



# FRESH CROP REPORT

WEEK OF SEPTEMBER 17, 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

## CALIFORNIA GRAPES

Prices remain elevated. This year's California volume will be lower due to shortages caused by Tropical Storm Hilary's heavy rain.

## CELERY

Expect markets to continue to inch up through September. Industry yields have been reduced by disease pressure, black heart, and pith in Salinas fields.

## ORANGES

Prices will rise and supplies will tighten through September. Small-size Valencias (113- through 138-count fruit) are extremely limited. New crop California Navels will begin shipping in mid-October.

## NEW CROP APPLES

- The Washington State Tree Fruit Association projects approximately 134 million cases (40-pound packs) will be shipped during the 2023-2024 season, up from nearly 104 million cases in 2022-2023.
- Markets will ease once the new crop season is in full swing.

## POTATOES

- Fresh-run, new crop MFC Norkotah Potatoes are currently being shipped out of Idaho and Washington.
- Expect prices to continue falling for the next few weeks.

## LIMES

- Markets should remain steady but elevated into October.
- Premium grades are limited due to overall crop quality.



# FRESH CROP REPORT

WEEK OF SEPTEMBER 17, 2023



apples

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

As the Washington and Michigan new crops seasons get underway through September, level or below-average prices can be expected (depending on variety). New crop Washington MFC Fuji, Gala, and Granny Smith Apples are now being shipped. Quality is excellent. Storage crop Washington MFC Golden and Red Delicious Apples remain available.



asparagus

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

The market is inching down; Mexican stocks are increasing in Northern Baja. Quality is very good: spears are straight with uniform tips. MFC Asparagus is available.



avocado

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

Mexican volume is high; prices have eased. The California and Peruvian seasons are ending next week. Once production ends in these regions, markets will stabilize and possibly climb. 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	///	*****	\$\$\$

Strong demand is keeping West Coast green bell markets steady, yet slightly higher for reds. Mexican green bells (into South Texas) are more plentiful, easing prices. Several growing regions on the East Coast continue to harvest adequate volume; markets have inched down. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Stocks are ample in Watsonville, California and Mexico; prices have eased. Quality is very good; berries are plump and sweet with minimal issues such as red cell or bruising.



blueberries

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

Expect high markets and tight supplies through September. The Pacific Northwest and Michigan seasons have ended. The Mexican season has begun; volume is starting to rise. Peruvian production has been delayed due to El Nino conditions. Quality is very good.

# FRESH CROP REPORT



broccoli

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

Elevated markets persist. Industry-wide quality issues are limiting stocks. Hot weather and high humidity in the Santa Maria and Salinas Valleys aided growth but caused quality issues like brown bead, yellowing, hollow core, and bracketing. MFC Broccoli Crowns are sporadic; Markon Best Available® (MBA) and packer label will be substituted when supplies don't meet our specifications.



cantaloupe

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

Prices are stable; supplies have increased a bit this week due to warm, sunny weather in the San Joaquin Valley. Sugar levels range from 14 to 15 Brix. Growers will move to the California desert region in approximately five weeks. Expect markets to inch up as that transition nears. MFC Cantaloupe Melons are on the market.



cauliflower

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

The market is up. Volume has fallen; harvesting was pushed ahead of schedule by hot weather, leaving fewer available stocks for 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	///	*****	\$\$\$

Expect prices to inch up through September. Demand is strong in California as East Coast regional production winds down. Yields in Salinas have been reduced by disease pressure, black heart, and pith. MFC Celery is available.



chile peppers

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

East Coast production is focused in Michigan, but Kentucky, North Carolina, and New Jersey are also in play. West Coast supply is meeting demand; growers will harvest in California and Washington through October, weather permitting. Quality has improved. MFC Anaheim, Habanero, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

West Coast Cucumber prices are firm; Baja supplies were impacted by Hurricane Hilary, resulting in increased mildew. Expect tighter supplies until production starts in Central Mexico in mid- to late October. Most East Coast growers are preparing to move production south to Georgia next week. Ohio and Eastern North Carolina continue to see steady volume. MFC and ESS Cucumbers are available.



grapes

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

Markets remain elevated. California volume will be 20-25% lower than normal due to shortages caused by Tropical Storm Hilary. Prices will continue climbing through the rest of the year. Offshore grapes are expected to arrive in the U.S. by mid-November. MFC Seedless Green and Red Grapes are available.

# FRESH CROP REPORT



## green leaf

Prices are low; stocks are abundant. Quality is very good: defects such as insect damage, wind damage, and mildew are being trimmed in the fields. MFC Premium Green Leaf Lettuce is available.

