



FRESH CROP REPORT

WEEK OF OCTOBER 23, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Lettuces

Markon First Crop® (MFC) Green leaf, Iceberg, and Romaine supplies remain extremely limited, at record high market levels. Lower prices are forecast in the coming weeks as more supplies become available through the harvesting transition to the desert regions.

Strawberries

Expect stocks to remain tight and markets elevated over the next three weeks as fields recover from prior rainstorms.

Idaho Potato 2022-2023 Outlook

Idaho potato suppliers anticipate another challenging crop year due to lower yields. High-quality potatoes, a smaller size profile, and lower volume is expected this season as compared to last year's.



ORANGES

- The California Navel harvest has begun; volume will ramp up over the next three to four weeks.
- Current volume is dominated by 113- and 138-count packs; expect prices for large sizes (56- and 72-count packs) to increase.

ASPARAGUS

- Markets are rising as the Northern Baja season moves past peak production.
- Large sizes are tight; Central Mexico's season has ended, concentrating all demand on Northern Baja.

TOMATOES

- Prices will escalate dramatically through January.
- Volume is critically low due to a combination of transitioning growing regions and severe weather in multiple growing regions.

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apples

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

New crop Washington Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apple are now shipping; 88- to 113-count sizes dominate the crop. Quality is excellent. Although the overall volume this year will fall below last year's, stocks are currently ample.



asparagus

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

Markets are rising as the Northern Baja season moves past peak production. Large sizes are tight; Central Mexico's season has ended, concentrating all demand on Northern Baja. Recent storms and poor field conditions are restricting machine access and slowing down harvests. MFC Asparagus is available.



avocados

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

Prices are fairly steady; volume is average. 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	///	*****	\$\$\$

Green bell markets are slightly higher while prices for red bells are level. East Coast production is focused in Georgia; this week's cold weather will tighten supplies. Growers will transition to Florida in November; lower yields are predicted because of Hurricane Ian damage. The Hollister/Gilroy, California season is ending; expect limited stocks over the next month (until the California desert season ramps up). The majority of Canadian growers have wrapped up for the season. Mexican volume (into Nogales, Arizona) is fairly steady. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices are low. California stocks are plentiful; Santa Maria and Watsonville crops are past peak volume, but Oxnard supplies are increasing. Mexican yields are rising; expect plentiful stocks in late November/early December. Quality is very good: berry size is large and flavor is tangy sweet.



blueberries

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

The market is weak. Mexico's Baja crop is past its fall peak, but volume is sufficient. Peruvian fruit is abundant. Quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

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

The market is easing; supplies are rebounding. 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 from Mexico (into South Texas).



cantaloupe

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

Expect higher prices now that growers have moved to the Imperial Valley in California and Yuma, Arizona due to water restrictions. Large sizes dominate availability. Quality is good: wind scarring and ground spotting are occasional issues. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are easing; demand is weak. Supplies are increasing, but will remain tight as growers work through quality-challenged fields. Some lots are still exhibiting off-color and brown spotting. Growers will move to the Arizona/California desert region in mid-November. ESS Cauliflower is available.



celery

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

The market is low. Volume is high in Salinas, California. The Michigan season will end next week. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.



chile peppers

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

Prices are high. East Coast stocks are shipping from Georgia to be followed by Florida in mid-November; low volume is expected all season. Supplies are sufficient in California and Baja, Mexico; Anaheims remain limited. Habaneros are experiencing quality issues, requiring extra sorting. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are now available.



cucumbers

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

The market is inching up. East Coast stocks are shipping out of Georgia. Baja supplies (into Otay Mesa, California) are ramping up. Production has also start in mainland Mexico (into Nogales, Arizona). MFC and 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 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.

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green leaf

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

Prices will remain elevated until harvesting transitions to Yuma, Arizona and California's Imperial Desert in mid-November. Stocks are extremely limited; Salinas Valley fields are being decimated by disease pressure. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as necessary.



honeydew

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

The market will inch higher now that growers are harvesting in the Southern California desert region due to water restrictions. New crop size is dominated by 5-count fruit. MFC Honeydew Melons are available.



iceberg

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

Record-high prices will persist until production transitions to Yuma, Arizona and California's Imperial desert in mid-November. Volume and head weights are low due to season-long quality problems. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as needed.



lemons

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

Expect high markets for the next week or two while growers move to new regions (California's District Two); small- and medium-size fruit dominates availability. District One harvests will begin in late October. MFC and ESS Lemons are on the market.



limes

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

Although there is some volatility in prices for large sizes (110- to 150-count fruit), the overall market is level. Stocks are dominated by smaller sizes (200- to 250-count limes). Quality is good. MFC and ESS Limes are available.



onions

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

The market is steady. Medium and jumbo sizes are most plentiful; colossal and super colossal onions are tight. MFC Onions are being shipped out of storage from Idaho, Oregon, Utah, and Washington.



oranges

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

Prices are elevated. The Valencia season is ending; small sizes will be challenging for the next two weeks. [The California Navel harvest has begun](#); supplies will ramp up over the next three to four weeks. Current volume is dominated by 113- and 138-count packs; expect prices for large sizes (56- and 72-count packs) to increase. MFC and ESS Navel and Valencia Oranges are available.



pears

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

The market is level. MFC Washington Bartletts and D'Anjous are readily available. Quality ranges from very good to excellent. The California Bartlett season has ended.

