



FRESH CROP REPORT

WEEK OF DECEMBER 29, 2024 - 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

BELL PEPPERS

Green bell peppers are transitioning to South Florida and Mexico; markets are elevated. Red bell peppers are tight; ripening issues are a concern due to recent cool weather.

GREEN CABBAGE

Volume has been low in the Arizona-California desert regions for the past month due to insect issues, fewer planted acres, and late-season heat. Expect supplies to increase in the New Year.

LIMES

Prices are starting to rise as volume declines. Current crops are dominated by large, 110- through 150-count limes. Smaller, 200- through 250-count fruit is becoming limited, commanding higher prices. Expect markets to inch up over the next few weeks.

CAULIFLOWER

- Warmer weather is increasing desert region supplies.
- Prices are starting to fall.

LETTUCES & LEAFY GREENS

- Lettuce and other desert row crops including value-added items are demonstrating great quality and high yields.
- Supplies are abundant throughout the desert growing region.

CUCUMBERS

- Prices are low due to decreased demand and ample supplies.
- Honduran imports are now entering Florida.

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apples

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

The market is level. The Michigan Golden Delicious season has ended. Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good.



asparagus

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

Prices are extremely high. Quality is typical of late season crops, with elevated levels of seeder/feathered tips. Large sizes are limited. Peruvian shipments are supplementing Mexican stocks and preventing supply gaps but a looming container shortage could reduce overall volume. MFC Asparagus is available.



avocados

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

Prices are steady; all sizes are readily available. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

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

Green bell peppers are transitioning to South Florida and Mexico; markets are elevated. Red bell peppers are light; ripening issues are a concern due to recent cool weather. More consistent volume is forecast after the holidays. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are stable. Sufficient stocks will be sourced through Mexico for the winter. Quality is average and will improve as the season progresses.



blueberries

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

Weak markets persist. Mexican yields are ample. Chilean and Peruvian shipments are arriving into U.S. ports. Quality is very good; berries are plump and sweet.

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broccoli

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

Holiday demand has subsided; supplies are increasing and prices are falling. MFC Broccoli Crowns are available.



cantaloupe

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

High markets persist; demand is strong. Central American melon stocks are scarce. The domestic season has ended; packer-label fruit is being shipped.



cauliflower

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

Prices are falling. Warmer weather is increasing desert region supplies. Demand is weak after the holiday season. Head size consistency is improving. ESS Cauliflower is available. Quality is good, but head size is small.



celery

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

Markets are elevated but inching down as demand eases. Yuma growers will harvest a short season in January/February. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are level. Supplies are sufficient out of mainland Mexico. Florida volume remains spotty due to the effects of early season hurricanes. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Markets are low due to decreased demand and ample supplies. Honduran imports are now entering Florida. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Prices remain elevated due to the impending end of the California season. Offshore delays are being reported; expect limited stocks for the next two weeks. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

The market is low. Supplies are demonstrating great quality and high yields. Supplies are abundant throughout the desert growing region. MFC Premium Green Leaf is available.



honeydew

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

High prices persist; demand is strong. Central American melon stocks are scarce. The domestic season has ended; packer-label fruit is being shipped.



iceberg

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

The market is weak. Warmer weather has increased yields and head weights. Quality is very good. MFC Premium Iceberg Lettuce is available.



lemons

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

Prices are unchanged. Domestic supplies are plentiful; 165- through 235-count sizes dominate the crop. MFC and ESS Lemons are available.



limes

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

The market is elevated; harvesting will remain minimal through New Year's Day. Stocks are dominated by large, 110- through 150-count fruit. Small, 200- to 250-count fruit is snug. Quality is average: oil spotting, scarring, and styler are potential problems throughout the industry. MFC and ESS Limes are available.



onions

REGION	SUPPLIES	QUALITY	PRICE
CO, USA	///	*****	\$\$\$
MI, USA	///	*****	\$\$\$
NY, USA	///	*****	\$\$\$
PNW, USA	///	*****	\$\$\$
UT, USA	///	*****	\$\$\$

Prices are stable. Available yields are dominated by medium and jumbo sizes. White jumbos are tight. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

Markets are weak for small sizes and high for large stocks. Growers are shipping out of Arizona, California, Florida, and Mexico. Overall quality is very good. MFC and ESS Navel Oranges are available.



pears

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

Prices remain elevated. The Bartlett season will wrap up by mid-January, leaving D'Anjou as the sole variety. Quality is excellent.

