



FRESH CROP REPORT

WEEK OF OCTOBER 6, 2024

RSS



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

MFC



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

ESS



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



HIGHLIGHTS

HURRICANE HELENE

Hurricane Helene made landfall in Florida on September 26 as a Category 4 hurricane. The storm moved through growing regions in the Florida panhandle, Georgia, Western South Carolina, Western North Carolina, and into Eastern Tennessee. Fall crop production is expected to start on schedule in South Georgia, where damage is better than expected, later this week.

SALINAS VALLEY HEAT SPIKE

High temperatures will increase end-of-season quality challenges such as increased insect pressure, bolting/seeder, soil disease pressure, and shortened shelf-life in a variety of vegetables as the season continues to wind down.

GREEN ONIONS

Green onion prices remain elevated; supplies are extremely tight due to persistent heat in the primary growing region of Mexicali, Mexico.

APPLES

- 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.

CABBAGE

- Cabbage markets are elevated. Supplies are limited; demand remains strong.
- California's hot weather has reduced yields.

GRAPEFRUIT

- The Southern California Marsh Ruby grapefruit season has ended.
- Expect a gap in California supplies, as Rio grapefruit harvesting is not set to begin until late October.

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apples

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

The market is 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	///	*****	\$\$\$

Prices remain high due to limited stocks and strong demand in Baja, Mexico. Extreme heat and humidity are reducing yields and quality. The market should start to inch down by mid-October when harvesting increases. MFC Asparagus is available.



avocados

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

Expect weak markets for large sizes (32- to 48-count fruit) are low; Mexican stocks are sufficient. 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	///	*****	\$\$\$
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

Green bell prices are fairly steady, but expected to climb. Tight East Coast supplies are driving up West Coast demand. This week's heat should aid growth and increase yields. Red bell markets are bit lower as crops are at their peak in Hollister, California. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Markets are elevated. California volume is low. Mexican berry production is starting to pick up. Quality is fair; soft skins and red cells have been reported.



blueberries

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

Expect high prices this week; Mexican fruit is tight. The Pacific Northwest season has ended. Offshore shipments will increase this month.

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broccoli

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

The California market is level. Industrywide quality problems such as hollow core, insect pressure, and yellowing/brown bead will persist through the end of the Salinas season (early November). Growers will transition to the Arizona-California desert area in early November. East Coast harvesting will continue though growers are reporting some crop damage. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as necessary.



cantaloupe

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

Prices are inching up. Growers are preparing to move from the San Joaquin Valley season to the California desert in mid- to late October. Domestic melons will remain on the market through late November/early December. Quality is good; cosmetic issues like ground spotting, scarring, and green casts are increasing, typical of early fall melons. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

The market is slightly lower; volume remains on track for the rest of the fall season. This week's hot weather will increase supplies. Growers will transition to the Arizona-California desert area in early November. East Coast harvesting will continue though growers are reporting some crop damage. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Markets are unchanged. The Salinas season will wrap up in mid- to late November. Oxnard will start new crop harvesting in early to mid-November. Arizona-California desert production will start mid- to late December. The Michigan season is ending. 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 are inching up. The Michigan season is ending. Expect low yields until harvesting starts in Georgia and Florida in late October. West Coast supplies are shipping out of Baja, Central Mexico, and California. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Markets are fairly steady despite heavy rains in North Carolina caused by Hurricane Helene. Growers are beginning to harvest in Georgia where there was less damage. Supplies are sufficient out of Baja and Central Mexico. 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 steady; stocks are abundant. Quality is very good. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Stocks are adequate yet will diminish as the Salinas season wraps up. Huron production will start in mid-October, followed by Arizona-California desert harvesting in early to mid-November. The East Coast season has ended. Quality is average; this week's high heat is increasing insect pressure. MFC Premium Green Leaf is available.



honeydew

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

Prices are inching up. Growers are preparing to move from the San Joaquin Valley season to the California desert in mid- to late October. Domestic melons will remain on the market through late November/early December. Quality is good; cosmetic issues like ground spotting, scarring, and green casts are increasing, typical of early fall melons. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets are level. This week's heat will further increase Salinas supplies, but also cause more quality issues. Huron harvests will start in 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	///	*****	\$\$\$
MEX	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

Domestic new crop lemon harvesting has begun. Prices will ease, especially for the 165- through 235-count market. MFC and ESS Lemons are available.



limes

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

The market is inching down, especially for small sizes. Large, 110- and 150-count fruit will remain tight for several more weeks. A wider range of sizes should start shipping by mid-October. MFC and ESS Limes are available.



onions

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

Red and yellow onion prices are steady; growers are now shipping out of storage. Domestic quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

Markets will escalate until new crop Navel production starts in late October/early November. The California Valencia season is ending; supplies are extremely scarce. Domestic growers expect a supply gap. MFC and ESS Valencia Oranges are available.



pears

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

Prices remain elevated. California pears will ship through late October. New crop Washington Bartlett stocks are on the market. Expect lower volume and higher prices than in past years; the crop will be dominated by large sizes.

