



FRESH CROP REPORT

WEEK OF NOVEMBER 26, 2023 - CANADIAN EDITION

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

POTATOES

Steady price levels are expected through the season. There will be enough supply to meet demand through the rest of the 2023-24 season due to higher yields. Growers estimate 12.7% more acres were planted in Idaho this year compared to last.

LIVE FROM THE FIELDS

Please [click here](#) to view a Markon Live from the Fields video regarding the recent transition to the Arizona/California desert growing region and recent quality of lettuce crops.

BRUSSELS SPROUTS

Markets are inching down due to more plentiful supplies and reduced demand following the Thanksgiving holiday.



CELERY

- Markets will continue to ease and remain steady through December.
- Production is ongoing in Oxnard, California. The Arizona and California desert harvests will start in mid- to late December and ramp up in early January.

CUCUMBERS

- Harvesting transitions are underway on the East Coast and in Mexico; demand exceeds supply.
- Expect higher prices until the new crop seasons ramp up in a week or two.

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
AZ-CA, USA	///	*****	\$\$\$
FL, USA	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

Prices are rising; supplies are tight. Red bell harvests are moving to Coachella region; the green bell season is winding down. Production is getting started in Western Mexico (into Nogales, Arizona); volume is low but will increase over the next several weeks. Rain hindered harvests in Florida; markets are up. MFC and ESS Green and Red Bell Peppers are available.



apples

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

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 available.



asparagus

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

Prices are level, but should start climbing as Peruvian stocks diminish. Mexican supplies 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 are scarce. Quality is best in Mexico. MFC Asparagus is available.



avocado

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

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



blackberries

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

High markets persist. The California season is ending. Supplies are tight in Central Mexico as well. Quality is very good.



blueberries

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

Prices are elevated. Volume is low in mainland Mexico; the Baja season has ended. Peruvian imports will increase moving into December. Quality is good; berries are plump and sweet.

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broccoli

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

The market is easing now that stocks are increasing in the Arizona/California desert region. Mexican suppliers are reporting hollow core and bracketed heads, but floret color and consistency are improving. 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
MEX/AZ	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

Prices are fairly steady. The Mexican season (into Nogales, Arizona) will end over the next week or two. Offshore supplies from Guatemala (into Florida) are increasing. No supply gap is expected. 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, USA	///	*****	\$\$\$

Supplies are widely available despite the harvesting transition to the Arizona/California desert region this month; the market has fallen sharply. Quality has improved though inconsistent size remains an issue. ESS Cauliflower is sporadic; packer label is being substituted as necessary.



celery

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

Prices will continue to ease and remain steady through December. Production is ongoing in Oxnard, California. The Salinas season will end in late November; production will continue year-round in Santa Maria. Arizona/California desert harvests will start in mid- to late December and ramp up in early January. Quality is very good. MFC Celery is available.



chile peppers

REGION	SUPPLIES	QUALITY	PRICE
FL, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

East Coast markets will remain elevated until volume rises in Florida over the next couple of weeks. The California season has ended while production has been delayed in Sinaloa, Mexico; hurricanes pushed planting back a few weeks. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

Expect higher prices until the new crop seasons ramp up in a week or two. Harvesting transitions are underway on the East Coast and in Mexico; demand exceeds supply. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The market is high; California stocks will remain limited 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.

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green leaf

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

The market is steady at low levels. Production has fully transitioned to the Arizona/California desert region. Quality is very good: defects are minimal. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed due to low head weights.



honeydew

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

Prices are fairly steady. Mexican stocks (into Nogales, Arizona) are sufficient. Offshore supplies from Guatemala (into Florida) are increasing. No supply gap is expected. 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/CA, USA	///	*****	\$\$\$

Markets are fairly low; supplies are ample. The transition to the Arizona/California desert region is complete. Quality is good, although low head weights are present in many lots. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as needed.



lemons

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

Prices are unchanged; new crop California volume will continue to rise through December. MFC and ESS Lemons are available.



limes

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

The market is expected to remain weak through mid-December. Mexican supplies are dominated by large and medium sizes. Quality is very good; growers are culling stocks that exhibit scarring, blanching, or oil spotting. MFC and ESS Limes are available.



onions

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

Prices are fairly stable; storage stocks are sufficient. 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, USA	///	*****	\$\$\$
IMPORTS	///	*****	\$\$\$

The market is starting to inch down. The Valencia season has ended. New crop Navel supplies are adequate; large sizes dominate current harvests. Quality is very good; sugar levels will increase as the season progresses. MFC and ESS Navel Oranges are available.



pears

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

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

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pineapples

The market is unchanged; supply is meeting demand in Mexico, Costa Rica, and South America. Quality is very good; fruit is firm and juicy with tangy flavor.

