



FRESH CROP REPORT

WEEK OF DECEMBER 11, 2022 - CANADIAN EDITION



MARKON
ESSENTIALS

HIGHLIGHTS

Tender Leaf Items

Supplies of tender leaf items are extremely limited. Colder-than-normal temperatures in Yuma, Arizona have significantly slowed the maturation process causing many growers to be as far as 7-10 days behind production schedules. Morning frost conditions are further reducing daily availability. **Ready-Set-Serve Arugula, Spinach, and Spring Mix is limited.**

Onions

Expect steady pricing through December followed by an increase after the New Year as suppliers assess remaining volume. Northwest onion quality is excellent; supplies possess solid, globe-like shape, and firm texture.

Celery

Markets are elevated due to increased demand and lower industry supplies. Oxnard is the primary California growing region; fusarium is reducing harvestable yields. Arizona/California desert production will start mid- to late December.



GREEN BEANS

- East and West Coast supplies are increasing.
- Expect lower prices over the next two weeks.

STRAWBERRIES

- California quality continues to recover after heavy rainfall
- Strong markets are expected in all growing areas through the month of December.

CILANTRO & PARSLEY

- Prices are rising as demand exceeds supply.
- Stocks are extremely tight due to cold weather.

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apples

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

Expect higher-than-average markets this season. With Washington harvests now complete, suppliers will work to stretch volume in a short crop season. Michigan growers will continue to see well-above average yields. Quality is excellent: sugar levels range from 14 to 18 Brix.



asparagus

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

Prices remain elevated; industry volume is down 15% from last year. Northern Baja supplies are tight; large sizes are becoming more plentiful. Peruvian supplies are being supplemented as necessary. MFC Asparagus is available.



avocados

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

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

Prices are stable. Florida volume is down due to past storms but will increase over the next two to three weeks. On the West Coast, the Coachella season is ending while Mexican production increases in Sinaloa and Sonora. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

The market is weak. Supplies will be at their most plentiful for the next few weeks, then downtrend through the end of the year. Rain and cold weather have tightened up Mexican stocks a bit. Quality is very good: berries are plump and juicy.



blueberries

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

Prices are level. The Baja season is ending, 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Supplies from the Arizona/California desert region are increasing, yet cooler weather, especially low nighttime temperatures, has slowed head maturation and reduced yields. 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	///	*****	\$\$\$

Expect high prices until the transition from Mexico to offshore fruit is finalized. 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, USA	///	*****	\$\$\$

The market is up; cooler weather is slowing growth and keeping head size small. Growers will harvest in the Arizona desert region as well as Santa Maria, California through the winter. Quality has improved. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Prices are elevated due to increased demand and lower industry supplies. Oxnard is the primary California growing region; fusarium is reducing harvestable yields. Arizona/California desert production will start mid- to late December. MFC Celery is available.



chile peppers

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

The market is fairly stable. Volume is rising in South Florida. Supplies are tight The Baja season has ended, but production is ramping up in mainland Mexico (Sinaloa and Sonora). Quality ranges from good to very good. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are on the market.



cucumbers

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

Strong demand is starting to push up prices. Expect tight Florida stocks until the offshore season starts next week. Higher volume is being seen out of mainland Mexico (into Nogales, Arizona). MFC and ESS Cucumbers are available.



grapes

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

California supplies are tightening; expect rising markets until the offshore season begins in mid-December. The California season will end in late December. Quality is good; some rain-damaged fruit is being reported. Quality is average.

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green leaf

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

The market remains elevated. Cold weather in the Yuma, Arizona and Imperial Valley, California region is keeping case weights low. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed as needed.



honeydew

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

Prices are high. The Mexican season will run into January, then offshore fruit will dominate. Offshore prices are generally higher than domestic. Quality ranges from fair to good; expect occasional bruising and ground spotting, as well as the potential for softness due to increased shipping time.



iceberg

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

The market is up. Cold weather is keeping head weights low in the Arizona/California desert region. MFC Premium Iceberg Lettuce is sporadic; MBA is being packed as needed.



lemons

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

Prices are unchanged. 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; markets are comparable to those of conventional lemons. MFC and ESS Lemons are available.



limes

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

The market is forecast to inch up through December. Supplies are tightening due to cool weather. Quality is good; oil spotting and light-colored limes are minor issues. MFC and ESS Limes are available.



onions

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

Expect steady pricing through December followed by an increase after the New Year as suppliers assess remaining volume. Northwest onion quality is excellent; supplies possess solid, globe-like shape, and firm texture. Mexican stocks will start shipping into South Texas in February. MFC Red and Yellow Onions are available from Idaho, Oregon, Utah, and Washington.



oranges

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

The market is steady. New crop Naves are being shipped; supplies are plentiful. Small sizes dominate the crop. MFC and ESS Navel Oranges are on the market.