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pineapples

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

Prices are high, especially for five- and six-count sizes. Markets for seven- and eight-count stocks are a bit lower. Crownless supplies are extremely tight. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

The market is weak. New crop, fresh-run MFC Red and Yellow Potatoes are shipping from Idaho, Wisconsin, and Minnesota. Fresh-run quality is excellent; skinning and excess moisture is to be expected. No. 2 supplies will increase once potatoes are shipped out of storage. The North Dakota season is getting started; Michigan production will begin in November.



potatoes

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

New crop, fresh-run MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes are most plentiful; prices are inching down. New crop potatoes have not gone through the "sweat" process which causes the release of heat/moisture and puts potatoes into dormancy. This prevents sprouting from occurring during the early months of storage. The new crop Burbank season will get underway in late October.



raspberries

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

Expect high prices until stocks increase in Central Mexico. Quality will improve once new crop berries start shipping.



romaine

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

Stocks are adequate yet will diminish as the Salinas season wraps up. Huron production will start in mid-October, followed by Arizona-California desert harvesting in early to mid-November. The East Coast season has ended. Quality is average; this week's high heat is increasing insect pressure. MFC Premium Romaine is available.



salads & blends

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

Markets are relatively steady. The Salinas Valley iceberg and romaine seasons will end 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.

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spring mix

Prices are unchanged. The Salinas Valley season will end in late October/early November; growers will move to the Arizona-California desert regions for the winter. Quality is good; no major issues are being reported. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Hurricane Helene has impacted the Tennessee and North Carolina crops, tightening overall supplies. Demand will shift to the West Coast and Mexico this week as Eastern growers recover from the storm. Quality is very good. MFC Tomatoes are available.

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



squash

The market is up due to hurricane damage on the East Coast. West Coast harvesting continues in Santa Maria, California, and Baja, Mexico. Yellow squash supplies are snug; hot weather will increase yields. Volume will rise in mainland Mexico through this month. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Prices are escalating. The California nectarine and peach seasons are over; the plum season will end next week. The offshore season will get underway in mid-January.

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



strawberries

California strawberry prices are weak. Supplies are ample, but this week's heat may cause some quality issues. Santa Maria production is fully underway. The Salinas/Watsonville season will end in late October. MFC Strawberries are on the market.

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



watermelon

Southeastern supplies are tight; heavy rains caused by Hurricane Helene have delayed some harvests. East Coast prices are up.

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.



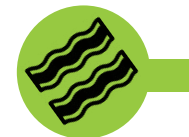
CHEF
VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q RSS Bistro Butter Blend combines green leaf, red butter, and green oak lettuces that result in a versatile salad mix. What other ways do you suggest operators use this ingredient to cross utilize it throughout the menu?

A This blend works perfect as a component to any entrée bowl as the greens are very mild and the green leaf offers more crunch than the butter and oak lettuces.



Works amazing in wraps—fresh cut greens freshen up meat and vegetable fillings.



Use on burgers, sandwiches, and even spring rolls.



TIPS FOR SERVING PEARS



1. The mild sweetness and toothsome texture of raw pears work well with leafy, bitter greens like arugula and spinach, as well as delicate mache and spring mix; excellent paired with sharp cheeses and crunchy nuts.
2. Pears are becoming increasingly popular in the entrée section: bake them with chicken, roast with pork, wrap with salty prosciutto, stuff in winter squashes...even sprinkle them on pizzas!
3. Poaching or baking pears with flavors like vanilla, cinnamon, and wine adds flavor while maintaining their natural goodness. Other complementary food partners include balsamic vinegar, blue cheese, cream, dark chocolate, and ginger.

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.

Detroit-Style Square Pizza with Mushrooms

Crunchy and cheesy on the outside and fluffy and warm on the inside, these on-trend square pizzas can be piled high with a number of delicious ingredients. Here we've used mushrooms and fresh thyme.

- 2 C Bread flour
- 1 tsp. Active yeast
- 2 tsp. Kosher salt
- 1 C Warm water
- 2 T Olive oil
- 1 ½ C Colby Jack cheese, cubed
- 1 large MFC Portabella Mushroom, sliced and roasted
- Sprigs of MFC Thyme
- ½ C Marinara sauce

Combine flour, yeast, salt, and water in a large mixer. Mix until fully combined, then let rest, covered, for ten minutes. Turn the mixer back on for ten more minutes to develop the gluten. Remove to an oiled bowl, cover, and let rest for an hour or until doubled in size.

Preheat oven to 500 degrees F. Press dough into a square 9×9-inch pan, using fingers to push out any air bubbles. Top with cheese cubes and mushrooms, making sure cheese goes all the way to the edges (to melt down the sides and form the crunchy crust). Add sauce on top of cheese and mushrooms and bake for 5-10 minutes (or until cheese is browning). Remove from pan, using a metal spatula to loosen edges. Cut into four slices (two each).

Top this spicy curry with the sweet, calming flavors of pear chutney.

