



FRESH CROP REPORT

WEEK OF NOVEMBER 20, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Lettuces

Many suppliers of lettuce and tender leaf crops are done harvesting in the Salinas Valley and have started fall/winter production in the Arizona desert region. The crops are healthy and there is no presence of the types of soil disease and virus pressure that ended the Salinas Valley season early.

Strawberries

California strawberry quality continues to recover after heavy rainfall in all California growing regions. Expect to see challenged quality and elevated markets for the next week.

Celery

Prices are rising due to increased demand and reduced industry supplies. Expect elevated markets and strong demand through the holiday season.



BRUSSELS SPROUTS

- The market is inching up as holiday demand increases.
- Prices will ease as holiday demand subsides and Mexican volume ramps up.

WATERMELONS

- Watermelon demand is currently exceeding available supplies out of Northern Mexico.
- Elevated markets and tight supplies will persist through November (until offshore melons enter the market this winter).

BELL PEPPERS

- This week's high red bell markets will soften over the next two weeks.
- Green bell prices have stabilized.

FRESH CROP REPORT

WEEK OF NOVEMBER 20, 2022



apples

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

Prices are steady. New crop Markon First Crop® (MFC) Washington Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are plentiful; 88- to 113-count sizes are most plentiful. Quality is excellent: sugar levels range from 14 to 18 Brix.



asparagus

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

The market will remain elevated through November; stocks are limited. Northern Baja volume is low, particularly large sizes. Peruvian asparagus is being supplemented when possible. MFC Asparagus is available; however, extra-large and jumbo sizes are extremely tight on the West Coast.



avocados

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

Prices are stable; supplies are adequate. Quality is very good: texture is smooth and flavor is slightly nutty. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

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

Green bell markets have stabilized; harvesting is getting started in Mexico (into Nogales, Arizona). **High red bell markets will soften over the next two weeks.** MFC and Markon Essentials® (ESS) Green Bell Peppers are available. MFC Red Bell Peppers are extremely tight; packer label will be substituted as necessary.



blackberries

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

Prices are level. Supply levels are diminishing in Santa Maria and Watsonville, California but Oxnard stocks are fairly steady. Central Mexican stocks will increase through late November/early December. Quality is very good: berries are plump and juicy.



blueberries

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

The market is steady. Baja stocks are diminishing, but volume is rising in Central Mexico and Peru. Quality is very good: size is large and flavor is sweet yet tangy.

FRESH CROP REPORT



broccoli

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

The market remains strong. Growers are moving from the Salinas Valley to the Arizona desert region. Quality will improve once the transition is complete. Santa Maria, California production is year-round. 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	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

Prices are elevated. The Imperial Valley, California and Yuma, Arizona seasons are ending. The offshore season has begun in a limited manner. Mexican fruit will be shipped as needed during this transition. Quality is fair but will improve once the offshore season is fully underway. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are up. Growers are moving from the Salinas Valley to the Arizona desert region. Quality will improve once the transition is complete. Santa Maria, California production is year-round. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Markets are rising due to increased demand and reduced industry supplies. Oxnard production is underway; disease pressure in initial lots is reducing harvestable yields. Expect elevated markets and strong demand through the holiday season. MFC Celery is available.



chile peppers

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

Prices are steady at high levels. East Coast supplies will ship from Georgia through Thanksgiving then shift to South Florida. The largest grower in Mexico started their season; higher volume is anticipated. Baja production is also underway. Quality ranges from good to very good. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are on the market.



cucumbers

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

The market is inching down. East Coast volume is rising in Georgia and South Florida. Baja supplies (into Otay Mesa, California) are sufficient, yet scarring and sunken spots are occasional problems. Stocks are starting to increase in mainland Mexico (into Nogales, Arizona). MFC and ESS Cucumbers are sporadic; packer label may be substituted as necessary.



grapes

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

California grape supplies are tighter at this point of the year than in previous years. The California season is forecast to end in late December. The offshore Peruvian/ Chilean season will start in mid-December. Prices will gradually rise as the California season winds down.

FRESH CROP REPORT



green leaf

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

Prices will start to ease over the next few weeks. The majority of suppliers have transitioned harvesting to the desert regions of Yuma, Arizona and Imperial Valley, California. Light case weights are forecast for the next three to four weeks. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as needed.



honeydew

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

The market is climbing. Harvesting is winding down in California's Imperial Valley and Yuma, Arizona; small sizes are most abundant. The offshore season will start in a limited manner this week; prices are higher than those for domestic.



iceberg

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

Prices will inch down over the next month. The majority of suppliers have transitioned harvesting to the desert regions of Yuma, Arizona and Imperial Valley, California. Light case weights are forecast for the next three to four weeks. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as needed.



lemons

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

The market is level. Stocks are increasing in California's Districts One and Two; small- and medium-size fruit dominates both crops. MFC and ESS Lemons are available.



limes

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

Prices are stable. Although supplies are dominated by smaller sizes (200- to 250-count fruit), large sizes (110- to 150-count fruit) are becoming more abundant. Quality is good; oil spotting and light-colored limes are occasional problems, though quality and color are very good. MFC and ESS Limes are available.



onions

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

The market is steady. Medium and jumbo sizes are ample; colossal and super colossal onions are average. Quality is excellent: supplies possess solid, globe-like shape and firm texture. MFC Red and Yellow Onions are being shipped out of storage from Idaho, Oregon, Utah, and Washington.



oranges

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

Prices will continue to ease through November. The new crop Navel season is fully underway; volume is rising. Small sizes are most abundant. MFC and ESS Navel Oranges are available.



pears

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

The market is level. MFC Washington Bartletts and D'Anjous are available; 80- to 100-count sizes dominate both crops. Quality is excellent; fruit is firm, yet juicy.

