



FRESH CROP REPORT

WEEK OF OCTOBER 8, 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

MELONS

Melon prices are rising. The season is coming to an end in California's Central Valley, limiting supply. The Arizona/California desert season is expect to start on October 16; **prices will remain elevated** until the desert season is well established.

CITRUS

Supplies are limited and **demand is strong for both lemons and oranges**. New crop California lemons will begin shipping in mid-October while new crop California Navels will begin later in October. Expect increasing markets and scarce supplies through mid-October.

GREEN LEAF, ICEBERG, AND ROMAINE TRANSITION

Industry supplies will be sufficient as the Salinas Valley and Santa Maria wind down prior to the transition. Markets are expected to fluctuate at moderate levels; **price spikes are not anticipated** this year as they have in the past.



GRAPES

- The California grape crop is lighter this year due to quality challenges caused by rain from Tropical Storm Hilary.
- Markets are expected to be elevated in both California and Chile/Peru.

STRAWBERRIES

- Production continues to decline in Salinas/Watsonville while Santa Maria's new fall strawberry crop is in full swing.
- Overall quality is good.

BROCCOLI

- Flooding that occurred during January and March has caused tight industry supplies.
- MFC Broccoli Crowns are limited in the Salinas Valley.

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apples

Prices remain stable; Washington and Michigan's new crop seasons are underway. The 2023-2024 Washington season is expected to be up nearly 104 million cases from last year. Quality is excellent. New Crop Washington MFC Fuji, Gala, and Granny Smith Apples are on the market. Storage crop Washington MFC Golden Delicious and Red Delicious Apples remain available.

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



asparagus

Markets are low; expect steady prices over the next week. Strong winds and flooding caused by Hurricane Hilary did minimal damage to crops in the Baja growing region. Jumbo and extra-large supplies are increasingly available. Growing regions in Southern Peru are seeing high yields. Quality is good; spears are straight with uniform tips. MFC Asparagus is available.

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



avocado

Prices are steady; demand remains strong. Yields are average out of Mexico. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers
green/red

Green bell pepper markets are steady while red bell markets are slightly lower. Supplies are strong out of Hollister, Santa Maria, and Oxnard. Markets are slightly elevated on the East Coast as the fall weather sets in. South Carolina has started production in a limited manner; Georgia is set to begin in roughly one week. MFC and ESS Green and Red Bell Peppers are on the market.

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



blackberries

Prices are elevated; supplies are tight. Overall quality is very good; berries are plump and sweet with minimal issues such as red cell or bruising.

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



blueberries

Supplies remain extremely limited; demand far exceeds supply. Expect elevated markets and scarce supplies for the next three to four weeks. The Pacific Northwest and Michigan seasons have ended. Mexican production is off to a slow start while Peruvian import shipments are delayed. The industry will remain in a production gap for the next month; expect pro-rated orders.

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

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broccoli

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

Prices are elevated; industry-wide challenges are limiting yields at the field level. California's West Coast plantings were limited this year due to the spring flooding. Texas prices are much lower than the West Coast. Hollow cores and bracketed crown structures are being observed; brown bead and yellowing are occasional issues. MFC Broccoli Crowns are limited; Markon Best Available® (MBA) will be substituted as needed.



cantaloupe

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

Demand is strong; markets are slightly elevated. California's Central Valley production is slowing down; expect the season to wrap up over the next few weeks. Quality is average; some green cast, thin netting, and ground spotting has been observed. Small sizes are readily available. Markets aren't expected to increase until Brawley production is well established. MFC Cantaloupe Melons are available.



cauliflower

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

The market remains weak; volume is ample. Growing conditions and ideal weather has aided in supply and quality improvement. Quality and sizing are ideal; florets are exhibiting snowy white color and consistent sizing. ESS Cauliflower is on the market.



celery

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

Markets remain steady with sufficient supplies coming out of the Salinas and Santa Maria regions. The Michigan season is coming to an end while the Oxnard season is set to start in early November. Quality is very good in all growing regions. MFC Celery is available.



chile peppers

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

Volume is sufficient on both coasts and in Mexico. California and Washington suppliers will harvest through October. Production in Georgia is set to begin mid-October. Quality is very good. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

West Coast markets are steady for Baja grown cucumbers. Mildew is still prevalent in some lots, killing off plants. Mainland Mexico is expected to begin next week in a limited manner; expect increased volume by mid-October. East Coast supplies remain limited as their season comes to an end. Georgia and North Carolina production is beginning to ramp up; expect steady supply over the next few weeks. MFC and ESS Cucumbers are on the market.



grapes

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

The grape market remains elevated as a result of the quality issues caused by Tropical Storm Hilary's rain. Offshore grapes are expected to hit the U.S. market by early December. Expect elevated pricing through November. MFC Seedless Green and Red grapes are available.

