



FRESH CROP REPORT

WEEK OF NOVEMBER 27, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Lettuces

Desert region morning temperatures have dipped into the mid-30°s to low 40°s. If cold weather persists, **light carton and bin weights for commodity and value-added lettuces will persist** for several more weeks.

Cabbage

Supplies are slightly lower as growing regions have moved south and towards the desert, away from coastal California. **Lower yields per acre have significantly reduced availability** for processors, driving the general market higher.

Brussels Sprouts

Expect **active markets through late December**; prices will ease as holiday demand subsides and Mexican volume ramps up.



SEEDLESS LEMONS

- Seedless lemons are now available in the California desert region; all sizes are available.
- Both fancy and choice grades are available with prices matching that of conventional lemon packs.

MELONS

- Cantaloupe and honeydew supplies are tight.
- The desert season has ended and offshore fruit has begun shipping. Prices are high, but will ease as stocks increase.

STRAWBERRIES

- California volume remains low due to recent rain, but Mexican supplies are increasing.
- The Florida season will start in early December; Markon First Crop® (MFC) Strawberries will ship from that region by mid-December.

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apples

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

The market is stable. Markon First Crop® (MFC) Washington Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are ample; 88- to 113-count sizes dominate availability. Quality is excellent: sugar levels range from 14 to 18 Brix.



asparagus

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

High prices persist; supplies are tight. Northern Baja stocks are limited, especially large sizes. Peruvian asparagus is being supplemented when possible. MFC Asparagus is available; extra-large and jumbo sizes are extremely tight on the West Coast.



avocados

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

The market is level; stocks are sufficient. 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 prices are steady; production is increasing in Mexico (into Nogales, Arizona). Red bell markets will start inching down next week. MFC and Markon Essentials® (ESS) Green Bell Peppers are available. MFC Red Bell Peppers are extremely tight; packer label will be substituted as needed.



blackberries

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

The market is unchanged. The Santa Maria and Watsonville, California seasons are winding down, but Oxnard harvests are meeting demand. Central Mexican supplies will increase through early December. Quality is very good: berries are plump and juicy.



blueberries

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

Prices are stable. Baja volume is falling, but supplies 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

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

Prices are high. Growers are now harvesting in the Arizona desert region as well as Santa Maria, California. Quality is improving. MFC Broccoli is available out of California; Markon Best Available® (MBA) Broccoli is available from Mexico (into South Texas).



cantaloupe

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

The desert season has ended; offshore fruit has begun shipping. Markets are high, but will ease as stocks increase. Mexican fruit will be shipped as needed during this transition. Quality is improving as more offshore supplies hit the market. Sugar levels range between 10 and 14 Brix.



cauliflower

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

Elevated markets persist. Growers are now harvesting in the Arizona desert region as well as Santa Maria, California. Quality is starting to improve. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Prices are up due to strong demand and tight supplies. Oxnard production is underway; disease pressure in initial lots is reducing harvestable yields. High markets and strong demand will persist through the holiday season. MFC Celery is available.



chile peppers

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

The market is up. East Coast growers are now moving into South Florida regions. Volume will rise in Central Mexico over the next month. 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	///	*****	\$\$\$

Prices are level. East Coast supplies are increasing in South Florida. Baja stocks (into Otay Mesa, California) are adequate, although scarring and sunken spots are minor issues. Volume is rising 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	///	*****	\$\$\$

California stocks are tightening. The California season will wrap up in late December. The offshore Peruvian/Chilean season will begin in mid-December. Expect markets to gradually climb as the California season winds down.

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

Markets remain high this week. Although the Yuma, Arizona and Imperial Valley, California season has started, cold weather is anticipated to keep case weights low for approximately three weeks. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as necessary.



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

The desert season has ended; **offshore fruit has begun shipping**. Prices are high, but will ease as stocks increase. Mexican fruit will be shipped as needed during this transition. Quality is improving as more offshore supplies hit the market.



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

Markets remain high, but should inch down in coming weeks. Growers have moved to the desert region, but low case weights are forecast for the next three to four weeks. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as necessary.



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

Prices are steady. Supplies are ample in California's Districts One and Two; small- and medium-size fruit dominates both crops. **Seedless lemons are now available in the California desert region** with prices matching that of conventional lemon packs. MFC and ESS Lemons are available.



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

The market is level; supplies are sufficient. Quality is very good; oil spotting and light-colored limes are minor issues, though quality and color are very good. MFC and ESS Limes are available.



