



FRESH CROP REPORT

WEEK OF OCTOBER 15, 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

GREEN BEANS

Expect higher prices on the East Coast through October due to sourcing raw product from California and Mexico.

CAULIFLOWER

Markets continue to escalate rapidly. Supplies are significantly tighter as quality challenges have reduced yields at the field level.

STRINGLESS SUGAR SNAP PEAS

Prices are elevated. Supplies are increasingly limited due to industrywide quality challenges. 'Semi-stringless' varieties may be substituted for better shelf-life and quality.



PEARS

- The market is starting to inch down.
- New crop Washington Bartletts production is increasing. California Bartlett stocks are also on the market.

CARROTS

- Industrywide supply disruptions are anticipated for jumbo and cello-packed carrot supplies in multiple growing regions over the next three months.
- California growers and processors are expected to reach adequate volume for small- and medium-size carrots; value-added packs such as baby peeled, coins, matchsticks, and shreds will meet demand.

CUCUMBERS

- New crop fall production is underway in the North Carolina and Georgia growing regions; markets are steady to slightly lower.
- Volume is falling in Baja, Mexico while growers transition to Central Mexico.

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apples

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

The market is steady; new crop supplies are shipping from Washington and Michigan. 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.



asparagus

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

Prices are firming up. The season in Baja, Mexico is winding down. Peruvian shipments are adequate. Quality remains strong in both regions. MFC Asparagus is available.



avocado

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

The market will inch up through October. Mexican supplies are sufficient; demand is strong. 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	///	*****	\$\$\$

California green bell prices are firming up; growers are transitioning south to the Coachella/Thermal area at the end of the month. Red bell markets are easing; supplies are abundant. East Coast markets are rising; fall weather has pushed harvesting south. Production is off to slow start in Georgia; expect higher prices. Canadian stocks will ship through early to mid-November. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is up; demand is strong. Overall quality is very good; berries are plump and sweet with minimal issues such as red cell or bruising.



blueberries

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

Prices remain elevated; expect low volume through the month. Peruvian import shipments are delayed due to quality problems. Mexican production is off to a slow start; rains have delayed harvests. Demand far exceeds supply. Quality is average.

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broccoli

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

California markets are climbing; brown bead and yellowing are occasional quality issues. Mexican prices are holding steady; adequate supplies are forecast but hollow core is a problem. 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	///	*****	\$\$\$

Demand is strong; prices are inching up. California's Central Valley season will wrap up over the next few weeks. Quality is average; green casts, thin netting, and ground spotting are issues. Small sizes are readily available. MFC Cantaloupe Melons are available.



cauliflower

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

Markets continue to escalate rapidly. Supplies are significantly tighter as quality challenges have reduced yields at the field level. Quality ranges from poor to fair due to erratic weather; discoloration, dark spotting, bracketed heads, leafy curds, and increasing insect pressure are affecting many lots. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

California prices are stable; stocks are sufficient in Salinas and Santa Maria. Oxnard production is scheduled to start in early November. The Michigan season is ending. Quality is very good in all regions. MFC Celery is available.



chile peppers

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

The market is unchanged. Supplies are adequate in California and Baja. The Sonora season is starting, but it will be a few weeks before volume levels are reached. East Coast production is getting underway in Georgia. Quality is very good. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

New crop fall production is underway in the North Carolina and Georgia growing regions; markets are steady to slightly lower. Volume is falling in Baja, Mexico while growers transition to Central Mexico; prices are on the rise. MFC and ESS Cucumbers are available on the East Coast.



grapes

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

Prices are elevated. California supplies were reduced by 20-25% by Tropical Storm Hilary. Offshore grapes will enter the market in mid-November. MFC Seedless Green and Red Grapes are available.

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green leaf

The market is expected to fluctuate over the next few weeks as the Salinas Valley and Santa Maria seasons wind down. Huron production will begin in mid- to late October. The Arizona/California desert season will start in mid-November. Defects are minimal and being trimmed at the field level. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices are climbing. The San Joaquin Valley season is wrapping up. Expect elevated markets until Brawley production is well established in one to two weeks. Quality is good; some wind scarring and ground spotting has been reported. Sugar levels range from 9 to 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Markets have stabilized ahead of the transition to the Arizona/California desert region. Although low weights persist, quality is good; some lots are exhibiting bottom rot and sun scalding following the recent heatwave. MFC Premium Iceberg Lettuce is being packed regularly; MBA is being substituted as needed.

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



lemons

Prices are high; demand is strong. Small sizes (165- through 235-count fruit) are limited. New crop California lemons will enter the market over the next couple of weeks. MFC and ESS Lemons are available.

