



# FRESH CROP REPORT

WEEK OF DECEMBER 4, 2022



MARKON  
ESSENTIALS

# HIGHLIGHTS

## Broccoli

Supplies from the Arizona and California desert region are showing better quality than late-season Salinas Valley and Santa Maria crops. Cooler weather, especially low nighttime temperatures, has slowed head maturation and reduced yields, **keeping markets relatively high**.

## Bell Peppers

Green bell peppers are transitioning south on both coasts. **Supplies are snug** from past storms and recent cold weather. California's cool evenings are hindering red bell pepper ripening.

## Strawberries

Expect **supplies to remain tight and markets elevated**. Rain has put the industry in a demand-exceeds-supply situation.



## GREEN ONIONS

- Prices are falling amid holiday demand lag, **traditionally seen this time of year**; however, the effects of continued cooler weather will keep markets slightly elevated through mid-December.
- Supplies and quality are rebounding in the Mexicali growing region after heavy storms in late September decimated yields and slowed maturation.

## ARUGULA

- The market continues to escalate.
- Supplies are tight due to slowed plant maturity following cooler temperatures in Yuma, Arizona.

## CABBAGE

- Lower yields per acre have reduced availability for processors, driving the general market higher.
- Record lettuce/leaf markets have encouraged a shift/increase in demand to products like cabbage.

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apples

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

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



asparagus

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

The market is high; industry volume is down 15% from last year. Northern Baja volume is low; large sizes are increasing. Peruvian supplies are being supplemented as needed. MFC Asparagus is available.



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 peppers are transitioning south on both coasts; **markets are rising**. Supplies are snug from past storms and recent cold weather. California's cool evenings are hindering red bell pepper ripening; prices are steady. 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    | ///      | *****   | \$\$\$ |

Prices are low. Stocks will be at their most abundant for the next few weeks, then downtrend through the end of the year. Rain and cold weather is forecast in Mexico, possibly affecting volume. Quality is very good: berries are plump and juicy.



blueberries

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

The market is holding steady. The Baja season is winding down; 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    | ///      | *****   | \$\$\$ |

Supplies from the Arizona/California desert region are showing better quality than late-season Salinas Valley and Santa Maria crops. Cooler weather, especially low nighttime temperatures, has slowed head maturation and reduced yields, **keeping prices relatively high**. 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 market is up; offshore markets are generally higher than domestic. 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     | ///      | *****   | \$\$\$ |

Prices remain elevated. Growers are now harvesting in the Arizona desert region as well as Santa Maria, California. Quality has improved, but cooler weather is slowing growth and keeping head size small. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

The market has decreased a bit, but overall strong holiday demand will keep it high through the end of the year. Quality is average; disease pressure is reducing harvestable yields in Oxnard. MFC Celery is available.



chile peppers

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

Prices are starting to inch down. East Coast yields are increasing in the South Florida regions. Supplies are tight in Central Mexico, especially Serranos. Baja harvesting is 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 slightly lower; demand is weak. East Coast stocks are tight in South Florida; most harvests are being classified as off grade. Baja supplies (into Otay Mesa, California) are ample, although scarring and sunken spots are occasional problems. Volume is increasing in mainland Mexico (into Nogales, Arizona). MFC and ESS Cucumbers are available.



grapes

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

California volume is falling. The California season will end in late December. Quality is good; some rain-damaged fruit is being reported. The offshore Peruvian/Chilean season will start in mid-December. Prices have begun inching up and will remain elevated until offshore supply meets demand.

# FRESH CROP REPORT



## green leaf

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

Prices are slightly lower than last week. Cold weather in the Yuma, Arizona and Imperial Valley, California season is keeping case weights low. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as necessary.



## honeydew

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

The market is up; offshore markets are generally higher than domestic. Mexican fruit will be shipped as needed during this transition. Quality is improving as more offshore supplies hit the market.



## iceberg

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

Prices remain elevated. Although growers have moved to the desert region, cold weather is keeping head weights low. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as necessary.



## lemons

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

The market is stable. Stocks are abundant 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 lemons. MFC and ESS Lemons are available.



## limes

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

Prices have started to inch up as suppliers move into new crop supplies. Stocks are currently adequate but are expected to trend downward in December. Quality is good; oil spotting and light-colored limes are occasional problems. MFC and ESS Limes are available.



## onions

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

The market is unchanged. Medium and jumbo sizes are ample; colossal and super colossal onions are adequate. 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 have started to inch down. The new crop Navel season is fully underway; stocks are abundant. Small sizes dominate the crop. MFC and ESS Navel Oranges are available.



## pears

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

The market is level. 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.

# FRESH CROP REPORT



## pineapples

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

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



## red/yellow potatoes

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

Prices are level; stocks are sufficient. Quality is very good. MFC Red and Yellow Idaho Red and Yellow Potatoes are available.



## potatoes

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

Strong demand will keep markets strong for several more weeks. Fresh-run, new crop MFC Burbank and Norkotah Potatoes are being shipped out of Idaho and Washington.



## raspberries

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

Prices are climbing. Volume will drop to its lowest point of the year in two to three weeks. Production is ending in Northern California and Santa Maria; Oxnard harvests will continue through January. Central Mexico makes up the majority of current shipments; stocks will tighten for the next few weeks, then begin to uptrend into the spring. Quality ranges from good to very good.