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pineapples

Prices are unchanged; stocks are adequate. Quality is very good; fruit is firm yet juicy. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is steady; supply is meeting demand. Size is dominated by medium berries. Occasional quality problems include leaky fruit with light crumbling (individual cells separate from the berry).

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



red/yellow potatoes

The red potato market remain steady. Holiday demand is active for yellow potatoes. Large-size, premium Idaho red and yellow supplies are tight. Wisconsin B size reds are limited. All other regions have decent mixer volume. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are low. Supplies are demonstrating great quality and high yields. Supplies are abundant throughout the desert growing region. MFC Premium Romaine is available.

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



potatoes

Prices are stable despite strong demand that is expected to persist through January 1. Large sizes are scarce in Washington. Quality is excellent. MFC Burbank and Norkotah Potatoes are available.

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



salads & blends

The market is level; stocks are ample. Quality is very good. Markon's Quality Assurance team is monitoring supplies for the best quality and highest weights.

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

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spring mix

Prices are unchanged. Stocks are sufficient and quality has improved in the Arizona-California desert region. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini and yellow squash markets have fallen due to plentiful stocks and weak demand. Production is fully underway in South Florida and Sinaloa, Mexico. Quality is very good. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are a bit lower due to weak demand. The Santa Maria and Oxnard seasons are winding down; the winter crop will start in approximately two weeks, increasing volume. Mexican supplies are meeting demand. The Florida yields are due to cold weather. MFC Strawberries are available.

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



tomatoes

The market is up. East Coast supplies are extremely tight. The seasons in Baja and Central Mexico are ending. Production is now underway in Sinaloa; volume will climb in a week or so. MFC Tomatoes are available.

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



tree fruit

California nectarines, peaches, and plums will not be harvested until next year. The offshore season will begin in mid-January.

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



watermelon

High prices persist. Supplies remain limited in all growing areas. Offshore shipments are not available at this time. Quality is fair; color is light and sugar levels are low.

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
JP PATRICK
MARKON MEMBER CHEF

Q

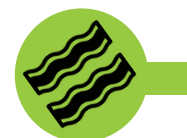
What do you think will be next year's trendiest produce items?

A

I've been playing with finger limes for caviar like pops of bright citrus flavor.



Add colorful finger lime pearls to garnish ceviche, street tacos, and guacamole.



I also loving shiso leaves for the interesting flavor combination they have of mint, basil, and cinnamon.



TIPS FOR SERVING MUSHROOMS



- 1.** Mix finely chopped mushrooms into ground burger meat to add umami and cut fat content.
- 2.** Simmer mushrooms in ginger-garlic broth; add spinach and serve.
- 3.** Add sautéed mushrooms and chopped chicken to cheese quesadillas.

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.

Winter Barley Salad

This hearty grain salad gets umami from mushrooms, sweetness from Kabocha squash, and bright notes from lemon. Serve warm for cold months or chilled when it starts to heat up.

- ¼ C Olive oil (split)
- 1 C MFC Mushrooms, chopped
- 2 C Wild mushrooms
- ¼ C RSS Peeled Garlic, chopped
- 1 T RSS Lemon Juice
- 1 C Kabocha squash, chopped and roasted
- 3 C Pearled barley, cooked
- 1 oz. Pumpkin sprouts
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- 4 oz. Manchego cheese, grated

Heat half of the oil in a large skillet. Saute white mushrooms until browned; reserve. Heat remaining oil and saute wild mushrooms and garlic until browned; deglaze with lemon juice.

In a large mixing bowl, combine both mushroom mixtures, roasted Kabocha, barley, pumpkin sprouts, salt, pepper, and cheese. Toss to combine and serve warm or cold.

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

