



FRESH CROP REPORT

WEEK OF SEPTEMBER 10, 2023

RSS



Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC



Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
Backed by 5-Star.

HIGHLIGHTS

AVOCADOS

Mexican volume is increasing slowly; **prices are softening**. The California and Peruvian seasons are ending. Once production ends in these regions, markets are expected to stabilize and possibly increase again.

CAULIFLOWER

Markets are quickly rising as supplies are significantly lower compared to prior weeks.

CITRUS

Expect small-size oranges (113- through 138-count fruit) to remain limited through the month of September. **Prices for small lemons remain elevated** due to low volume and strong demand.



POTATOES

- Expect prices to continue easing throughout the next few weeks.
- Fresh-run quality is excellent; occasional skinning and excess moisture on the skin of the potato are normal for this time of year.

CUCUMBERS

- Supplies are limited following severe weather events in both Baja, Mexico and East Coast growing regions.
- Expect markets to climb through October.

GREEN ONIONS

- Elevated prices will persist through September, at minimum.
- Large-size packs remain limited; long-top green onions are especially tight.

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apples

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

The market is elevated. The Washington MFC Granny Smith and Golden Delicious storage seasons have ended. New crop Washington Granny Smith apples are now being shipped. Michigan supplies are also on the market. Quality is very good. Storage crop Washington MFC Gala, Fuji, and Red Delicious Apples remain available.



asparagus

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

Prices are high; volume is low. Northern Baja is the primary growing region at this time. Strong winds and flooding caused by Hurricane Hilary have tightened stocks. MFC Asparagus is available.



avocado

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

Mexican supplies are increasing; prices are inching down a bit. The California and Peruvian seasons are ending in two weeks. Once production is finished in these regions, markets will stabilize and possibly increase again. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

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

Green bell markets are steady, while red bell prices are rising on both coasts. Quality has fallen in Oxnard, California due to the recent hurricane. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Supplies are increasing in Watsonville, California and Mexico, pushing prices down. Expect the market to fall to low levels by mid-September. Quality is very good; red cell and bruising are minimal.



blueberries

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

Prices are rising; stocks are diminishing. The Pacific Northwest and Michigan seasons will end this week. The Mexican season is getting a slow start. Peruvian production has been delayed due to El Nino conditions. Expect high markets and tight supplies through September.

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broccoli

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

Prices are up. Industry-wide quality problems are tightening supplies. High temperatures and high humidity in Santa Maria and Salinas Valley increased growth yet caused quality problems like brown bead, yellowing, hollow core, and bracketing. MFC Broccoli Crowns are sporadic; Markon Best Available® (MBA) and packer label will be substituted as necessary.



cantaloupe

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

The market is slightly higher due to tightening supplies. Hurricane Hilary caused field damage in California regions. Quality is very good; ground spotting and light green casting are minor problems. Sugar levels range from 13 to 15 Brix. Large sizes are plentiful. MFC Cantaloupe Melons are on the market.



cauliflower

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

Prices are quickly rising as supplies are significantly lower compared to prior weeks. Supplies are tightening following a recent abundance; warmer weather increased growth, resulting in fewer available supplies in the coming weeks. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.



celery

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

The market is weak. Stocks are abundant in California's Salinas Valley and Michigan. Santa Maria production continues year-round. Quality is excellent; stalks are firm with ideal color. MFC Celery is available.



chile peppers

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

East Coast prices are up due to damage caused by Hurricane Idalia. West Coast volume is down after Hurricane Hilary. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Expect markets to climb through October. Supplies are limited following severe weather events in both the Baja, Mexico and East Coast growing regions. MFC and ESS Cucumbers are available.



grapes

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

Prices are skyrocketing. Hurricane Hilary and subsequent rain/winds destroyed much of the California-grown green and red grape crops. MFC Seedless Green and Red Grapes are now available.

