



# FRESH CROP REPORT

WEEK OF NOVEMBER 12, 2023



RSS



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

MFC



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

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MARKON  
ESSENTIALS

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

# HIGHLIGHTS

## FALL HARVESTING TRANSITION

The green leaf, iceberg, and romaine seasons are winding down in the Santa Maria and Salinas Valleys. Harvesting in Huron and Oxnard, California continues to supplement orders. *Arizona/California desert production has begun in a limited capacity; the majority of growers will start the new crop season later this week.*

## CAULIFLOWER

Suppliers will begin harvesting new crop supplies in the Arizona/California desert region starting this week. *Expect prices to inch up until production hits volume levels.*

## BROCCOLI

*Markets are escalating; this week's supplies are tight. New crop Arizona/California desert production will begin in mid-November.*



## ASPARAGUS

- Prices are lower for small- and standard-size asparagus and steady-to-slightly higher for extra-large and jumbo sizes.
- Peruvian stocks are also on the market; markets are comparable.

## TOMATOES

- Markets are climbing due to seasonally low volume.
- Expect limited supplies and strong prices for the next two weeks.

## CELERY

- Prices are inching up; Demand has shifted to Salinas and Santa Maria, California as Michigan and East Coast regional production is finished for the season.
- Arizona/California desert harvests will start in mid- to late December.

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**bell peppers**  
green/red

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

California green bell prices are level. Green bell production is ramping up in the Thermal/Coachella area; harvesting is winding down in Hollister and Oxnard this week. California red bell markets are inching up. East Coast growers are harvesting in Georgia and Florida; prices are slightly lower. MFC and ESS Green and Red Bell Peppers are available.



**apples**

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

The market is 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	///	*****	\$\$\$

Prices are lower for small- and standard-size asparagus and steady-to-slightly higher for extra-large and jumbo sizes. Peruvian stocks are also on the market; markets are comparable. MFC Asparagus is available.



**avocado**

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

The market is stable. Mexican supplies are sufficient. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



**blackberries**

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

The market remains high. The California season is past its fall peak; supplies are tightening. Yields are low in Central Mexico as well. Quality is very good.



**blueberries**

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

Mexican supplies are starting to increase, but prices remain elevated. The Harvesting is off to a slow start in mainland Mexico; the Baja season is past its peak. Peruvian imports are expected to increase each week moving forward. Quality will improve when more new crop stocks hit the market.

# FRESH CROP REPORT



broccoli

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

Markets are escalating; this week's supplies are tight as the Salinas season is ending. New crop Arizona/California desert production will begin by mid-November; growers report no significant quality issues. Mexican product remains available in South Texas at lower pricing; expect a healthy spread to develop. 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	///	*****	\$\$\$
IMPORTS/FL	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

Prices have inched down slightly. Mexican supplies (into Nogales, Arizona) are increasing. Offshore fruit from Guatemala has begun arriving into Florida. Quality ranges from good to very good; sugar levels range from 10 to 11 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Suppliers will begin harvesting new crop supplies in the Arizona/California desert region starting this week. Expect prices to inch up until production hits volume levels. Quality will improve once all stocks are shipping from new crop regions. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

Prices are inching up as demand has shifted to the West Coast. New crop harvesting will begin in Oxnard, California by mid-November. Arizona/California desert harvests will start in mid- to late December. MFC Celery is available.



chile peppers

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

The East Coast market will remain high until the Florida season is underway over the next couple of weeks; cold, wet weather reduced volume in Georgia. West Coast growers are in the midst of a harvesting transition. The California season has ended but production is getting a late start in Sinaloa, Mexico due to hurricanes in August. Expect increased supplies and lower prices in 7 to 14 days. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices are fairly stable on both coasts. Yields are sufficient in Central Mexico. East Coast stocks have increased after last week's rain in Georgia. Quality ranges from good to very good. MFC and ESS Cucumbers are available.



grapes

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

The market remains elevated; California supplies will remain scarce through the end of the season. Offshore fruit will become available over the next few weeks. MFC Seedless Green and Red Grapes are available.

# FRESH CROP REPORT



## green leaf

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

Expect slightly higher prices through the seasonal transition. The California season is winding down in Salinas and Huron. New crop harvests are underway in Yuma, Arizona. Defects are minimal and being trimmed at harvest. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed due to low head weights.



## honeydew

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
IMPORTS/FL	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

Prices have inched down slightly. Mexican supplies (into Nogales, Arizona) are increasing. Offshore fruit from Guatemala has begun arriving into Florida. Quality is good. MFC Honeydew Melons are available.



## iceberg

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

Markets are higher as the Salinas, Santa Maria, and Huron seasons wrap. Production is ongoing in Oxnard. Harvests are underway in Yuma, Arizona. Quality is good, yet low weights persist through the industry. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted due to low head weights.



