



FRESH CROP REPORT

WEEK OF SEPTEMBER 24, 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

LETTUCES

Green leaf, iceberg, and romaine markets are slowly rising as the Salinas season begins to wind down. Market spikes experienced the last two seasons are not anticipated as the current Salinas season comes to an end.

ORANGES

Small-size California Valencia supplies continue to tighten, particularly 113- to 138-count packs. New crop Navel harvesting will start in California, Mexico, Florida, and Texas between late October and early November.

GREEN ONIONS

Elevated markets will persist through mid-October. Large-size packs remain limited; 'longtop' green onions are especially tight.



PEARS

- New crop Washington Bartletts pear harvesting is ramping up. Abundant California Bartlett supplies remain available.
- With more Bartlett pears hitting the market, prices have eased.

CALIFORNIA STRAWBERRIES

- Production continues to wind down in Salinas/Watsonville. New crop fall harvesting is in full swing in Santa Maria.
- Markets are elevated.

BRUSSELS SPROUTS

- Prices are expected to remain elevated through mid-October.
- Supplies are not meeting demand, driving markets higher.

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apples

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

The Washington and Michigan new crops seasons are getting started. Expect stable to below-average markets (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	///	*****	\$\$\$

Volume is rising in Peru, increasing industry supplies and lowering prices. The Baja peninsula remains the primary growing region in Mexico. Quality is very good: spears are straight with uniform tips. MFC Asparagus is available.



avocado

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

Mexican supplies are ample; markets are low. The California and Peruvian seasons will end this week. Expect prices to inch up in October. 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 prices are level on the West Coast; tighter red bell stocks are keeping markets slightly higher. Mexican green bells (into South Texas) are ample; prices are weak. Production continues on the East Coast; markets are average. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Abundant supplies are keeping the market low. Expect comparable prices for several weeks. 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	///	*****	\$\$\$

Elevated prices and low volume are forecast through September. The Mexican season is underway; stocks will increase in late September. Peruvian harvests are getting a late start. Quality is very good.

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broccoli

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

Prices are up. Quality problems such as brown bead, yellowing, hollow core, and bracketing are tightening stocks. 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	///	*****	\$\$\$

The market is steady; volume is high in California's San Joaquin Valley. Sugar levels range from 14 to 15 Brix. Growers will transition to the California desert region in about a month. Prices will climb as that move gets closer. MFC Cantaloupe Melons are on the market.



cauliflower

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

Prices are falling fast; supplies are abundant. Temperate conditions have helped improve quality and increase yields, although large heads (nine-count packs) remain limited. 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 will inch up for the next few weeks. Demand is strong in California as East Coast seasons end. Salinas volume has fallen due to disease pressure, black heart, and pith. MFC Celery is available.



chile peppers

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

Stocks are sufficient on both coasts. Growers will harvest in California and Washington through October, weather permitting. Quality is very good for most varieties. MFC Anaheim, Habanero, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

West Coast markets are high; Baja yields remain low due to hurricane conditions earlier in the season. Expect volume to drop until harvesting begins in Central Mexico in mid- to late October. East Coast growers are moving to Georgia. Ohio and Eastern North Carolina production is winding down. MFC and ESS Cucumbers are available.



grapes

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

Prices are high. California volume is forecast to be 20-25% below normal due to Tropical Storm Hilary. The market will rise through the end of the year. Offshore grapes will become available in mid-November. MFC Seedless Green and Red Grapes are on the market.

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green leaf

Markets are slowly rising as the Salinas season begins to wind down. Price spikes experienced the last two seasons are not anticipated. Huron harvests are expected to start in mid- to late October. The Arizona and California desert season will start in early to mid-November. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices are unchanged; stocks are sufficient. Growers will transition to the California desert region in about a month. Expect markets to inch up as that move gets closer. Sugar levels range from 9 to 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Market spikes experienced the last two seasons are not anticipated. Huron harvests are expected to start in mid- to late October. The Arizona and California desert season will start in early to mid-November. 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 will remain at high levels through the rest of the month. Small-size lemons (165- through 235-count fruit) are the scarcest. MFC and ESS Lemons are available.

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



limes

Markets will hold steady at high levels into October. Premium grades are tight as crop quality is down; oil spotting, styler end breakdown, and yellowing (not to be confused with blanching) are industry problems. Size is dominated by 175- and 200-count fruit, while 110- and 250-count supplies are tight. MFC and ESS Limes are available.

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



onions

Prices are stable. Fresh-run MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. Growers will ship onions out of storage in early October. New crop onions have a rounder, more globe-like shape than supplies shipped during the spring and summer months; early season stocks will still exhibit thin, light-colored skins until shipped out of storage.

