



FRESH CROP REPORT

WEEK OF OCTOBER 30, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Widespread Quality Issues

Raw product supplies of iceberg, romaine, and green leaf lettuce are extremely limited due to recent soil disease and plant virus issues. Volatile weather has also compromised quality and reduced shelf-life potential in broccoli, cauliflower, and tender leaf items from California's Salinas and Santa Maria Valleys. *Quality should improve once the industry moves south for the fall and winter seasons.*

Mixed Berries

Blueberry supplies are facing quality challenges. Raspberry volume is starting to fall, while blackberries stocks are expected to remain sufficient.

Broccoli

Markets continue to ease after a recent peak. Widespread quality issues, such as pin rot, are likely to remain through the transition to the Arizona/California desert growing region.



GREEN BEANS

- Green and French Bean supplies continue to be extremely limited due to recent bad weather in all growing regions.
- Expect elevated markets over the next two weeks.

GREEN ONIONS

- Prices are decreasing but will remain elevated for a week or two more.
- Supplies and quality are slowly increasing in the Mexicali growing region; heavy storms and the resulting damage significantly reduced.

POTATOES

- Idaho's potato harvest is now complete; overall demand is strong. Expect markets to increase over the next few weeks.
- With harvesting now complete, growers can control supply levels and hold back shipments to push prices upward.

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apples

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

The market is stable. New crop Markon First Crop® (MFC) Washington Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apple are increasing; 88- to 113-count sizes dominate supplies. Quality is excellent. Although the overall volume this year will fall below last year's, stocks are currently plentiful.



asparagus

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

Prices are high. Production is past its peak in Northern Baja; large sizes are scarce. Central Mexico's season has ended, concentrating all demand on Northern Baja. Recent storms and poor field conditions are restricting machine access and slowing harvests. MFC Asparagus is available.



avocados

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

The market is stable; supplies 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 on the market.



bell peppers
green/red

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

Prices are up. East Coast stocks are tightening in Georgia due to low temperatures. Growers will transition to South Florida in mid-November; lower yields are expected because of Hurricane Ian damage. California growers are transitioning green bells to the California desert region this week; red bells will follow in three weeks. The Canadian season is winding down. Mexican supplies (into Nogales, Arizona) are sufficient. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

The market is weak. The Santa Maria and Watsonville, California seasons are past peak volume; Oxnard volume is rising. The Central Mexican crop is increasing week after week; supplies will be abundant 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	///	*****	\$\$\$

Prices are low. Although Mexico's Baja crop is past its fall peak, yields are increasing in Central Mexico and Peru. Quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

Prices continue to ease after a recent peak. Widespread quality issues, such as pin rot, are likely to remain through the transition to the Arizona/California desert growing region. MFC Broccoli is available out of California; Markon Best Available® (MBA) Broccoli is available from Mexico (into South Texas).

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



cantaloupe

Markets will inch up until new crop volume increases in California's Imperial Valley and Yuma, Arizona; overall lower yields are anticipated 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.

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



cauliflower

The market is steady; demand is weak. Volume will remain fairly low as growers work through quality-challenged fields. Some lots are still exhibiting off-color and brown spotting. Production will transition to the Arizona/California desert region in mid- to late November. ESS Cauliflower is available; packer label is being substituted as needed.

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



celery

The market is low. Supplies are abundant in Salinas, California. The Michigan season has ended. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

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



chile peppers

The market is elevated. East Coast supplies are shipping from Georgia to be followed by Florida in mid-November; tight stocks are expected through the whole season. Volume is adequate in California and Baja, Mexico; Anaheims remain tight. Habaneros are experiencing quality issues, requiring extra sorting. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are now available.

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



cucumbers

Prices are up. East Coast growers are harvesting in Georgia; volume is extremely low. Harvesting will move to South Florida in mid-November. Baja stocks (into Otay Mesa, California) are adequate, but scarring and sunken spots are quality issues reducing yields. Production is increasing in mainland Mexico (into Nogales, Arizona). MFC and ESS Cucumbers are sporadic; packer label may be substituted as necessary.

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



grapes

Low markets persist. California-grown green and red seedless supplies 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.

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

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green leaf

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

Expect elevated markets until harvesting transitions to Yuma, Arizona and California's Imperial Desert in mid-November. Volume is extremely low; Salinas Valley fields are being decimated by disease pressure. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as needed.



honeydew

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

Prices have started inching up now that production has moved to the Southern California desert region; water restrictions have forced an acreage reduction. New crop size is dominated by 5-count fruit. MFC Honeydew Melons are available.



iceberg

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

Expect record-high prices until harvesting transitions to Yuma, Arizona and California's Imperial desert in mid-November. Stocks are extremely tight and head weights are low due to season-long quality issues. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as necessary.



lemons

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

Prices will ease over the next two to four weeks as growers are now harvesting new regions crop fruit in California's District Two; small- and medium-size fruit dominates availability. District One production will begin in late October. MFC and ESS Lemons are on the market.



limes

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

Markets are fairly steady. Supplies are dominated by smaller sizes (200- to 250-count limes) but large sizes (110- to 150-count fruit) are increasing. Quality is good: oil spotting and light-colored limes are issues being found during sorting, though quality and color is improving. MFC and ESS Limes are available.



onions

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

Prices are level. Medium and jumbo sizes are most abundant; colossal and super colossal onions are limited. MFC Onions are being shipped out of storage from Idaho, Oregon, Utah, and Washington.



oranges

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

The market is starting to ease as the new crop Navel season is now underway. Stocks will increase over the next three to four weeks; small fruit dominates early availability. MFC and ESS Navel Oranges are available.



pears

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

Prices are steady. MFC Washington Bartletts and D'Anjous are readily available. Quality ranges from very good to excellent.

