



# FRESH CROP REPORT

WEEK OF OCTOBER 13, 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 MILTON

Growers will assess damages caused by the most recent Florida hurricane. If crops are severely damaged, expect a volatile iceberg, romaine, and cabbage market December through January. There is also concern for bell peppers, cucumbers, squash, and tomato crops in South Florida.

## ORANGES

California's available Valencia orange supply continues to diminish. Markon expects California to experience a supply gap from mid-October until the Navel season begins in late October/early November.

## STRAWBERRIES

Although prices remain steady, recent heat has caused quality challenges including bruising, leaking berries, overripe berries, and occasional misshaped fruit with light bronzing.

## MELONS

- California's San Joaquin Valley melon season is nearing its end; markets are steady.
- New crop Arizona/California desert season will begin next week.

## LETTUCES

- Last week's heat is causing Salinas Valley quality issues such as dehydration, insect pressure, seeder, and sun scald.
- Expect steady markets this week, but prices should inch up next week as supplies diminish and quality issues increase.

## CILANTRO

- Despite ample supplies in multiple California growing regions, persistent heat is hampering quality and shortening shelf-life.
- Prices will remain steady for the next 10-14 days.

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## apples

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

Prices are up for small-size Granny Smith supplies; markets are steady for all other items. New crop Washington and Michigan MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are now on the market for the 2024-2025 season. Quality is excellent.



## asparagus

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

The market is finally starting to ease. Yields and quality are rebounding following persistent heat and humidity that have limited growth. Production will continue through October in the primary growing region of Baja. MFC Asparagus is available.



## avocados

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

Large sizes (32- to 48-count fruit) are plentiful in Mexico; expect weak prices. The small-size market (60- to 70-count supplies) is stable. 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	///	*****	\$\$\$

Georgia is currently packing supplies. Growers will assess damages in Florida after Hurricane Milton; there is a potential for a November harvesting gap. West Coast supplies are sufficient, but demand will strengthen and markets will rise if volume falls in Florida. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Prices are up. Although Mexican yields are starting to increase, California stocks remain tight. Quality is fair; soft skins and red cells have been reported.



## blueberries

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

Extremely low volume is keeping markets steady but elevated; Mexican supplies are scarce. Offshore shipments will become more frequent later this month.

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**broccoli**

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

Prices are climbing due to strong West Coast demand. Late season heat is leading to elevated levels of defects like hollow core, insect pressure, and yellowing/brown bead as Salinas production winds down. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as necessary.



**cantaloupe**

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

California's San Joaquin Valley melon season is ending; markets are steady. Remaining supplies are dominated by 9- and 12-count fruit; jumbo and smaller 15-count melons are limited. New crop Arizona/California desert season will begin this week. The desert season will run until the offshore begins in late November-early December. Domestic MFC Cantaloupe Melons are available.



**cauliflower**

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

Weak demand is keeping prices stable. Continuous heat has taken a toll on quality. Defects include bead discoloration and insect damage. Expect markets to hold steady this week but rise later in the month. ESS Cauliflower is available; packer label is being substituted as needed.



**celery**

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

Prices are level. The Salinas season will end in mid- to late November. Oxnard growers will begin new crop production in early to mid-November. The Arizona-California desert season will begin in mid- to late December. The Michigan season is ending. Quality is very good with minimal disease pressure. MFC Celery is available.



**chile peppers**

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

East Coast growers will assess damages caused by Hurricane Milton. If crops are severely damaged, expect supply gaps and high markets through fall. West Coast supplies are sufficient, but demand will strengthen if volume falls in Georgia and Florida. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

Stocks are adequate in Baja and Central Mexico. East Coast growers will assess damages caused by Hurricane Milton. If crops are severely damaged, expect supply gaps and elevated prices through fall. 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 markets are level; volume is 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	///	*****	\$\$\$

Prices are weak but should inch up next week as supplies diminish. Last week's heat is causing Salinas Valley quality issues such as dehydration, insect pressure, seeder, and sunscald. MFC Premium Green Leaf is available; MBA is being substituted as needed.



## 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 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 markets are stable; 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	///	*****	\$\$\$

Expect elevated prices for the rest of the California Valencia season; available stocks continue to diminish. California will experience a supply gap from mid-October until the Navel season begins in late October/early November. MFC and ESS Valencia Oranges are available.



## pears

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

High markets persist. The California season will run through late October. New crop Washington Bartlett supplies are available. Tighter stocks are forecast this year; the crop will be dominated by large sizes.

