



FRESH CROP REPORT

WEEK OF OCTOBER 2, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Hurricane Ian

Heavy rainfall will have the largest impact on Florida's fall crops that have already been planted; these crops are mostly planted seeds/seedlings. Crops that will be affected include bell peppers, cabbage, cucumbers, eggplant, green beans, squash, and tomatoes.

Oranges

California's Valencia season is winding down earlier than anticipated; expect remaining supplies to be depleted by mid- to late October.

Stone Fruit

The California stone fruit season is ending. Nectarine, peach, and plum supplies are extremely tight; coverage is on a day-by-day basis. The Chilean season begins in mid-January.



INTRODUCING MARKON FIRST CROP (MFC) CHILE PEPPERS

- MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are now available.
- Prices are elevated as hurricane-damaged fields are being assessed in Baja, Mexico. The fall Georgia season is getting started this week.

GREEN ONIONS

- After an extended period of rising markets, prices have begun to show signs of relief.
- Supplies will remain tight through October.

CAULIFLOWER

- Supplies are tightening as growers work through quality-challenged fields in Salinas and Santa Maria, California.
- Markets are expected to continue inching up over the next two weeks, until quality improves.

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apples

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MI	///	*****	\$\$\$
WA	///	*****	\$\$\$

New crop Washington Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are now on the market. Stocks are abundant. The Washington State Tree Fruit Association projects approximately 108 million cases will be packed during the 2022-2023 season, down from nearly 120 million cases in 2021-2022; cold and rainy weather this past spring is the basis for lower predicted yields. Quality is excellent.



asparagus

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
PERU/FL	///	*****	\$\$\$

Prices are elevated. Growers are harvesting in Northern Baja, Mexico; recent hurricane activity has tightened stocks. Peruvian supplies (into Florida) are limited. Quality is good: stalks are straight with tight tips and grassy flavor. MFC Asparagus is available.



avocados

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$

The market is stable. The California fall season is nearly over. Mexican and Peruvian volume is average. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are holding steady, but will rise as Hurricane Ian affects East Coast crops. Demand will shift to California where the Imperial desert region is about to start shipping. The Canadian season will wind down later this month. The fall season will begin in Mexico in a few weeks. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is expected to remain weak through mid- to late October. California supplies are starting to increase; the Santa Maria area is in its peak harvesting period. Quality is very good: berry size is large and flavor is tangy sweet.



blueberries

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$

Prices are low. The Pacific Northwest season has ended. Mexican volume is high; Baja supplies will increase through the end of the year. Quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Markets are fairly steady. Fields are rebounding after recent high temperatures in Salinas and Santa Maria, California. Volume has returned to normal in Central Mexico (shipped into South Texas) as well. MFC Broccoli is available out of California.



cantaloupe

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$

Prices are up. Growers are transitioning from California to Yuma, Arizona over the next week or two. Quality is good: wind scarring and ground spotting are occasional problems. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons will ship from Yuma in late October.



cauliflower

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

Markets are expected to continue inching up over the next two weeks, until quality improves. Supplies are tightening as growers work through quality-challenged fields in Salinas and Santa Maria, California. Some lots are exhibiting off-color and brown spotting following the recent heatwave. ESS Cauliflower is available out of California.



celery

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MI	///	*****	\$\$\$

Prices are level. Stocks are plentiful in Salinas, California. The Michigan season will persist into mid- to late October. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.



chile peppers

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
GA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is up. East Coast summer production is mostly finished; the fall Georgia season starts this week. Mexican stocks are tight both in Baja and the mainland; Hurricane Kay has caused quality issues that will persist for weeks. Growers are moving to Zacatecas and Michoacan to bridge the gap before the Sinaloa season starts in a month. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are now available.



cucumbers

REGION	SUPPLIES	QUALITY	PRICE
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Although Baja volume (into Otay Mesa, California) has inched up, markets will remain elevated and even inch higher. East Coast stocks are expected to tighten drastically as the fall season ends and Hurricane Ian damages crops. MFC and Markon ESS Cucumbers are sporadic; packer label may be substituted as needed.



grapes

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

Prices are weak. California-grown green and red seedless supplies are ample. California-grown Markon First Crop Lunch Bunch Grapes are available. Quality is excellent: fruit is plump and sweet. Green seedless sugar levels range from 17 to 19 Brix, while red seedless vary from 18 to 20 Brix.