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pineapples

Prices are unchanged; stocks are increasing. 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 increasing; the market is steady. Quality is very good. MFC Red and Yellow Idaho Colored Potatoes are available.

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



raspberries

The market is fairly steady but will climb in late November. Northern California supplies have begun tightening. Growers are struggling with quality problems and lower-than-expected yields in Baja, Mexico. The crop in Central Mexico will peak in two to three weeks, then downtrend. Quality ranges from good to very good.

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



romaine

Expect extremely high prices until harvesting transitions to Yuma, Arizona and California's Imperial desert in mid-November. Salinas Valley stocks are scarce. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed as needed.

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



potatoes

Expect prices to increase over the next few weeks. Demand from potato processors is affecting markets; many processors are offering to pay suppliers well above the current market levels. Strong retail demand for the Thanksgiving holiday will also add pressure to the market. 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

Markets for raw product iceberg and romaine will remain at record highs until production moves to Yuma. 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

Expect Salinas Valley volume to fall until production moves to Yuma, Arizona in November. Quality is challenged due to the season's inclement weather. RSS Conventional and Organic Spring Mixes are available.

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



tomatoes

The market is steady at elevated levels. East Coast volume is low in South Georgia and Northern Florida. The Central Florida region was wiped out by Hurricane Ian; extremely tight supplies will persist through January when production starts in South Florida. MFC Tomatoes are sporadic; packer label will be shipped as needed.

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



squash

East Coast markets are up. Georgia volume is low; growers will move to Florida in early November. On the West Coast, California's Santa Maria production has ended, but supplies are increasing in mainland Mexico (into Nogales, Arizona). Quality ranges from good to excellent. MFC Yellow and Zucchini Squash is available.

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



tree fruit

The California stone fruit season has ended. Nectarine, peach, and plum supplies are no longer available. The Chilean season starts in mid-January.

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



strawberries

Expect rising prices and extremely tight supplies over the next month. The Salinas/Watsonville season is close to ending; growers are harvesting remaining fields. Suppliers in both Santa Maria and Oxnard are culling over 60+% of fruit to keep packs clean. The Mexican season has started (into South Texas), but with limited numbers. Maintaining the cold chain will be vital for shelf-life. MFC Strawberries are available.

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



watermelon

The market has stabilized. New crop Mexican supplies will increase through November. Quality is good: 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

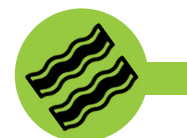
What is your favorite fall vegetable and how do you like to use it?

A

I love to use pumpkins—there are so many delicious varieties to showcase. Sugar pumpkins are ideal for desserts like crème brûlée.



I roast them with garlic and sage for savory appetizers and side dishes.



Blue-skin pumpkins taste fantastic and perform beautifully in coconut curries and braised meat dishes.

TIPS FOR SERVING COLLARD GREENS:



- 1.** Add greens to broth-based soups just before serving for a burst of color and nutrients.
- 2.** Sauté greens in pork fat; serve alongside soul foods such as green tomatoes, okra, and mashed sweet potatoes.
- 3.** RSS Collard Greens make an ideal fall/winter salad base for cold weather menus and durability for delivery and to-go orders.

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.

Raw Collard Greens, Watermelon Radish, Apple Salad

A cold preparation of chopped collard greens in a Mediterranean salad with bright colors, bold trendy flavors, and fresh crisp textures.

- 6 C Ready-Set-Serve Chopped Collard Greens
- 2 C Watermelon radishes, cut into matchsticks
- 2 C Markon First Crop Granny Smith Apples, cut into matchsticks
- 1 C Markon First Crop Celery, chopped
- 1 C Almonds, sliced and toasted
- 2 C s Sweet potatoes (cut into curls or julienned) plus oil for frying

Dressing

- 3 oz. Red wine vinegar
- 3 oz. Basil-infused olive oil
- 2 oz. Hummus

Add dressing ingredients to a blender, except basil oil. Blend for one minute then incorporate oil slowly.

Heat canola oil to 350 degrees F and fry sweet potato curls until edges begin to brown; remove and dry on paper towels.

In a bowl, combine chopped collard greens, apples, almonds, radish, and celery. Toss with dressing to coat and center salad on plate. Top with fried sweet potato curls.



Serve as a shareable appetizer or add to pasta and pizza—everyone loves meatballs. Great for vegans and vegetarians too!