



FRESH CROP REPORT

WEEK OF NOVEMBER 3, 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

LETTUCES

Green leaf, iceberg, and romaine are limited in Huron and Salinas, California. Quality is diminishing as both seasons wind down. Expect active prices until the Arizona/California desert regions ramp up in mid- to late November.

BROCCOLI

Markets are escalating amid strong demand. Late season heat has broken, but defects like pin rot, hollow core, and branchy crown structures have been reported. Growers will move from Salinas to the Arizona-California desert region on November 20.

STRAWBERRIES

The Salinas/Watsonville, California season is winding down due to rain in the forecast. Santa Maria's fall strawberry season has passed its peak. Production has also begun in Oxnard, California and Mexico (shipped into South Texas), but early volume is low. Expect markets to increase.

ASPARAGUS

- Prices continue to drop. Yields are high and quality is excellent following mild weather in Baja, Mexico.
- Strong demand is forecast next month due to retail holiday ads, but supply should meet demand over the next 14-21 days.

GREEN BEANS

- East Coast crops were heavily damaged by last month's hurricanes, while rain has caused quality problems in Mexican fields.
- Demand is strong and yields are low in all regions. High markets are forecast through December.

CAULIFLOWER

- Expect prices to climb through November.
- The Salinas Valley season is winding down; growers will move to the Arizona-California desert region in late November.

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apples

Markets are unchanged. New crop Washington and Michigan MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are abundant. Quality is excellent.

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



asparagus

Prices continue to drop. Yields are high and quality is excellent following mild weather in Baja, Mexico; large sizes remain snug. Strong demand is forecast next month due to retail holiday ads, but supply should meet demand over the next 14-21 days. MFC Asparagus is available.

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



avocados

The market for large sizes (32- to 48-count fruit) is stable; smaller sizes (60- to 70-count supplies) are 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

High markets persist; overall stocks are tight. The Coachella season will run another month. Canadian greenhouse production will wrap up this week, strengthening demand for California red bell peppers. Production is expected to begin in Sonora, Mexico by mid- to late November. The Florida season is behind schedule, but harvesting should start this week; overall volume will be lower than normal this year due to hurricane damage. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are up. California supplies are tight. Mexican berry volume will climb through November. Quality ranges from fair to good; soft skins and red cells are problems in some lots.

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



blueberries

The market is starting to inch down. Mexican stocks are increasing. Peruvian shipments that were behind schedule due to recent hurricanes are now being unloaded. Quality is improving.

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

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broccoli

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

Prices are escalating amid strong demand. Late-season heat has broken, but defects like pin rot, hollow core, and branchy crown structures have been reported. Growers will move from Salinas to the Arizona-California desert region on November 20. 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	///	*****	\$\$\$

Markets are inching up. The San Joaquin Valley season is ending, but production is ramping up in the Arizona-California desert region. Large sizes dominate current harvests. The offshore season will start in December. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Expect prices to climb through November. Cooler nighttime weather and fewer daylight hours have slowed growth. Quality defects such as browning, yellowing, mildew, and insect pressure are industry-wide issues further minimizing yields. The Salinas Valley season is winding down; growers will move to the Arizona-California desert region in late November. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Markets are inching up as the Salinas Valley season is winding down; supplies will be depleted by mid- to late November. Production will begin in Oxnard by early to mid-November. Santa Maria harvests will continue year-round. Quality is very good in all regions with minimal disease pressure. 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	///	*****	\$\$\$

Prices are elevated, especially for Serranos and Jalapenos, as growers are transitioning from Baja to Northern Mexico. Markets should ease back to normal levels by mid-November. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Markets are up; supplies are scarce. The Georgia season is winding down. Production has begun in South Florida; however, low volume is expected due to the impact of Hurricane Milton. Mexican stocks are average, but demand is strong. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless prices are stable. Stocks are ample 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	///	*****	\$\$\$

Supplies are limited in Huron and Salinas, California. Quality is diminishing as both seasons wind down. Expect active markets until the Arizona/California desert regions ramp up in mid- to late November. MFC Premium Green Leaf is available; MBA is being substituted as needed.



honeydew

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

Prices are inching up. The San Joaquin Valley season is ending, but production is ramping up in the Arizona-California desert region. Large sizes dominate current harvests. The offshore season will start in December. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets are rising as production winds down in Salinas and Huron, California; supplies are limited. 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 stocks are sufficient. Prices have returned to seasonal levels, especially for 165- through 235-count fruit. MFC and ESS Lemons are available.



limes

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

Prices are weak, especially for small sizes. Quality ranges from fair to good; styler, scarring, blanching, and decay are occasional problems. MFC and ESS Limes are available.



onions

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

The market is high; demand is strong. Quality is excellent. Prices will continue to rise as the holiday season nears. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices remain elevated. The new crop California Navel season is underway. Large sizes (56- through 88-count fruit) are limited but should increase as volume ramps up. MFC and ESS Navel Oranges are available.



pears

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

The California pear season has ended. New crop fruit is shipping out of the Pacific Northwest. Tighter supplies and higher prices are predicted; the crop will be dominated by large sizes.

