



FRESH CROP REPORT

WEEK OF SEPTEMBER 22, 2024

**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

MIXED BERRIES

Blueberry supplies will remain limited through early October, causing prices to rise. New crop blackberry and raspberry stocks are tight; quality is fair.

GREEN LEAF, ICEBERG, & ROMAINE

Supplies are sufficient, as growers harvest their final plantings for this Salinas season. Production will run through early November. Huron harvests are scheduled to start in mid- to late October. The Arizona-California desert region will begin production in early to mid-November.

ORANGES

California's available Valencia supply continues to diminish. Domestic growers expect a supply gap in October that will last until the new crop Navel season begins in late October/early November.



STRAWBERRIES

- California strawberry prices have remained steady.
- The Santa Maria fall harvest has begun; growers report no issues at this time.

POTATOES

- New crop, fresh-run MFC Norkotah Potatoes are available in Idaho and Washington.
- Expect the market for larger-size cartons to stay soft.

LEMONS

- The 165- through 235-count domestic lemon market remains elevated due to low volume and strong demand.
- Price relief is expected to start next week as domestic new crop lemon production has begun.

FRESH CROP REPORT

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apples

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

Markets are level. New crop Washington MFC Gala, Granny Smith, Fuji, and Red Delicious stocks are available. Michigan new crop Fuji and Red Delicious stocks will start shipping by the end of the month. Quality is excellent.



asparagus

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

Prices are elevated. Volume is low as the Baja season is just getting started and is the only Mexican region in production at this time. Small, standard, and large sizes are the most readily available; jumbo and extra-large sizes are scarce. MFC Asparagus is available.



avocados

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

Mexican supplies are increasing. Markets for large sizes (32- to 48-count supplies) are weak. The small-size market (60- to 70-count stocks) is steady. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pul are available.



bell peppers
green/red

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

Prices are starting to inch up. West Coast growing regions such as Hollister, Oxnard, and Arroyo Grande are past peak volume. East Coast production is winding down in Michigan and Ohio. The North Carolina season will start next week. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Expect markets to remain high. California supplies are insufficient. Growers have begun shipping out of Central Mexico earlier than expected. Quality is fair; soft skins and red cells have been reported.



blueberries

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

Prices are up; stocks are tight. Demand exceeds current availability. The Pacific Northwest season has finished. Offshore shipments will increase by late September.

FRESH CROP REPORT



broccoli

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

Prices are forecast to remain stable or even ease later this month as growers plan to harvest additional acreage throughout September. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as necessary.



cantaloupe

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

Markets have started to rise as growers harvest their final San Joaquin Valley supplies. The heat wave that hit this region in July/August caused a flush of fruit earlier in the season, leading to tighter supplies now. Quality is good; growers are reporting increased cosmetic issues like ground spotting, scarring, and green casts which are all typical of late summer/early fall melons. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Prices are rising; yields are tightening. The season will wind down in late October/early November; growers will move south to the Arizona-California desert region. Quality is good; fields affected by insect pressure are being avoided and disked to reduce the spread to healthier fields. ESS Cauliflower is available.



celery

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MI	///	*****	\$\$\$

The market is weak. The Salinas season has moved past its peak. Santa Maria production will continue year-round. Michigan supplies are sufficient. Quality is very good in all regions with minimal disease pressure. MFC Celery is available.



chile peppers

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

Prices range from level to slightly higher than last week. Adequate supplies are forecast for the fall and winter seasons. Quality is very good. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is unchanged. Baja supply is meeting demand. The Michigan season is winding down. Quality is very good: skins are deep green and smooth. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless prices are stable; supplies are ample. Quality is very good. MFC and ESS Green and Red Seedless Grapes are available.

FRESH CROP REPORT



green leaf

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

Supplies are sufficient as growers harvest their final plantings for this Salinas season. Production will run through early November. Huron harvests are scheduled to start in mid- to late October. The Arizona-California desert region will begin production in early to mid-November. MFC Premium Green Leaf is available.



honeydew

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

Markets are fairly steady but expected to rise over the next week or so as volume declines. Quality is good; growers are reporting increased cosmetic issues like ground spotting, scarring, and green casts which are typical of late summer/early fall melons. Domestic MFC Honeydew Melons are available.



iceberg

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

Expect low prices through September, with markets inching up in October as supplies decrease. Overall quality is strong; insect damage and sun scalding are present in some lots. MFC Premium Iceberg Lettuce is available.



lemons

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

The 165- through 235-count domestic lemon market remains elevated due to low volume and strong demand. Price relief is expected to start next week as domestic new crop lemon production has begun. MFC and ESS Lemons are available.



limes

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

Prices are starting to stabilize after reaching their peak. Expect markets to slowly inch down, starting with smaller sizes, over the next several weeks, depending on weather. Quality is starting to improve as some growers start harvesting new crop supplies, but styler, oil spotting, light color, and decay remain occasional issues. MFC and ESS Limes are available.



onions

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

Red and yellow onion markets are elevated as growers shift gears and direct harvested supplies to storage facilities, tightening fresh-run stocks. High-quality storage onions with solid skin sets are expected to start shipping in the next week or two weeks. Prices will stabilize at that point. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are high. California's available Valencia supply continues to diminish. Domestic growers expect a supply gap in October that will last until the new crop Navel season begins in late October/early November. MFC and ESS Valencia Oranges are available.



pears

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

The market is high. The California pear season will end in late October. New crop Washington MFC Bartlett Pears are available; the D'Anjou season will begin in early November.

