



FRESH CROP REPORT

WEEK OF DECEMBER 10, 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

LEMONS

Expect steady markets and ample supplies through the month of December. Quality is excellent.

STRAWBERRIES

The market is up. California supplies continue to tighten as both the Santa Maria and Oxnard seasons are past their peaks. Mexican stocks (into South Texas) are increasing. The Florida season has begun; volume will rise weekly.

ONIONS

Prices continue to increase as demand rises. Active markets are expected over the next six to eight weeks.



ORANGES

- Navel stocks are currently being shipped out of California, Arizona, Texas, and Florida.
- Expect great quality and steady markets through December.

ARTICHOKES

- Prices are elevated.
- Supplies have been tight, but are set to increase slightly through the end of the year.

POTATOES

- Extremely low temperatures are forecast in Eastern Idaho for next week. The cold weather will affect potato production and delay loading times.
- Prices will rise.

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apples

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

The market is low; new crop supplies are ample 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	///	*****	\$\$\$

Prices vary widely for large and small sizes; large spears are scarce, commanding higher markets. Peruvian stocks are limited. Mexican supplies will be harvested in Baja through the end of the year; production will move to Central and Northern Mexico in January. Quality is best in Mexico. MFC Asparagus is available.



avocado

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

The market is unchanged. Mexican supplies are adequate. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

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

Weak demand is keeping green bell prices stable. The market for red bells is climbing. Rain has affected quality in some East Coast supplies. The Arizona-California season is getting a slow start. Mexican stocks are increasing in the mainland regions. Quality ranges from good to very good. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is steady. Supplies are increasing in Central Mexico. Quality is very good; berries are deep blue-black and juicy.



blueberries

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

Elevated prices persist. Volume is low in mainland Mexico. Peruvian imports will become more plentiful through 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 weak; supplies are increasing 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	///	*****	\$\$\$

Prices are inching up. The offshore season is underway; Guatemalan supplies are being shipped into both coasts. The Mexican season (into Nogales, Arizona) is wrapping up. Quality is very good; sugar levels range from 13 to 16 Brix.



cauliflower

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

The market is low. Arizona/California desert volume is high. Quality is very good, although inconsistent size remains a minor issue. ESS Cauliflower is available.



celery

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

Strong holiday demand is pushing up prices. Production is ongoing in Oxnard and Santa Maria, California. Arizona/California desert harvests will get underway in a week or two. Quality is very good. MFC Celery is available.



chile peppers

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

Mexican volume is increasing for all varieties except Poblanos. Supplies are adequate in Immokalee and Plant City, Florida; Jalapenos are especially plentiful. MFC Anaheim, Habanero, Jalapeño, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices are slightly lower. Florida production continues at a moderate pace. Domestic quality is very good. The offshore season will start with shipments out of Honduras in another 10 days. Mexican harvests are yielding sufficient stocks in Sinaloa. Quality is excellent. MFC and ESS Cucumbers are available.



grapes

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

The market is elevated; California stocks will remain snug through the end of the season. Offshore fruit will start shipping over the next few weeks. Mexican production will begin in February. MFC Seedless Green and Red Grapes are available.

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green leaf

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

Markets are low. Arizona/California desert supplies are ample. Quality is very good: defects are minimal. MFC Premium Green Leaf Lettuce is sporadic; Markon Best Available® (MBA) is being packed as needed.



honeydew

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

Prices are inching up. The offshore season is underway; Guatemalan supplies are being shipped into both coasts. The Mexican season (into Nogales, Arizona) is wrapping up. Quality is very good; sugar levels range from 12 to 15 Brix.



iceberg

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

The market is weak; stocks are plentiful. Arizona/California desert stocks are abundant. Quality is very good. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as necessary.



lemons

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

Expect steady prices and ample supplies through the month of December. California supplies are dominated by small sizes (140- through 165-count fruit). MFC and ESS Lemons are available.



limes

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

The market is steady. Sporadic rain and cooler weather will slow production over the next several weeks. Current crops are dominated by 150- and 175-count sizes but are forecast to shift to 110- and 150'-count fruit by late December. MFC and ESS Limes are available.



onions

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

Prices continue to increase as demand rises. Expect markets to remain active into late January when the Mexican onion season is expected to begin. Quality is excellent. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Expect great quality and steady markets through December. Supplies are currently being shipped out of California, Arizona, Texas, and Florida. MFC and ESS Navel Oranges are available.



pears

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

Prices remain low. New crop Washington Bartlett supplies are ample. Quality is very good; fruit is firm with sweet, with a hint of spice.