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pineapples

Prices are steady; supplies 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 has stabilized. Volume is climbing in Central Mexico. Quality is good; minor problems include leaky berries with light crumbling (individual cells separate from the berry).

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



red/yellow potatoes

The market is low. Storage stocks are abundant. The Michigan season will begin 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

Supplies are limited in Huron and Salinas, California. Quality is diminishing as both seasons wind down; fringe burn and disease pressure are present in some lots. Expect active prices until the Arizona/California desert regions ramp up in mid- to late November. MFC Premium Romaine is available; MBA is being substituted as needed.

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



potatoes

Prices are weak. Storage crop MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes are plentiful. The market will begin to rise in a week or two as the holiday season gets underway. A limited number of Burbanks will start shipping next week.

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



salads & blends

The Salinas Valley and Huron iceberg and romaine seasons are winding down; growers will move south to the Arizona-California desert region in mid- to late November. 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	///	*****	\$\$\$

Prices are level. The Salinas Valley season is winding down. Growers will move to the Arizona-California desert region for the winter. Quality is very good: occasional defects include yellowing, wilting, and leaf miner damage on spinach. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

The market is high. Demand is strong as the California season is ending and East Coast crops were heavily damaged by last month's hurricanes. Mexican stocks are also extremely tight. Expect low volume and elevated prices through the fall season. MFC Tomatoes are available.



squash

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

The market is stable. East Coast supplies are rebounding after hurricane damage. The Santa Maria, California season is nearly over, but 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 become available in mid-January.



strawberries

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

Expect prices to increase. The Salinas/Watsonville, California season is winding down due to rain in the forecast. Santa Maria's fall strawberry season has passed its peak. Production has also begun in Oxnard, California and Mexico (shipped into South Texas), but early volume is low. Florida harvests have been delayed two to three weeks by recent hurricanes. MFC Strawberries are available.



watermelon

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

Prices are up. West Coast demand is strong as East Coast supplies are tight after consecutive hurricanes. 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
JON BRINK
MARKON MEMBER CHEF

Q

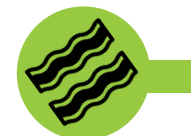
Thanksgiving is the ultimate foodie holiday. What side dishes do you suggest menuing for in-house dining and/or meal delivery?

A

I am a big fan of exciting flavors and a new interpretation of traditional favorites.



I like sauteed fresh green beans topped with ginger and garlic, wild mushroom ragout topped with crispy fried onions, sweet and spicy sauteed Brussel sprouts with palm sugar and sambal, and Shiitake dressing with duck confit.



I also make a more traditional cornbread dressing with green chilis and andouille sausage, grilled garlic-marinated broccolini, and asparagus topped with Manchego cheese.



TIPS FOR SERVING COLLARD GREENS



- 1.** Add RSS Chopped Collard Greens to broth-based soups just before serving for a burst of color and nutrients.
- 2.** Sauté RSS Chopped Collard Greens in pork fat; serve alongside soul foods such as fried green tomatoes, okra, and mashed sweet potatoes.
- 3.** Add color and fiber to shrimp and grits with RSS Chopped Collard Greens.

