



FRESH CROP REPORT

WEEK OF DECEMBER 3, 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

LETTUCES

All growers have moved to the Arizona-California desert region. Supplies are abundant and most prices are weak.

BLACKBERRIES

The market is starting to stabilize. The California season has ended. Volume is inching up in Central Mexico.

STRAWBERRIES

California supplies are decreasing as both the Santa Maria and Oxnard seasons are past their peaks. Mexican stocks (into South Texas) are increasing; weather has improved after heavy rains the week before. The Florida season has begun in a limited manner.



POTATOES

- Supply will meet demand through the rest of the 2023-24 season due to high yields; prices will hold steady.
- Growers estimate 12.7% more acres were planted in Idaho this year compared to last.

CUCUMBERS

- Expect tighter supplies and elevated markets for the next few weeks.
- Stocks are tight on both coasts.

CELERY

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

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WEEK OF DECEMBER 3, 2023



bell peppers
green/red

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

The market is up but should start inching down soon. Red bell production is underway in California's Coachella region; the green bell season is ending. Supplies are increasing in Florida and Western Mexico (into Nogales, Arizona). Quality ranges from good to very good. MFC and ESS Green and Red Bell Peppers are available.



apples

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

Prices are weak; new crop volume is high in 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	///	*****	\$\$\$

Expect market discrepancies between large and small sizes; large spears are limited. Peruvian supplies are tightening. Mexican stocks will be sourced in Baja through the end of the year; production will transition to Central and Northern Mexico at that time. Quality is best in Mexico. MFC Asparagus is available.



avocado

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

Prices are level. Mexican stocks are sufficient. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

Prices are starting to stabilize. The California season has ended. Volume is inching up in Central Mexico. Quality is very good; berries are deep blue-black and juicy.



blueberries

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

The market is high. Stocks are tight in mainland Mexico. Peruvian imports will increase moving through December. Quality is good; berries are plump and sweet.

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broccoli

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

Prices are low; volume is rising in the Arizona/California desert region. Quality ranges from good to very good; hollow core and bracketed heads are being reported in Mexico, but floret color and consistency are excellent. MFC Broccoli Crowns are available.



cantaloupe

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

The market is stable. The Mexican season (into Nogales, Arizona) will end over this week. Offshore stocks from Guatemala (into Florida) are increasing. Quality ranges from good to very good; sugar levels range from 10 to 11 Brix. MFC Cantaloupe Melons are not available as domestic seasons are done until spring.



cauliflower

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

Prices are low. The Arizona/California desert season is underway; supplies are ample. Quality is very good, although inconsistent size remains an occasional problem. ESS Cauliflower is available.



celery

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

The market will inch down and remain steady through December. Harvesting is ongoing in Oxnard and Santa Maria, California. The Salinas season has ended. Arizona/California desert production will begin 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 prices are high but will inch down once until supplies increase in Florida over the next week or two. Production is underway in Sinaloa, Mexico; volume will increase through December. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market will remain elevated until the new crop supplies increase over the next week or two; demand exceeds supply on both coasts. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Prices remain high; 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.

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green leaf

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

Prices are weak. The Arizona/California desert season is fully underway. Quality is very good: defects are minimal. MFC Premium Green Leaf Lettuce is sporadic; Markon Best Available® (MBA) is being packed as necessary.



honeydew

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

The market is low. The Mexican season (into Nogales, Arizona) will end over this week. Offshore stocks from Guatemala (into Florida) are increasing. Quality is very good; sugar levels range from 10 to 11 Brix. MFC Honeydew Melons are not available as domestic seasons are done until spring.



iceberg

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

Prices are low; supplies are ample. The Arizona/California desert season is fully underway. Quality is very good. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as needed.



lemons

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

The market is level; new crop California stocks will increase through December. Domestic quality is excellent. MFC and ESS Lemons are available.



limes

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

Prices are slightly lower. The Mexican crop is 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	///	*****	\$\$\$

The market for large yellow super colossal and colossal sizes are rising due to increased retail demand. Storage supplies are adequate; crops are dominated by super colossal and colossal sizes. Quality is excellent. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Prices have stabilized. New crop Navel volume is meeting demand; 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
WA, USA	///	*****	\$\$\$

The market is weak. New crop Washington Bartlett stocks are plentiful. The California Bartlett season has ended. Quality is very good.

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pineapples

Prices are level; stocks are sufficient 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

Prices are low. Mexican stocks are plentiful. Quality is very good; berries are plump and vibrant red with sweet flavor.

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



red /yellow potatoes

The market is unchanged. Supplies 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, USA	///	*****	\$\$\$



romaine

The market is weak. The Arizona/California desert season is fully underway; supplies are ample. Occasional issues include twisted ribs, slightly elevated insect pressure, and minimal fringe burn, but case weights are high and overall quality is very good.

