



FRESH CROP REPORT

WEEK OF OCTOBER 29, 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

TROPICAL STORM NORMA

Tropical Storm Norma made landfall near the city of Culiacán, located in the Western Mexican state of Sinaloa. The storm brought heavy rains, strong winds, and floodings to a primary winter growing region known for bell peppers, cucumbers, green beans, and tomatoes.

HURON LETTUCE SUPPLIES

Growers have begun harvesting iceberg and leaf lettuce crops in the Huron, California region this week. Salinas Valley supplies will remain available for two to three more weeks, while areas such as Oxnard, California will also ship orders before the Arizona/California desert season begins.

LEMONS

Expect easing markets and increased supplies once new crop California lemons start shipping next week.



BRUSSELS SPROUTS

- Supplies have increased in preparation for strong holiday demand; size profile is more evenly distributed.
- Prices are easing.

CAULIFLOWER

- Markets have rapidly declined this week; favorable weather pushed growth ahead of schedule in the Salinas and Santa Maria Valleys.
- Prices are expected to climb by mid- to late next week and remain volatile through November as production transitions south.

MIXED BERRIES

- Blueberries remain limited; supplies are increasing slowly.
- Blackberries are tight due to the lingering effects of Hurricane Lidia in Mexico.

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apples

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

Markets are low; new crop supplies are available out of Washington and Michigan. Quality is excellent. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market.



asparagus

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

High prices persist. The season is wrapping up in Baja, Mexico. Peruvian stocks are sufficient. Expect strong quality from both regions through the fall. MFC Asparagus is available.



avocado

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

The market is stable. Mexican supplies are adequate. 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	///	*****	\$\$\$

West Coast prices are steady but could become active as harvesting transitions from Northern California to the Arizona/California desert region occurs over the next few weeks. East Coast markets are slightly higher due to rain and cooler weather limiting production in Georgia. This week's improved weather should help bring prices down. The Canadian season will continue through early to mid-November. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Demand exceeds supply; the industry will remain this way for the next two to three weeks. **Expect diminishing supplies and rising markets.** The California season is past its fall peak; volume will continue to decline. Central Mexico's yields are lower than anticipated due to rain damage from Hurricane Lidia two weeks ago.



blueberries

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

Prices are elevated. Demand exceeds supply; **the industry will remain in a production gap for the next two to three weeks.** Baja production is past its fall peak and will continue to decline. Harvesting is off to a slow start in mainland Mexico and not expected to produce significant volume until mid-November. Peruvian import supplies are expected to increase each week moving forward.

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broccoli

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

The market is fairly level despite the upcoming harvesting shift from the Salinas Valley to Yuma, Arizona. Quality is fair; brown bead and yellowing are issues. Mexican prices are weak; although supplies are ample, 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
AZ	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Large sizes are extremely tight; small fruit is more readily available. Volume should start increasing in the Arizona desert and Mexico, offsetting demand. Offshore fruit should begin shipping from Guatemala in mid-November. Quality is good; ground spotting and greenish rind casts are typical for fall melons. MFC Cantaloupe Melons are available.



cauliflower

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

Markets have rapidly declined this week. Favorable weather pushed growth ahead of schedule in the Salinas and Santa Maria Valleys. Quality ranges from fair to good; discoloration/dark spotting, leafy curds, and elevated insect pressure are affecting some lots. Prices are expected to climb by mid- to late next week and remain volatile through November as production transitions south. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

California prices are unchanged; stocks are adequate in the Salinas and Santa Maria Valleys. New crop harvesting will get started in Oxnard over the next few weeks. 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 level. East Coast volume has ticked up in Georgia; the Plant City, Florida season will start in November. On the West Coast, both Baja and Central Mexico experienced some disruptions from Tropical Storm Norma. Stocks are a bit more abundant in California. Quality is very good. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices are up slightly. Baja production is winding down; most growers have transitioned to Central Mexico. East Coast supplies are limited due to rain in Georgia. MFC and ESS Cucumbers are available on the East Coast.



grapes

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

The market remains elevated. At the start of the California season, volume was reduced by 20-25% during Tropical Storm Hilary. Offshore supplies will become available in mid-November. MFC Seedless Green and Red Grapes are available.

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green leaf

The market is weak; stocks remain plentiful as the Salinas Valley and Santa Maria seasons wrap up. Huron production is now underway. 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

Stocks are limited in the Arizona desert region. Higher volume is shipping out of Mexico. Quality is good; wind scarring is an occasional issue. Offshore fruit should begin shipping from Guatemala in mid-November. MFC Honeydew Melons are available.

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



iceberg

The market is low. 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

Expect easing prices and increased supplies once new crop California lemons start shipping next week. Volume will rise in the coming weeks as production starts in new crop regions. MFC and ESS Lemons are available.

