



FRESH CROP REPORT

WEEK OF OCTOBER 27, 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

STRAWBERRIES

The California strawberry market is starting to rise. The flavor profile is improving as the recent heatwave has passed.

TOMATOES

Most tomato growers transition to new harvesting regions during late October. Devasting hurricanes greatly impacted East Coast crops and will significantly reduce availability in Florida through November and December. Expect very turbulent markets this fall season.

ORANGES

Growers have begun shipping new crop California Navels in a limited manner this week. Large-size oranges (56- through 88-count fruit) will be tight, but better availability is forecast once the harvest is in full swing.

PEARS

- The California pear season is winding down. New crop Oregon and Washington supplies are available.
- Expect lower volume and higher prices than in past years; the crop will be dominated by large sizes.

GREEN BEANS

- Markets are expected to remain elevated for several weeks. East Coast volume is extremely low due to seasonal transitions and crop damage caused by recent hurricanes. Quality has dropped.
- Mexican supplies are tight. Quality is below average due to early October rains. Expect potential shelf-life issues in RSS Green Beans.

MIXED BERRIES

- Blueberry supplies from Peru have been delayed due to recent hurricanes.
- Blackberry volume is limited. Raspberry stocks are increasing.

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apples

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

Prices are fairly steady. New crop Washington and Michigan MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is excellent.



asparagus

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

The Mexican market is easing. Yields are increasing following milder weather in Baja. Production will continue through October as more fields open to the north near the California/Mexican border and the mainland region of Sonora. Look out for higher prices in a couple of weeks as holiday demand strengthens. MFC Asparagus is available.



avocados

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

Prices are steady. Large sizes (32- to 48-count fruit) are ample in Mexico; smaller sizes (60- to 70-count supplies) are not as plentiful. 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	///	*****	\$\$\$

Prices are up. The Coachella season is just getting underway; stocks will ship for the next four to five weeks. Growers will start harvesting in Sonora, Mexico in mid- to late November. East Coast volume is suffering from recent hurricane damage. The Florida season has been delayed but should get underway within the next ten days. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Markets are elevated. California stocks are insufficient. Mexican yields are beginning to increase. Quality is fair; soft skins and red cells have been reported. Supplies will increase by the end of next week.



blueberries

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

Expect tight supplies and steady to slightly higher pricing. Demand exceeds current availability. Supplies from Peru have been delayed due to recent hurricanes.

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broccoli

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

Markets are steady to slightly lower as demand has fully returned to the West Coast. The Salinas season is wrapping up; quality is improving with cooler weather. High temperatures are increasing growth in the Yuma, Arizona growing region; that season is projected to start in the third week of November. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as necessary.



cantaloupe

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

Prices are level. Production is underway in the Arizona-California desert region; the season will run through early December. Supplies are increasing, especially nine-count melons. The offshore season will get underway in December. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Markets are expected to fluctuate through the end of the Salinas Valley season. Although quality has improved, stocks are tightening. Growers will transition to the Arizona-California desert area in a few weeks. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Prices are fairly steady at moderate levels. The Salinas season will end in mid- to late November. New crop Oxnard production will start in early to mid-November. Santa Maria growers harvest year-round. Quality is very good in all regions; disease pressure is minimal. MFC Celery is available.



chile peppers

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

The market is stable. Stocks are adequate in Georgia, but volume will diminish once production moves to Florida as recent hurricanes caused crop damage. West Coast supplies are sufficient. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are steady to slightly higher due to strong demand shifting from the East Coast to California and Mexico. Growers are harvesting in Baja, Central Mexico, and Sonora, preventing serious market spikes. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless markets are level. Supplies are abundant and 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	///	*****	\$\$\$

Prices are fairly steady at moderate levels. Salinas supplies are sufficient. Huron harvests are underway. The Arizona-California desert season will start in early to mid- November. Defects are being trimmed in the field, but seeder is being reported in some lots following extended warm weather. MFC Premium Green Leaf is available; MBA is being substituted as needed.



honeydew

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

The market is level. Production is underway in the Arizona-California desert region; the season will run through early December. Supplies are increasing, especially five-count melons. The offshore season will get underway in December. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices are a bit higher as the Salinas Valley season winds down. Huron and Oxnard harvests are also underway. 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 supplies are increasing. The market is inching down, especially for 165- through 235-count stocks. MFC and ESS Lemons are available.



limes

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

Mexican markets are nearing the bottom. Quality ranges from fair to good due to rains in Veracruz over the last week that have caused some blanching, scarring, and occasional skin decay. MFC and ESS Limes are available.



onions

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

Prices are escalating. Demand for Northwestern storage stocks is strong. Quality is excellent. Expect the market to climb further as the holiday season nears. MFC and ESS Red and Yellow Onions are available.



oranges

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

High prices persist. Growers have begun shipping new crop California Navels in a limited manner. Large-size oranges (56- through 88-count fruit) will be tight, but better availability is forecast once the harvest is in full swing. MFC and ESS Navel Oranges are available.



pears

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

The California pear season is winding down. New crop Oregon and Washington supplies are available. Expect lower volume and higher prices than in past years; the crop will be dominated by large sizes.