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

Prices are holding steady. Medium and jumbo sizes are abundant; colossal and super colossal onions are sufficient. Quality is excellent: stocks 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.



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

The market will inch down through mid-December. The new crop Navel season is fully underway; supplies are plentiful. Small sizes dominate the crop. MFC and ESS Navel Oranges are available.



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

Prices are unchanged. MFC Washington Bartletts are available; 80- to 100-count sizes dominate both crops. MFC Washington D'Anjous will be on the market through late January/early February. Quality is excellent; fruit is firm, yet juicy.

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pineapples

Prices are stable; supply is meeting demand. New crop quality is very good: fruit is juicy and tangy-sweet.

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



red/yellow potatoes

The market is unchanged; stocks are sufficient. Quality is very good. MFC Red and Yellow Idaho Red and Yellow Potatoes are available.

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



raspberries

The market is beginning to rise. The Northern California season is wrapping up; stocks are tight. Growers are struggling with quality problems and lower-than-expected yields in Baja, Mexico; stocks are sufficient in Central Mexico. Quality ranges from good to very good.

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



romaine

Prices remain elevated this week. Although the Yuma, Arizona and Imperial Valley, California season has begun, cold weather is anticipated to keep case weights low for approximately three weeks. MFC Premium Romaine Lettuce is sporadic; MBA is being packed as needed.

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



potatoes

Prices remain high. 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	///	*****	\$\$\$



salads & blends

Markets for raw product iceberg and romaine remain high despite the move to Yuma, Arizona; cold weather is keeping head weights low. Crops from this region 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	///	*****	\$\$\$

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spring mix

Prices are level. Harvesting is underway in 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

The market is stable. East Coast production is taking place in Plant City and South Florida. Mexican supplies (into Nogales, Arizona) are adequate. Quality ranges from good to excellent. MFC Yellow and Zucchini Squash is available.

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



strawberries

California volume remains low due to recent rain, but Mexican supplies are increasing. The Florida season will start in early December; MFC Strawberries will ship from that region by mid- December. California MFC Strawberries are sporadic; packer label will be substituted as necessary.

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



tomatoes

High markets persist. Florida growers remain in salvage mode due to damage caused by Hurricane Ian and other storms. Supplies will remain extremely tight through January when growers move into fields replanted after the hurricanes. Round tomatoes are limited in mainland Mexico; Roma volume is slightly higher. Baja stocks won't reach sufficient 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 necessary.

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



tree fruit

California stone fruit is not available. Nectarine, peach, and plum stocks will not be on the market until the Chilean season starts in mid-January.

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



watermelon

Expect high prices and low volume until offshore melons enter the market this winter. Stocks are extremely tight in Northern Mexico due to weather. Quality ranges from fair to average.

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

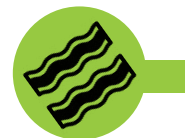
Texture is increasingly important... what recipes combine ingredients with complementary textures?

A

I love elote and the flavors and textures it provides. But, instead of corn, why not use roasted carrots, cauliflower, or wild mushrooms? You can take a common street food and turn it into an elegant fork and knife vegetable forward dish.



Add texture to sweet corn fritattas with creamy eggs, tender roasted Pasilla chile peppers, and crunchy fried leeks on top.



Balance texture in roasted corn soup with fried tortilla strips and creamy guacamole.

TIPS FOR SERVING RSS HERITAGE BLEND:



- 1.** Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan.
- 2.** Top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.
- 3.** Upgrade house salads with this colorful, hearty blend.



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.

Roasted Fennel Heritage Salad

Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this crisp salad.

- 16 oz. Ready-Set-Serve Heritage Blend
- 2 T Olive oil
- 1 Markon First Crop Fennel bulb, sliced
- ½ C Parmesan cheese, grated
- 2 Golden beets, peeled and chopped
- Salt and pepper to taste

Toss fennel and beets in olive oil. Bake at 400 degrees F until tender (approximately 30 minutes); cool.

Heat a skillet or griddle until very hot. Sprinkle grated Parmesan in small rounds and allow to melt, then brown. Carefully scrape the cheese off, break into bite-size pieces, and reserve.

Hand-mix Ready-Set-Serve Heritage Blend with fennel and beets. Divide among four serving plates and top with equal amount of frico (fried Parmesan).

Add intense flavor
to roasted meats,
salad dressing,
and vegetable side
dishes with what
many chefs call
their secret
weapon: garlic
confit.