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



limes

Markets are slightly lower due to moderate demand in October. Quality is average; skin breakdown, oil spotting, light color, and stylar from past rain. MFC and ESS Limes are available.

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



onions

Prices are starting to inch up as growers ship out of storage in all regions. Crop size is dominated by jumbo supplies. MFC Onions are available in Idaho, Oregon, Utah, and Washington.

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



oranges

High markets persist; Valencia stocks are extremely tight. New crop Navel's will enter the market over the next few weeks. Expect size and grade substitutions to fill orders; small sizes (113- through 138-count fruit) are limited. MFC and ESS Valencia Oranges are sporadically available.

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



pears

Prices are stable. New crop Washington Bartlett volume is rising. The California Bartlett season will run through late November. Quality is very good.

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

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pineapples

The market is fairly steady; seasonal supplies are increasing. Quality is good; fruit is firm and juicy with tangy flavor.

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



red /yellow potatoes

Prices are level. Supplies are available out of 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	///	*****	\$\$\$



potatoes

The market is beginning to inch up. Growers are now shipping out of storage in all regions. Crop size is dominated by 90- and 100-count supplies. Quality is excellent. MFC Norkotah Potatoes are available from Idaho and Washington. Fresh-run Burbank volume is high.

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



raspberries

Expect sufficient supplies and stable markets. The California growing season is past its peak and will continue to downtrend for the remainder of the season. Mexican production continues to increase and will reach its peak this week. Quality is good; no issues have been reported at this time.

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



romaine

The market is weak; stocks remain abundant as the Salinas Valley and Santa Maria seasons wrap up. Huron production is underway. The Arizona/California desert season will start 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	///	*****	\$\$\$



salads & blends

The market is unchanged; 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 stable; supplies are adequate. All production will move to Yuma, Arizona over the next few weeks. 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	///	*****	\$\$\$



tomatoes

Volatile markets are forecast for November and December. The Northern California season has ended. Baja production should help prevent any supply gaps during the harvesting transition to Southern California regions. The Florida season has started in Quincy; volume will increase weekly. Ruskin/Palmetto production is also underway. MFC Tomatoes are available.

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



squash

East Coast prices are fairly steady; Georgia stocks are sufficient; improved weather should increase production this week. California supplies are becoming limited but Mexican volume is climbing. MFC Yellow Squash and Zucchini are available.

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



tree fruit

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

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



strawberries

Markets are inching up. The Salinas/Watsonville season has ended. New crop fall harvesting is in full swing in Santa Maria and Oxnard. Size 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	///	*****	\$\$\$



watermelon

The market is stable. The California season will wrap up this week. New crop Mexican supplies, including the mini seedless variety, are increasing. Quality is very good; color is deep red and sugar levels are high.

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

What is your favorite fall vegetable and how do you like to use it?

A

I love to cook with red beets during this season. They are extremely versatile ingredients that can be used in so many ways across the menu, even in desserts!



Puree, pickle, slice raw, or roast them in an open fire until tender.



Beets add both vibrant color and hearty seasonal flavors.

TIPS FOR SERVING COLLARD GREENS:



- 1.** Add RSS Chopped Collard Greens to broth-based soups just before serving for a burst of color and nutrients.
- 2.** Sauté RSS Chopped Collard Greens in pork fat; serve alongside soul foods such as green tomatoes, okra, and mashed sweet potatoes.
- 3.** Add RSS Chopped Collard Greens and chunks of butternut squash to Parmesan risotto.

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.

Garbanzo-Mushroom Meatballs

Serve as a shareable appetizer or add to pasta and pizza—everyone loves meatballs. Great for vegans and vegetarians too!

1/4 C olive oil (split)
 1 C Markon First Crop Mushrooms, minced
 1/2 C Markon First Crop Yellow Onions, minced
 1 can garbanzo beans (liquid included)
 2 C panko breadcrumbs
 1 T Ready-Set-Serve Peeled Garlic, minced
 1 T Ready-Set-Serve Washed & Trimmed Parsley, minced
 1 T Markon First Crop Basil, minced
 1 tsp. kosher salt
 1/4 tsp. black pepper
 8 oz. tomato sauce

Heat oil in a skillet; add mushrooms, onions, and garlic. Cook until browned. Blend garbanzo beans and liquid in a food processor until smooth. Add mushroom mixture, breadcrumbs, parsley, basil, salt, and pepper; blend again until everything is incorporated. Form mixture into balls. Heat remaining olive oil in skillet. Brown the meatballs in batches, being sure not to crowd the pan. Put tomato sauce in a large saucepan. Move browned batches into the sauce and simmer until fully cooked (approximately 7 more minutes). Garnish with herbs and garlic.

A cold preparation of chopped collard greens in a Mediterranean salad with bright colors, bold trendy flavors, and fresh crisp textures.

