



FRESH CROP REPORT

WEEK OF SEPTEMBER 29, 2024 - CANADIAN EDITION

RSS



Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC



Whole fresh fruits &
vegetables.
Backed by 5-Star.

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MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
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HIGHLIGHTS

STRAWBERRIES

The California strawberry market has inched down. Santa Maria growers are reporting high volume due to recent mild weather.

MIXED BERRIES

Blueberry supplies will remain limited through early October. New crop blackberry and raspberry stocks are limited; quality is fair. Prices are elevated.

ASPARAGUS

Markets are stubbornly elevated amid tight supplies and strong demand in the sole growing region of Baja, Mexico.



BRUSSELS SPROUTS

- Supplies are plentiful out of the Salinas and Santa Maria Valleys.
- Markets are trending downwards amidst sufficient yields and steady demand.

CAULIFLOWER

- Salinas and Santa Maria Valley prices are stabilizing; yields remain on track for the current season.
- Temperatures are expected to inch down in early October, which will help alleviate pest pressure.

GREEN LEAF, ICEBERG, & ROMAINE

- Markets should remain steady for another week or so.
- Expect markets to start rising in early October due to end-of-season challenges and diminishing yields. Growers will move south for the fall and winter seasons.

FRESH CROP REPORT

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apples

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

Prices are stable. New crop Washington and Michigan MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious supplies are now on the market for the 2024-2025 season. Quality is excellent.



asparagus

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

Markets are stubbornly elevated amid tight supplies and strong demand in the sole growing region of Baja, Mexico. Yields and quality are reduced due to persistent heat and humidity that are limiting crown growth. Price relief is forecast in mid-October when production increases. MFC Asparagus is available.



avocados

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

Prices for large sizes (32- to 48-count supplies) are low; Mexican supply is meeting demand. The small-size market (60- to 70-count supplies) is average. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

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

The market is creeping up. Volume is diminishing in West Coast production areas including Hollister, Oxnard, and Arroyo Grande. The Michigan and Ohio seasons are ending. The North Carolina season is underway. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are high. California supplies are insufficient. Suppliers have started production early in Mexico, but numbers remain low. Quality is fair; soft skins and red cells have been reported.



blueberries

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

Tight supplies and increased markets are forecast; demand exceeds current availability. The Pacific Northwest season has ended. Offshore shipments will increase by late September.

FRESH CROP REPORT



broccoli

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

California markets are steady. Industrywide quality problems include sporadic occurrences of hollow core, insect pressure, and yellowing/brown bead. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted when quality doesn't meet specifications.



cantaloupe

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

Prices are up. The San Joaquin Valley season is ending. Quality is average; cosmetic issues like ground spotting, scarring, and green casts are increasing, typical of early fall melons. The California desert season will start in mid- to late October and run through late November/early December. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Markets are expected to remain relatively steady through September, with some potential to ease in early October. Yields remain on track for the current season. Moderately warm weather should supplement yields and increase supplies. ESS Cauliflower is available; packer label is being substituted as necessary.



celery

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

Prices are slightly higher as the Salinas season winds down. Santa Maria production will continue year-round. The Michigan season will end in mid-October. Quality is very good in all regions with minimal disease pressure. MFC Celery is available.



chile peppers

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

East Coast supplies are tightening up as Michigan harvests wind down for the season. Expect snug stocks until production starts in Georgia and Florida in mid-October. West Coast growers are harvesting in Baja, Central Mexico, and California. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are level. Stocks are adequate out of Baja and Central Mexico. The Michigan season is ending but growers are harvesting in North Carolina and will soon move to Georgia. Quality is very good: skins are deep green and smooth. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless markets are unchanged; yields are high. Quality is very good. MFC and ESS Green and Red Seedless Grapes are available.

FRESH CROP REPORT



green leaf

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

Markets are steady. Supplies are sufficient but are expected to decrease in the coming weeks as the Salinas season winds down. Huron production will start in mid-October, followed by the Arizona-California desert season in early to mid-November. MFC Premium Green Leaf is available.



honeydew

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

Prices are up. The San Joaquin Valley season is ending. Quality is average; cosmetic issues like ground spotting, scarring, and green casts are increasing, typical of early fall melons. The California desert season will start in mid- to late October and run through late November/early December. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets are fairly stable. Salinas supplies are currently more plentiful compared to prior weeks, but will diminish as the season ends. Huron production will start mid-October followed by the Arizona-California desert season in early to mid-November. MFC Premium Iceberg Lettuce is available.



lemons

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

Prices will slowly inch down for 165- through 235-count domestic stocks; domestic new crop lemon production is underway. MFC and ESS Lemons are available.



limes

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

Markets have eased a bit more, primarily on smaller sizes. Large, 110- and 150-count fruit will remain limited for the next few weeks. A wider range of sizes should be available by mid-October. MFC and ESS Limes are available.



onions

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

Red and yellow onion prices will start stabilizing once growers start shipping out of storage next week. Domestic quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market remains elevated. The California Valencia season is ending; stocks are extremely limited. Domestic growers expect a supply gap in October that will persist 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, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$

The California pear season is expected to end in late October. New crop Washington Bartlett supplies are available. Expect lower volume and higher prices than in past years; the crop will be dominated by large sizes.