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green leaf

Low markets persist; supplies are ample. Harvesting crews are trimming defects such as insect damage, wind damage, and mildew in the fields. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Although fields sustained damage from Hurricane Hilary, prices are fairly stable. Large sizes are most prevalent. Quality is average; wind scarring and discoloration are occasional issues. Sugar levels range from 9 to 14 Brix. MFC Honeydew Melons are available.

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



iceberg

The market is low. Quality is good, but low weights persist. Harvesting crews are culling heads with sclerotinia, bottom rot, and mildew. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped when weights don't meet Markon specifications.

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



lemons

Expect tight stocks and elevated prices through the month of September. Small-size lemons (165- through 235-count fruit) remain limited. Offshore and Mexican supplies continue to help fill small-size shortages on the West Coast. MFC and ESS Lemons are available.

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



limes

The market remains firm due to strong demand and quality issues such as skin breakdown, oil spotting, styler, and light color. Size is dominated by 175- and 200-count fruit, while 110- and 250-count stocks are tight. MFC and ESS Limes are available.

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



onions

Prices should hold steady through the month of September. Fresh-run MFC Onions are being shipped out of Idaho, Oregon, and Washington. Rain has delayed the first week of harvesting in Utah. Growers will begin to pack and ship onions out of storage in early October. New crop onions have a rounder, more globe-like shape than stocks shipped during the spring and summer months; early season supplies will still exhibit thin, light-colored skins until shipped out of storage.

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



oranges

Expect increasing markets and scarce supplies through September. Small-size oranges (113- through 138-count fruit) are extremely limited. New crop California Navels will begin shipping in mid-October. MFC and ESS Valencia Oranges are available.

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



pears

California Bartlett pears will be available through September. New crop Washington Bartlett supplies are now available. D'Anjou supplies will hit the market the week of September 18.

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

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pineapples

After months of high prices, the market will ease through September. Seasonal volume is rising in Costa Rica, Mexico, and South America. Sporadic coverage will persist until new crop production ramps up in multiple regions.

REGION	SUPPLIES	QUALITY	PRICE
CR	///	*****	\$\$\$
MEX	///	*****	\$\$\$
SA	///	*****	\$\$\$



raspberries

Prices have stabilized. Growers are shipping sufficient supplies out of Watsonville, California, but humidity has lowered harvesting estimates. Expect deep red color with occasional over ripe berries. Mexican volume is starting to rise; soft tips and broken fruit are being reported.

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



red /yellow potatoes

Markets are unchanged. New crop potatoes are available in Idaho, Minnesota, Wisconsin, and Washington. MFC Red and Yellow potatoes are available in Idaho and Minnesota. Quality is very good.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MIDWEST	///	*****	\$\$\$



romaine

The market is weak; Salinas Valley supplies are plentiful. Harvesting crews are trimming heads to avoid insect damage, wind damage, and mildew. MFC Premium Romaine Lettuce is sporadic; MBA will be packed when head weights or quality don't meet specifications.

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



potatoes

New crop, fresh-run MFC Norkotah Potatoes are available in Idaho and Washington. **Expect the market to continue easing throughout the next few weeks.** Fresh-run potatoes have not gone through the "sweat" yet; this process allows field heat to leave potatoes, putting them in dormancy, and preventing sprouting during the early months of storage. Potatoes may release moisture as they cool, causing a very light, white surface residue that can be easily brushed off and poses no quality problems. Norkotah stocks will begin shipping out of storage in mid-October. Fresh-run Burbanks will enter the market in early October.

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



salads & blends

Prices are level; Salinas Valley supplies are sufficient. Iceberg and romaine quality is good; damaged leaves are being trimmed in the field. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

Prices are steady; supplies are adequate. Quality is very good: oversized leaves and mechanical damage are slight issues. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The market is elevated. Supplies remain tight in all current growing regions. High temperatures, humidity, and strong winds are shortening shelf-life in Santa Maria; scarring, dehydration, and soft/overripe texture are being reported. East Coast demand has moved to the West Coast as damage from Hurricane Idalia has reduced yields. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices have stabilized; stocks will continue to increase over the next few weeks as Santa Maria's fall crop ramps up. Fruit size is large with counts in the mid- to upper teens per one-pound clamshell. Markon recommends ordering for quick turns. MFC Strawberries are on the market.

