



FRESH CROP REPORT

WEEK OF OCTOBER 16, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Green Leaf, Iceberg, & Romaine

Expect elevated markets and limited supplies until transitions to Yuma, Arizona and California's Imperial desert are completed in mid-November. Erratic weather patterns of extreme heat followed by rain have compounded quality issues.

Broccoli

Prices will remain high as growers selectively harvest available product until desert growing regions begin in mid- to late November.

Fall Harvesting Transition

Although many produce items are available year-round, most are not harvested in the same regions the entire time. Markon inspectors travel with the seasons, monitoring product daily to ensure quality and food safety standards are met—[learn more here](#).



LIMES

- The lime market continues to ease as weather improves in the main growing region of Veracruz, Mexico.
- Overall supplies are ample.

CAULIFLOWER

- Supplies are increasing after quality-challenged fields in Salinas and Santa Maria, California have been mostly harvested.
- Expect prices to continue decreasing over the next two weeks.

GREEN ONIONS

- Demand for green onions remains strong, far exceeding supply. Industry volume is down 50-70%
- Prices will remain elevated through October.

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apples

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

The new crop Washington Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apple seasons are underway. Supplies are increasing. The Washington State Tree Fruit Association projects fewer cases will be packed during the 2022-2023 season due to cold and rainy weather this past spring. Quality is excellent.



asparagus

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

Prices in Mexico are rising as Northern Baja production falls from recent peak production; Southern Baja harvests will begin in two weeks. MFC Asparagus is available.



avocados

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

The market is stable; supplies are adequate. Quality is very good: texture is smooth and flavor is slightly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.



bell peppers
green/red

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

Prices are starting to inch up. East Coast harvests are moving south to Georgia; early production is dominated by large sizes. Growers will transition to Florida in November; lower volume is expected due to Hurricane Ian damage. The Hollister/Gilroy, California season is ending this week. The California desert green bell season will start next week; red bells will begin a month later. Canadian harvests are winding down. Production will get underway in Western Mexico (into Nogales, Arizona) in the next two weeks. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

The market is weak. California stocks are plentiful; the Santa Maria area is in its peak harvesting period. Mexican crops are recovering from recent poor weather; volume is adequate. Quality is very good: berry size is large and flavor is tangy sweet.



blueberries

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

Prices are low. Mexican supplies are abundant. The Baja season is moving past its fall peak. Peruvian volume is rising. Quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

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

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.



cantaloupe

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

Prices are slightly lower this week. Growers have moved to the Imperial Valley in California and Yuma, Arizona. Large sizes dominate availability. Due to water restrictions, fewer acres have been planted than in previous seasons. Quality is good: wind scarring and ground spotting are occasional issues. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons will ship from Yuma in late October.



cauliflower

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

Expect markets to continue decreasing over the next two weeks as quality improves and supplies increase. Temperate temperatures and lack of storm conditions has encouraged consistent head maturation; suppliers are back on harvesting schedules. Quality is good: some lots are still exhibiting off-color and brown spotting. ESS Cauliflower is available out of California.



celery

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

Prices are weak. Stocks are ample in Salinas, California. The Michigan season is ending. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.



chile peppers

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

Elevated markets persist. East Coast supplies will come from Georgia through the fall season. Stocks are adequate out of California and Baja, Mexico; Anaheims are tight. Habaneros are experiencing quality issues, requiring extra sorting. Growers in Central Mexico will ship for another few weeks. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are now available.



cucumbers

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

Prices are starting to inch up. Georgia production is yielding the bulk of East Coast supplies. The Baja season (into Otay Mesa, California) is underway. Growers in mainland Mexico have begun shipping into (Nogales, Arizona). MFC and ESS Cucumbers are sporadic; packer label may be substituted as needed.



grapes

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

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

Expect elevated markets and limited supplies until transitions to Yuma, Arizona and California's Imperial desert are completed in mid-November. Supplies continue to be extremely limited. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed where needed.

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



honeydew

Harvesting has begun transitioning to the Southern California growing region where quality is very good; size is dominated by 5-count fruit. Pricing is slightly lower this week; expect this trend to continue as the Southern California season picks up. Due to water restrictions, there are fewer acres being planted this season. MFC Honeydew Melons are available.

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



iceberg

Expect elevated markets until transitions to Yuma, Arizona and California's Imperial desert are completed in mid-November. Erratic weather patterns of extreme heat followed by rain have compounded quality issues. MFC Premium Iceberg Lettuce is sporadic due to low weights; MBA is being packed where necessary.

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



lemons

Prices are up; stocks are tightening. New crop production is starting in California's District Two; small- and medium-size fruit dominate availability. District One harvests will begin in late October. MFC and ESS Lemons are on the market.

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



limes

The market continues to ease as weather improves in the main growing region of Veracruz, Mexico. Overall supplies are ample. Large sizes (110- to 150-count fruit) remain snug; supplies are dominated by smaller sizes (200- to 250-count limes). Quality is improving. MFC and ESS Limes are available.