pears

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

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

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pineapples

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

Prices are level; supplies are adequate. New crop quality is very good: fruit is juicy and tangy-sweet.



red/yellow potatoes

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

The market is stable; volume is average. Quality is very good. MFC Red and Yellow Idaho Red and Yellow Potatoes are available.



potatoes

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

Strong demand will keep prices elevated 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is rising. Volume will drop to its lowest point of the year in one to two weeks. Oxnard, California harvests will continue through January. Production is focused in Central Mexico; supplies will decrease for the next couple of weeks, then start to increase into the spring. Quality ranges from good to very good.



romaine

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

Prices remain elevated. Cold weather in the Yuma, Arizona and Imperial Valley, California region is keeping case weights low. MFC Premium Romaine Lettuce is sporadic; MBA is being packed as necessary.



salads & blends

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

Markets remain high. Cold weather is reducing head weights in Yuma, Arizona. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Supplies of tender leaf items are extremely limited. Colder-than-normal temperatures in Yuma, Arizona have significantly slowed the maturation process causing many growers to be as far as 7-10 days behind production schedules. Morning frost conditions are further reducing daily availability. Ready-Set-Serve Arugula, Spinach, and Spring Mix is limited.

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



squash

The zucchini market is stable, while yellow squash prices are a bit lower. Volume is moderate in Plant City and South Florida. Mexican supplies are tightening in Hermosillo, but Sinaloa stocks (into Nogales, Arizona) are increasing. Quality ranges from good to excellent. MFC Yellow and Zucchini Squash is available.

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



strawberries

Quality continues to recover after heavy rainfall in all California growing regions. Expect to see quality challenges and **elevated prices through the month of December**. Mexican fruit is being supplemented as needed. Florida production is underway; MFC Strawberries will start shipping next week. California MFC Strawberries are sporadic; packer label will be substituted when necessary.

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



tomatoes

The market is steady at high levels. Florida's post-storm volume remains low. Supplies will start increasing in January when growers move into fields replanted after the hurricanes (including grape tomatoes). Suppliers will begin harvesting in Naples by late December. Round tomatoes are extremely limited in mainland Mexico; Roma stocks are a bit more abundant. The Culiacan season has been postponed until late December. Quality varies significantly. MFC Tomatoes are sporadic; packer label will be shipped as needed.

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



tree fruit

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

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



watermelon

Prices are elevated; expect limited stocks until offshore volume increases. Supplies are extremely tight in Northern Mexico due to poor weather. Quality ranges from fair to average.

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

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

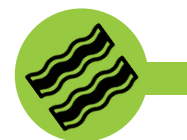
December holidays are a time of true celebration. What are some of your favorite appetizers for these special meals?

A

Speaking about holiday traditions, in my family stuffed mushrooms have always been served around the table. Whatever the fillings, it didn't matter—I loved all of them! I suggest modern interpretations for today's holiday menus, using sauteed greens like collards or kale and topping with garlic and cheese.



Mini potato latkes with sour cream, caviar, and chives are festive for Hanukkah and Christmas celebrations.



Trendy toasts topped with creamy cheese, roasted RSS Sweet Baby Broccoli, and MFC Grape Tomatoes.

TIPS FOR SERVING LIMES:



- 1.** Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- 2.** Use in ceviche, crudo, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- 3.** Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.

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.

Red Pepper Pesto Pasta with Lemon Shrimp

Sweet, yet zesty, this pasta dish has a touch of lemon, making it light enough for warm-weather days and chilly nights alike.

- 4 Markon First Crop Red Bell Peppers, roasted, skins removed, and chopped
- 2 T Ready-Set-Serve Peeled Garlic, chopped roughly
- 1/4 C Pistachios
- 1/2 C Parmesan cheese, grated
- 1 T Zest of Markon First Crop Lemon
- 1/4 C Olive oil + 2 T
- 1/2 tsp. Kosher salt
- 1/4 tsp. Black pepper
- 1 lb. Spaghetti noodles, cooked with 2 T pasta water reserved
- 12 Large shrimp, patted dry
- Salt and pepper, to taste
- 1/4 C Ready-Set-Serve Lemon Juice
- Extra Parmesan, microgreens, and edible petals, to garnish

Place roasted red bell peppers, garlic, pistachios, Parmesan, lemon zest, kosher salt, and pepper in a food processor and blend until nearly smooth. With the machine running, drizzle in 1/4 cup of olive oil.

Heat remaining two tablespoons olive oil in a large saute pan. When hot, add seasoned shrimp and cook until browned on each side. Deglaze with lemon juice.

Toss cooked spaghetti noodles with pesto and top with three shrimp per portion. Garnish with Parmesan, microgreens, and edible petals.

Shiitake mushrooms with miso—these little umami bombs can be served as a side dish to meats or added into dishes as varied as fried rice, burgers, grain bowls, and green salads.

