



FRESH CROP REPORT

WEEK OF DECEMBER 24, 2023

**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

24-COUNT MFC ARTISAN ROMAINE

Please [click here](#) to view a Markon Live from the Fields video about Markon's newest offering: 24-Count MFC Artisan Romaine.

STRAWBERRIES

Expect strong demand and elevated markets through the month of December. Demand exceeds supply in California, Florida, and Mexico (into South Texas).

CITRUS

California's San Joaquin Valley and Southern California citrus growing districts received a series of rain events that caused harvesting delays, tight supplies, and rising prices.

BELL PEPPERS

- Green bell supplies are ample; production is underway in California, Florida, and Mexico.
- Red bell peppers are extremely limited as domestic crops wind down and the Mexican season is delayed.

FLORIDA STORMS

- Florida experienced a major storm that has caused flooding and logistical delays for bell peppers, cabbage, cucumbers, eggplant, green beans, oranges, squash, strawberries, and tomatoes.
- Expect tight supplies and higher prices over the next two weeks.

ASPARAGUS

- Supplies remain extremely scarce; prices will continue climbing this week.
- Expect volume to rise and prices to ease in Mexico by the first week of January.

FRESH CROP REPORT

WEEK OF DECEMBER 24, 2023



**bell peppers
green/red**

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

Green bell supplies are ample; production is underway in California, Florida, and Mexico. Red bell peppers are extremely limited as domestic crops wind down and the Mexican season is delayed. MFC and ESS Green Bell Peppers are available; packer label will be substituted as needed in MFC and ESS Red Bell Pepper packs.



apples

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

The market is steady near the bottom; storage supplies are plentiful in Washington and Michigan. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Supplies remain extremely scarce; prices will continue climbing this week. Small-diameter stalks dominate yields. Expect Mexican volume to climb and markets to ease when production moves to new growing regions in January. MFC Asparagus is sporadic; packer label will be substituted as necessary.



avocados

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

Markets are steady. Mexican supplies are ample. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

The market is elevated; recent poor weather and rain have reduced volume. Quality is average; growers are culling water-damage berries.



blueberries

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

Prices are up. Mexican stocks are scarce. The Peruvian season has ended. Chilean imports are starting to arrive in the U.S.; volume will rise in January. Quality is good; berries are plump and sweet.

FRESH CROP REPORT



broccoli

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

Although markets are fairly steady, by next week cold weather will push up prices and lower domestic yields. Quality will suffer due to systemic downy mildew. Demand will shift to Mexico, causing those markets to climb in response. Quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are stable, but are expected to become active next week and into the new year as production will fall during the holidays. Pollination issues, caused by cool, wet weather earlier in the season, are starting to lower yields. Quality is good; green casting is an occasional cosmetic issue. Sugar levels range from 12 to 15 Brix.



cauliflower

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

The market is escalating; volume is falling due to quality problems caused by rain; mold/mildew challenges are reducing overall yields. ESS Cauliflower is sporadic; packer label will be substituted as needed.



celery

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

Prices continue to rise as holiday demand strengthens. The Oxnard season is in full swing. Santa Maria production will continue year-round. The Salinas season has ended. The Arizona-California desert season has started in a limited way and will ramp up in late December. Quality is very good in all regions. MFC Celery is available.



chile peppers

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

Pasilla/Poblano and Habanero markets are elevated due to quality and sizing issues in Sonora, Mexico. Anaheim, Jalapeno, Red Fresno, and Serrano prices are steady; growers are harvesting newer acreage in Sinaloa, Mexico. MFC Chile Peppers are available.



cucumbers

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

Prices are up. Supplies are limited due to storms in Florida and low temperatures in Mexico. Quality is good. Offshore volume (out of Honduras) will increase in early January. MFC and ESS Cucumbers are available.



grapes

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

The market remains elevated. The California season will end in a week or so; offshore supplies from Chile and Peru will increase in January. MFC Seedless Green and Red Grapes are available.

FRESH CROP REPORT



green leaf

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

The market is steady. Arizona/California desert supplies are ample despite recent rain. Quality is good: epidermal blistering and peeling are issues being trimmed in the field. MFC Premium Green Leaf Lettuce is available; Markon Best Available® (MBA) will be shipped when weights don't meet specifications.



honeydew

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

Prices are stable, but are expected to become active next week and into the new year as production will fall during the holidays. Pollination issues, caused by cool, wet weather earlier in the season, are starting to lower yields. Quality is good; wind scarring is an occasional cosmetic issue. Sugar levels range from 12 to 15 Brix.



iceberg

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

Recent rain and holiday demand have pushed up markets; stocks are plentiful, but head weights are falling as harvesters are trimming damaged leaves. Quality is good: epidermal blistering and peeling are issues. MFC Premium Iceberg Lettuce is available; MBA will be shipped when weights don't meet specifications.



