



# FRESH CROP REPORT

WEEK OF NOVEMBER 19, 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

Arizona/California desert lettuce production is underway, with additional growers beginning harvest next week. Iceberg markets are moderately elevated but will inch down as supplies increase and Thanksgiving holiday demand subsides. **Green leaf and romaine prices will remain fairly steady** in the coming weeks.

## ARTICHOKES

Supplies are extremely limited; small and medium sizes (18-through 36-count packs) are tight. **Expect light volume and elevated prices through January.**

## CARROTS

**Expect elevated commodity markets** and tight supplies through December. RSS Carrots will meet demand; prices will hold steady.



## BELL PEPPERS

- Prices are active; harvesting transitions are underway on both coasts.
- Strong demand for Thanksgiving will further increase markets over the next week.

## GREEN BEANS

- The market remains high; supplies are extremely limited due to recent poor weather in Georgia, Florida, and Mexico.
- RSS Trimmed Green Beans are limited.

## SUGAR SNAP PEAS

- Prices remain elevated.
- Supplies are limited due to industry-wide quality challenges, reducing harvestable yields.

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bell peppers  
green/red

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

Prices are active; **harvesting transitions are underway on both coasts.** Expect volume to decrease over the next three weeks in Coachella and Thermal, California over the next few weeks. Supplies will begin shipping out of Western Mexico (crossing into Nogales, Arizona) at the end of November/early December; Hurricane Norma disrupted early plantings, delaying the start of the season. MFC and ESS Green and Red Bell Peppers are available.



apples

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

Weak prices persist; 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 level yet poised to rise next week; Peruvian volume is expected to fall. Mexican stocks will be sourced in Baja through the end of the year before production transitions to Central and Northern Mexico. New crop fields are yielding more small and standard sizes; large spears remain limited. MFC Asparagus is available.



avocado

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

Prices are stable. Mexican supply is meeting demand. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

Prices are elevated. The California season is winding down. Volume is low in Central Mexico as well. Quality is very good.



blueberries

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

Mexican fruit is sufficient, but high markets persist. Harvesting is below normal levels in mainland Mexico; the Baja season is wrapping up. Peruvian imports will become more plentiful each week moving forward. Quality is improving as new crop supplies enter the market.

# FRESH CROP REPORT



broccoli

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

California prices are high; the season is ending, tightening remaining supplies. Quality is fair at best; small size, brown beading, and yellowing are increasingly common issues. In Mexico, hollow core and bracketing are issues, but floret color and consistency are better. Arizona supplies will increase through the month. 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/AZ	///	*****	\$\$\$

The market has stabilized. Mexican stocks (into Nogales, Arizona) will wind down in approximately 10 days. The California desert season is ending. Offshore fruit from Guatemala (into Florida) will enter the market in a week or two. Quality ranges from good to very good; sugar levels range from 10 to 11 Brix. MFC Cantaloupe Melons will be shipped through November.



cauliflower

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

Prices are easing as Arizona/California desert production begins and growers ship remaining Salinas stocks before the season ends. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

Although markets have been high due to strong demand, they're beginning to inch down. Supply levels are ramping up in Oxnard, California. Quality is very good. MFC Celery is available.



chile peppers

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

Expect elevated East Coast prices until production gets underway in Florida over the next few weeks. The California season has ended while harvesting is getting a late start in Sinaloa, Mexico; hurricanes pushed planting back a few weeks. Expect increased supplies and lower prices in a week or so. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

The Mexican market is up; Hurricane Norma caused planting delays earlier in the season resulting in supply gaps. East Coast stocks are sufficient in Georgia and Florida. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

High prices persist; California volume will remain low through the end of the season. Offshore fruit will become available in mid-December followed by Mexican supplies in February. MFC Seedless Green and Red Grapes are available.

# FRESH CROP REPORT



green leaf

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

New crop harvests are underway in Yuma, Arizona. Prices will remain fairly steady at low levels in the coming weeks. Defects are 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	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

The market has stabilized. Mexican stocks (into Nogales, Arizona) will wind down in approximately 10 days. The California desert season is ending. Offshore fruit from Guatemala (into Florida) will enter the market in a week or two. Quality is good; sugar levels range from 10 to 11 Brix. MFC Honeydew Melons will be shipped through November.



iceberg

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

Prices are moderately elevated but expected to decrease as volume rises and Thanksgiving holiday demand subsides. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted due to low head weights.



lemons

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

The market is level; new crop California stocks are being shipped. Volume will continue to climb through December. MFC and ESS Lemons are available.



limes

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

Low prices persist. Mexican stocks are dominated by small and medium sizes. Quality is very good; growers are culling fruit exhibiting scarring, blanching, and oil spotting. MFC and ESS Limes are available.



onions

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

The market is up a bit; storage supplies are adequate in all areas. Crops are dominated by jumbo sizes. Quality is excellent. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Prices are elevated, but starting to inch down. The Valencia season has ended. New crop Navel stocks are increasing; large sizes dominate current harvests. Quality is very good; sugar levels will increase as the season progresses. MFC and ESS Navel Oranges are sporadically available.



pears

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

Low markets persist. New crop Washington Bartlett supplies are ample. California Bartletts will ship through November. Quality is very good.