# FRESH CROP REPORT



## pineapples

The market is elevated; supplies are limited. Quality is good. RSS Pineapple Chunks and Spears are available.

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



## raspberries

Growers in Central Mexico have begun shipping limited quantities; stocks will increase through the month. Quality is fair; issues include leaky berries with light crumbling (individual cells separate from the berry).

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



## red/yellow potatoes

Prices are low. New crop, fresh-run MFC Red and Yellow Potatoes are shipping from Idaho, Wisconsin, and North Dakota. Fresh-run quality is excellent; skinning and excess moisture are normal. No. 2 volume will increase once potatoes are shipped out of storage. Michigan production will begin in November.

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



## romaine

Prices are steady to slightly higher. Supplies are lower than in prior weeks as growers manage remaining lots in Salinas. Late-season quality challenges include fringe burn, mildew, seeder, and disease pressure. The Oxnard and Huron seasons will start in mid-October. Arizona-California desert production will begin in early to mid-November. MFC Premium Romaine is available; MBA is being substituted as needed.

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



## potatoes

New crop, fresh-run MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes are abundant; markets are easing. New crop potatoes have not yet completed 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 begin in late October.

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



## salads & blends

Markets are level. 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.

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

# FRESH CROP REPORT



## spring mix

The market is level. Salinas Valley production will run through late October/early November; growers will transition 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

East Coast growers are assessing damage from two consecutive hurricanes. Expect rising markets. Demand is shifting to the West Coast and Mexico, pushing up those prices as well. MFC Tomatoes are available.

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



## squash

Expect prices to increase pending Hurricane Milton damages. Production is ending in the Midwest and NC. West Coast markets will rise as demand shifts to California and Mexico. MFC Yellow Squash and Zucchini are available.

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



## 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	///	*****	\$\$\$



## strawberries

Although prices remain steady, recent heat has caused quality challenges including bruising, leaking berries, overripe berries, and occasional misshaped fruit with light bronzing. MFC Strawberries are on the market.

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



## watermelon

East Coast growers will assess damages caused by Hurricane Milton. If crops are severely damaged, expect supply gaps and elevated prices through fall. West Coast stocks are average, but demand will strengthen if volume falls in Georgia and Florida.

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

Pears are a subtly flavored fruit that pair well with fall meat dishes. What are some of your favorites?

# A

Poultry is a great partner for roasted pears, especially when fresh herbs like MFC Thyme or MFC Rosemary, and a hint of MFC Lemon are included.

Steak works well too—especially accented with balsamic vinegar. For a vegetarian option, I like to serve roasted MFC Pear quarters with grilled Halloumi cheese chunks, roasted RSS Pearl Onions, and RSS Wild Arugula.



Another one of my favorites is wine-poached MFC Pears stuffed with soft cheese and baked in puff pastry.



# TIPS FOR SERVING APPLES



- 1.** Chop MFC Potatoes and MFC Golden Delicious Apples into cubes; mix with olive oil and salt; roast with MFC Rosemary.
- 2.** Accent brown rice or stuffing with fresh cranberries, sautéed MFC Mushrooms, and chopped MFC Granny Smith Apples.
- 3.** Layer thin slices of MFC Gala Apples, MFC Fennel, and MFC Potatoes; pour Béchamel sauce over top and bake until potatoes are tender and sauce is bubbling.



# 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.

## Stuffed Eggplant

Italian-inspired, this vegetarian entree is packed with umami flavors and ancient grains.

- 2 Markon First Crop Eggplants, halved
- 1 T Olive oil
- 2 C Farro, cooked
- 1 C MFC Asparagus, grilled and chopped
- 1 C MFC Mushrooms, grilled and chopped
- 1 tsp. Kosher salt
- ½ tsp. Pepper
- 1 C MFC Cherry Tomatoes, quartered
- ½ C Mozzarella balls, quartered (optional: seasoned with cracked black pepper and MFC Basil)
- Edible petals (optional)

Remove the majority of flesh from each eggplant half. Brush with oil and grill filling and skins; reserve skins, but chop eggplant filling into cubes. Toss cooked farro with grilled asparagus, mushrooms, the eggplant filling, salt, and pepper. Use this mixture to fill each eggplant half. Top with quartered tomatoes and Mozzarella cheese. Garnish with edible flower petals if desired.



These beautiful gluten-free tarts are filled with citrus-vanilla custard and roasted rose apples.