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



## honeydew

The market is level; supplies have increased a bit this week due to warm, sunny weather in the San Joaquin Valley. Growers will move to the California desert region in approximately five weeks. Expect markets to inch up as that transition nears. Sugar levels range from 9 to 14 Brix. MFC Honeydew Melons are available.

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



## iceberg

Prices are weak. Quality is good: harvesting crews are culling heads with sclerotinia, bottom rot, and mildew in the fields. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped when weights don't meet Markon specifications.

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



## lemons

The market remains high; stocks will remain limited through September. Small-size lemons (165- through 235-count fruit) are especially tight. 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

Expect steady but elevated prices into October. Premium grades are limited due to overall crop quality; oil spotting, styler end breakdown, and yellowing (not to be confused with blanching) are the main concerns. 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

Markets will remain level through September. Fresh-run MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. 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	///	*****	\$\$\$
OR	///	*****	\$\$\$
UT	///	*****	\$\$\$
WA	///	*****	\$\$\$



## oranges

Prices will rise and supplies will tighten through September. Small-size Valencias (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 shipped for two to three more weeks. New crop Washington Bartlett stocks are on the market. D'Anjou shipments will start later this week and increase in October. Quality is very good.

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

# FRESH CROP REPORT



## pineapples

Prices are elevated, but starting to inch down. Seasonal supplies are slowly increasing. Sporadic coverage will persist until new crop production ramps up in multiple regions. Quality is improving.

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



## raspberries

The market is level; stocks are increasing in Watsonville, California and Mexico. Quality is very good: expect deep red color and sweet flavor.

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



## red /yellow potatoes

The market is steady. 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

Prices are weak; stocks are abundant. Quality is good: harvesting crews are trimming any possible defects such as insect damage, wind damage, and mildew in the field. 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

Prices will continue inching down for the next several weeks. New crop, fresh-run MFC Norkotah Potatoes are available in Idaho and Washington. 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

The market is stable; Salinas Valley stocks are adequate. Iceberg and romaine quality is good; any possibly 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	///	*****	\$\$\$

# FRESH CROP REPORT



## 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	///	*****	\$\$\$



## 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

Prices are stable to slightly higher. California supply is meeting demand, but East Coast stocks are a bit tighter. Mini seedless watermelons are limited. 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

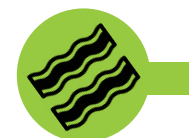
Using RSS Collard Greens is a fast and easy way to add this healthy, increasingly popular ingredient to menus. How do you serve them?

# A

Collards are near and dear to my heart being a true southerner. We traditionally do a heavy braise on them, but I've also found success in presenting them in a raw salad.



Given the texture and bite that raw collards come with, I like to marinate the greens in citrus and salt before serving. This gives them a softer texture and milder flavor.



I pair them with a mustardy vinaigrette to add in some crispy black-eyed peas, lardons, and a hard cheese.



# TIPS FOR SERVING CARROTS:



- 1.** Sauté RSS Baby Carrots in butter and sugar until slightly caramelized; add grainy brown mustard and cook until tender.
- 2.** Purée garbanzo beans, RSS Peeled Garlic, RSS Lemon Juice, RSS Washed & Trimmed Parsley, tahini, salt, and olive oil; serve with RSS Celery Sticks and RSS Carrot Sticks.
- 3.** Shave MFC Carrots and toss with chopped dates, Feta cheese, and lemon-parsley vinaigrette.

# 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.

## Kale- and Chard-Stuffed Portabella Mushrooms

Offer a hearty vegetarian option with umami-flavored Portabella mushrooms stuffed with healthy kale and rainbow chard, crunchy pine nuts, and creamy Fontina cheese.

4 large	MFC Portabella Mushrooms, stems removed
3 T	olive oil
8 oz.	RSS Shredded Kale
4 oz.	Rainbow chard, chopped
¼ C	Pine nuts, toasted

Preheat oven to 400° F/204° C.

Using one tablespoon of olive oil, brush equal amounts on outside of each mushroom.

Heat remaining three tablespoons of oil in a saute pan. Cook kale and chard until wilted; season with salt and pepper.

Fill each mushroom cap with an equal portion of greens. Top with one tablespoon each pine nuts and cheese. Bake all until cheese is bubbly and mushrooms are tender. Serve immediately.

Retro soups like matzo ball with house-made pasta, fresh herbs, and ginger, satisfy the older crowd's need for familiarity as well as the younger set's desire for authenticity.