# FRESH CROP REPORT



## pineapples

Prices are stable; stocks are adequate 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

Prices are low. The California season has ended. Mexican stocks are plentiful. Quality is very good; no issues have been reported at this time.

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



## red /yellow potatoes

The market is level. Supplies are available out of Idaho, Minnesota, Wisconsin, and Washington. MFC Red and Yellow Potatoes are shipping from Idaho and Minnesota. Quality is very good.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MIDWEST	///	*****	\$\$\$



## romaine

New crop harvests are underway in Yuma, Arizona. **Prices will remain fairly steady at low levels in the coming weeks.** 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	///	*****	\$\$\$



## potatoes

Prices are fairly steady. Storage stocks are sufficient 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
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
WA	///	*****	\$\$\$



## salads & blends

Prices are level; iceberg and romaine volume will rise in the Yuma, Arizona region over the next few weeks. 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	///	*****	\$\$\$

# FRESH CROP REPORT



## spring mix

Prices are stable. The majority of processors have moved their value-added salad plants from Salinas to Yuma; production has resumed. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



## squash

Mexican markets are rising; demand is strengthening due the harvesting transition from Sonora to Sinaloa. Cool weather is slowing growth in Georgia; the season will end in 7 to 10 days. Production has begun in the Ruskin/Palmetto regions of Florida; early season volume is low. Quality is very good in all regions. MFC Yellow Squash and Zucchini are available.

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



## strawberries

Prices are up. The Salinas/Watsonville, California season has ended; Santa Maria supplies are tight. Production continues in Oxnard, California and Mexico (into South Texas). Quality is good. MFC Strawberries are available.

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



## tomatoes

Markets are expected to remain elevated into mid-December. Production will end this week in Quincy, Florida; growers are moving to the Ruskin/Palmetto region where volume will increase in a couple of weeks. Mexican supplies remain limited; new crop fruit is being shipped out of Baja while volume is sporadic in Eastern Mexico following recent rain. Expect hit-or-miss quality and tight stocks until Culiacán production gets underway in mid- to late December. MFC Tomatoes are available.

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



## tree fruit

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

REGION	SUPPLIES	QUALITY	PRICE
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## watermelon

Weak markets persist. Mini seedless supplies are increasing in Mexico. Quality varies widely; 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

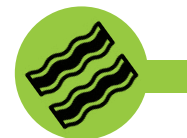
Texture is increasingly important... what recipes combine ingredients with complementary textures?

# A

Modern diners are crazy for crunch, especially when combined with gooey cheese or silky guacamole. I like serving house-made tortilla chips with two dips: RSS Pico de Gallo Guacamole and spicy Jalapeño queso.



Use contrasting textures like tender rice and creamy RSS Avocado Halves with crispy fried chicken chunks, MFC Cucumbers, and watermelon radish slices.



Serve on-trend dips such as hummus and spinach artichoke with crunchy baked pita chips.



# TIPS FOR SERVING POTATOES:



- 1.** Cut skin-on MFC Potatoes into shoestring strips; deep fry and serve with garlicky aioli and chopped RSS Italian Parsley.
- 2.** Boil MFC Potatoes and parsnips; mash with olive oil, cream, and finely minced MFC Sage.
- 3.** Toss thinly sliced MFC Potatoes with olive oil, salt, and chopped RSS Peeled Garlic; bake until crisp. Serve chips with curry-lime yogurt dip.

# 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.

## Stuffed Turkey with Ready-Set-Serve Urban Blend

Great for the holidays or any cold-weather menu, this herbaceous turkey roll pairs well with sweet potatoes or yams.

1 Tbsp. olive oil  
1/2 cup Ready-Set-Serve Diced Yellow Onions  
1 Tbsp. Ready-Set-Serve Peeled Garlic, minced  
1 Tbsp. zest of Markon First Crop Lemons  
3 cups Ready-Set-Serve Urban Blend  
2 cups cornbread, crumbled  
2 lb. turkey breast, deboned and pounded flat  
Salt and pepper, to taste  
Preheat oven to 400° F.  
Heat oil in a large skillet. Add onions, garlic, and zest; saute until soft. Stir in RSS Urban Blend and cook until wilted (one to two more minutes). Put mixture in food processor along with cornbread and pulse until ground.  
Pat turkey dry; score the top with a knife. Season with salt and pepper. Spread RSS Urban Blend mixture over surface of turkey, leaving edges clear. Starting at the bottom, carefully roll the meat into a log-like form. Tuck the ends under and tie the roast with butcher's string. Brush all with any remaining oil from skillet and season with salt and pepper. Cook for 45 minutes or until a thermometer reads 160° F. Slice and serve with mashed sweet potatoes or yams.

Easy to make and gorgeous in presentation, Hasselback potatoes are ideal for lunch and dinner menus.

