



FRESH CROP REPORT

WEEK OF NOVEMBER 13, 2022 - CANADIAN EDITION



MARKON
ESSENTIALS

HIGHLIGHTS

Green Leaf, Iceberg, & Romaine

The majority of suppliers are forecast to harvest their first fields in the desert regions of Yuma, Arizona and Imperial Valley, California next week, lending some relief to the industry.

Broccoli & Cauliflower

Markets continue to escalate as supplies are becoming increasingly limited. Salinas Valley quality is suffering, but growers are moving to the Arizona/California desert region where these factors will improve.

Grapes

California grape volume appears to be lower at this point in the year compared to previous years. The California season is estimated to wrap up in late December. The offshore Peruvian/Chilean season is expected to begin in mid-December. Expect pricing to gradually rise as the California season winds down.



RED BELL PEPPERS

- Coastal California red bell peppers are extremely limited due to heavy rain and cold temperatures. Markets are escalating.
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STRAWBERRIES

- Rain has impeded harvests and caused quality problems.
- Supplies will continue to tighten over the next 7-10 days.

POTATOES

- The market continues to strengthen; expect elevated prices to persist over the next several weeks.
- Burbank stocks are extremely limited; most suppliers have postponed Burbank production until early January to extend supply throughout the season.

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apples

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

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



asparagus

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

High prices are forecast through November as supplies tighten. Northern Baja stocks are limited, especially large sizes. Peruvian asparagus is being supplemented when possible. MFC Asparagus is available; however, extra-large and jumbo sizes are extremely scarce on the West Coast.



avocados

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

The market is unchanged; supplies 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, USA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Coastal California red bell peppers are extremely limited due to heavy rain and cold temperatures. Prices are escalating. Green pepper markets will increase as demand shifts west. 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is starting to inch up. Volume is decreasing in Santa Maria and Watsonville, California; Oxnard supplies remain sufficient. Central Mexican volume will rise through late November/early December. Quality is very good: berries are plump and juicy.



blueberries

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

Prices are low. Volume is inching down in Baja, yet supplies continue to increase 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
CA, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are elevated. Supplies from the Salinas and Santa Maria Valleys are extremely tight. Quality is suffering; widespread pin rot continues to affect the appearance and shelf-life. Growers are moving to the Arizona/California desert region where conditions will improve. 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	///	*****	\$\$\$

The market is climbing. Stocks are limited (especially small sizes) as harvesting wraps up in California's Imperial Valley and Yuma, Arizona. The offshore season will begin the week of November 21. Mexican fruit will be shipped if there are any gaps. Quality is fair; over ripeness is a problem. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

The market continues to climb. Stocks are scarce in California's Salinas and Santa Maria regions. Quality is poor throughout the industry. Harvesting is transitioning to the Arizona/California desert where conditions will improve. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Expect elevated prices and strong demand through the holiday season; supplies have tightened. The Salinas season is winding down. Arizona/California desert production will start in early to mid-December MFC Celery is available.



chile peppers

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

The market remains high. East Coast volume is being shipped primarily from Georgia, but the South Florida season is getting underway. Stocks are sufficient in California and Baja, Mexico. The season in mainland Mexico has begun; all varieties are shipping into Nogales, Arizona. Quality has improved. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are on the market.



cucumbers

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

Prices are elevated. East Coast supplies are limited in Georgia and South Florida. Baja stocks (into Otay Mesa, California) are adequate, yet scarring and sunken spots are minor issues. Expect rising volume in mainland Mexico (into Nogales, Arizona) over the next few weeks. MFC and ESS Cucumbers are sporadic; packer label may be substituted as necessary.



grapes

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

California grape volume appears to be lower at this point in the year compared to previous years. The California season is estimated to wrap up in late December. The offshore Peruvian/Chilean season is expected to begin in mid-December. **Expect markets to gradually rise as the California season winds down.**

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green leaf

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

Record-high markets persist. The majority of suppliers are forecast to harvest their first fields in the desert regions of Yuma, Arizona and Imperial Valley, California next week, lending some relief to the industry. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as needed.



honeydew

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

Prices are steady. Stocks are tightening as harvesting wraps up in California's Imperial Valley and Yuma, Arizona; 5-count fruit is most plentiful. The offshore season will begin in late November. MFC Honeydew Melons are sporadic; packer label will be shipped as necessary.



iceberg

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

The market is elevated; stocks extremely limited. California suppliers are moving to the desert region over the next week or two, lending some relief to the industry. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as needed.



lemons

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

Prices are stable. Supplies are sufficient in California's Districts One and Two; small- and medium-size fruit dominates availability. MFC and ESS Lemons are on the market.



limes

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

The market is steady. Volume is dominated by smaller sizes (200- to 250-count fruit) but large sizes (110- to 150-count fruit) are increasing. Quality is good; oil spotting and light-colored limes are minor issues, though quality and color are very good. MFC and ESS Limes are available.



onions

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

Prices are level. Medium and jumbo sizes are plentiful; 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.



oranges

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

Markets will continue to inch down through November. The new crop Navel season is fully underway; stocks are increasing. Small sizes are most prevalent. MFC and ESS Navel Oranges are available.



pears

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

Prices are unchanged. MFC Washington Bartletts and D'Anjous are on the market; 80- to 100-count sizes dominate availability. Quality is excellent; fruit is firm, yet juicy.

