



FRESH CROP REPORT

WEEK OF DECEMBER 31, 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

TREE FRUIT

The imported nectarine, peach, and plum seasons will start in mid-January.

CITRUS

Lemon and orange volume has recovered from recent rain in the San Joaquin Valley and Southern California growing districts. Markets have stabilized.

CAULIFLOWER

Prices are rising in the Arizona-California desert region. Quality is diminishing; reports of discoloration/spotting, ricing, and early breakdown have increased.



APPLES & PEARS

- Both markets are low.
- Supplies are abundant in Washington.

BELL PEPPERS

- The California season is wrapping up, but Mexican production is steady.
- Green bell prices are slightly higher, while red bell markets are elevated.

GRAPES

- The California season has ended; offshore fruit from Chile and Peru will increase through January.
- High prices persist.

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bell peppers
green/red

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

Green bell prices are slightly higher, while red bell markets are elevated. The California desert season is ending. Florida supplies are snug. Mexican volume will peak next week. MFC and ESS Green Bell Peppers are available; packer label will be substituted as needed.



apples

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

Prices are low; storage stocks are ample 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; markets will continue climbing this week but are close to reaching their peak. Small-diameter stalks are most prevalent. Mexican supplies will increase when harvests transition to new growing regions in late January. MFC Asparagus is sporadic; packer label will be substituted as needed.



avocados

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

Prices are average. Mexican stocks are meeting demand. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

High prices persist; supplies are limited. Quality is good; growers are culling damaged berries.



blueberries

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

The market remains elevated. Mexican supplies are tight. Chilean volume will rise in January, easing prices. Quality is good; berries are plump and sweet.

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broccoli

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

Prices are expected to climb for the next two weeks. Stocks are tight in the Arizona-California desert region. Northern and Central Mexico are producing ample supplies, but demand is shifting to these regions. Quality ranges from fair to average. MFC Broccoli Crowns are available; Markon Best Available® (MBA) will be shipped when necessary.



cantaloupe

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

The market is active; volume has fallen. Pollination issues, caused by cool, wet weather earlier in the season is tightening stocks. Quality is average; green casting is a minor cosmetic issue. Sugar levels range from 12 to 15 Brix.



cauliflower

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

Expect prices to continue climbing this week before stabilizing in the new year. Quality has diminished; reports of discoloration, spotting, ricing, and early breakdown are prevalent due to precipitation and low temperatures seen over the last 7-10 days. ESS Cauliflower is sporadic; packer label will be substituted as needed.



celery

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

The market has stabilized. The Arizona-California desert season is ramping up. The Oxnard season is in full swing. Santa Maria production will continue year-round. Quality is very good in all regions. MFC Celery is available.



chile peppers

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

Pasilla/Poblano and Habanero prices will inch down in January. Anaheim, Jalapeno, Red Fresno, and Serrano markets remain level; growers are harvesting newer acreage in Sinaloa, Mexico. MFC Chile Peppers are available.



cucumbers

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

The market is beginning to ease. Offshore volume (out of Honduras) will increase through January. Quality is good. MFC and ESS Cucumbers are available.



grapes

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

High prices persist. The California season has ended; offshore fruit from Chile and Peru will increase through the month of January. MFC Seedless Green and Red Grapes are available.

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green leaf

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

Prices are level. Arizona/California desert stocks are plentiful. Quality is good: leaves with epidermal blistering and peeling are being trimmed in the field. MFC Premium Green Leaf Lettuce is available; MBA will be shipped when weights don't meet specifications.



honeydew

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

The market is active; volume has fallen. Pollination issues, caused by cool, wet weather earlier in the season is tightening stocks. Quality is average; green casting is a minor cosmetic issue. Sugar levels range from 12 to 15 Brix.



iceberg

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

Prices are weak; demand has fallen. Supplies are ample, but head weights are declining as harvesters must trim damaged leaves. Quality is good: epidermal blistering and peeling are problems. MFC Premium Iceberg Lettuce is available; MBA will be shipped when weights don't meet specifications.



lemons

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

Expect steady markets and ample supplies through the month of January. California's San Joaquin Valley and Southern California stocks are rebounding from recent rain. MFC and ESS Lemons are available.



limes

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

Production is slowing in Mexico; expect prices for all sizes to begin climbing. MFC and ESS Limes are available.



onions

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

Red, white, and yellow onion markets will remain high for approximately three to four more weeks; demand is strong. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Prices for small sizes will rise through January; 113- through 138-count supplies will tighten. Quality is very good. MFC and ESS Navel Oranges are available.



pears

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

The market is weak. Washington Bartlett supplies are ample. Quality is very good; fruit is firm and sweet, with a hint of spice.

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pineapples

Prices are steady; volume is average 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 steady at high levels; yields are low. Quality is good: berries are plump and sweet.

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



red/yellow potatoes

The market is level. Supplies are adequate in 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

Prices are level. Arizona/California desert stocks are plentiful. Quality is good: leaves with epidermal blistering and peeling are 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

Prices are stable; storage stocks are ample. Quality is excellent. MFC Burbank and Norkotah Potatoes are available from Idaho and Washington.

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



salads & blends

The market is unchanged; iceberg and romaine raw product stocks are abundant. Quality is good, yet head weights are fluctuating. 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

Prices are level. Arizona-California desert region stocks are adequate. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are starting to stabilize; yields are recovering from storms on both coasts. Quality is average: growers are culling any damaged supplies. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices remain elevated. Demand exceeds supply in California, Florida, and Mexico (into South Texas). More rain is forecast for both coasts. Expect high markets to persist. MFC Strawberries are available.

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



tomatoes

The market should inch down through January. Overall supplies will increase in January; production regions are recovering from rain on both coasts. MFC Tomatoes are available.

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



tree fruit

The imported nectarine, peach, and plum seasons will begin in mid-January.

REGION	SUPPLIES	QUALITY	PRICE
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watermelon

Prices are steady; production is increasing after stormy weather on both coasts. Quality is good; growers are culling any remaining 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

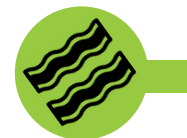
What do you think will be next year's trendiest produce items?

A

No doubt we have seen customers, chefs, and even home cooks making more meatless meals or vegetable-focused dishes with meat as a condiment.



Fresh produce is lower in cost, packs a flavor punch, is versatile, and my choice as the continuing trend over the next year and beyond.



Go a step further in reducing labor, waste, and potential injuries by using Ready-Set-Serve produce items.

TIPS FOR SERVING CAULIFLOWER:



- 1.** Sauté RSS Cauliflower Florets and capers; deglaze with sherry; top with crumbled bacon.
- 2.** Top cheesy polenta with chopped and sautéed RSS Cauliflower Florets, RSS Peeled Garlic, and chopped Italian sausage.
- 3.** Toss roasted RSS Cauliflower Florets, butternut squash cubes, RSS Sliced Red Onions, MFC Tarragon, and chopped walnuts with penne pasta; drizzle with olive oil.

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.

Roasted Fennel Heritage

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).



A delicious vegetarian option that packs the earthy flavors of cumin-roasted cauliflower, pickled red onions, and Oaxacan mole sauce.