FRESH CROP REPORT



pineapples

Prices remain elevated, especially markets for five- and six-count fruit. Seven- and eight-count stocks are more readily available. Crownless fruit is scarce as yields are crowned pineapples. RSS Pineapple Chunks and Spears are available.

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



raspberries

The Baja season has come to a sudden end; the market is elevated. Growers will begin shipping out of Central Mexico in early October. Quality is fair.

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



red/yellow potatoes

The market is weak. New crop, fresh-run MFC Red and Yellow Potatoes are available in Idaho, Wisconsin, and Minnesota. Fresh-run quality is excellent; skinning and excess moisture will be observed. No. 2 supplies will increase once potatoes are shipped out of storage. The North Dakota season will begin in early October while the Michigan season will start in November.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MN	///	*****	\$\$\$
WI	///	*****	\$\$\$



romaine

Prices are stable. Supplies are sufficient as growers harvest their final plantings for this Salinas season. Production will run through early November. Huron harvests are scheduled to start in mid- to late October. The Arizona-California desert region will begin production in early to mid-November. MFC Premium Romaine is available.

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



potatoes

New crop, fresh-run MFC Norkotah Potatoes are available in Idaho and Washington. Expect the market to stay soft for larger-size cartons. New crop potatoes have not gone through the "sweat" process yet. The "sweat" process allows field heat to leave the potatoes (which causes the release of moisture), putting them in dormancy, which prevents sprouting from occurring during the early months of storage. The new crop Burbank season will begin in late October.

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



salads & blends

The market will remain steady through the end of the Salinas Valley iceberg and romaine seasons in late October/early November. Growers will move south to the Arizona-California desert region for the winter. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

Prices are unchanged; The Salinas Valley season will run through late October/early November. Quality is good; no major issues are being reported. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The market is fairly steady. West Coast harvesting persists in Santa Maria, California, and Baja, Mexico. Mainland Mexico will resume production in early October. The East Coast regional season will run two weeks more. Growers are shipping out of North Carolina and just starting production in Georgia. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are steady. The Santa Maria and Watsonville, California seasons are wrapping up. Santa Maria's fall crop will begin next week. Quality is very good; fruit is plump, juicy, and deep red. MFC Strawberries are available.

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



tomatoes

East Coast growers will be focused in North Carolina through September; growers will transition south to Georgia in October. Stocks are adequate in California and Baja, Mexico. Medium sizes are the most plentiful. MFC Tomatoes are available.

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



tree fruit

High prices persist. The California nectarine and peach harvests have ended. Plums will remain on the market until early October.

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



watermelon

The market is unchanged; stocks are sufficient. New crop production will start in Mexico in October. Quality ranges from good to very good.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
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
STEPHANE RENAUD
MARKON MEMBER CHEF

Q

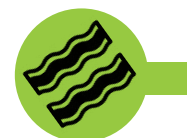
MFC Sugar Snap Peas are an on-trend, easy-to-use ingredient. How do you incorporate it into recipes?

A

Sugar snap peas are a great addition to any saute or bowl.



All you need to do is blanch them for one minute in boiling water and then you can add them to your favorite recipe.



Asian creations just can't go without snap peas, but don't stop there—include them in your Mexican recipes for added crunch and vibrant color.

TIPS FOR SERVING CARROTS



- 1.** RSS Shredded Carrots add toothsome texture and a pop of color to salads of all sorts; mix into mayonnaise-based recipes such as chicken, crab, potato, and tuna salads.
- 2.** Sauté boiled RSS Baby Carrots in butter and brown sugar until caramelized, then add grainy brown mustard and serve with steaks and pork chops.
- 3.** Pickle RSS Coin Cut Carrots with vinegar, sugar, and jalapeno chile peppers—great bar snacks or taco toppers.

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.

Kale- and Chard-Stuffed Portabella Mushrooms

Offer a hearty vegetarian option with umami-flavored Portabella mushrooms stuffed with healthy kale and rainbow chard, crunchy pine nuts, and creamy Fontina cheese.

4 large MFC Portabella Mushrooms, stems removed
 3 T olive oil
 8 oz. RSS Shredded Kale
 4 oz. rainbow chard, chopped
 ¼ C pine nuts, toasted
 ¼ C Fontina cheese, grated
 Salt and pepper, to taste

Preheat oven to 400° F/204° C.
 Using one tablespoon of olive oil, brush equal amounts on the outside of each mushroom.

Heat the remaining three tablespoons of oil in a saute pan. Cook kale and chard until wilted; season with salt and pepper.

Fill each mushroom cap with an equal portion of greens. Top with one tablespoon each pine nuts and cheese. Bake all until cheese is bubbly and mushrooms are tender. Serve immediately.



This matzo ball soup recipe uses modern touchstones like house-made pasta, fresh herbs, and ginger.