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



oranges

Small-size California Valencia supplies continue to tighten, particularly 113- to 138-count packs. New crop harvesting will start in California, Mexico, Florida, and Texas between late October and early November. MFC and ESS Valencia Oranges are available.

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



pears

New crop Washington Bartletts pear harvesting is ramping up. Abundant California Bartlett supplies remain available. With more supplies hitting the market, prices have eased. Quality is very good.

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

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pineapples

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

Although markets remain elevated, they are beginning to ease. Seasonal volume is starting to increase. Sporadic coverage will persist until new crop supply meets demand. Quality is improving.



red /yellow potatoes

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

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



potatoes

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

The market is easing. New crop, fresh-run MFC Norkotah Potatoes are shipping from 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 supplies will be available from storage in mid-October. Fresh-run Burbanks will enter the market in early October.



raspberries

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

Prices are stable; volume is climbing in Watsonville, California and Mexico. Quality is very good: expect deep red color and sweet flavor.



romaine

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

Markets are slowly rising as the Salinas season begins to wind down. Price spikes experienced the last two seasons are not anticipated. Huron harvests are expected to start in mid- to late October. The Arizona and California desert season will start in early to mid-November. MFC Premium Romaine Lettuce is sporadic; MBA will be packed when head weights or quality don't meet specifications.



salads & blends

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

Prices are level; Salinas Valley supplies are sufficient. 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.

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spring mix

The market is unchanged; stocks are sufficient. Quality is very good: oversized leaves and mechanical damage are minor problems. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

High prices persist; supplies are limited in all growing regions. High temperatures, humidity, and strong winds earlier in the season have shortened shelf-life in Santa Maria; scarring, dehydration, and soft/overripe texture are issues. East Coast demand has shifted 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

The market is elevated. Production continues to wind down in Salinas/ Watsonville. New crop fall harvesting is in full swing in Santa Maria; fruit size is 16 to 20 berries per one-pound clamshell. Quality continues to improve with less bruising, misshapen berries, and white shoulders. MFC Strawberries are on the market.

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



tomatoes

Prices are elevated, but stable. Yields are low on both coasts due to recent hurricane damage and planting gaps. Expect tight stocks through October. MFC Tomatoes are available.

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



tree fruit

The nectarine and peach seasons have ended. Plums will remain available, yet tight, through October. Quality is average.

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



watermelon

The market is fairly level. California stocks are adequate, but East Coast supplies are tightening. Growers will transition to the California desert region in about a month. 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

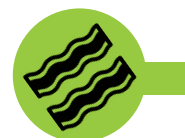
Markon Essentials brand focuses on flavor, not appearance. What preparations do you target with this line of vegetables?

A

I use this brand when ingredients aren't presented in their natural form on the plate. If these items are being riced, chopped, diced, pulsed, or juiced, I always like to take advantage of the price savings.



Whether it's bell peppers, lemons, oranges, onions, potatoes, celery, or cauliflower, I can maximize my menu profitability by incorporating these ingredients.



The flavor is just as good as a No. 1 product and it's still backed by Markon's 5-Star Food Safety program.



TIPS FOR SERVING BELL PEPPERS:



- 1.** Sauté MFC Green and Red Bell Peppers with RSS Onion Strips and oregano; serve in hoagie buns with sausages, chopped steak, or hot dogs.
- 2.** Mix lump crab meat, minced MFC Green Bell Peppers, fresh ginger, and cilantro mayonnaise; bread crab cakes with panko (Japanese breadcrumbs) and lightly fry.
- 3.** Top rib-eye steaks with sautéed MFC Green Bell Peppers, RSS Sliced Onions, RSS Peeled Garlic, and Gorgonzola butter.

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.

Blistered Carrots with Miso and Black Rice

This shareable side dish is roasted on high heat to blister the carrots' skins while keeping the inside sweet and tender.

- 6 Markon First Crop Carrots, skin on
- 1 Tbsp. olive oil
- 1/2 tsp. kosher salt
- 1/4 tsp. cracked black pepper
- 1 cup black rice, cooked
- 1 Tbsp. miso salad dressing
- 2 Tbsp. Ready-Set-Serve Washed & Trimmed Cilantro, chopped

Preheat oven to 450 degrees.

Toss carrots with olive oil, salt, and pepper. Roast on a baking sheet for 20 minutes, or until carrots have blistered skins, yet are tender on the inside.

Serve over black rice with house-made miso dressing drizzled over top. Garnish with fresh cilantro.

Whether served hot or cold, this hearty Israeli couscous-stuffed bell pepper dish makes a great lunch, entree, or dinner side.

