



FRESH CROP REPORT

WEEK OF OCTOBER 20, 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

WEST COAST HEATWAVE AFTERMATH

Although temperatures have eased, areas such as the Salinas, San Joaquin, and Santa Maria Valleys, as well as Oxnard and the California/Arizona desert growing regions were all impacted by recent hot weather. Several key commodity and value-added fruits and vegetable items such as broccoli, cauliflower, lettuce, and leafy greens are exhibiting heat-related quality and shelf-life issues. The industry can expect to feel the effects for two more weeks, or possibly longer.

BELL PEPPERS

East Coast pepper growers are recovering from multiple hurricanes; markets are poised to rise. California production will transition green bell crops to the Arizona-California desert region in October; red bell supplies will remain sufficient.

BLUEBERRIES

Expect yields (including offshore shipments) to tighten due to recent hurricanes.



ONIONS

- Pacific Northwest, Utah, and Colorado supplies are plentiful in all colors.
- Harvesting is wrapping up; storage supplies are increasing.

ORANGES

- The California Valencia season is coming to an end; remaining supplies are expected to ship through next week.
- California Navel harvesting will begin next week; volume will ramp up over the next three to four weeks.

TOMATOES

- Tomato growers in Florida are reporting major crop losses in Central and Southern Florida which will heavily impact supply this fall.
- Expect overall very light supplies and high markets for November and December.

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apples

Although markets are high for small-size Granny Smith stocks, prices are steady for all other varieties. New crop Washington and Michigan MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is excellent.

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



asparagus

Prices are level. Yields are ample following milder weather. Production will continue in Baja through October before growers move closer to the California border and Sonora. Strong demand is forecast next month due to retail ads for the holiday season. MFC Asparagus is available.

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



avocados

The market is stable. Large sizes (32- to 48-count fruit) are abundant in Mexico; smaller sizes (60- to 70-count supplies) are a bit tighter. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

East Coast pepper growers are recovering from multiple hurricanes; markets are poised to rise. Georgia volume will increase in the coming weeks. The Florida season will begin later than expected with much lower yields than usual. Although the Hollister, California season will end this week, Coachella production will start later this week. Harvesting will get underway in Sonora, Mexico in mid- to late November. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

High markets persist. Mexican volume is inching up, but California supplies remain scarce. Quality is fair; soft skins and red cells have been reported. Improvements are expected next week.

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



blueberries

Expect yields (including offshore shipments) to tighten due to recent hurricanes. Prices are elevated but should inch down in November. Quality is average.

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

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broccoli

Markets are holding above-average levels; demand is strong on the West Coast. Late season heat has broken, but increased defects like brown bead, hollow core, and branchy crown structure have been reported. Growers are scheduled to move to the Yuma, Arizona region in mid-November. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as necessary.

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



cantaloupe

Prices are fairly steady. Harvesting has started in Arizona. Volume will increase over the next two weeks; nine-count melons dominate early production. The Arizona-California desert season will run through late November/early December once offshore fruit starts arriving into domestic ports. Domestic MFC Cantaloupe Melons are available.

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



cauliflower

Salinas Valley markets are level as temperatures ease and yields increase. Last month's persistent heat has taken a toll on quality; defects include bead discoloration and insect damage. Expect prices to rise later in the month when growers move to the Arizona growing region. ESS Cauliflower is available; packer label is being substituted as needed.

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



celery

The market is unchanged. The Salinas season will wind down in mid- to late November. Oxnard growers will start new crop harvests in early to mid-November. The Arizona-California desert season will get underway in mid- to late December. The Michigan season has ended. Quality is very good with minimal disease pressure. MFC Celery is available.

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



chile peppers

Prices are slightly higher. East Coast growers are harvesting in Georgia, but tight supplies and elevated prices are forecast once production moves to Florida. West Coast stocks are increasing now that extreme heat has abated. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.

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



cucumbers

The market is stable. Although Hurricane Helene affected some Georgia crops, supplies are adequate. Expect tight stocks through the Florida season due to the impact of Hurricane Milton. Mexico yields are high as growers are harvesting in Baja, Central Mexico, and Sonora. MFC and ESS Cucumbers are available.

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



grapes

California green and red seedless prices are unchanged; yields are at their peak for the season. MFC and ESS Green and Red Seedless Grapes are available.

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

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green leaf

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

Prices are average. The Salinas Valley season is winding down; seeder and internal burn are being reported in some lots following persistent hot weather. Harvesting has begun in Huron, California. The Arizona-California desert season will start in mid-November. MFC Premium Green Leaf is available; MBA is being substituted as needed.



honeydew

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

Prices are fairly steady. Harvesting has started in Arizona. Volume will increase over the next two weeks; five-count melons dominate early production. The Arizona-California desert season will run through late November/early December once offshore fruit starts arriving into domestic ports. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices are fairly steady at moderate levels. Huron and Oxnard harvests are underway. Plentiful supplies remain in Salinas. The Arizona-California desert season will begin in early to mid-November. MFC Premium Iceberg Lettuce is available.



lemons

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

Domestic new crop lemon harvesting is underway; volume is climbing. The market has stabilized, especially for 165- through 235-count supplies. MFC and ESS Lemons are available.



