



# FRESH CROP REPORT

WEEK OF NOVEMBER 5, 2023

RSS



Table-ready fruits  
& vegetables.  
Backed by 5-Star.

MFC



Whole fresh fruits &  
vegetables.  
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MARKON  
ESSENTIALS

Whole fresh fruits &  
vegetables.  
Backed by 5-Star.

# HIGHLIGHTS

## HURON LETTUCE

Growers have begun the seasonal harvesting transition out of California's Salinas Valley. Please [click here](#) to view a Markon Live from the Fields video regarding the recent and upcoming quality of lettuce crops out of the Huron, California growing region.

## STRAWBERRIES

Expect markets to increase as overall yields fall. The Salinas/Watsonville, California season will end within the next two weeks; Santa Maria's fall strawberry volume continues to decline. Production is underway in Oxnard, California and Mexico (into South Texas).

## BRUSSELS SPROUTS

Although the market is easing, higher-than-average prices are forecast through mid-November.



## BROCCOLI

- Markets are easing; supplies are abundant this week.
- New crop Arizona/California production will begin by mid-November; growers report no significant issues.

## LIMES

- Expect lower prices over the next two weeks, barring no severe storms.
- Stocks have increased; demand is weak.

## BELL PEPPERS

- Growers have begun transitioning production south on both coasts; markets are steady.
- Green bells are being harvested in Coachella and Thermal, California; red bells will start shipping from those regions in mid-November.

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WEEK OF NOVEMBER 5, 2023



apples

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

Prices are weak; new crop stocks 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 | ///      | *****   | \$\$\$ |

Markets are steady to slightly higher than last week. Peruvian volume is close to the annual average in the southern regions despite El Nino weather that lowered yields through the summer months. West Coast product is focused in Baja and Sonora, Mexico. Size is dominated by standard spears; large, extra-large, and jumbo supplies are tight. MFC Asparagus is available.



avocado

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

Prices are unchanged. Mexican stocks are meeting demand. 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     | ///      | *****   | \$\$\$ |

Growers have begun transitioning production south on both coasts; **markets are steady**. Green bells are being harvested in Coachella and Thermal, California; red bells will start shipping from those regions in mid-November. Stocks are limited in Central Mexico (crossing through Texas). Western Mexico (crossing into Nogales, AZ) will become the primary growing region in late December/early January. Eastern Canadian production is winding down. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are elevated; stocks will remain tight for another few weeks. The California season is past its fall peak; volume is falling. Supplies are limited in Central Mexico as well. Quality is very good.



blueberries

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

High markets persist; the industry is in a production gap for another two weeks. The Baja season is past its fall peak; volume is falling. Harvesting is off to a slow start in mainland Mexico and not expected to produce significant supply level for another week or two. Peruvian imports are expected to increase each week moving forward.

# FRESH CROP REPORT



broccoli

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

Prices are easing; supplies are abundant this week. New crop Arizona/California desert production will begin by mid-November; growers report no significant quality issues. Steady supplies and stable markets are forecast for Mexico (into South Texas) through November. 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    | ///      | *****   | \$\$\$ |

The market is a bit lower as Mexican supplies (into Nogales, Arizona) have entered the market. Offshore fruit from Guatemala, arriving into Florida and Texas ports, will start shipping the week of November 13. Quality is good; sugar levels range from 10 to 11 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are currently low, though they are expected to remain active through the harvesting transition to the Arizona/California desert region with the potential to change quickly. Quality ranges from fair to good; discoloration/dark spotting, leafy curds, and elevated insect pressure are occasional problems. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

The market is slightly higher as demand shifts to the West Coast following the end of East Coast regional production. New crop harvesting will begin in Oxnard, California by mid-November. Quality is very good in all regions. MFC Celery is available.



chile peppers

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

Prices are stable. East Coast supplies are focused in Georgia and Central Florida. Stocks are tight in Baja and Central Mexico. The California season is winding down due to colder weather. Quality is very good. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market is steady. Volume is average in Central Mexico. East Coast stocks are a bit tighter due to rain in Georgia. Quality ranges from good to very good. MFC and ESS Cucumbers are available.



grapes

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

Prices are high; California yields will remain limited through the end of the season. Offshore fruit will become available in mid-November. MFC Seedless Green and Red Grapes are available.

# FRESH CROP REPORT



## green leaf

Prices are low; the Salinas Valley and Santa Maria seasons are ending, but 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

The market is a bit lower as Mexican supplies (into Nogales, Arizona) have entered the market. Offshore fruit from Guatemala, arriving into Florida and Texas ports, will start shipping the week of November 13. Quality is fair. MFC Honeydew Melons are available.

| REGION | SUPPLIES | QUALITY | PRICE  |
|--------|----------|---------|--------|
| AZ     | ///      | *****   | \$\$\$ |
| 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 when head weights or quality don't meet our specifications.

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



## lemons

Markets are starting to stabilize; new crop California lemons are now shipping. Stocks will increase through November and December. MFC and ESS Lemons are available.

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



## limes

Expect lower prices over the next two weeks, barring no severe storms. Stocks are increasing; small and medium sizes are abundant. Quality ranges from average to very good; fruit exhibiting scarring, blanching, and oil spotting is being culled. MFC and ESS Limes are available.