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pineapples

The market is level; volume is ticking up. Quality is very good; fruit is firm yet juicy. RSS Pineapple Chunks and Spears are available.

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



raspberries

Supplies will increase out of Central Mexico through the month. Quality is average; issues include leaky berries with light crumbling (individual cells separate from the berry).

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



red/yellow potatoes

Prices are weak. Storage supplies are plentiful. 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 fairly steady at moderate levels. Salinas supplies are sufficient. Huron harvests are underway. The Arizona-California desert season will start in early to mid- November. Defects are being trimmed in the field, but seeder is being reported in some lots following extended warm weather. MFC Premium Romaine is available; MBA is being substituted as needed.

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



potatoes

The market is low. Storage crop MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes are most abundant. Expect prices to start inching up when the holiday season starts. A limited number of Burbank stocks will begin shipping in two weeks.

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



salads & blends

Prices 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	///	*****	\$\$\$

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spring mix

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

The market is unchanged. The Salinas Valley season will end in a week or two. 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.



tomatoes

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

Prices remain elevated. Demand is strong for California supplies due to recent East Coast hurricanes. Yields will drop significantly next week as this season winds down. Although growers are harvesting in three different Mexican regions, volume is fairly low. Expect extremely tight stocks through the fall in Georgia and Florida as Hurricane Milton caused widespread crop damage. MFC Tomatoes are available.



squash

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

Prices are steady. Despite recent hurricanes, supplies are adequate in Georgia. The Florida season started later than normal, but volume is inching up. The Santa Maria, California season will wrap up in a week or two. Mexican production is hitting its stride; stocks are sufficient. MFC Yellow Squash and Zucchini are available.



tree fruit

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

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



strawberries

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

The market is starting to rise. California quality is very good; the flavor profile is improving as the recent heatwave has passed. Mexican berries will start shipping into Texas in mid-November. The Florida season has been delayed due to damage caused by Hurricane Milton. MFC Strawberries are available.



watermelon

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

Demand has shifted to the West Coast as the Florida season has been delayed by damage caused by Hurricane Milton; expect tight stocks. Quality is average.

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

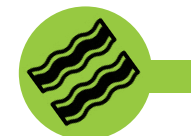
Fall and winter salads incorporate more grains and hearty vegetables. What are your favorite flavor combinations for this time of year?

A

Using Markon's RSS Urban Blend as a base is an easy, delicious way to create fresh salads or sauteed sides tossed with seasonal vegetables such as roasted carrots, charred Brussels sprouts, pickled mushrooms, or seared broccolini.



It combines baby red chard, wild arugula, and baby kale—all nutrient-dense ingredients that can also be cross utilized in smoothies and pressed drinks.



Another favorite is quinoa, roasted red beets, and roasted butternut squash—this salad works great alone, or as a base for most proteins.

TIPS FOR SERVING MFC FENNEL



- 1.** Toss shaved MFC Fennel, radicchio, red quinoa, and fresh mint; serve with blood orange vinaigrette.
- 2.** Bake flatbread or pizza dough topped with chopped MFC Fennel, olives, garlic confit, and grated Emmental cheese.
- 3.** Serve seared scallops atop shaved MFC Fennel and MFC Cucumbers; garnish with snipped MFC Chives.

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 Bistro Butter Blend Salad with Hot Honey Vinaigrette

Tender lettuces, seasonal apples, crunchy shallots, and sweet-spicy vinaigrette—delicious and on-trend.

- ¼ C Avocado oil
- 1 clove RSS Peeled Garlic
- 2 T RSS Orange Juice
- 1 T Dijon Mustard
- 1 T Hot honey
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- 16 oz. RSS Bistro Butter Blend
- 2 MFC Fuji Apples, sliced thin
- 2 MFC Peeled Shallots, sliced thin and fried until crispy
- 4 oz. Goat cheese, crumbled

Pulse the first seven ingredients together in food processor until smooth. Hand toss RSS Bistro Butter Blend with dressing.

Artfully arrange equal portions of Fuji apples, fried shallots, and goat cheese on top of RSS Bistro Butter Blend tossed in dressing and serve.



Give your guests a visual surprise: take a bite of these crunchy apples covered in gooey caramel and decorative candies, and get a pop of ruby red color.

