



FRESH CROP REPORT

WEEK OF NOVEMBER 6, 2022 - CANADIAN EDITION



MARKON
ESSENTIALS

HIGHLIGHTS

Iceberg Lettuce

Iceberg lettuce supplies remain extremely tight. Some California suppliers have exhausted their Salinas Valley fields and have begun the desert season early, while others are harvesting in Oxnard or Huron to bridge the gap. Case weights are low in all growing regions.

Bell Peppers

Red bell peppers are extremely limited due to cold, rainy weather in the California coastal growing regions. Green pepper volume is slowly increasing in the California desert area.

Strawberries

California rain will tighten supplies drastically and push up prices through most of November. Bruising and decay will result from this inclement weather.



ASPARAGUS

- Prices for all sizes will remain high through November.
- Volume is low in the main growing region of Northern Baja, Mexico; Peruvian supplies are being supplemented for large sizes.

BROCCOLI

- Expect elevated prices until mid-November.
- Salinas Valley and Santa Maria supplies are diminishing as the season winds down.

CAULIFLOWER

- Markets are escalating.
- California stocks are extremely limited.

FRESH CROP REPORT

WEEK OF NOVEMBER 6, 2022



apples

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

Prices are steady. New crop Markon First Crop® (MFC) Washington Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are ample; 88- to 113-count sizes dominate supplies. Quality is excellent: sugar levels range from 14 to 18 Brix. Although the overall volume will fall below last year's, supplies are currently abundant.



asparagus

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

Markets for all sizes will remain high through November as volume declines. Northern Baja volume is low; large sizes are scarce. Peruvian asparagus is being supplemented for larger sizes. MFC Asparagus is available; however, extra-large and jumbo sizes are extremely limited on the West Coast.



avocados

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

Prices are level; stocks are adequate. 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, USA	///	*****	\$\$\$
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

West Coast red bell peppers are extremely limited due to cold, rainy weather in the California coastal growing regions; markets are climbing. Green pepper volume is slowly increasing in the California desert area; prices are steady. MFC and Markon Essentials® (ESS) Green Bell Peppers are available. MFC Red Bell Peppers are extremely limited; packer label will be substituted as necessary.



blackberries

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

Prices are low. Supplies are starting to tighten slightly in Santa Maria and Watsonville, California; Oxnard stocks are increasing. The Central Mexican season is in full swing; volume will climb through 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. Stocks are increasing 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
CA, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Expect elevated prices until mid-November. Supplies from the Salinas and Santa Maria Valleys are diminishing as the season winds down. Quality is fair: widespread pin rot continues to affect the appearance and shelf-life. 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, USA	///	*****	\$\$\$
CA, USA	///	*****	\$\$\$

Prices are up. Supplies are tight (especially small sizes) as production winds down in California's Imperial Valley and Yuma, Arizona. The offshore season will start in mid-November. Mexican fruit will be shipped if there are any gaps. Quality is very good; wind scarring and ground spotting are minor problems. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are escalating. California supplies are extremely limited in Salinas and Santa Maria. Quality is poor throughout the industry. 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.



celery

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

Weak prices persist. Stocks are ample in Salinas, California. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.



chile peppers

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

Prices are high. East Coast stocks will be shipped from Georgia, followed by Florida in mid-November; low volume is expected through the whole season. Supplies are average in California and Baja, Mexico; Anaheims are limited. Habaneros are experiencing quality problems that require extra sorting. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are on the market.



cucumbers

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

Strong demand is holding the market strong. East Coast stocks are tight in Georgia. Production will transition to South Florida in mid-November. Baja supplies (into Otay Mesa, California) are sufficient, but scarring and sunken spots are occasional quality problems. 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, USA	///	*****	\$\$\$

Prices are weak. California-grown green and red seedless supplies are plentiful. California-grown Markon First Crop Lunch Bunch Grapes are in the market. 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.

FRESH CROP REPORT



green leaf

Prices are reaching into record highs. Expect rising markets until harvesting transitions to Yuma, Arizona and California's Imperial Desert in mid-November. Stocks are extremely tight; Salinas Valley fields have been decimated by disease pressure. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as necessary.

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



honeydew

The market is up slightly. Harvesting has moved to the Southern California desert region; water restrictions have forced an acreage reduction; 5-count fruit is most plentiful. MFC Honeydew Melons are available.

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



iceberg

Prices are skyrocketing; supplies remain extremely tight. Some California suppliers have exhausted their Salinas Valley fields and have begun the desert season early, while others are harvesting in Oxnard or Huron to bridge the gap. Case weights are low in all growing regions. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as necessary.

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



lemons

The market is inching down. New crop production is underway in California's District Two; small- and medium-size supplies dominate availability. District One harvests will start this week, increasing overall volume. MFC and ESS Lemons are on the market.