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green leaf

The market is steady but is expected to fluctuate over the next few weeks. **Supplies are sufficient** as the Salinas Valley and Santa Maria seasons wind down. Huron production will begin in mid- to late October. The Arizona and California desert season is set to begin by mid-November. Defects are minimal and are being trimmed at harvest. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices for melons are slightly elevated. Supply coming out of the Central Valley is declining as the season comes to an end. Expect elevated markets until Brawley production is well established (two to three weeks). Quality remains good; some wind scar and ground spotting has been reported. Sizes are evenly distributed; **sugar levels range from 14 to 16 Brix**. MFC Honeydew Melons are on the market.

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



iceberg

The market is slightly lower. Prices are expected to fluctuate at moderate levels as **suppliers manage remaining acreage ahead of transition**. Huron production will start by mid-October. The Arizona and California desert season is set to begin by mid-November. Quality is good. MFC Premium Iceberg Lettuce is being packed regularly; MBA will be substituted as needed due to low weights.

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



lemons

Prices remain elevated; demand is strong. Smaller sizes (165- through 235-count) are limited. New crop California lemons will **begin shipping in mid-October**. MFC and ESS Lemons are on the market.

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



limes

Lime markets are elevated but steady. Smaller size fruit is becoming more readily available due to new crop transition; larger sizes still remain tight. Expect to see improved quality on smaller sized limes. MFC and ESS Limes are available.

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



onions

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

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



oranges

Markets are elevated; supplies will remain limited over the next two weeks. New crop Navels **will begin shipping in late October**. Expect size and grade substitutions in order to fill orders; small sizes (113- through 138-count) are extremely tight. MFC and ESS Valencia Oranges are available.

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



pears

Pricing is steady as more supplies hit the market. New Crop Washington Bartlett's harvest is ramping up. The California pear season is expected to wrap up by the end of November; California Bartlett supplies are available. Quality is very good.

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

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pineapples

Markets are steady as supplies continue to increase. Quality is improving. Sporadic coverage will remain until new crop supply meets demand.

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



raspberries

Prices are steady; supplies remain sufficient out of Watsonville, California and Mexico. Quality is very good; berry color is a deep red and flavor is sweet.

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



red /yellow potatoes

Prices remain level. New Crop potatoes are shipping from Idaho, Minnesota, Wisconsin, and Washington. MFC Red and Yellow potatoes are on the market in Idaho and Minnesota. Quality is very good.

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



romaine

Pricing is steady; supplies are abundant in Salinas and Santa Maria, California. Markets are expected to fluctuate moderately as suppliers manage remaining acreage prior to transition. Huron harvests will begin mid-October while the Arizona and California desert season is expected to begin in mid-November. **Overall quality is good;** some quality challenges include mildew, minor wind and thrip damage, and burn issues. Packs are being trimmed to minimize the presence of defects. MFC Premium Romaine lettuce is being packed regularly; MBA will be substituted as needed due to low case weights.

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



potatoes

The market remains low. 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 through mid-October. Fresh-run Burbanks are on the market; small sizes dominate availability. Expected limited supply of Burbanks until the "sweat" process is complete (late October/early November).

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



salads & blends

The market is level. Stocks are adequate out of the Salinas Valley. 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	///	*****	\$\$\$

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spring mix

Stocks are sufficient; the market is stable. Production will move to Yuma, Arizona in late October/early November. Quality is good; some lots are experiencing oversized components and elevated mechanical damage. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are steady; expect solid volume for the month of October. Mexican production has begun in a limited manner with volume increasing daily. Quality is improving for Mexican grown squash. New York and New Jersey production has come to an end; Michigan is expected to continue for the next two weeks. Eastern North Carolina and Georgia production is ramping up; markets are steady. MFC Yellow Squash and Zucchini are available.