limes

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

Prices are continuing to inch down; markets for small sizes are near the floor as 200- and 230-count sizes dominate the new crop. Quality ranges from fair to good; cloudy weather has increased blanching, light-colored fruit, and scarring. MFC and ESS Limes are available.



onions

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

Seasonal harvesting is wrapping up; storage supplies are increasing. Quality is excellent. Expect the markets to have a slight lift by November, then stabilize once the crop is in storage. MFC and ESS Red and Yellow Onions are available.



oranges

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

The California Valencia season is coming to an end; remaining supplies are expected to ship through next week. California Navel harvesting will begin next week; volume will ramp up over the next three to four weeks. MFC and ESS Valencia Oranges are available.



pears

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

Prices are up. The California season will end next week. New crop MFC Washington Bartlett Pears will tighten due to stronger demand. Lower volume is forecast over the course of this year; the crop will be dominated by large sizes.

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pineapples

Stocks have started to increase, stabilizing prices. Quality has improved. RSS Pineapple Chunks and Spears are available.

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



raspberries

Markets are slightly lower. Central Mexico's rainy season is decreasing stocks. Quality is average.

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



red/yellow potatoes

The market is weak. Supplies are now being shipped out of storage. The Michigan season will start in November. New crop MFC Red and Yellow Potatoes are available out of Idaho, North Dakota, and Wisconsin.

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



romaine

Prices are average. The Salinas Valley season is winding down; seeder and internal burn are being reported in some lots following persistent hot weather. Harvesting has begun in Huron, California. The Arizona-California desert season will start in mid-November. MFC Premium Romaine is available; MBA is being substituted as needed.

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



potatoes

New crop MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes are plentiful; prices are low but will inch up when the holiday season begins. Stocks are now being shipped out of storage. A limited number of Burbank supplies will enter the market in approximately three weeks.

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



salads & blends

Markets are unchanged. The Salinas Valley iceberg and romaine seasons will wind down 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	///	*****	\$\$\$

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spring mix

Prices are steady. The Salinas Valley season will wind down in late October/early November; growers will transition to the Arizona-California desert regions for the winter. Quality is very good: growers are reporting below two percent defects consisting of yellowing, wilting, and occasional leaf miner damage on spinach. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

East Coast zucchini volume is meeting demand in Georgia, but yellow squash supplies are tight. The Florida season will be delayed due to recent hurricane damage; expect yields to fall below seasonal norms. The California season will run through late October. Mexican growers will shift to Sonora at that time. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is level. California weather has cooled, reducing heat-related issues for next week. Quality is improving, but growth is a bit slower due to lower temperatures. MFC Strawberries are available.

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



tomatoes

Central Florida growers are reporting major crop losses (80% to 100%) that will heavily impact supply levels this fall. Expect low volume and high prices through December. Demand is shifting to the West Coast and Mexico, pushing up those markets as well. The California season is winding down while growers are transitioning from summer to fall plantings in Baja, Mexico. MFC Tomatoes are available.

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



tree fruit

The California nectarine, peach, and plum seasons have ended until next year. Offshore shipments will hit the market in mid-January.

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



watermelon

Prices are up slightly. The Florida season will be delayed due to damage caused by Hurricane Milton; expect yields to fall below seasonal norms. Demand will shift to the West Coast until East Coast crops recover.

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
VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

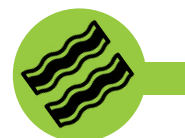
Apples are a true sign of fall food. Salads, sides, desserts, and beverages...they work across all day parts. How do you use apples on your menus?

A

I love to accent salads and slaws with the tartness of Granny Smith apples.



Grated or sliced, their bright flavor complements hearty greens like kale, cabbage, and collard greens.



I also like to serve apple hand pies with buttermilk or vanilla ice cream.

TIPS FOR SERVING RSS HARVEST CRISP BLEND



- 1.** An ideal bowl or salad base that can hold up to the heartiest ingredients and creamiest dressings without wilting.
- 2.** Can be sautéed and added to omelets, stir-fries, hash browns, pasta dishes, and fried rice.
- 3.** Mix with mayonnaise or creamy dressing to create a brain-boosting coleslaw.

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.

RSS Harvest Crisp Blend Street Taco Salad

Bring your menu's favorite tacos to the salad menu with this crunchy, healthy lettuce blend!

- ¼ C olive oil
- 1 tsp. MFC Jalapeno Chile Pepper, minced
- 1 clove RSS Peeled Garlic
- 2 T RSS Lime Juice
- 1 tsp. Mayonnaise
- ½ tsp. Kosher salt
- 1/8 tsp. Black pepper
- 16 oz. RSS Harvest Crisp Blend
- 1 C MFC Tomatoes, chopped
- 1 C Corn, charred
- ¼ C RSS Washed & Trimmed Cilantro, chopped
- 1 C Carne asada, chopped
- 4 RSS Avocado Halves, sliced
- 1 C Tortilla strips, fried

Whisk first seven ingredients together until emulsified. Hand toss with RSS Harvest Crisp, tomatoes, corn, and cilantro.

Artfully arrange equal portions of carne asada, avocado, and tortilla strips on salad and serve.

Perfect for the holidays, this cake marries the spicy flavors of gingerbread with the sweetness of pears.

