



# FRESH CROP REPORT

WEEK OF OCTOBER 9, 2022



MARKON  
ESSENTIALS

# HIGHLIGHTS

## Iceberg

Iceberg supplies are tight. Markets are quickly rising as growers manage supplies for the duration of the Salinas Valley season. **Expect elevated markets until transitions to Yuma, Arizona and the Imperial Desert, California are completed in mid-November.**

## Green Leaf and Romaine

Green leaf supplies are scarce; romaine stocks are limited. **Prices continue to rise as demand grows.** Quality is fair following the recent heatwave and rain events in the Salinas and Santa Maria Valley.

## Broccoli

**Markets are high** due to mediocre quality over the last 7-10 days; yields are reduced at the field level. Pin rot is prevalent in multiple growing regions, resulting in poor appearance and decreased shelf-life.



## CUCUMBERS

- Prices are easing.
- West Coast supplies are increasing as production picks back up following severe weather in Mexico.

## CILANTRO

- Markets are easing.
- Favorable growing conditions in southern California have led to increased yields and limited quality concerns.

## CAULIFLOWER

- Prices will remain slightly elevated until desert growing regions begin in mid- to late November.
- Stocks are tight as growers work through quality-challenged fields due to pest and disease pressure; heat wave conditions have stressed plants during growth cycles.



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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 available. Volume is high. 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 | ///      | *****   | \$\$\$ |

The Mexican market has eased; Baja supplies are ample. Quality is good: stalks are straight with tight tips and grassy flavor. MFC Asparagus is available.



avocados

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

Prices are steady. The California fall season is ending. Mexican and Peruvian stocks are sufficient. Quality is very good: texture is smooth and flavor is slightly nutty. 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        | ///      | *****   | \$\$\$ |

The market is level. East Coast production regions seems to have been spared significant damage from Hurricane Ian, but growers continue to assess fields. The Hollister/Gilroy, California region is in its seasonal decline; supplies are adequate. The California desert green bell season will begin in mid-October; red bells will be harvested three to four weeks later. The Canadian season is wrapping up. Volume is low out of Eastern Mexico (crossing the South Texas border). Expect production to start in Western Mexico (into Nogales, Arizona) by mid-October. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices are low. Mexican crops are recovering nicely after last week's rain. California supplies are ample; 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   | ///      | *****   | \$\$\$ |

Markets are low. Mexico's production will continue to ramp up quickly. Baja volume is high this week but will begin to decline as fall peak has passed. Peruvian stocks are on the upswing. Quality is very good: size is large and flavor is sweet yet tangy.

# FRESH CROP REPORT



## broccoli

Prices are high due to mediocre quality over the last 7-10 days; California yields are low. Pin rot is prevalent in multiple growing regions, resulting in poor appearance and decreased shelf-life. The quality of Central Mexican broccoli (shipped into South Texas) has improved but insect pressure persists. MFC Broccoli is available out of California; Markon Best Available® (MBA) Broccoli is available in South Texas.

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



## cantaloupe

The market is high. Growers have begun transitioning from California to Yuma, Arizona. Quality is good: wind scarring and ground spotting are minor issues in remaining California supplies. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons will ship from Yuma in late October.

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



## cauliflower

Prices will remain slightly elevated until desert growing regions begin in mid- to late November. Supplies are tight as growers work through quality-challenged fields due to pest and disease pressure; heat wave conditions have stressed plants during growth cycles. Quality is weak; many lots are exhibiting off-color and brown spotting following the recent heatwave. ESS Cauliflower is available out of California.

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



## celery

The market is stable. Supplies are abundant in Salinas, California. The Michigan season will wind down in mid- to late October. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

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



## chile peppers

Prices are high. East Coast stocks are limited as most seasons wind down. The fall Georgia season is expected to start in the next ten days. The bulk of Hurricane Orlene missed Mexico's major growing regions. Growers are transitioning to Zacatecas and Michoacan to bridge the gap before the Sinaloa season starts next month. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are now available.

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



## cucumbers

Although markets remain high, they should start easing by November when Baja supplies (into Otay Mesa, California) increase. Growers in mainland Mexico will begin production within the next three weeks. East Coast growers are harvesting in North Carolina and Georgia; these areas had minimal impact by Hurricane Ian. MFC and ESS Cucumbers are sporadic; packer label may be substituted as needed.

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



## grapes

Prices are weak. California-grown green and red seedless volume is high. 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.

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

# FRESH CROP REPORT



## green leaf

Prices continue to rise as demand grows; supplies are scarce. Quality is fair following the recent heatwave and rain events in the Salinas and Santa Maria Valleys; fringe burn, mildew pressure, seeder, and thrip damage are present. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed where needed.

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



## honeydew

The market is climbing. California growers are moving from Fresno and San Joaquin County south to Yuma, Arizona and Imperial County, California. Prices will inch up until harvesting has fully transitioned and volume climbs. Quality is very good: wind scarring is an occasional issue. MFC Honeydew Melons are available.

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



## iceberg

Prices are quickly rising as growers manage supplies for the duration of the Salinas Valley season. Expect elevated markets until production transitions to Yuma, Arizona and the Imperial Desert, California in mid-November. MFC Premium Iceberg Lettuce is sporadic due to low weights; MBA is being packed where needed.

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



## lemons

Expect rising markets and tight supplies over the next two weeks as new crop seasons get started. California's District Two is yielding small and medium fruit. District One production will start in late October. MFC and ESS Lemons are available.



## limes

Prices have stabilized. Small sizes are most readily available; large sizes (110- to 150-count fruit) are tight. Quality problems persist due to recent rain, but are improving. MFC and ESS Limes are on the market.