FRESH CROP REPORT



pineapples

The market is unchanged; stocks are sufficient. New crop quality is very good: fruit is juicy and tangy-sweet.

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



red/yellow potatoes

Prices are steady; new crop supplies are meeting demand. Quality is very good. MFC Red and Yellow Idaho Red and Yellow Potatoes are on the market.

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



potatoes

Elevated markets persist. Cold weather has delayed shipments in some states. Fresh-run, new crop MFC Burbank and Norkotah Potatoes are being shipped out of Idaho and Washington.

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



raspberries

Prices are starting to inch up. The Northern California season is winding down; stocks are tight. Growers are struggling with quality problems and lower-than-expected yields in Baja, Mexico but supplies are ample in Central Mexico. Quality ranges from good to very good.

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



romaine

Markets will start to ease over the next few weeks. The majority of suppliers have transitioned harvesting to the desert regions of Yuma, Arizona and Imperial Valley, California. Light case weights are forecast for the next three to four weeks. MFC Premium Romaine Lettuce is sporadic; MBA is being packed as needed.

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



salads & blends

Prices for raw product iceberg and romaine will start to inch down as growers complete the harvesting transition south to Yuma, Arizona where crops are healthy and there is no presence of the types of soil disease and virus pressure. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

Production is transitioning to Yuma, Arizona where crops are not exhibiting any of the challenges in Salinas Valley. RSS Conventional and Organic Spring Mixes are available.

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



squash

Prices are level. East Coast growers are harvesting in Plant City and South Florida. Mexican stocks (into Nogales, Arizona) remain a bit tight, but volume should return to normal levels by the end of the month. Quality ranges from good to excellent. MFC Yellow and Zucchini Squash is available.

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



strawberries

Expect strong demand and elevated markets through November. Quality continues to recover after heavy rainfall in all California growing regions. MFC Strawberries are sporadic; packer label will be substituted as necessary.

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



tomatoes

Prices remain elevated. Florida growers are in salvage mode due to Hurricane Ian damage and more storms last week. Expect limited volume through January when suppliers move into fields replanted after the hurricanes. Round tomatoes are extremely tight in mainland Mexico; Roma availability is a bit better. Baja stocks won't reach adequate levels until late December/early January due to damage caused by Hurricane Kay. The Culiacan season has been delayed until mid-January. Quality varies significantly. MFC Tomatoes are sporadic; packer label will be shipped as needed.

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



tree fruit

The California stone fruit season has ended. Nectarine, peach, and plum supplies will not be available until the Chilean season starts in mid-January.

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



watermelon

Elevated markets and tight supplies will persist through November (until offshore melons enter the market this winter). Demand is currently exceeding available supplies out of Northern Mexico. Weather has been factor.

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 THOMAS VIGIL
MARKON MEMBER CHEF

Q

Potatoes are one of the most versatile ingredients. What delicious ways do you use them?

A

I really enjoy making crispy scallion and potato cakes. They are great for any meal of the day.



I am a fan of patatas bravas instead of the more common French fries and ketchup.



A great side that I find myself making more often are fondant potatoes. The texture and flavor you get with this style of potato is perfect.

TIPS FOR SERVING POTATOES:



- 1.** Boil MFC Potatoes and parsnips; mash with olive oil, cream, and finely minced MFC Sage; serve with steaks and chops.
- 2.** Toss thinly sliced MFC Potatoes with salt and chopped RSS Peeled Garlic; bake until crisp; serve chips with curry-lime yogurt dip.
- 3.** Cut skin-on MFC Potatoes into shoestring strips; deep fry and serve with garlicky aioli and chopped Italian parsley.

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 Turkey with Ready-Set-Serve Urban Blend

Great for the holidays or any cold-weather menu, this herbaceous turkey roll pairs well with sweet potatoes or yams.

- 1 T Olive oil
- 1/2 C RSS Diced Yellow Onions
- 1 T RSS Peeled Garlic, minced
- 1 T Zest of Markon First Crop Lemons
- 3 C RSS Urban Blend
- 2 C Cornbread, crumbled
- 2 lb. Turkey breast, deboned and pounded flat
- Salt and pepper, to taste

Preheat oven to 400 degrees F.

Heat oil in a large skillet. Add onions, garlic, and zest; sauté until soft. Stir in RSS Urban Blend and cook until wilted (one to two more minutes). Put mixture in food processor along with cornbread and pulse until ground.

Pat turkey dry; score the top with a knife. Season with salt and pepper. Spread RSS Urban Blend mixture over surface of turkey, leaving edges clear. Starting at the bottom, carefully roll the meat into a log-like form. Tuck the ends under and tie the roast with butcher's string. Brush all with any remaining oil from skillet and season with salt and pepper.

Cook for 45 minutes or until thermometer reads 160 degrees F internally. Remove from heat and allow to rest for ten minutes. Slice and serve with mashed sweet potatoes or yams.

Easy to make and gorgeous in presentation, Hasselback potatoes are ideal for lunch and dinner menus.

