



FRESH CROP REPORT

WEEK OF DECEMBER 17, 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

ASPARAGUS

Prices for all sizes have risen this week. Peruvian imports shipping into Miami, Florida are limited; pressure on Mexico supplies has increased as they undergo transition from the coast to Central/Northern Mexico.

MELONS

The Arizona-California desert season has ended. Guatemalan melons are now arriving by ship into domestic ports; prices are elevated.

BROCCOLI

Although current prices are low, upcoming cold weather is likely to push up Arizona-California markets. Demand will shift to Mexico, causing those prices to inch up as well.

LETTUCES

- Green leaf, romaine, and iceberg supplies are abundant in the Arizona and California desert growing regions.
- Markets remain depressed despite holiday demand and lettuce ice events. Epidermal blistering and peeling are now expected to become minor problems.

ONIONS

- Prices continue to rise for red, white, and yellow onions; demand is extremely active.
- Volatile markets are expected over the next six weeks.

GRAPES

- The market is climbing.
- The California season is ending; offshore fruit from Chile and Peru is entering the market.

FRESH CROP REPORT

WEEK OF DECEMBER 17, 2023



**bell peppers
green/red**

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

Green bell markets are stable. Red bell prices are up. Florida stocks are sufficient, but rain may slow harvests later this week. The Arizona-California desert season is winding down. Mexican volume is rising in the mainland regions. 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 stocks are abundant 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	///	*****	\$\$\$

Markets for all sizes have risen this week. Peruvian imports (shipping into Miami, Florida) are limited. Demand for Mexican supplies has increased as growers transition from the coast to the Central and Northern Mexico. MFC Asparagus is available.



avocado

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

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



blackberries

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

Cold weather and rain have tightened supplies and pushed up markets. Quality is average.



blueberries

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

The market remains high. Supplies are limited out of mainland Mexico. The Peruvian season is winding down, but Chilean shipments are upcoming. Quality is good; berries are plump and sweet.

FRESH CROP REPORT



broccoli

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

Although current prices are low, upcoming cold weather is likely to push up Arizona-California markets. Demand will shift to Mexico, causing those prices to inch up as well. Quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

The market is rising. The offshore season is underway; Guatemalan melons are now arriving by ship into domestic ports. Quality is very good; sugar levels range from 13 to 16 Brix.



cauliflower

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

Supplies are tightening; prices have inched up and are poised to rise again as demand increases this week. New crop quality is improving. ESS Cauliflower is available.



celery

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

Markets are elevated due to strong demand. Production is underway in Oxnard and Santa Maria, California. The Arizona/California desert season has begun; volume will ramp up by late December. Quality is very good. MFC Celery is available.



chile peppers

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

Expect a wide range of prices through the end of the year. Anaheims, Jalapenos, Serranos, and Pasillas are now shipping from Sinaloa, Mexico; Habaneros are being harvested in Sonora. MFC Chile Peppers are available.



cucumbers

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

The market is inching up. Stocks are tightening due to last week's low temperatures in Florida and Mexico. Quality is good. Offshore supplies are being shipped out of Honduras; new crop volume will increase through the month. MFC and ESS Cucumbers are available.



grapes

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

Prices are climbing. The California season is ending; offshore supplies from Chile and Peru are entering the market. MFC Seedless Green and Red Grapes are available.

FRESH CROP REPORT



green leaf

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

Prices are weak. Arizona/California desert stocks are plentiful despite recent icy weather and holiday demand. Quality is good: epidermal blistering and peeling are now expected to become minor problems. MFC Premium Green Leaf Lettuce is available.



honeydew

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

The market is rising. Mexican stocks are limited. The offshore season is underway; Guatemalan melons are now arriving by ship into domestic ports. Quality is very good; sugar levels range from 12 to 15 Brix.



iceberg

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

Prices are near the bottom despite recent lettuce ice and holiday demand; supplies are ample. Quality is good: epidermal blistering and peeling are now expected to become minor problems. MFC Premium Iceberg Lettuce is available.



lemons

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

The market should hold steady through the month. California stocks 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	///	*****	\$\$\$

Markets continue to rise for red, white, and yellow onions; demand is extremely active. Volatile markets are expected over the next six weeks. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Prices will remain stable through December. Stocks are being shipped out of Arizona, California, Florida, and Texas. MFC and ESS Navel Oranges are available.



pears

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

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

FRESH CROP REPORT



pineapples

Prices are stable; 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

Cold weather and rain have tightened supplies and pushed up markets. Quality is average.

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	///	*****	\$\$\$



romaine

Prices are weak. Arizona/California desert stocks are plentiful despite recent icy weather and holiday demand. Quality is good: epidermal blistering and peeling are now expected to become minor problems. MFC Premium Romaine Lettuce is available.

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



potatoes

Prices are steady; recent freezing weather delayed shipments, but growers are getting back on track. Certain sizes may require substitutions. 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 unchanged; iceberg and romaine raw product stocks are plentiful. Quality is good. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

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

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



squash

The Florida market is up a bit due to recent rain and low temperatures; volume should rise next week. Mexican supplies are limited as well while production transitions from Sonora to Sinaloa. Quality is good. MFC Yellow Squash and Zucchini are available.

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



strawberries

Elevated prices persist. California volume is falling. Mexican supplies (into Texas) are adequate. Florida stocks are tight but increasing. Quality is good. MFC Strawberries are available.

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



tomatoes

Strong demand is keeping markets at elevated levels. Supplies are tightening due to rain and low temperatures in both Florida and Mexico. Overall stocks 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 begin in mid-January.

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



watermelon

The market is slightly higher; poor weather has lowered volume. Mini seedless stocks have dipped a bit too. 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

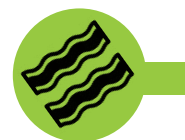
Q

Tell us about the festive beverages you like to serve during the December and January holidays. How do you incorporate fresh juices and produce?

A

The Bloody Mary has always been a classic beverage, and surely you have seen the rise of the of spicy margaritas in recent years. So why not combine them and get the best of both worlds?

Make a simple syrup with MFC Jalapenos, RSS Pineapple Chunks, sugar, and water. Let it cook down until the pineapple is soft and the sugar has dissolved, add a touch of salt, puree, and strain.



Add it to your favorite Bloody Mary or mimosa recipes, the sweetness and the spice are perfect for those holiday brunch gatherings.

TIPS FOR SERVING RSS PEELED GARLIC:



- 1.** Make kimchi by pickling RSS Green Cabbage with RSS Sliced Onions, RSS Peeled Garlic, RSS Washed & Trimmed Green Onions, ginger, and cayenne.
- 2.** Combine sliced MFC Cucumbers, chopped RSS Peeled Garlic, MFC Baby Dill, and plain yogurt; serve with pita.
- 3.** Toss thinly sliced MFC Potatoes with salt and chopped RSS Peeled Garlic; bake until crisp; serve chips with curry-lime dip.

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.

Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entrée.

12 oz. Ready-Set-Serve (RSS) Shredded Kale
4 oz. sherry vinaigrette
2 oz. smoked paprika-dusted pumpkin seeds
2 oz. Parmesan cheese, shaved
Cracked black pepper, to taste

Toss kale and vinaigrette together and arrange equal portions on salad plates. Top with pumpkin seeds and cheese; grind pepper to taste.

Add intense flavor
to roasted meats,
salad dressing,
and vegetable
side dishes with
what many chefs
call their secret
weapon.

