



FRESH CROP REPORT

WEEK OF OCTOBER 22, 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

WEST COAST FALL HARVESTING TRANSITIONS

Please [click here](#) to view a Markon presentation about why and how the industry moves to the Arizona/California desert region for harvesting each fall.

GRAPEFRUIT

The Southern California Marsh Ruby grapefruit season has ended. [Desert Rio harvesting will start next week](#). Harvesting will begin in Florida by the end of the month, while production in Mexico (into South Texas) is slated for early November.

BLUEBERRIES

Supplies remain extremely limited; the domestic season has ended while imported shipments have been delayed. [Expect elevated markets and scarce supplies for the next few weeks](#).



CALIFORNIA STRAWBERRIES

- Santa Maria's new fall strawberry crop is in full swing; Oxnard production has also begun.
- Stable prices and strong demand are forecast as the Salinas/Watsonville season ends.

LIMES

- Supplies are tight in Veracruz, Mexico due to recent inclement weather.
- Markets remain elevated, especially those for larger sizes.

CILANTRO

- Quality has taken a downturn following a high-pressure system that brought high temperatures to the primary growing regions in California.
- Cooler weather and shorter days will help to improve the quality of newer plantings, as cilantro is naturally a cool weather plant.

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bell peppers
green/red

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

Both the green and red markets are up slightly. California growers will move to the Coachella/Thermal region in approximately two weeks. East Coast production is focused in Georgia. The Canadian season will continue through early to mid-November. MFC and ESS Green and Red Bell Peppers are available.



apples

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

Stable to low pricing persists; new crop stocks are shipping from Washington and Michigan. Quality is excellent. New crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market.



asparagus

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

Markets are elevated. Production is winding down in Baja, Mexico but volume is steady from Peru. Expect strong quality from both regions through the fall. MFC Asparagus is available.



avocado

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

Prices are fairly steady; Mexican yields are meeting demand. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

Prices are climbing; supplies are limited in both growing regions. 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	///	*****	\$\$\$

Expect elevated markets and scarce supplies for the next few weeks. Supplies remain extremely limited; the domestic season has ended while imported shipments have been delayed. Mexican harvests are off to a slow start; the season typically begins in late October. Peruvian import shipments are delayed but supplies are expected to increase by the month's end. Quality is average.

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broccoli

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

California prices are inching down as more stocks enter the market. Quality is fair; brown bead and yellowing are problems. Erratic weather has caused week to week variations in harvestable supplies; expect volume to dip before and during early November's transition to Yuma. The Mexican market (into South Texas) is a bit lower; sufficient stocks are forecast but hollow core is being reported. 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	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Demand is outpacing supply levels, pushing markets up a bit. Growers have moved south to Brawley. The Mexican season (into Nogales, Arizona) has begun; this week's hot weather will spur growth. Increased volume should stabilize market over the next week. Quality is good; large sizes dominate new crops. MFC Cantaloupe Melons are available.



cauliflower

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

Yields are rebounding after last week's very low volume. Erratic fall weather has affected industry supply levels. Expect easing prices this week followed by a jump in early November. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

The California market is steady; yields are sufficient in Salinas and Santa Maria. Oxnard production will begin in early November. The Michigan season has ended. Quality is very good in all regions. MFC Celery is available.



chile peppers

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

Prices are fairly stable. Northern regions have finished harvests on the East Coast. The Georgia season is underway; Florida production will start in Plant City in November. On the West Coast, supplies are adequate in California and Baja, Mexico. Although the Sonora season is starting, it will be a few weeks before volume levels are reached. Quality is very good.



cucumbers

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

On the West Coast, the Baja season is winding down. Volume will increase out of Sonora, Mexico over the next week or two based on weather conditions. The market will fall once supplies are plentiful. East Coast prices are level; new crop harvesting is focused in North Carolina and Georgia. MFC and ESS Cucumbers are available on the East Coast.



grapes

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

High markets persist. Overall California volume was reduced by 20-25% during 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

Prices are low; supplies are ample as the Salinas Valley and Santa Maria seasons wind down. Huron production is now underway. The Arizona/California desert season will begin 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

Demand is outpacing supply levels, pushing markets up a bit. Growers have moved south to Brawley. The Mexican season (into Nogales, Arizona) has begun; this week's hot weather will spur growth. Increased volume should stabilize market over the next week. Quality is good; large sizes dominate new crops. MFC Honeydew Melons.

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



iceberg

Prices are weak. Growers are harvesting in Huron, but will transition to the Arizona/California desert region by mid-November. Quality is good although low weights persist throughout the industry. MFC Premium Iceberg Lettuce is being packed regularly; MBA is being substituted as needed.

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



lemons

Elevated markets persist. Small sizes (165- through 235-count fruit) are tight. New crop California production has started; volume will increase over the next several weeks. MFC and ESS Lemons are available.

