



FRESH CROP REPORT

WEEK OF SEPTEMBER 25, 2022 - CANADIAN EDITION



HIGHLIGHTS

Markon First Crop® (MFC) Lettuces

Early September's high temperatures have led to the development of internal and fringe burn, sun scald, growth cracks, seeder core, weak tip, and wind burn. *Stripping off damaged leaves is lowering case weights and overall yields* at the field level.

Green Cabbage

Expect elevated prices out of California over the next 10-14 days. The heatwave that California experienced in early September has reduced yields at the field level.

Iceberg Lettuce

Iceberg markets continue to rise. Abnormally high temperatures have caused varying levels of internal burn, sun scald, growth crack, seeder core, weak tip, and salt and pepper; mildew, INSV, and general pest damage are also prevalent due to persistently warm soil temperatures. *Expect high markets and tight supplies through Yuma transition in November.*



BROCCOLI & CAULIFLOWER

- Expect slightly lower broccoli prices over the next two to three weeks as supplies increase in all growing regions
- Cauliflower markets are expected to continue inching up over the next two weeks, until quality improves.

STRAWBERRIES

- Rain early in the week has delayed harvesting, but growers are making a comeback.
- Supplies should return to normal levels later in the week.

APPLES

- The Washington seasonal apple transition from storage crop to new crop supplies continues.
- The Michigan season is ramping up; core varieties are hitting the market.

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apples

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

The Washington seasonal transition from storage crop to new crop supplies continues. The California and Michigan seasons are underway. Washington MFC Granny Smith and Red Delicious Apples will remain available until growers start shipping new crop supplies in late September. New crop Washington Fujis and Galas are on the market.



asparagus

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

The market is high. Growers are transitioning production from Central Mexico to Northern Baja. Peruvian supplies (into Florida) are increasing. Quality is good: stalks are straight with tight tips and grassy flavor. MFC Asparagus is available.



avocados

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

Prices are stable. The California fall season is winding down. Mexican and Peruvian stocks are meeting demand. 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, USA	///	*****	\$\$\$
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Green bell markets will inch up a bit, while red bell prices will hold steady. North Carolina is the main growing region on the East Coast; Georgia will start new crop production this week. California rain delayed some harvests, but volume is rebounding. The Canadian season is winding down. Mexican supplies are tight due to more rain; fall crops are set to begin in a few weeks. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices are level. California stocks are rebounding after recent high temperatures; the Santa Maria region is entering peak season while other areas are wrapping up. Quality is very good: berry size is large.



blueberries

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
PACIFIC NORTHWEST	///	*****	\$\$\$

The market is weak. This is the last week for Pacific Northwest production. Mexican supplies are ramping up; Baja stocks 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	///	*****	\$\$\$

Expect slightly lower prices over the next two to three weeks. Supplies are increasing as fields rebound following the recent heatwave in Salinas and Santa Maria, California. The quality of Central Mexican broccoli (shipped into South Texas) has improved; however, insect pressure persists. MFC Broccoli is available out of California.



cantaloupe

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

Expect the market to climb into October; recent heat has reduced harvest times, lowering volume. Large sizes are dominate the crop; 12- and 18-count melons are limited. Quality is good: wind scarring and ground spotting are occasional problems. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are expected to continue inching up over the next two weeks, until quality improves. Supplies are tightening as growers work through quality-challenged fields. Quality is good overall; 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, USA	///	*****	\$\$\$
MI, USA	///	*****	\$\$\$

The market is steady. Supplies are ample in Salinas, California. The Michigan season will run through 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, USA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are elevated. East Coast seasons are ending; expect tight stocks until the fall Georgia season starts in a few weeks. Mexican supplies are limited; Hurricane Kay has caused quality issues that will persist for several weeks. Up to 45% of these crops have been lost.



cucumbers

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

The market remains high. East Coast harvesting is focused in North Carolina and Georgia. Hurricane Kay has severely impacted Mexican crops; stocks are extremely tight. Some growers are reporting high moisture in their shade houses, causing mildew and bacterial problems. MFC and Markon ESS Cucumbers are sporadic; packer label may be substituted as necessary.



grapes

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

The market is low. California-grown green and red seedless stocks are abundant. 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

Prices are rising. High temperatures have led to the development of internal and fringe burn, sun scald, growth cracks, seeder core, weak tip, and wind burn. Stripping off 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 necessary.

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



honeydew

The market is stable. California growers are harvesting in Fresno and San Joaquin County; 5- and 6-count melons are ample; 8- and 9-count melons are scarce. Expect prices to climb in October as growers transition to Yuma, Arizona, and Imperial County, California. Quality is very good: wind scarring is an occasional issue. MFC Honeydew Melons are available.

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



iceberg

Prices continue to rise. Abnormally high temperatures have caused varying levels of internal burn, sun scald, growth crack, seeder core, weak tip, and salt and pepper; mildew, INSV, and general pest damage are also prevalent due to persistently warm soil temperatures. **Expect high markets and tight supplies through Yuma transition in November.** MFC Premium Iceberg Lettuce is sporadic due to low weights; MBA is being packed where necessary.

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



lemons

The market is unchanged. Growers continue to harvest on the California Coast; choice-grade fruit dominates supplies. MFC and ESS Lemons are available.

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



limes

Prices are starting to inch down after many weeks of tight supplies caused by rain. Large sizes (110- to 150-count fruit) are extremely tight. Quality will improve and size will increase over the next three weeks. MFC and ESS Limes are available.

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



onions

Although the market remains high, prices are starting to ease. MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. Size is dominated by medium and jumbo sizes; colossal and super colossal onions are tight. Size will gradually increase as new crop harvesting progresses. Growers will start to pack and ship onions out of storage in early October.