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



tomatoes

The market is steady at high levels. Stocks are tight on both coasts due to recent hurricane damage and planting gaps. Expect limited supplies through October. MFC Tomatoes are available.

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



tree fruit

The nectarine and peach seasons are ending early due to damage caused by Hurricane Hilary. Plums will remain available, but limited, through October. Quality is average.

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



watermelon

The market is up slightly as the summer season winds down. California stocks are adequate; East Coast supply levels a bit lower. Mini seedless watermelons remain tight. Quality is very good; sugar levels range from 10 to 12 Brix.

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

ASK A MARKON CHEF

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



CHEF DREW
MARCHMAN
MARKON MEMBER CHEF

Q

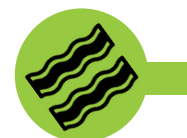
Fall is near—which ingredients do you suggest for transitioning from summer to autumn seasonal menus?

A

Apples, beets, winter squash, kale, and sweet potatoes are all items I consistently rotate into our tasting menus.



All of these provide warmth to menus with a heartier approach coming into cooler weather.



They are all easy to incorporate into different salads, soups, and desserts.

TIPS FOR SERVING ONIONS:



- 1.** Grill thickly sliced RSS Yellow Onions; serve on burgers, gourmet hot dogs, steaks, and pork chops.
- 2.** Mix chopped MFC Strawberries, cubed RSS Avocado Halves, RSS Diced Yellow Onions, minced MFC Jalapeno Chile Peppers, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; serve with grilled fish or chicken.
- 3.** Sauté sliced RSS Onions, RSS Peeled Garlic, edamame, and MFC Mint; purée and spread on crostini.

FEATURED PARTNER SPOTLIGHT: DUDA FARMS

Who?

For nearly 100 years and 6 generations, the Duda family has brought farm fresh produce to both the foodservice and retail sectors. Based in Oxnard, California, Duda farmers grow thousands of acres in five different states across the U.S.

Why?

Duda Farms produces 33% of all celery consumed in the U.S., all with the promise to responsibly harvest the freshest quality while reducing their environmental footprint, just as their founders envisioned.

Which Markon Products?

MFC Green Leaf Lettuce
MFC Iceberg Lettuce
MFC Romaine Lettuce
MFC Celery
RSS Celery

To learn more, please contact your sales representative.



SUSTAINABILITY AT MARKON:



From our inception, Markon's focus is sustainability, including our four pillars: sourcing responsibly, operating sustainability, empowering people, and supporting communities.



PILLAR 1: SOURCING RESPONSIBLY



PILLAR 2: OPERATING SUSTAINABLY



PILLAR 3: EMPOWERING PEOPLE



PILLAR 4: SUPPORTING COMMUNITIES

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.

Blossomed Onions with Balsamic

As delicious in taste as they are beautiful in presentation, these blossomed onions are a healthier version of the fried favorite.

4 Ready-Set-Serve Blooming Yellow Onions
3 Tbsp. olive oil
1 Tbsp. balsamic vinegar
1/2 tsp. salt
Edible petals (optional)

Slice one onion horizontally nearly in half (leaving onion connected). Repeat vertically, forming a cross. Slice twice more, forming an X so that onion has eight sections. Place onions on foil on a baking sheet.

Combine oil and vinegar. Drizzle evenly over onions. Season with salt. Bake at 400 degrees for 25-30 minutes, or until onions are tender and flower shaped.

Optional: garnish with edible petals and balsamic vinaigrette.
One onion per serving.

A dream crostini appetizer for gluten-free diners, these sweet potato rounds are topped with a variety of flavors and textures, making it a scrumptious bite.