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



limes

Prices are elevated, especially those for larger sizes. Supplies are tight in Veracruz, Mexico due to recent inclement weather. Large sizes (110- to 150-count fruit) are extremely limited; however, new crop smaller sizes (230- to 250-count limes) are widely available. MFC and ESS Limes are available.

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



onions

Growers are now shipping out of storage in all regions; crop size is dominated by jumbo supplies. Expect the market to start inching up. MFC Onions are available in Idaho, Oregon, Utah, and Washington.

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



oranges

Prices are elevated; supplies are limited. New crop Navels will start shipping in late October/early November. Expect size and grade substitutions to fill orders; small sizes (113- through 138-count fruit) are extremely tight. MFC and ESS Valencia Oranges are available.

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



pears

The market is unchanged. New crop Washington Bartlett stocks are increasing. The California Bartlett season will end in late November. Quality is very good.

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

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pineapples

Prices are steady; volume is rising. Quality is good; fruit is firm and juicy with tangy flavor.

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



raspberries

Markets are a bit higher; supplies are average in 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

The market is unchanged. Stocks are shipping from 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 low; supplies are ample as the Salinas Valley and Santa Maria seasons wind down. Huron production is now underway. The Arizona/California desert season will begin in mid-November. Defects are minimal and being trimmed at the field level. 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

Growers are now shipping out of storage in all regions. Expect prices to start inching up. Crop size is dominated by 90- and 100-count supplies. MFC Norkotah Potatoes are available from Idaho and Washington. Fresh-run Burbank volume will rise through October.

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



salads & blends

Prices are stable; stocks are abundant. 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 level; stocks are sufficient. 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

Markets are easing. California supplies are plentiful while volume is starting to climb in Central Mexico. East Coast production is focused in Georgia; stocks are sufficient. MFC Yellow Squash and Zucchini are available.

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



strawberries

Stable prices and strong demand are forecast as the Salinas/Watsonville season ends. Santa Maria's new fall strawberry crop is in full swing; Oxnard production has also begun. Size currently ranges from medium to large (14 to 18 berries per one-pound clamshell). Quality is good; color is estimated at 95% in early season harvests. MFC Strawberries are available.

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



tomatoes

The market is steady. California supplies are adequate but the season will wrap up in early November. Volume has increased in mainland Mexico; Baja supplies are also on the rise. The East Coast seasons are ending in Tennessee and North Carolina, but growers are harvesting in Florida. Overall supplies are expected to increase in November. 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

Prices are level. The California season will end in the next 10 days. New crop Mexican stocks are deeply colored with high sugar levels. Mini seedless supplies are increasing.

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

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

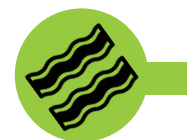
Fall and winter salads incorporate more grains and hearty vegetables. What are your favorite flavor combinations for this time of year?

A

My favorite autumn salad combines RSS Shredded Kale, roasted beets, dried cranberries, roasted pumpkin seeds, and toasted quinoa.



Toss shaved MFC Fennel, radicchio, red quinoa, and MFC Mint; serve with blood orange vinaigrette.



Mix RSS Harvest Crisp Blend with Israeli couscous, steamed edamame, roasted Butternut chunks; drizzle with roasted garlic dressing.

TIPS FOR SERVING FENNEL:



- 1.** Bake sliced fennel until caramelized and crunchy; add to green salads as a crouton substitute.
- 2.** Fennel adds a subtle licorice-like flavor to potato dishes, especially cheesy gratins.
- 3.** Shave raw fennel into coleslaw mixes and toss with a creamy dressing like buttermilk Ranch; serve with barbecued meats or fried chicken.

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.

Baba Ghanoush with Halloumi and Pomegranate

Offer this dip as a hummus alternative or accompaniment for a Middle Eastern dip packed with deep color and rich flavor.

Dip

2 Markon First Crop Eggplants
1/2 C tahini
1/4 C Ready-Set-Serve Peeled Garlic, roasted until soft
1/4 C Ready-Set-Serve Lemon Juice
1 tsp. kosher salt
1/8 tsp. cayenne pepper
1/4 pomegranate molasses

Halloumi

8 oz. Halloumi cheese, cut into 8 strips

Prick each eggplant with a fork in multiple areas. Place over an open flame or a grill and char the skins completely (approximately 10 to 15 minutes). Transfer both to a baking sheet and put in a hot oven until soft (another 10-15 minutes).

Cool eggplants and then scrape the soft flesh into a food processor. Add tahini, garlic, lemon juice, one teaspoon of salt, and cayenne. Blend until chunky, but somewhat smooth. Set aside.

Place Halloumi strips on a hot grill pan and cook until both sides are crisp and brown.

Scoop dip into a wide bowl and top with Halloumi strips. Drizzle pomegranate syrup around the outer edge of the dip and garnish with pomegranate seeds, mint, lemon, and parsley. Serve with toasted pita or sesame crackers.

Give your guests a visual surprise: take a bite of these crunchy apples covered in gooey caramel and decorative candies, and get a pop of ruby red color.

