness on every plate.

Coming Up in Next Edition: Spotlight on Stone Fruits & Citrus Transition, Trends on Berry Supply & Tropical Lines, Early reports from Vietnam and Brazil harvests.

Contact your NRTC Representative