## romaine

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

The market is slightly lower than last week. Cold weather in the Yuma, Arizona and Imperial Valley, California season is keeping case weights low. MFC Premium Romaine Lettuce is sporadic; MBA is being packed as needed.



## salads & blends

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

Prices for raw product iceberg and romaine are a bit lower. Cold weather is keeping head weights low in Yuma, Arizona. 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.

# FRESH CROP REPORT



## spring mix

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

The market has stabilized. Production 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.



## squash

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

Prices are a bit lower due to weak post-holiday demand. East Coast supplies remain tight in Plant City and South Florida, but Mexican stocks (into Nogales, Arizona) are increasing. Quality ranges from good to excellent. MFC Yellow and Zucchini Squash is available.



## strawberries

| REGION | SUPPLIES | QUALITY | PRICE  |
|--------|----------|---------|--------|
| CA     | ///      | *****   | \$\$\$ |
| FL     | ///      | *****   | \$\$\$ |
| MEX/TX | ///      | *****   | \$\$\$ |

Expect supplies to remain tight and markets elevated. The industry is in a demand-exceeds-supply situation due to rain. Mexican production is increasing. Florida production has started in a limited manner; MFC Strawberries will ship from that region by mid- December. California MFC Strawberries are sporadic; packer label will be substituted as necessary.



## tomatoes

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

Prices are elevated. Florida growers remain in salvage mode due to damage caused by Hurricane Ian and other storms. Volume will be at its lowest point through January when growers move into fields replanted after the hurricanes (including grape tomatoes). Growers will start production in Naples by late December. Round tomatoes are extremely tight in mainland Mexico; Roma supplies are more plentiful. Baja fruit won't meet demand until late December/early January due to damage caused by Hurricane Kay. The Culiacan season has been postponed until mid-January. Quality varies significantly. MFC Tomatoes are sporadic; packer label will be shipped as needed.



## tree fruit

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

California stone fruit is not available. Nectarine, peach, and plum supplies will not be available until the Chilean season begins in mid-January.



## watermelon

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

The market is high; expect tight supplies until offshore fruit becomes available this winter. Volume is extremely low in Northern Mexico due to poor weather. Quality ranges from fair to average.

# ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF KEITH SCHALK  
MARKON MEMBER CHEF

# Q

With all of the traditionally heavy ingredients coming into play on winter menus, citrus can play an important role in adding brightness and contrast. How do you suggest chefs do this?

# A

Play up the deep tones and sour notes in citrus by plating a colorful citrus salad or a tart citrus salsa.

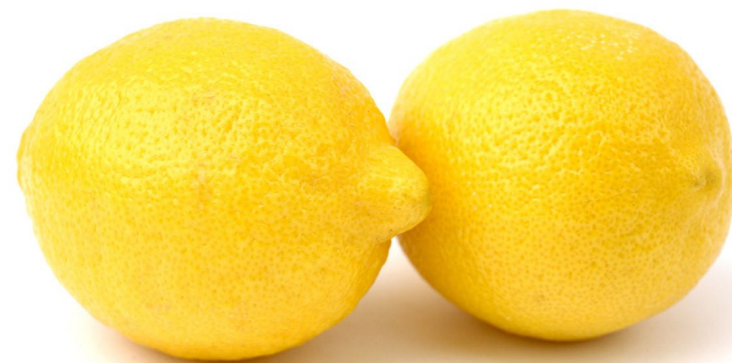


Don't forget about grapefruits—I feel they are often left behind in the citrus family.



They can add a punch of brightness to drinks, dressings, and desserts.

# TIPS FOR SERVING LEMONS:



- 1.** Purée garbanzo beans, RSS Peeled Garlic, the juice of MFC Lemons, RSS Washed & Trimmed Parsley, tahini, salt, and olive oil; serve with RSS Celery Sticks and RSS Baby Carrots.
- 2.** Toss blanched MFC Lemons in kosher salt; put in a sealable jar; add olive oil and the juice of MFC Lemons; refrigerate many days until flavor develops; use preserved lemons in Moroccan tagines, Provencal fish dishes, and a variety of desserts.
- 3.** Heat blueberries and juice of MFC Lemons in a shallow pan until thickened; serve in thin crêpes; garnish with lemon zest.

# 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.

## Creamy Polenta with RSS Organic Lemony Arugula

Balance the richness of creamy cheese polenta with the bright-bitter flavors of lemony arugula.

- 1 C Whole milk
- 1 C Cream
- 2 C Water
- 1 C Cornmeal
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- 2 T Unsalted butter
- 1 C White cheddar cheese, shredded
- 2 T Olive oil
- 4 C Ready-Set-Serve Organic Lemony Arugula
- Salt and pepper, to taste (for arugula)

Heat milk, cream, water, salt, and pepper in a large pot. Whisk in cornmeal; keep stirring while the mixture slowly simmers and thickens (approximately 15 minutes). Add butter, whisking until melted, then cheese until fully incorporated.

Toss lemony arugula with olive oil; season with salt and pepper (to taste). Serve equal portions of polenta in bowls, topped with RSS Organic Lemony Arugula.



Succulent shrimp get a punch of flavor from grilled lemons and herbaceous pesto sauce. Great as a sharable appetizer or a single entrée.