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



oranges

Prices are elevated. The California Valencia season is ending. Imported stocks are average. Domestic Navels will begin shipping in mid-October. Demand is strong. MFC Valencia Oranges are on the market.

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



pears

New crop California Bartletts are on the market. Size is dominated by 120- and 135-count fruit but is increasing as harvests progress. Washington Bartletts are also available. New crop Washington D'Anjou harvesting will begin later this week. Quality ranges from very good to excellent.

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

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pineapples

The market is beginning to inch down. Fall harvesting has begun; stocks will increase in early October. New crop quality is very good.

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



red/yellow potatoes

New crop supplies are increasing in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; prices are level. Production will get started in North Dakota and Washington by next week. MFC Red and Yellow Idaho Colored Potatoes are available.

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



potatoes

Fresh-run, new crop MFC Norkotah Potatoes are currently be shipped out of Idaho and Washington. New crop Burbank harvesting will begin in late September. Markets for large sizes remain elevated; prices for smaller sizes have eased. MFC Burbank Potatoes will be available once the sweat process is completed, approximately late October/early November.

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



raspberries

Prices are low. The fall crop will hit its peak in late October. Production is increasing in Central Mexico, but Baja stocks are tightening. The Santa Maria, California season will wrap up in December. Quality is very good: berries are large, firm, and sweet.

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



romaine

The market is climbing. High temperatures have led to the development of internal and fringe burn, sun scald, growth cracks, seeder core, weak tip, and wind burn. Stripping off damaged leaves is lowering case weights and overall yields at the field level. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed where necessary.

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



salads & blends

Prices for raw product iceberg and romaine are climbing. Hot weather in the Salinas Valley has caused quality problems that are reducing supplies. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

The market is up a bit. Salinas Valley supplies are being impacted by recent high temperatures. Quality is good: yellowing is being reported in some lots. RSS Conventional and Organic Spring Mixes are available.

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



squash

Last week's rain tightened California supplies; the season will run through late October. Shelf-life may be affected, especially in yellow squash. East Coast stocks are being harvested in North Carolina and Georgia; volume will rise in the coming weeks.

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



strawberries

The market is up but should inch down through the week. **Rain early in the week has delayed harvesting, but growers are making a comeback.** Supplies should return to normal levels later in the week. MFC Strawberries are available, but packer label will be substituted if necessary.

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



tomatoes

Prices are stabilizing. East Coast stocks will increase in mid-October once production moves to Florida. The California crop will run another two to three weeks. Mexican Roma, cherry, and grape tomatoes have been affected by Hurricane Kay, particularly in Southern Baja. Rain impacted crops in Central Mexico as well, but volume is rising. MFC Tomatoes are available.

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



tree fruit

The domestic season is ending, pushing up markets. Nectarines will be available for another week. Peaches will be on the market for two to three more weeks, while plums will run another three to four weeks. Size is dominated by small fruit (60-count); larger sizes are limited (54- and 56-count). Quality is very good: sugar levels are elevated.

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



watermelon

Prices are expected to rise until the new crop Mexican season starts in a few weeks; supplies are limited in all regions. Quality is average: sugar levels range between 10 and 14 Brix. Central California is shipping both full-size and mini melons.

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

ASK A MARKON CHEF

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



CHEF PATRICK
MITCHELL
MARKON MEMBER CHEF

Q

Markon Essentials brand focuses on flavor, not appearance. What preparations do you target with this line of vegetables?

A

Markon Essentials is a great line for when need premium flavor but aren't as concerned with the appearance of the vegetables. The most important things are the quality and flavor and that is what you get with Markon Essentials.



For example, if you are making French onion soup, it doesn't matter if the onion has a double center. Your concern is the flavor because those onions will all be sautéed down.



If you are preparing the "holy trinity" (onion, celery, and bell pepper) for a Cajun dish like jambalaya or gumbo, your vegetables will all be chopped so you don't care if they are a little misshapen.

TIPS FOR SERVING BELL PEPPERS:



- 1.** Shred MFC Green and Red Bell Peppers into coleslaw; serve with burgers or sandwiches.
- 2.** Sauté green, red, orange, and yellow bell peppers with onion strips and oregano; serve in hoagie buns with sausages, chopped steak, or hot dogs.
- 3.** Mix lump crab meat, minced MFC Green Bell Peppers, fresh ginger, and cilantro mayonnaise; bread crab cakes with panko (Japanese breadcrumbs) and lightly fry.



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.

Israeli Couscous-Stuffed Bell Peppers

Whether served hot or cold, this hearty, plant-based dish makes a great lunch entree or dinner side.

- 1/4 C Olive oil
- 4 Markon First Crop Green Bell Peppers, halved
- 3 C Israeli couscous, cooked
- 1 C Wild rice, cooked
- 1 C Markon First Crop Mushrooms, sautéed and chopped
- 2 T Markon First Crop Italian Parsley, chopped
- 1/4 C Cranberry raisins, chopped
- 1 tsp. Kosher salt
- 1/4 tsp. Black pepper
- 1/4 C Balsamic vinaigrette

Preheat oven to 375 degrees F.

Rub oil over bell peppers; place on baking sheet face down. Roast until tender, approximately 20 minutes.

In a large mixing bowl, combine couscous, wild rice, sautéed mushrooms, parsley, cranberry raisins, salt, pepper, and vinaigrette. Toss to combine.

Fill each pepper half with couscous mixture and serve.

This shareable side dish is roasted on high heat to blister the carrots' skins while keeping the inside sweet and tender.