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green leaf

The market is up. Quality concerns that will affect the industry through the transition to Yuma include internal and fringe burn, sun scald, growth cracks, seeder core, weak tip, and wind burn. Removing damaged leaves is lowering case weights and overall yields at the field level. MFC Premium Green Leaf Lettuce is sporadic; Markon Best Available (MBA) is being packed where needed.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



honeydew

Prices will rise in October. California growers are harvesting in Fresno and San Joaquin County, but are preparing to move south to Yuma, Arizona and Imperial County, California soon. Quality is very good: wind scarring is a minor problem. MFC Honeydew Melons are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



iceberg

Expect elevated markets through November when growers move to Yuma, Arizona. Persistent summer heat has caused industry-wide issues such as internal burn, sun scald, growth crack, seeder core, weak tip, and salt and pepper; mildew, INSV, and general pest damage are also prevalent. MFC Premium Iceberg Lettuce is sporadic due to low weights; MBA is being packed where needed.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



lemons

Prices are stable. Growers continue to harvest on the California Coast; choice-grade fruit is most plentiful. MFC and ESS Lemons are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
IMPORTS	///	*****	\$\$\$



limes

The market is easing. Large sizes (110- to 150-count fruit) remain limited. Quality problems persist due to recent rain, but will improve as the season progresses. MFC and ESS Limes are available.

REGION	SUPPLIES	QUALITY	PRICE
MEX/TX	///	*****	\$\$\$



onions

Price have begun to inch down. MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. Medium and jumbo sizes are most abundant; colossal and super colossal onions are limited. Size will gradually increase as new crop production progresses. Growers are beginning to pack and ship onions out of storage later this week.

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID & OR	///	*****	\$\$\$
UT	///	*****	\$\$\$
WA	///	*****	\$\$\$



oranges

California's Valencia season is winding down earlier than anticipated; expect remaining supplies to be depleted by mid- to late October. **Expect that price spread between domestic and offshore fruit to become smaller as domestic supplies dwindle and markets rise.** MFC and ESS Valencia Oranges are sporadic; packer label oranges are being substituted as necessary.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
IMPORTS	///	*****	\$\$\$



pears

The California Barlett season will end by mid-October; supplies are tightening. Washington Bartletts and D'Anjous are also available. Quality ranges from very good to excellent.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
WA	///	*****	\$\$\$

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pineapples

Prices are stabilizing. Fall production has started; volume is beginning to climb. New crop quality is very good.

REGION	SUPPLIES	QUALITY	PRICE
CR	///	*****	\$\$\$
ECUADOR	///	*****	\$\$\$



red/yellow potatoes

New crop supplies are sufficient in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; the market is steady. Harvesting will begin in North Dakota and Washington this week. MFC Red and Yellow Idaho Colored Potatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
TX	///	*****	\$\$\$
PNW	///	*****	\$\$\$



potatoes

Fresh-run, new crop MFC Norkotah Potatoes are currently being packed in Idaho and Washington. New crop Burbank production has started in a limited manner. Prices for large sizes remain high; the market for smaller sizes has inched down a bit. MFC Burbank Potatoes will be available once the sweat process is completed, approximately late October/early November.

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
OR	///	*****	\$\$\$
TX	///	*****	\$\$\$
WA	///	*****	\$\$\$



raspberries

The market is weak. California supplies are at peak volume; the Oxnard, California region will start downtrending through the rest of the month along with Watsonville and Santa Maria. Mexican growers will ship over 75% of total volume by late October. Quality is very good: berries are large, firm, and sweet.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$



romaine

Prices are elevated. Persistently hot summer weather has caused internal and fringe burn, sun scald, growth cracks, seeder core, weak tip, and wind burn. Culling damaged leaves is lowering case weights and overall yields. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed where needed.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



salads & blends

The market for raw product iceberg and romaine is rising. High temperatures in the Salinas Valley have caused quality issues throughout the industry. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