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



limes

The market is steady at high levels. Rain has slowed harvests in Mexico, but small-size fruit is increasing. Quality is average; light color, skin breakdown, oil spotting, and stylar are minor problems. MFC and ESS Limes are available.

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



onions

Prices are unchanged; supplies are sufficient. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Growers are shipping onions out of storage at this stage.

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



oranges

The market is up; stocks are tight. New crop Navels will begin shipping in two to three weeks. Expect size and grade substitutions to fill orders; small sizes (113- through 138-count fruit) are extremely limited. MFC and ESS Valencia Oranges are available.

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



pears

Prices are level. New crop Washington Bartlett volume is rising. The California season will end in late November; California Bartlett supplies are on the market until then. Quality is very good.

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

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pineapples

The market has stabilized; stocks are becoming more plentiful. Quality is improving. Sporadic coverage will remain until new crop supply meets demand.

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



raspberries

Prices are unchanged; volume is average 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 are steady. 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

The market is expected to fluctuate over the next few weeks as the Salinas Valley and Santa Maria seasons wind down. Huron production will begin in mid- to late October. The Arizona/California desert season will start in mid-November. Defects being trimmed at the field level include mildew, minor wind and thrip damage, and burn issues. 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

The market is weak. 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 stocks will be available from storage in starting next week. Fresh-run Burbank stocks will increase through October.

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



salads & blends

Prices are level. Salinas Valley supplies are ample. 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

The market is level; supply is meeting demand. All production will move to Yuma, Arizona in late October/early November. Some lots are experiencing oversized components and elevated mechanical damage, but overall quality is good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices have stabilized as product from Central Mexico is flooding the market. Expect California supplies to taper off in two weeks; markets will increase in November. MFC Yellow Squash and Zucchini are available.

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



strawberries

Markets are fairly steady. Although the Salinas/Watsonville season is ending, new crop Oxnard and Santa Maria fall production is underway; fruit size ranges from 14 to 18 berries per 1-pound clamshell. Quality is very good; some softness, early decay, and white shoulders have been reported. MFC Strawberries are available.

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



tomatoes

Prices are stable. Northern California production will wind down by the end of the month. Baja supplies are tight but will increase in November. Inconsistent volume is anticipated in Eastern Mexico. Cooler East Coast weather is hindering fall growth. The Quincy, Florida season has started; grape and cherry tomatoes are shipping. MFC Tomatoes are available.

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



tree fruit

The California nectarine, peach, and plum seasons have ended. Chilean imports will become available in mid-January.

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



watermelon

The market is average. California stocks are sufficient while East Coast supplies are tight. Light production has started in Mexico. West Coast suppliers will transition to the California desert region in a week or two. 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

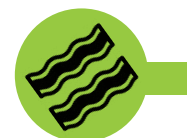
Apples are a true sign of fall food. Salads, sides, desserts, and beverages...they work across all day parts. How do you use apples on your menus?

A

Whether in savory main courses or sweet desserts, crisp, tart apples are staple ingredients that can be used across all day parts.



Try using them diced and juiced in ceviches and tartares or caramelized for desserts.



Shave tart MFC Granny Smith Apples into seasonal salads made with RSS Harvest Crisp Blend or RSS Shredded Kale.

TIPS FOR SERVING RSS WILD ARUGULA:



- 1.** Use this versatile leafy green as an herb to give appetizers and soups complexity; great on crostini, in dumplings, quiches, and spring rolls.
- 2.** Pair the zesty flavor of RSS Wild Arugula with sweeter lettuces like green leaf and romaine or fruits such as apples, pears, and figs. It also pairs quite well with salty hams, toasted nuts, and roasted vegetables such as beets, carrots, and winter squashes.
- 3.** RSS Wild Arugula is no stranger to entrées—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.

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.



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.

White Pizza with Wild Arugula

These individual pizzas are topped with lemony arugula to balance the rich, creamy cheese and earthy mushroom flavors.

4 pre-made pizza dough rounds
 1/4 C + 2 T olive oil
 1/2 C white cheese sauce
 1 C Markon First Crop Mushrooms, roasted
 1 C Mozzarella cheese, shredded
 1 tsp. kosher salt
 1/4 tsp. black pepper
 4 C Ready-Set-Serve Wild Arugula

Preheat oven to 500° F.

Roll out dough and brush with olive oil. Top each with two tablespoons of cheese sauce, 1/4 cup mushrooms, and 1/4 cup Mozzarella cheese. While pizzas bake, toss lemony arugula with the last two tablespoons of olive oil, salt, and pepper.

Bake pizzas until dough is browned and cheese is melted. Top with wild arugula and serve.

Perfect for the holidays, this cake marries the spicy flavors of gingerbread with the sweetness of pears.