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



potatoes

Supply will meet demand through the rest of the 2023-24 season due to higher yields; prices will hold steady. 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

Prices are stable; iceberg and romaine raw product stocks are abundant. 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

Prices are steady. All production has moved to Yuma, Arizona; stocks are increasing. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The market remains elevated. The Georgia season has ended; Florida volume is starting to rise. Mexican supplies are limited, especially yellow squash. Prices should fall next week when stocks increase on both coasts. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are stable at high levels. California supplies are decreasing as both the Santa Maria and Oxnard seasons are past their peaks. Mexican stocks (into South Texas) are increasing; weather has improved after heavy rains the week before. *The Florida season has begun in a limited manner.* MFC Strawberries are available.

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



tomatoes

The market is up but should begin inching down by mid- to late December. Volume is starting to rise in Florida and Baja, Mexico. The Culiacán, Mexico season is just getting underway. 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

Weak markets persist; supplies are abundant. Mini seedless stocks are plentiful as well. 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 SHANE
HENDERSON
MARKON MEMBER CHEF

Q

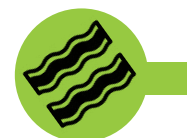
With all the traditionally heavy ingredients coming into play on winter menus, citrus can add brightness and flavor contrast. How do you suggest chefs do this?

A

It's no secret that a little acid in the way of citrus juice elevates flavors. Similar to salt, a little dash of lemon juice added to the top of a steak right before serving helps brighten the flavors. Even in braised meats, acid is an important, and often forgotten-about ingredient.

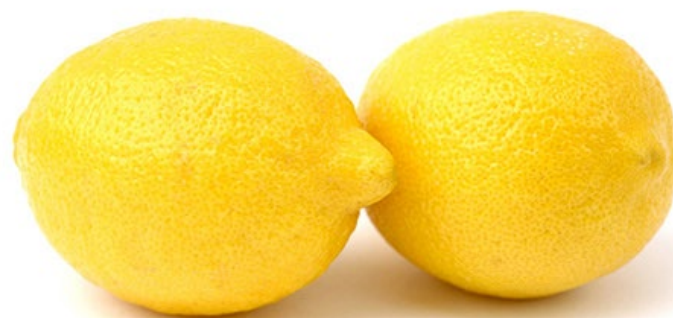


Current trends are more veg-centric, making braised carrots or lightly smoked sweet potatoes great seasonal options.



Create a chimichurri sauce with fresh herbs (think cilantro, parsley, mint), ginger, some jalapeno chiles, oil, garlic, and plenty of citrus juice.

TIPS FOR SERVING LEMONS:



- 1.** Purée garbanzo beans with tahini, RSS Peeled Garlic, salt, and the juice and zest of MFC Lemons; serve in pita with falafel.
- 2.** Add flavor to roasted poultry with a warm sauce containing Feta cheese, RSS Lemon Juice, RSS Peeled Garlic, red chili flakes, olive oil, and chopped RSS Italian Parsley.
- 3.** Brighten up creamy pasta recipes like fettucine alfredo by adding RSS Lemon Juice.

FEATURED PARTNER SPOTLIGHT: FIRSTFRUITS FARMS

Who?

The FirstFruits brand was born in 1980. Over time, our 10,000-acre farm became vertically integrated as a grower of 10 apple varieties that pack and ship out of Southeast Washington.

Why?

Since the beginning, we have valued our employees and sought to create an environment where employees can grow and thrive, personally and professionally.

Which Markon Products?

MFC Apples
MFC Pears

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.

Red Pepper Pesto Pasta with Lemon Shrimp

Sweet, yet zesty, this pasta dish has a touch of lemon, making it light enough for warm-weather days and chilly nights alike.

4 Markon First Crop Red Bell Peppers, roasted, skins removed, and chopped
 2 T Ready-Set-Serve Peeled Garlic, chopped roughly
 1/4 C pistachios
 1/2 C Parmesan cheese, grated
 1 T zest of Markon First Crop Lemon
 1/4 C olive oil + 2 T
 1/2 tsp. kosher salt
 1/4 tsp. black pepper
 1 lb. spaghetti noodles, cooked with 2 T pasta water reserved
 12 large shrimp, patted dry
 Salt and pepper, to taste
 1/4 C Ready-Set-Serve Lemon Juice
 Extra Parmesan, microgreens, and edible petals, to garnish

Place roasted red bell peppers, garlic, pistachios, Parmesan, lemon zest, kosher salt, and pepper in a food processor and blend until nearly smooth. With the machine running, drizzle in 1/4 cup of olive oil. Heat remaining two tablespoons olive oil in a large saute pan. When hot, add seasoned shrimp and cook until browned on each side. Deglaze with lemon juice. Toss cooked spaghetti noodles with pesto and top with three shrimp per portion. Garnish with Parmesan, microgreens, and edible petals.

Give cranberries

tang and zest with
 blood oranges
 and fresh fennel;
 simmer until
 thick and serve
 with poultry or
 game.