MENU FEATURE

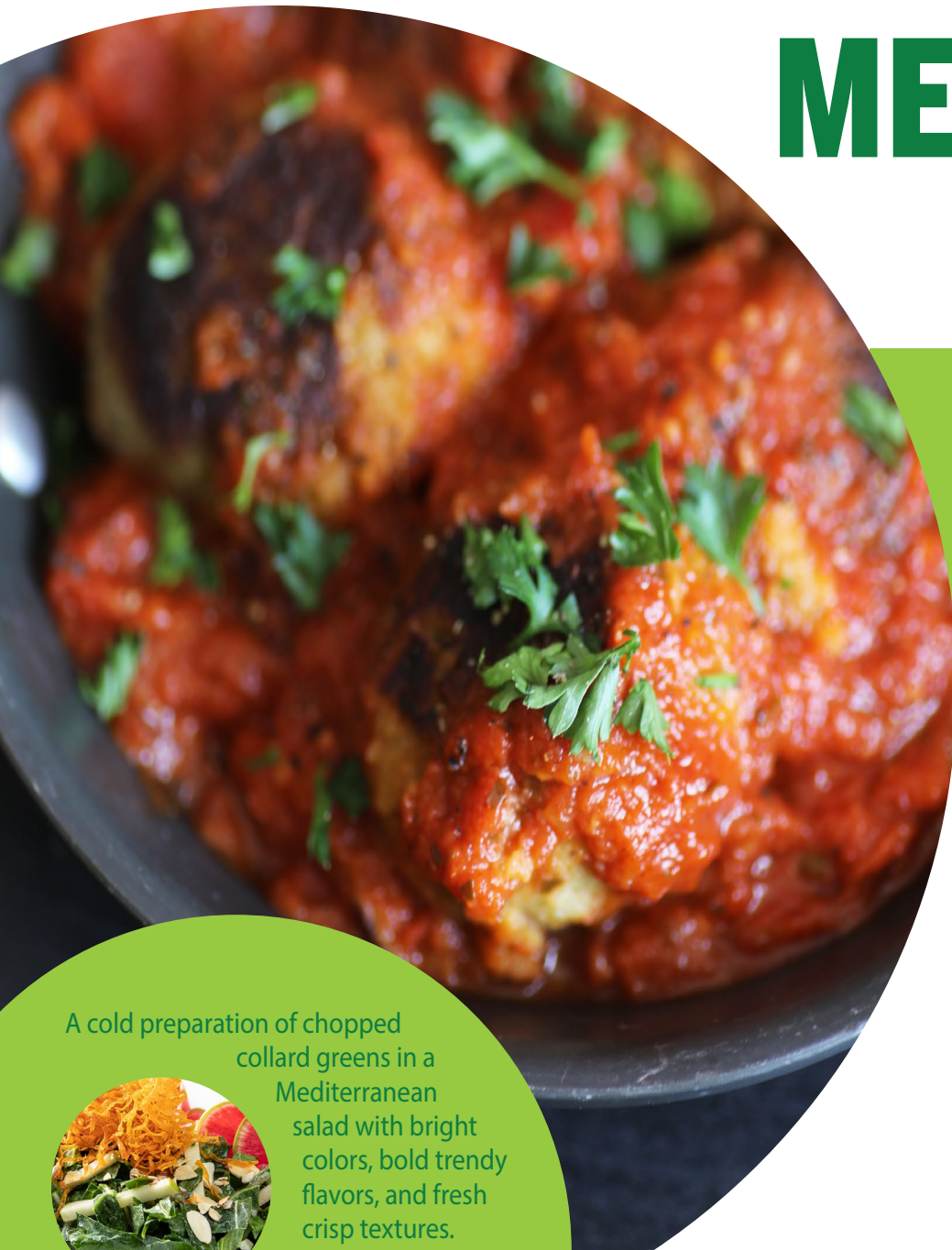
Every chef needs a few solid recipes in his or her repertoire. That's why Markon has put together a catalog of fresh produce-based recipes that cover it all: day- and menu-parts, the range of seasons, a variety of cuisines, and a diverse list of ingredients.

Garbanzo-Mushroom Meatballs

Serve as a shareable appetizer or add to pasta and pizza—everyone loves meatballs. Great for vegans and vegetarians too!

- ¼ C Olive oil (split)
- 1 C MFC Mushrooms, minced
- ½ C MFC Yellow Onions, minced
- 1 can Garbanzo beans (liquid included)
- 2 C Panko breadcrumbs
- 1T RSS Peeled Garlic, minced
- 1T RSS Washed & Trimmed Parsley, minced
- 1T MFC Basil, minced
- 1 tsp. kosher salt
- ¼ tsp. Black pepper
- 8 oz. Tomato sauce

Heat oil in a skillet; add mushrooms, onions, and garlic. Cook until browned. Blend garbanzo beans and liquid in a food processor until smooth. Add mushroom mixture, breadcrumbs, parsley, basil, salt, and pepper; blend again until everything is incorporated. Form mixture into balls. Heat remaining olive oil in skillet. Brown the meatballs in batches, being sure not to crowd the pan. Put tomato sauce in a large saucepan. Move browned batches into the sauce and simmer until fully cooked (approximately 7 more minutes). Garnish with herbs and garlic.



A cold preparation of chopped collard greens in a Mediterranean salad with bright colors, bold trendy flavors, and fresh crisp textures.