lemons

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

California's San Joaquin Valley and Southern California growing districts received a series of rain events that caused [harvesting delays](#), [tight supplies](#), and [rising prices](#). MFC and ESS Lemons are available.



limes

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

Markets for small and medium sizes are up slightly; markets for large sizes are falling. Production will slow in Mexico by early January. MFC and ESS Limes are available.



onions

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

Red, white, and yellow onion prices will remain elevated for approximately four to five weeks; demand is extremely strong. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

California's San Joaquin Valley and Southern California growing districts received a series of rain events that caused [harvesting delays](#), [tight supplies](#), and [rising markets](#). MFC and ESS Navel Oranges are available.



pears

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

Low prices persist. Washington Bartlett stocks are abundant. Quality is very good; fruit is firm and sweet, with a hint of spice.

FRESH CROP REPORT



pineapples

The market is level; 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

Prices remain elevated; low temperatures and rain have lowered volume. Yields should increase in January. Quality is average.

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



red/yellow potatoes

Prices are stable. Stocks being shipped 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 stable. Arizona/California desert supplies are ample despite recent rain. Quality is good: epidermal blistering and peeling are issues being trimmed in the field. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



potatoes

The market is steady; storage supplies are abundant. 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 raw product supplies are ample, yet head weights are fluctuating due to recent rain. Quality is average. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

The market is unchanged. Arizona-California desert region supplies are sufficient. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Cold, rainy conditions have pushed up prices in Florida and Mexico; stocks are tightening. Quality is average; water damage is reducing yields. MFC Yellow Squash and Zucchini are available.

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



strawberries

Expect strong demand and elevated markets through the month of December. Demand exceeds supply in California, Florida, and Mexico (into South Texas). MFC Strawberries are available; plastic clamshells may need to be substituted for corrugated packs due to rain.

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



tomatoes

Prices remain high; holiday demand is strong. Volume has fallen due to rain and cold weather in both Florida and Mexico. Overall supplies will increase in January. MFC Tomatoes are available.

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



tree fruit

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

REGION	SUPPLIES	QUALITY	PRICE
--	--	--	--



watermelon

The market has begun climbing; rain and cold weather are hindering production. Quality is good; growers are culling damaged 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

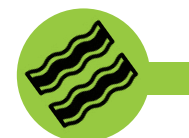
What hearty vegetable dishes do you suggest for winter menus?

A

Crispy Brussels sprouts and kale are winter vegetables that are here to stay, but what's next? Growing up in the South there are few things I love more than a large pot of greens braising away.

Roasted root vegetables are perfect winter ingredients—I like to give them a deep char to bring out their earthiness and natural sweetness that often gets overlooked.

Braise RSS Collard Greens with onions, jalapenos, and root vegetables, like turnips or radishes to add more texture. Serve over creamy polenta with a soft-cooked egg, and crispy fried onions.



TIPS FOR SERVING MUSHROOMS:



- 1.** Roasted or sauteed MFC Mushrooms add umami to burgers, steaks, pizzas, stir-fries, and pasta dishes.
- 2.** Stuff baked MFC Portabella Mushrooms with stir-fried RSS Shredded Kale, RSS Peeled Garlic, and creamy Fontina cheese.
- 3.** Winter ingredients that are great partners for mushrooms include apples, onions, garlic, herbs, potatoes, soy sauce, and hearty greens.

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.

Winter Barley Salad

This hearty grain salad gets umami from mushrooms, sweetness from Kabocha squash, and bright notes from lemon. Serve warm in cold months or chilled when it starts to heat up.

- 1/4 C olive oil (split)
- 1 C Markon First Crop Mushrooms, chopped
- 2 C wild mushrooms
- 1/4 C Ready-Set-Serve Peeled Garlic, chopped
- 1 T Ready-Set-Serve Lemon Juice
- 1 C Kabocha squash, chopped and roasted
- 3 C pearled barley, cooked
- 1 oz. pumpkin sprouts
- 1 tsp. kosher salt
- 1/4 tsp. black pepper
- 4 oz. Manchego cheese, grated

Heat half of the oil in a large skillet. Sauté white mushrooms until browned; reserve. Heat remaining oil and sauté wild mushrooms and garlic until browned; deglaze with lemon juice. In a large mixing bowl, combine both mushroom mixtures, roasted Kabocha, barley, pumpkin sprouts, salt, pepper, and cheese. Toss to combine and serve warm or cold.



Slightly sweet, subtly nutty—this delicate tart is balanced with the earthiness of mushrooms and the cruciferous flavors of Romanesco. An Instagrammable favorite!