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pineapples

The market is steady; supply levels have stabilized. New crop quality is very good: fruit is juicy and tangy-sweet.

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



red/yellow potatoes

New crop supplies are sufficient; prices are 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	///	*****	\$\$\$



raspberries

Prices have inched up. Northern California stocks are tightening faster than predicted. Growers are struggling with quality problems and lower-than-expected yields in Baja, Mexico. Quality ranges from good to very good.

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



romaine

The market will remain elevated until harvesting transitions to Yuma, Arizona and California's Imperial desert in mid-November. Salinas Valley supplies are extremely limited. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed as necessary.

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



potatoes

Markets for large sizes remain elevated; prices for smaller sizes are lower. MFC Norkotah Potatoes are now shipping out of storage. New crop 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	///	*****	\$\$\$



salads & blends

Prices for raw product iceberg and romaine are at record highs. Fringe burn, mildew pressure, seeder, and thrip damage are industry-wide quality problems 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

Salinas Valley supplies will continue to tighten until harvesting moves 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

There is a large price disparity between East Coast and Mexican prices. Georgia yields are down; growers will move to Florida in November, but low volume is expected due to Hurricane Ian damage. California's Santa Maria harvests will wind down next week, but volume is rising in mainland Mexico (into Nogales, Arizona). Quality ranges from good to very good.

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



strawberries

Expect supplies to remain tight and markets elevated into early November as fields recover from prior rainstorms. The Salinas/Watsonville season will end by late October. Santa Maria is the primary source at this time; growers continue culling rain-damaged fruit, leading to lower yields. The Oxnard season is just getting started; size ranges from 18 to 20 berries per one-pound cartons. The Mexican season will start this week. MFC Strawberries are available.

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



tomatoes

Prices will escalate dramatically through January. Volume is critically low due to a combination of transitioning growing areas and severe weather in multiple growing regions over the past month. Shortages and average quality are inevitable between November and January. Many growers will enact Act of God clauses over the next 8 to 10 weeks. MFC Tomatoes are sporadic; packer label will be shipped as needed.

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

Prices are starting to inch down. The California domestic season has ended. New crop Mexican supplies will increase as the month proceeds. Quality is improving: sugar levels range between 10 and 14 Brix.

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

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

Fall and winter salads incorporate more grains and hearty vegetables. What are your favorite flavor combinations for this time of year?

A

Try tossing cumin-roasted carrots and parsnips with tabbouleh, garlic, parsley, and mint. Another great salad combines leafy greens, couscous with pistachios and pomegranate seeds.



Use sturdier greens like RSS Collard Greens and RSS Shredded Kale as alternatives to leaf lettuces.



Toss with RSS Hearts & Hearts, sliced MFC Pears, candied walnuts, and Stilton blue cheese dressing.

TIPS FOR SERVING FENNEL:



- 1.** MFC Fennel adds a subtle licorice-like flavor to potato dishes, especially cheesy gratins, shaved fennel, radicchio, red quinoa, and fresh mint; serve with blood orange vinaigrette.
- 2.** Simmer minced MFC Fennel with whole cranberries, orange zest, and orange juice until berries are soft; serve relish with roasted poultry.
- 3.** Bake sliced MFC Fennel until caramelized and crunchy; add to green salads as a crouton substitute.

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.

Caramel Hidden Rose Apples

Give your guests a visual surprise: take a bite of these crunchy apples covered in gooey caramel and decorative candies, and get a pop of ruby red color.

- | | |
|----------|---|
| 1/11-oz. | Bag of caramels |
| 4 | Hidden Rose apples, washed and completely dried |
| 4 | Lollipop sticks |
| 4 | Oatmeal cookies |
| | Sprigs Markon First Crop Mint |
| | Sugar crystals, to garnish |

Prepare a baking sheet lined with parchment paper. Be sure apples are wiped dry so caramel will stick to them. Remove stems and replace with sticks, inserted at least one inch deep.

Heat caramels until fully melted. Whisk until smooth. Dip each apple into the caramel, hold above pan or bowl until excess drips away, and carefully roll in sugar crystals.

Place on top of a cookie and then onto parchment-lined baking sheet. Repeat for remaining apples.

Garnish with mint sprigs and serve.

Offer this eggplant dip as a hummus alternative or accompaniment for a Middle Eastern dip packed with deep color and rich flavor.