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spring mix

Prices are steady despite tightening Salinas Valley stocks. Growers will move to Yuma, Arizona in early November. Quality is average: yellowing is being reported in some lots. RSS Conventional and Organic Spring Mixes are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



tomatoes

The market is poised to climb. Damage from Hurricane Ian may delay the start of harvesting in several Florida regions. California supplies remain available, but tight. Mexican supplies from are supplementing when possible. MFC Tomatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



squash

The market is escalating, especially prices for yellow squash. The California season will wind down in late October; Mexican supplies will cross into Nogales, Arizona at that time. Hurricane Ian is expected to have a significant impact on East Coast production. Growers will assess the damage.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



tree fruit

The California stone fruit season is ending. Nectarine, peach, and plum supplies are extremely tight; coverage is on a day-by-day basis. The Chilean season begins in mid-January. Quality is very good in the season's last stocks: sugar levels are elevated.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



strawberries

Strong demand is driving up prices. Quality problems include bruising, softness, and small size. Volume will rise and markets will inch down over the next two weeks. MFC Strawberries are available, but packer label will be substituted if necessary.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



watermelon

The market is high; stocks are tight as the California domestic season is ending. The new crop Mexican season will begin later this week or early next week, easing prices later in the month. Quality is average: sugar levels range between 10 and 14 Brix.

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF DAVID EVANS
MARKON MEMBER CHEF

Q

Leeks are onions' milder cousins. Name a few great ways to menu them.

A

Leeks are great to incorporate into hot dip appetizers, especially when paired with artichokes, kale, and parmesan cheese.



They are my go-to ingredient for quiches and frittatas too.



So delicious with asparagus, mushrooms, and cheeses like Gruyere or Feta.

TIPS FOR SERVING PEARS:



- 1.** The mild sweetness and toothsome texture of raw pears work well with leafy, bitter greens like arugula and spinach, as well as delicate mache and spring mix; excellent paired with sharp cheeses and crunchy nuts.
- 2.** Pears are becoming increasingly popular in the entrée section: bake them with chicken, roast with pork, wrap with salty prosciutto, stuff in winter squashes...even sprinkle them on pizzas!
- 3.** Poaching or baking pears with flavors like vanilla, cinnamon, and wine adds flavor while maintaining their natural goodness. Other complementary food partners include balsamic vinegar, blue cheese, cream, dark chocolate, and ginger.

MENU FEATURE

Every chef needs a few solid recipes in his or her repertoire. That's why Markon has put together a catalog of fresh produce-based recipes that cover it all: day- and menu-parts, the range of seasons, a variety of cuisines, and a diverse list of ingredients.

Detroit Style Square Pizza with Mushrooms

Crunchy and cheesy on the outside and fluffy and warm on the inside, these on-trend square pizzas can be piled high with a number of delicious ingredients. Here we've used mushrooms and fresh thyme.

- 2 C Bread flour
- 1 tsp. Active yeast
- 2 tsp. Kosher salt
- 1 C Warm water
- 2 T Olive oil
- 1 1/2 C Colby Jack cheese, cubed
- 1 large MFC Portabella Mushroom, sliced and roasted
- Sprigs MFC Thyme
- 1/2 C Marinara sauce

In a large mixer, combine flour, yeast, salt, and water. Mix until fully combined, then let rest, covered, for ten minutes. Turn mixer back on for ten more minutes to develop the gluten. Remove to an oiled bowl, cover, and let rest for an hour or until doubled in size. Preheat oven to 500 degrees F.

Press dough into a square 9x9-inch pan, using fingers to push out any air bubbles. Top with cheese cubes and mushrooms, making sure cheese goes all the way to the edges (to melt down the sides and form the crunchy crust. Add sauce on top of cheese and mushrooms and bake for 5-10 minutes (or until cheese is browning).

Remove from pan and use metal spatula to loosen edges and remove from pan. Cut into four slices (two each).



Top this spicy shrimp curry with the sweet, calming flavors of pear chutney.