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



strawberries

The Salinas/Watsonville season is coming to a close while the Santa Maria new fall crop is in full swing. Oxnard production has begun in a limited manner and is expected to increase week over week; fruit size ranges from 14 to 18 berries per one-pound clamshell. **Overall quality is good**; some softness, early decay, and white shoulders have been reported. MFC Strawberries are available.

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



tomatoes

Markets are stable; expect Northern California production to slow down over the next month. Baja supplies will be lighter during October but are projected to rise come November; expect inconsistent volume out of Eastern Mexico. Markets are steady on the East Coast. Cooler temperatures are leading to a slow start on fall crops. Quincy, Florida has started with grape and cherry tomatoes. MFC Tomatoes are available.

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



stone fruit

The California season has come to an end for peaches and nectarines. The Chilean peach and nectarine season will begin in mid-January. Plum supplies remain limited. The California season will run through the first week of October with the Chilean season beginning in mid-January.

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



watermelon

Prices remain level. California supplies are adequate while East Coast supplies are limited. Mexico production has begun in a limited manner. Suppliers will transition to the California desert region in roughly two weeks. Quality is 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 PAUL-ANDRE
MIRON PICHE
MARKON MEMBER CHEF

Q

Pears are a subtly flavored fruit that pair well with fall meat dishes. What are some of your favorites?

A

Pears can be used in salty main courses or sweet desserts. I love adding caramelized pears to blue cheese grilled cheese sandwiches for savory menus and grilled pears topped with whipped mascarpone and honey for dessert.



The mild sweetness and toothsome texture of raw pears work well with leafy, bitter greens like arugula and spinach, as well as delicate mache and spring mix.



Pears are becoming increasingly popular in the entrée section: bake them with chicken, roast with pork, wrap with salty prosciutto, stuff in winter squashes...even sprinkle them on pizzas!



TIPS FOR SERVING GRANNY SMITH APPLES:



- 1.** Sauté RSS Washed & Trimmed Kale with RSS Sliced Onions, chopped MFC Granny Smith Apples, and hazelnuts; toss and serve as a side or warm salad.
- 2.** Make refreshing granita using MFC Granny Smith Apples, RSS Lemon Juice, minced MFC Ginger, and chopped MFC Mint.
- 3.** Mix chopped MFC Granny Smith Apples, sliced MFC Seedless Red Grapes, candied walnuts, and gold balsamic vinaigrette; serve with shaved Manchego.

FEATURED PARTNER SPOTLIGHT: EUREKA SPECIALTIES

Who?

In search of quality and consistency, founder Jim Krouse created Eureka in 1994 to bring the finest fresh herbs and specialty items to foodservice customers year-round.

Why?

By switching to the drain-friendly refrigerant gel packs – which are nontoxic – Eureka is saving 35,100 pounds per year of non-recyclable polymer in landfill waste.

Which Markon Products?

MFC Fresh Herbs

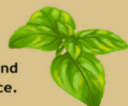
To learn more, please contact your sales representative.

Eureka!
Eureka is Latin for "I have found it" and when you open a shipment of fresh herbs from Eureka Specialties, you too will have found it... the herb supplier you've been looking for!

Family owned and operated since **1994.**

Sourcing the highest quality culinary herbs and specialty produce.

We repack our fresh herbs with the goal of 100% usable product packed in our Slide-Rite® bag with absorbable paper towels in individual boxes for maximum freshness.



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.

Stuffed Eggplant

Italian-inspired, this vegetarian entrée is packed with umami flavors and ancient grains.

2 MFC Eggplants, halved
 1 Tbsp. olive oil
 2 cups farro, cooked
 1 cup MFC Asparagus, grilled and chopped
 1 cup MFC Mushrooms, grilled and chopped
 1 tsp. kosher salt
 1/2 tsp. pepper
 1 cup MFC Cherry Tomatoes, quartered
 1/2 cup Mozzarella balls, quartered (optional: seasoned with cracked black pepper and MFC Basil)
 Edible petals (optional)

Remove the majority of flesh from each eggplant half. Brush with oil and grill filling and skins; reserve skins, but chop eggplant filling into cubes.

Toss cooked farro with grilled asparagus, mushrooms, the eggplant filling, salt, and pepper. Use this mixture to fill each eggplant half. Top with quartered tomatoes and Mozzarella cheese.

These beautiful gluten-free tarts are filled with citrus-vanilla custard and roasted rose apples.