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



limes

Prices are stable. Stocks are dominated by smaller sizes (200- to 250-count fruit) but large sizes (110- to 150-count fruit) have started increasing. 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.

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



onions

The market is steady. Medium and jumbo sizes are ample; colossal and super colossal onions are adequate. 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
ID, USA	///	*****	\$\$\$
OR, USA	///	*****	\$\$\$
UT, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$



oranges

Prices will inch down through November; the new crop Navel season is now underway. Stocks will increase over the next two to three weeks; small sizes dominate early season harvests. MFC and ESS Navel Oranges are available.

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



pears

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

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

FRESH CROP REPORT



pineapples

The market is level; supplies 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 stable; new crop supplies are adequate. Quality is very good. MFC Red and Yellow Idaho Red and Yellow Potatoes are available.

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



potatoes

Strong demand for the Thanksgiving holiday is adding pressure to the market; expect active prices for several weeks. Fresh-run, new crop MFC Norkotah Potatoes are being shipped out of Idaho and Washington. A limited quantity of new crop MFC Burbank Potatoes will start shipping this week.

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



raspberries

Prices will hold for a few weeks, but will rise in late November. Northern California season is past its peak; stocks are diminishing. Growers are struggling with quality problems and lower-than-expected yields in Baja, Mexico. The crop in Central Mexico will peak in a week or two, then volume will decline. Quality ranges from good to very good.

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



romaine

The market is reaching into record highs. Expect rising markets until harvesting transitions to Yuma, Arizona and California's Imperial Desert in mid-November. Stocks are extremely tight; Salinas Valley fields have been decimated by disease pressure. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed as needed.

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



salads & blends

Prices for raw product iceberg and romaine will remain elevated until production moves to Yuma over the next few weeks. Widespread quality problems are reducing head weights. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

The market will remain high until production moves to Yuma, Arizona in mid-November. Salinas Valley quality is challenged due to the season's inclement weather and soilborne disease pressure. RSS Conventional and Organic Spring Mixes are available.

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



squash

Zucchini and yellow squash prices have stabilized. Georgia supplies have increased; growers will move to Florida in a week or two. On the West Coast, stocks are ample 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	///	*****	\$\$\$



strawberries

California rain will tighten supplies drastically and [push up markets through most of November](#). Bruising and decay will result from this inclement weather. 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, USA	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$



tomatoes

Strong demand for round and Roma supplies is keeping the market steady at high levels. Production is underway in Quincy, Florida. The Ruskin/Palmetto and Immokalee regions incurred heavy hurricane damage. new crop volume isn't expected until December. Although Eastern Mexico will ship some product, quality is affected by recent storms. Volume is low in the Baja region due to Hurricane Kay. The Culiacan season has been delayed until mid-January, with limited supplies until later that month. 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 stocks will not be on the market until the Chilean season begins in mid-January.

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



watermelon

Prices are steady. New crop Mexican volume will rise through November. Quality is good: sugar levels range between 10 and 14 Brix.

REGION	SUPPLIES	QUALITY	PRICE
AZ, USA	///	*****	\$\$\$
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

Thanksgiving is the ultimate foodie holiday. What side dishes do you suggest menuing for in-house dining and/or meal delivery?

A

You can never beat perfectly cooked and glazed root vegetables. Carrots, parsnips, turnips, and beets are a go-to on my holiday menus. Also, savory bread pudding with fresh herbs, oyster mushrooms, and mirepoix is a show stealer that I suggest over the typical stuffing.



House-made cranberry relish made with MFC Oranges and minced ginger is easy to pre-make and plate as well as pack for delivery.



Add distinction to your mashed potato sides with the addition of puréed parsnips, fennel, or horseradish.

TIPS FOR SERVING BRUSSELS SPROUTS:



- 1.** Serve slaw made with shredded Brussels sprouts and spicy mustard dressing.
- 2.** Sauté chopped Brussels sprouts with hazelnuts and bacon; deglaze with touch of cream; serve with roasted chicken.
- 3.** Add to stir-fries and curries. Dice and top tacos and tostadas. Shred and use to line sandwiches and burgers.

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.

Tandoori-Spiced Brussels Sprouts with Cranberries

The unique blend of curry and cranberry are combined in this dish to give Brussels sprouts worldly flavors.

- 2 T Olive oil
- 1 C Ready-Set-Serve Diced Red Onions
- 2 tsp. Curry paste
- 1 MFC Serrano chile pepper, sliced
- 24 RSS Brussels Sprouts, coarsely chopped
- 2/3 C Fresh cranberries
- Salt and pepper, to taste

Heat oil in a large skillet. Cook onions in oil until translucent. Stir in curry paste and Serrano; cook two more minutes.

Add Brussels sprouts and cranberries; continue cooking until both have softened and are cooked through but not soggy.

Season with salt and pepper and serve.

Top the filet mignon entrees with crunchy, colorful potatoes and aromatic thyme and rosemary.