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pineapples

Prices are steady; 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 level; new crop stocks are sufficient. Quality is very good. MFC Red and Yellow Idaho Red and Yellow Potatoes are on the market.

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



potatoes

The market continues to strengthen; **expect elevated prices to persist** over the next 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

The market will start to climb in late November. The Northern California season is past its peak; supplies will tighten. Growers are struggling with quality problems and lower-than-expected volume in Baja, Mexico. The crop in Central Mexico is at its peak. Quality ranges from good to very good.

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



romaine

Record-high prices persist. The majority of suppliers are forecast to harvest their first fields in the desert regions of Yuma, Arizona and Imperial Valley, California next week, lending some relief to the industry. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed as needed.

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



salads & blends

Markets for raw product iceberg and romaine will remain extremely high for the next few weeks while growers move south to Yuma, Arizona. Widespread quality problems are reducing head weights in the Salinas Valley. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

Elevated prices persist, but production will transition to Yuma, Arizona over the next couple of weeks, lending the industry some relief. 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

The market is fairly steady. The Georgia season is winding down, yet stocks are increasing in South Florida. Cool weather tightened Mexican supplies (into Nogales, Arizona), but volume should return to normal levels by late November. Quality ranges from good to excellent. MFC Yellow and Zucchini Squash is available.

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



strawberries

Prices are elevated. Rain has impeded harvests and caused quality problems in California. Expect climbing markets through most of November. Bruising and decay as problems reducing yields. Mexican stocks are shipping into South Texas, but volume is low. Maintaining the cold chain is vital for shelf-life. MFC Strawberries are sporadic; packer label will be substituted as necessary.

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



tomatoes

East Coast round and Roma stocks are extremely limited due to Hurricane Ian damage; most fruit is No. 2 grade due to scarring. Eastern Mexico is the current source for West Coast tomatoes; volume is level. Baja supplies 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. 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, USA	///	*****	\$\$\$



watermelon

The market is level. New crop Mexican supplies are increasing. 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

Chefs love leeks' subtle onion-y flavor. How do you suggest highlighting this ingredient on fall menus?

A

One of my favorite dishes for fall is a caramelized leek and escarole tartelette. The mixture of bitter greens and sweet, mild leeks creates an awesome blend of flavors.



Also, I recommend roasted duck with white bean and leek ribollita. It's a warming comfort food that always seems to please.



Steam halved leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and MFC Chervil.

TIPS FOR SERVING LEEKs:



- 1.** Add chopped MFC Trimmed Leeks and smoked salmon while scrambling eggs and cream; serve with snipped MFC Chives.
- 2.** Arrange MFC Trimmed Leeks in a baking dish; top with butter, salt, RSS Peeled Garlic, and Parmesan cheese; roast until tender.
- 3.** Top flatbreads and pizza with MFC Trimmed Leek rounds, black pepper, and blue cheese; bake until crust is crunchy and cheese is bubbly.

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.

Cream of Leek & Potato Soup with Crispy Leeks

Topped with roasted crispy leeks, this soup is light and flavorful – serve hot or cold!

2 T	Butter
2 bunches	MFC Trimmed Leeks, sliced
1/2 tsp. each	Sea salt and pepper, divided
4 C	Sodium-reduced vegetable broth
1 lb.	MFC Potatoes, peeled and chopped
2	MFC Thyme sprigs
2	MFC Bay Leaves
2 T	35% whipping cream
2 T	RSS Lemon Juice
Pinch	Ground nutmeg
4 tsp.	Canola oil
1 tsp.	All-purpose flour
4 tsp.	MFC Chives, finely chopped

Preheat oven to 425 ° F. Melt butter in saucepan set over medium heat; cook half of the leeks and 1/4 tsp each salt and pepper for 8 to 10 minutes or until lightly golden brown and tender. Stir in broth, potatoes, thyme and bay leaves; bring to boil. Reduce heat to medium-low; cook for 15 to 18 minutes or until potatoes are tender. Remove thyme and bay leaves. Stir in cream; cook for 1 to 2 minutes or until heated through. Using hand blender, purée until smooth. Stir in lemon juice and nutmeg. Meanwhile, pat remaining leeks dry with paper towel; toss with oil. Sprinkle with flour and remaining salt; toss until evenly coated. Arrange in single layer on parchment paper-lined baking sheet. Bake, turning once, for 8 to 10 minutes or until golden brown. Let cool completely. Divide soup among 4 bowls. Top with crispy leeks, chives and remaining pepper.

Bite-size bar snacks are more sophisticated than ever! Serve these comforting Spanish potato tortilla cubes topped with crunchy, colorful radishes.