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



## onions

The market is steady. MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. Medium and jumbo sizes are most plentiful; colossal and super colossal onions are scarce. Size will continue to increase as new crop production progresses. Growers are now packing and shipping onions out of storage.

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



## oranges

Prices are elevated. The Valencia season will down over the next three weeks; small-size fruit is extremely tight. The new crop Navel season will start in late October. 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 is wrapping up; stocks are limited. Washington Bartletts and D'Anjous are readily available. Quality ranges from very good to excellent.

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

# FRESH CROP REPORT



## pineapples

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

The market is steady. Fall harvests are underway; supplies are increasing. New crop quality is very good: fruit is juicy and tangy-sweet.



## red/yellow potatoes

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| AZ      | ///      | *****   | \$\$\$ |
| CA      | ///      | *****   | \$\$\$ |
| ID + WA | ///      | *****   | \$\$\$ |
| MN      | ///      | *****   | \$\$\$ |
| ND      | ///      | *****   | \$\$\$ |
| TX      | ///      | *****   | \$\$\$ |
| WI      | ///      | *****   | \$\$\$ |

New crop stocks are adequate in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; prices are level. Harvesting has started in North Dakota and Washington. MFC Red and Yellow Idaho Colored Potatoes are on the market.



## potatoes

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

Fresh-run, new crop MFC Norkotah Potatoes are currently being packed in Idaho and Washington. Limited new crop Burbank has begun. Markets for large sizes remain elevated; prices for smaller sizes are lower. MFC Burbank Potatoes will be available once the sweat process is completed in late October/early November.



## raspberries

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

Prices are low. Stocks will remain ample for the next three to five weeks, then start to downtrend through the end of the year. Mexican growers will ship over 75% of total volume by late October. Quality is very good: berries are large, firm, and sweet.



## romaine

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

Markets continue to rise as demand grows; supplies are limited. Quality is fair following the recent heatwave and rain events in the Salinas and Santa Maria Valleys; fringe burn, mildew pressure, seeder, and thrip damage are present. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed when needed.



## salads & blends

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

Prices for raw product iceberg and romaine is climbing. Fringe burn, mildew pressure, seeder, and thrip damage are problems reducing head weights. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

# FRESH CROP REPORT



## spring mix

The market is stable. Expect Salinas Valley supplies to decrease until growers move production to Yuma, Arizona in early November. Quality is average; yellowing is a minor issue. RSS Conventional and Organic Spring Mixes are available.

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



## squash

Prices are fairly steady. East Coast supplies weathered Hurricane Ian without significant damage, but growers continue to evaluate. California production will run through late October. Stocks in mainland Mexico (into Nogales, Arizona) are tight, but will increase over the next few weeks.

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



## strawberries

Markets will remain elevated over the next two weeks as fields recover from prior rainstorms; stocks are extremely limited. The Salinas/Watsonville season will wind down by mid- to late October. The Oxnard season is just getting started. Size ranges from 18 to 20 berries per one-pound cartons. MFC Strawberries are available, but packer label will be substituted if needed.

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



## tomatoes

Strong demand is pushing up prices. East Coast growers are assessing damage from Hurricane Ian. Production is underway in South Georgia and Quincy, Florida; suppliers will move to Ruskin/Palmetto soon; however, major supply challenges are expected in November and early December. California volume is average, but size is small. The season will wind down in three weeks. Mexican prices have jumped. MFC Tomatoes are available.

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



## tree fruit

The California stone fruit season has ended. Nectarine, peach, and plum stocks are nearly depleted; 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     | ///      | *****   | \$\$\$ |



## watermelon

Prices are up. Supplies are limited; the California domestic season is ending. The new crop Mexican season has begun; stocks will increase as the month proceeds. Expect markets to dip 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

Pears are a subtly flavored fruit that pairs well with fall meat dishes. What are some of your favorites?

# A

I am a big fan of the classic combination of sliced pears and Stilton cheese. Pears are a delicious addition to pork dishes—we caramelize them with onions. They make a great fall pizza with pancetta and blue cheese.



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.



Poaching or baking pears with flavors like vanilla, cinnamon, and wine adds flavor while maintaining their natural goodness.



# TIPS FOR SERVING APPLES:



- 1.** Accent brown rice or stuffing with fresh cranberries, sautéed mushrooms, and chopped MFC Gala Apples.
- 2.** Sauté RSS Washed & Trimmed Kale with RSS Sliced Onions, chopped MFC Granny Smith Apples, and hazelnuts; serve with meats and seafood.
- 3.** Chop MFC Potatoes and MFC Fuji Apples into cubes; mix with olive oil and salt; roast with rosemary.

# 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.

## Stuffed Eggplant

Italian-inspired, this vegetarian entree is packed with umami flavors and ancient grains.

- 2 Markon First Crop Eggplants, halved
- 1 Tbsp. Olive oil
- 2 C Farro, cooked
- 1 C Markon First Crop Asparagus, grilled and chopped
- 1 C Markon First Crop Mushrooms, grilled and chopped
- 1 tsp. Kosher salt
- 1/2 tsp. Pepper
- 1 C Markon First Crop Cherry Tomatoes, quartered
- 1/2 C Mozzarella balls, quartered

Remove the majority of flesh from each eggplant half. Brush with oil and grill filling and skins; reserve skins, but chop eggplant filling into cubes.

Toss cooked farro with grilled asparagus, mushrooms, the eggplant filling, salt, and pepper. Use this mixture to fill each eggplant half.

Top with quartered tomatoes and Mozzarella cheese.

Garnish with edible flower petals if desired.



These beautiful  
gluten-free  
tarts

are filled with  
citrus-vanilla  
custard and  
roasted  
apples.