## lemons

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

Prices are steady; new crop California lemons are now shipping. Supplies will become more plentiful through November and December. MFC and ESS Lemons are available.



## limes

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

Weak demand is keeping markets low. Volume is climbing in Mexico; small and medium sizes are most plentiful. Growers are still culling fruit scarring, blanching, and oil spotting, but quality is improving. MFC and ESS Limes are available.



## onions

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

Prices are inching up a bit due to strong holiday demand; growers are now shipping out of storage in all regions. Crop size is dominated by jumbo supplies. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



## oranges

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

High markets persist. The Valencia season is ending. New crop Navel are on the market. Size and grade substitutions may be necessary to fill orders until Navel yields increase; large sizes dominate early season harvests. MFC and ESS Navel and Valencia Oranges are sporadically available.



## pears

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

Prices are weak. New crop Washington Bartlett volume is high. The California Bartlett season will run through the end of November. Quality is very good.



# FRESH CROP REPORT



## pineapples

The market is unchanged; supply levels are sufficient 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

The market is weak. The California season will end this week. Mexican supplies are abundant. Quality is good; no issues have been reported at this time.

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



## red /yellow potatoes

Prices are steady. 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

Expect slightly higher prices through the seasonal transition. The California season is winding down in Salinas and Huron. New crop harvests are underway in Yuma, Arizona. Defects are minimal and being trimmed at harvest. MFC Premium Romaine Lettuce is sporadic; MBA will be packed when head weights or quality don't meet specifications.

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



## potatoes

The market is stable to slightly higher. Growers are 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

The market is steady; iceberg and romaine supplies will increase in the Yuma, Arizona region through the month. The California season is ending. 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
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$

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## spring mix

The market is level; supplies are expected to meet demand as growers transition to Yuma, Arizona over the next week. 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

Mexican zucchini prices are steady; yellow squash markets are a bit higher. East Coast supply is meeting demand despite last week's poor weather. Quality is very good; skins are smooth and flesh is firm. MFC Yellow Squash and Zucchini are available.

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



## strawberries

The market is up. The Salinas/Watsonville, California season will end next week; Santa Maria stocks are scarce. Production is underway in Oxnard, California and Mexico (into South Texas). MFC Strawberries are available.

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



## tomatoes

Expect limited supplies and strong markets for the next few weeks. The California season has ended. Production is past its peak in Baja, supplies from mainland Mexico are tight due to rain. Florida stocks are starting to increase in the Ruskin/Palmetto region. Overall quality ranges from good to very good. MFC Tomatoes are available.

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



## tree fruit

The California nectarine, peach, and plum season have ended. The import season will begin in mid-January.

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



## watermelon

Overabundant supplies have collapsed prices. Mini seedless stocks are increasing out of Mexico. Quality varies; growers are culling overripe and aging melons.

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

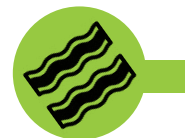
Potatoes are one of the most versatile ingredients. What delicious ways do you use them?

# A

These kitchen work horses are especially busy during the fall and winter months.



I suggest offering hasselback versions, sliced vertically and cooked until tender, then topped with a variety of toppings such as melted cheese, sour cream, chives, and bacon.



Offer LTOs with themes like taco toppings, chili, even a fried egg.



# TIPS FOR SERVING LEEKs:



- 1.** Add chopped MFC Trimmed Leeks while scrambling eggs and cream; top with smoked salmon snipped MFC Chives.
- 2.** Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.
- 3.** Steam halved leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and MFC Chervil.

# 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.

## Potato Soup with Mushrooms and Onions

This creamy, earthy soup contains the classic potato-mushroom combination so soothing for fall and winter menus.

2 Tbsp. olive oil  
 1 Markon First Crop Yellow Onion, sliced  
 1 C Markon First Crop Mushrooms, sliced  
 1 C Markon First Crop Gala Apples, peeled and chopped  
 4 cloves Ready-Set-Serve Peeled Garlic, chopped  
 4 C Markon First Crop Potatoes, peeled and chopped  
 4 C vegetable stock  
 2 C heavy cream  
 1/4 tsp. nutmeg  
 1 tsp. salt  
 1/4 tsp. black pepper

Heat olive oil in a saucepan; add onions, mushrooms, and garlic and cook until soft and starting to brown (pull a few mushrooms and onions out to reserve as garnishes). Add potatoes and vegetable stock and simmer until tender.

Purée potato mixture until smooth; whisk in cream, nutmeg, salt, and pepper. Return to heat and stir until warm. Pour into bowls and top with reserved onions and mushrooms. Serve immediately.

Bite-size bar snacks are more sophisticated than ever! Serve these comforting potato omelet appetizers topped with crunchy, colorful radishes.