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



raspberries

The market is weak. Mexican supplies are abundant. Quality is very good; berries are plump and vibrant red with sweet flavor.

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



red /yellow potatoes

Prices are level. Stocks are being shipped 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, USA	///	*****	\$\$\$
MIDWEST	///	*****	\$\$\$



romaine

Prices are steady at low levels. Production has fully transitioned to the Arizona/California desert region. Quality is very good; defects are minimal. 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, USA	///	*****	\$\$\$



potatoes

Steady price levels are expected through the season. There will be enough supply to meet demand through the rest of the 2023-24 season due to higher yields. Growers estimate 12.7% more acres were planted in Idaho this year compared to last. Quality is excellent. MFC Burbank and Norkotah Potatoes are available from Idaho and Washington.

REGION	SUPPLIES	QUALITY	PRICE
CO, USA	///	*****	\$\$\$
ID, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$



salads & blends

The market is steady; iceberg and romaine raw product supplies are ample. 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, USA	///	*****	\$\$\$

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spring mix

The market is unchanged. All processors have moved their value-added salad plants from Salinas to Yuma; production is underway. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are elevated. The Georgia season is ending while Florida production is off to a slow start due to rain. Mexican markets are also up a bit due to the harvesting transition from Sinaloa to Sonora; supplies are tighter, especially yellow squash. Expect prices to ease in one to two weeks. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market remains high. Santa Maria stocks are limited. Production continues in Oxnard, California and Mexico (into South Texas). Quality is good. MFC Strawberries are available.

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



tomatoes

Expect tighter supplies and elevated markets to persist through November. Rain has hindered early season harvests in Florida. Production is just getting started in Baja, Mexico. Prices should ease and stocks should increase by mid- to late December when the Culiacán, Mexico season starts. Quality ranges from good to very good. MFC Tomatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
FL, USA	///	*****	\$\$\$
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

Prices are low; stocks are ample. Mini seedless volume is high. Quality is very good; growers are culling overripe fruit.

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

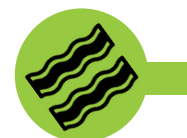
What's your favorite way to use Ready-Set-Serve Peeled Garlic on the menu?

A

I simmer a pot of RSS Peeled Garlic in olive oil and fresh herbs like MFC Thyme and Rosemary until the cloves are fork tender.



Use mashed cloves to pump up the flavor of salad dressings, sauces, dips, and meat braises.



Or serve them with a baked bread course.



TIPS FOR SERVING RSS HERTITAGE BLEND:



- 1.** Upgrade house salads with this colorful, hearty blend.
- 2.** Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan.
- 3.** Top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.

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.

Roasted Fennel Heritage Salad

Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this crisp salad.

16 oz. Ready-Set-Serve Heritage Blend
2 Tbsp. olive oil
1 Markon First Crop Fennel bulb, sliced (tops reserved for garnish)
1/2 cup Parmesan cheese, grated
2 large golden beets, peeled and chopped
Salt and pepper to taste

Toss fennel and beets in olive oil. Bake at 400 degrees F until tender (approximately 30 minutes); cool.

Heat a skillet or griddle until very hot. Sprinkle grated Parmesan in small rounds and allow to melt, then brown. Carefully scrape the cheese off, break into bite-size pieces, and reserve.

Hand-mix Ready-Set-Serve Heritage Blend with fennel and beets. Divide among four serving plates and top with equal amount of frico (fried Parmesan).

Succulent shrimp get a punch of flavor from grilled lemons and herbaceous pesto sauce. Great as a sharable appetizer or a single entrée.