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



## onions

The market is level; growers are now shipping sufficient supplies out of storage in all regions. Crop size is dominated by jumbo stocks. MFC Onions are available in Idaho, Oregon, Utah, and Washington.

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



## oranges

Prices are elevated; Valencia yields are extremely low as the season is ending. New crop Navels are beginning to enter the market. Size and grade substitutions may be necessary to fill orders until Navel volume rises; large sizes dominate early season harvests. MFC and ESS Navel and Valencia Oranges are sporadically available.

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



## pears

The market is low. New crop Washington Bartlett supplies are ample. The California Bartlett season will run through late November. Quality is very good.

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

# FRESH CROP REPORT



## pineapples

Prices are steady; volume has stabilized in Mexico, Costa Rica, and South America. Quality is good; fruit is firm and juicy with tangy flavor.

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



## raspberries

Mexican prices are low. The California season is winding down; yields are low. Mexican volume is at its peak. Quality is good; no issues have been reported at this time.

| 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

The market is weak; the Salinas Valley and Santa Maria seasons are ending, but 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

Prices are level. Growers are now shipping out of storage in all regions. Crop size is dominated by 90- and 100-count supplies. Quality is excellent. MFC Burbank and Norkotah Potatoes are available from Idaho and Washington.

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



## salads & blends

Prices are stable; iceberg and romaine stocks are meeting demand. 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     | ///      | *****   | \$\$\$ |

# FRESH CROP REPORT



## spring mix

Prices are level; stocks continue to meet demand as growers prepare for the move to Yuma, Arizona by mid-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 have eased on the East Coast/Georgia and in Mexico (crossing into Nogales, Arizona). Volume is high. The California season has ended. MFC Yellow Squash and Zucchini are available.

| REGION     | SUPPLIES | QUALITY | PRICE  |
|------------|----------|---------|--------|
| EAST COAST | ///      | *****   | \$\$\$ |
| MEX/AZ     | ///      | *****   | \$\$\$ |



## strawberries

Expect prices to increase as overall yields fall. The Salinas/Watsonville, California season will end within the next two weeks; Santa Maria's fall strawberry volume continues to decline. Production is underway in Oxnard, California and Mexico (into South Texas). MFC Strawberries are available.

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



## tomatoes

Prices are climbing; expect tight supplies through December. Seasonal volume is low in Baja, Mexico, but new crop harvests should begin in the region next week. Rain has tightened stocks in mainland Mexico. California growers are transitioning to southern regions. East Coast production is focused in Quincy and the Ruskin/Palmetto regions. Overall quality ranges from good to very good. MFC Tomatoes are available.

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



## tree fruit

California nectarine, peach, and plum harvesting has ended. The import season will start in mid-January.

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



## watermelon

Prices are level. The California season has ended. Mexican fruit, including the mini seedless variety, dominates the industry. Quality is very good; color is deep red and sugar levels are high.

| REGION     | SUPPLIES | QUALITY | PRICE  |
|------------|----------|---------|--------|
| 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 JONATHON  
MERRICK  
MARKON MEMBER CHEF

# Q

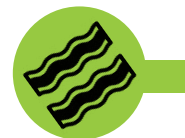
Thanksgiving is the ultimate foodie holiday. What side dishes do you suggest menuing for in-house dining and/or meal delivery?

# A

The classics including mashed potatoes, stuffing, and gravy are expected, so I like to upsell them by adding extra flavor with garlic confit and fresh herbs.



Don't forget green vegetable sides using RSS Trimmed Green Beans, RSS Chopped Collard Greens, and MFC Asparagus.



And winter squashes (think Acorn, Butternut, and Kabocha) add sweet notes to savory plates.

# TIPS FOR SERVING BRUSSELS SPROUTS:



- 1.** Sauté chopped Brussels sprouts with hazelnuts and bacon; deglaze with touch of cream; serve with roasted chicken.
- 2.** Serve slaw made with shredded Brussels sprouts and spicy mustard dressing.
- 3.** Shred and use to top tacos and tostadas.

# FEATURED PARTNER SPOTLIGHT: EAGLE EYE PRODUCE

## Who?

Eagle Eye Produce, founded by Newman Giles in 1996, is based in Iona, Idaho. They grow a number of fruit and vegetable products, including melons, onions, potatoes, peppers, and squash.

## Why?

Their initiatives cover the breadth of their operations, from energy and water conservation to efficiency in growing practices, packaging, and community support.

## Which Markon Products?

MFC Onions  
MFC Potatoes

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.

## Tandoori-Spiced Brussels Sprouts with Cranberries

The unique blend of curry and cranberry are combined in this dish to give Brussels sprouts worldly flavors.

2 Tbsp. olive oil  
1 cup Ready-Set-Serve Diced Red Onions  
2 tsp. curry paste  
1 Serrano chile pepper, sliced  
24 Ready-Set-Serve Brussels Sprouts, coarsely chopped  
2/3 cup fresh cranberries  
Salt and pepper to taste

Heat oil in a large skillet. Cook onions in oil until translucent. Stir in curry paste and Serrano; cook two more minutes. Add Brussels sprouts and cranberries; continue cooking until both have softened and are cooked through but not soggy.

Season with salt and pepper and serve.

Top filet mignon with crunchy, colorful potatoes and aromatic thyme and rosemary.