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pineapples

The market is unchanged; supplies are adequate 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

Markets are climbing; supplies have diminished quickly while demand has grown. 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, USA	///	*****	\$\$\$



romaine

Prices are low. Arizona/California desert stocks are plentiful. Minor problems 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

Extremely low temperatures are forecast in Eastern Idaho for next week. The cold weather will affect potato production and delay loading times. Growers do not ship potatoes to packing sheds when temperatures are below 18°F because that can cause internal and external bruising as well as black skins and flesh (located on the outer edges of potatoes and just under their skins). **The market will rise.** Some sizes may be limited. MFC Burbank and Norkotah Potatoes are available from Idaho and Washington.

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



salads & blends

Markets are 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. Arizona supplies are abundant. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Moderate demand is keeping prices level. Florida supplies are tightening; recent rains affected harvests, especially yellow squash yields. Quality is good. Mexican stocks are snug as well while production transitions from Sonora to Sinaloa. Quality will improve in another week or so. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is up. California supplies continue to tighten as both the Santa Maria and Oxnard seasons are past their peaks. Mexican stocks (into Texas) are increasing. The Florida season has begun; supplies will increase weekly. MFC Strawberries are available.

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



tomatoes

Prices are stable at high levels. Florida's Ruskin/Palmetto season will wrap up over the next week or so; small fruit dominates remaining stocks. The Immokalee region is ramping up; large sizes are plentiful. Volume is decreasing weekly in Mexico; growers will move to Guasave in mid-December with Culiacan following by December 20. Overall supplies will increase in January. 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; volume is high. Mini seedless supplies are ample 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

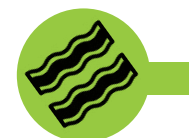
December holidays are a time of true celebration. What are some of your favorite appetizers for these special meals?

A

I love pickled items year-round, but there are two specifically that make my mind holiday time travel: pickled beets and apples.



For something more upscale, serve pickled beets on a flatbread smeared with whipped feta, smoked cashews, caramelized onions, hot honey, and arugula.



Pickled apples are a great drink garnish but are also amazing pureed on angel biscuits with some ham.

TIPS FOR SERVING LIMES:



- 1.** Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- 2.** Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.
- 3.** Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.

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.

Lamb Shanks with Mashed Potato and Celeriac

Unctuous lamb pairs divinely with the mellow flavor of mashed potato and the licorice-like bite of celeriac.

1/4 C canola oil
 1 C Ready-Set-Serve Diced Yellow Onions
 1 C Markon First Crop Mushrooms, diced
 2 Tbsp. Ready-Set-Serve Peeled Garlic, minced
 1 tsp. kosher salt + 1/4 tsp. black pepper
 4 lamb shanks
 2 C red wine
 3 C lamb or beef stock
 1 lb. Markon First Crop Potatoes, peeled and boiled until tender
 1/2 lb. celeriac, peeled and boiled until tender
 1/4 C unsalted butter
 1/2 C buttermilk
 1 tsp. kosher salt + 1/4 tsp. black pepper
 1/4 C roasted garlic, mashed

Preheat oven to 325° F. Heat oil in deep, heavy-bottomed pot. Sauté onions, mushrooms, and garlic until browned and remove/reserve. Season lamb shanks with salt and pepper and add to same pot; cook until browned on both sides. Add onion mixture back to pot and heat five minutes with shanks. Deglaze with wine. When most of the wine has cooked off, add one cup of stock and place in oven. Cook for one hour, then add another cup of stock. Cook another hour, then add final cup of stock. Simmer in over until meat is tender. Add boiled potatoes, celeriac, butter, buttermilk, salt, pepper, and roasted garlic to large mixer. Beat until smooth. Serve one lamb shank per person over dollop of mashed potato/celeriac.

These little umami bombs can be served as a side dish to meats or added into dishes as varied as fried rice, burgers, grain bowls, and green salads.