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



onions

Prices have stabilized. MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. Medium and jumbo sizes are abundant; colossal and super colossal onions are limited. Size will continue to increase as new crop harvesting progresses. Growers are now packing and shipping onions out of storage.

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



oranges

The market is high. The Valencia season will wrap up over the next few weeks; small-size fruit is extremely limited. The new crop Navel season will begin in late October. MFC and ESS Valencia Oranges are sporadic; packer label oranges are being substituted as needed.

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



pears

The California Bartlett season is ending; supplies are scarce. Washington Bartletts and D'Anjous are readily available. Quality ranges from very good to excellent.

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

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pineapples

Prices are level. Fall production is increasing volume. New crop quality is very good: fruit is juicy and tangy-sweet.

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



red/yellow potatoes

New crop stocks are meeting demand in all regions; the market is stable. Quality is very good. MFC Red and Yellow Idaho Colored Potatoes are on the market.

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



potatoes

Fresh-run, new crop MFC Norkotah Potatoes are available from Idaho and Washington. Limited new crop Burbank production has started. Prices for large sizes are high; markets for smaller sizes are weaker. MFC Burbank Potatoes will be available once the sweat process is completed in late October/early November.

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



raspberries

The market is weak. Supplies will remain plentiful for the next two to four weeks, then begin to tighten 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.

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



romaine

Erratic weather patterns of extreme heat followed by rain have compounded quality issues. **Expect elevated prices** until transitions to Yuma, Arizona and California's Imperial desert are completed in mid-November. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed when needed.

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



salads & blends

Markets for raw product iceberg and romaine are up. Fringe burn, mildew pressure, seeder, and thrip damage are industry-wide issues reducing head weights. 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. Expect Salinas Valley stocks to tighten until growers move harvesting to Yuma, Arizona in early November. Quality is challenged due to the season's inclement weather. RSS Conventional and Organic Spring Mixes are available.

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



squash

The market is level. East Coast production is focused in Georgia; supplies are adequate. California's Santa Maria production will run through late October. Supplies will continue to ramp up in mainland Mexico (into Nogales, Arizona) over the next several weeks. Quality is very good.

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



strawberries

Prices remain high; volume is low. The Salinas/Watsonville season is ending. Santa Maria is the primary source at this time. The Oxnard season is getting underway. Size ranges from 18 to 20 berries per one-pound cartons. MFC Strawberries are available.

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



tomatoes

The market will remain elevated through January. East Coast production is starting in South Georgia and Quincy, Florida, where growers were largely unaffected by Hurricane Ian. These regions do not have enough product to meet demand. There was tremendous crop loss in the other major growing areas of Florida; small size and scarring are expected in November and December. California tomatoes are also extremely limited due to September's hot weather; size is small. The season will end in two weeks. Mexican markets are climbing due to weather-related problems there as well. MFC Tomatoes are sporadic; packer label will be shipped when necessary.

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



tree fruit

The California stone fruit season has ended. Nectarine, peach, and plum stocks are depleted. The Chilean season starts in mid-January.

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



watermelon

The market is a bit lower, but stocks remain tight. The California domestic season is ending. The new crop Mexican season is getting underway; volume will rise as the month proceeds. Prices will ease by the end of the month. Quality is good: 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

Apples are a true sign of fall food. Salads, sides, desserts, and beverages...they work across all day parts. How do you use apples on your menus?

A

An invigorating wellness drink we suggest on breakfast menus contains MFC Granny Smith Apples, MFC Celery, fresh ginger, and RSS Triple-Washed Spinach.



I like to add apples when boiling potatoes for subtly sweet flavor.



Apple-potato mash with butter and a pinch of nutmeg makes a great side for hearty braised fall proteins like beef and pork.

TIPS FOR SERVING READY-SET- SERVE WILD ARUGULA:



- 1.** Use this versatile leafy green as an herb to give appetizers and soups complexity; great on crostini, in dumplings, quiches, and spring rolls.
- 2.** RSS Wild Arugula is no stranger to entrées—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.
- 3.** Serve a hearty salad of RSS Wild Arugula, roasted butternut squash cubes, brown lentils, and shaved Parmesan cheese.

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.

Upside-Down Gingerbread-Pear Torte

Perfect for the holidays, this cake marries the spicy flavors of gingerbread with the sweetness of pears.

- 1 box Gingerbread mix
- 2 Markon First Crop D'Anjou Pears, sliced into ½" wedges
- ¼ C Dark corn syrup
- ¼ C Dark brown sugar
- 1 tsp. Vanilla extract
- ½ tsp. Cinnamon

Prepare gingerbread batter as directed; set aside.

In small sauce pot, bring brown sugar and corn syrup to a simmer. Add pears and remove from heat. Pour sugar mixture into the bottom of a buttered 9" round baking pan. Fan the pears around pan as shown in the picture. Pour gingerbread mix over sugar/pear mixture and bake as directed.

Remove from oven once the cake is cooked thoroughly, and let cool.

NOTE: Do not remove cake from pan until it has cooled completely. Sugar mixture needs to harden for correct presentation.



These individual pizzas are topped with RSS

Lemony Arugula to balance the rich, creamy cheese and earthy mushroom flavors.