FRESH CROP REPORT



pineapples

The market is high, particularly for five- and six-count fruit. Seven- and eight-count supplies are a bit more plentiful. Crownless fruit remain extremely tight. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Low prices persist. 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 start in a week or two while the Michigan season will get underway in November.

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



potatoes

New crop, fresh-run MFC Norkotah Potatoes are shipping from Idaho and Washington. Large sizes are most abundant; markets are weak. 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 start in late October.

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



raspberries

Prices are elevated. The Baja season has ended, but growers in Central Mexico have begun shipping limited quantities of berries. Quality is fair; issues include leaky berries with light crumbling (individual cells separate from the berry).

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



romaine

Markets are steady. Supplies are starting to decrease as the Salinas season winds down. Huron production will begin in mid-October, followed by the Arizona-California desert season in early to mid-November. MFC Premium Romaine is available.

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



salads & blends

Expect stable prices 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, USA	///	*****	\$\$\$

FRESH CROP REPORT



spring mix

The market is level; The Salinas Valley season will wind down in 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, USA	///	*****	\$\$\$



squash

Prices are steady. West Coast harvesting continues in Santa Maria, California, and Baja, Mexico. Production in mainland Mexico will increase over the next couple of weeks. East Coast growers have moved to North Carolina and Georgia. MFC Yellow Squash and Zucchini are available.

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



strawberries

The California strawberry market has inched down. Santa Maria growers are reporting high volume due to recent mild weather. The Salinas/Watsonville season will run through late October. MFC Strawberries are available.

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



tomatoes

Prices are fairly stable. East Coast Roma seasons are winding down; large sizes dominate availability. Baja supplies are tight but will increase in mid- to late October. Stocks are meeting demand out of mainland Mexico. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is elevated. The California nectarine and peach seasons have ended; plum production will wrap up in the next week or two.

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



watermelon

Prices are level; supplies are adequate. New crop harvesting will begin in Mexico within the next week or so. Quality ranges from good to very good.

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

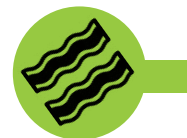
Q RSS Peeled Pearl Onions are whole, cleaned, and trimmed products that delete messy prep and waste from your kitchen. These firm, less pungent types of onions add subtly sweet, yet savory flavor to a wide variety of global cuisines. They are a true labor saver, allowing chefs to skip the mess, the employee hours, and potential kitchen injuries. How do you suggest using them across menus?

A

These are simply wonderful. I like to oven-bake them with a balsamic glaze to create pizza toppings, antipasti, or as a complement to any Italian dish.



I also like slicing, breading, and frying them to create funky little fried onions. They look fantastic, just like vegan calamari.



Honestly, the applications for these sweet pearl onions are limitless.

TIPS FOR SERVING BELL PEPPERS



- 1.** Fill roasted MFC Red and Yellow Bell Peppers with herbed quinoa or couscous salad.
- 2.** Sauté MFC Green, Red, and Yellow Bell Peppers with RSS Onions and MFC Oregano; serve in hoagie buns with sausages, chopped steak, or hot dogs.
- 3.** Toss together sautéed MFC Red Bell Peppers, RSS Sliced Onions, sliced MFC Fennel, Andouille sausage, and cornbread cubes; mix in beaten eggs and hot stock then bake and serve with roasted poultry.

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.

Israeli Couscous-Stuffed Bell Peppers

Whether served hot or cold, this hearty vegan dish makes a great lunch entree or dinner side.

- ¼ C Olive oil
- 4 MFC Green Bell Peppers, halved
- 3 C Israeli couscous, cooked
- 1 C Wild rice, cooked
- 1 C MFC Mushrooms, sautéed and chopped
- 2 T RSS Washed & Trimmed Italian Parsley, chopped
- ¼ C Cranberry raisins, chopped
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- ¼ C Balsamic vinaigrette

Preheat oven to 375° F. Rub oil over bell peppers; place on baking sheet face down. Roast until tender, approximately 20 minutes.

In a large mixing bowl, combine couscous, wild rice, sautéed mushrooms, parsley, cranberry raisins, salt, pepper, and vinaigrette. Toss to combine. Fill each pepper half with couscous mixture and serve.

This shareable side dish is roasted on high heat to blister the carrots' skins while keeping the inside sweet and tender.

