



FRESH CROP REPORT

WEEK OF NOVEMBER 10, 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

CALIFORNIA STRAWBERRIES

Expect active markets. Colder weather is forecast for the Santa Maria growing region; possible quality problems include light discoloration and size fluctuations. Growers aim to harvest until mid-December, weather permitting.

GRAPES

California grape harvesting has wrapped up. Growers will ship out of storage for the remainder of the season. The offshore Peruvian/Chilean season will begin in early December. Expect pricing to rise as the California season winds down.

LETTUCES

Elevated prices are forecast through late November. The Salinas season is winding down. The Huron and Oxnard seasons will continue through mid-November. Yuma's harvest has started in a limited manner; volume will climb through the month.



CUCUMBERS

- Florida's fall cucumber harvest has begun; Mexico has multiple regions in play this week.
- Expect steady markets through next week.

ASPARAGUS

- The market is at the bottom. Supplies are ample and quality is excellent in Baja, Mexico; large sizes are not as abundant as small.
- Expect prices to rise later in the month due to retail holiday ads.

BROCCOLI & CAULIFLOWER

- Prices are escalating.
- Growers will move south to the Yuma, Arizona region later in the month.

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apples

Prices are level. Storage crop Washington and Michigan MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are plentiful. Quality is excellent.

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



asparagus

The market is at the bottom. Supplies are ample and quality is excellent in Baja, Mexico; large sizes are not as abundant as small. Expect prices to rise later in the month due to retail holiday ads. MFC Asparagus is available.

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



avocados

Prices are steady. Large sizes (32- to 48-count fruit) are ample; smaller sizes (60- to 70-count supplies) are snug. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Multiple regions of California are harvesting bells. Normally this volume would be adequate, but strong demand from the East Coast drove up prices. Oxnard production will continue for another 10 days. The Coachella season is in full gear. Central Mexico won't produce significant yields until the Sinaloa season starts in late November. The Canadian season will end in approximately two weeks. Red bells are tight; markets are high. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices will ease later this month. Although California volume is low, Mexican supplies will become more plentiful through November. Quality is fair; soft skins and red cells are problems in some lots.

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



blueberries

Markets have stabilized. Mexican volume is climbing due to better weather conditions. Peruvian shipments are now being unloaded after a delay, increasing availability. Quality is very good; berries are plump and sweet.

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

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broccoli

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

High prices persist. The Salinas Valley season is ending; growers will transition to the Arizona-California desert region the third week of November. Mexican supplies are increasing week over week. Expect markets to ease once the desert season ramps up. 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 slightly lower. Arizona-California desert supply is meeting demand. Large sizes are most abundant. The offshore season will get underway in December. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Expect elevated prices as harvests wind down in the Salinas and Santa Maria Valleys. Quality defects such as browning, yellowing, and mildew are present in many fields. Insect pressure continues to be an industry-wide issue as well, further minimizing yields. Growers will transition to the Arizona-California desert region on November 25. ESS Cauliflower is available; packer label is being substituted as needed.



celery

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

Markets are rising. The Salinas Valley season is ending; supplies will be depleted by mid- to late November. Oxnard production will start over the next week or two. Santa Maria harvests will continue 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	///	*****	\$\$\$

Prices should ease in a week or two as growers are transitioning from Baja to Northern Mexico. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Expect steady markets through next week. Florida's fall cucumber harvest has begun. Mexican supplies are sufficient, but demand is strong. MFC and ESS Cucumbers are available.



grapes

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

Expect pricing to rise over the next month. California grape harvesting has wrapped up; growers will ship out of storage for the remainder of the season. The offshore Peruvian/Chilean season will begin in early December. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Elevated markets are forecast through late November. The Salinas season is winding down. The Huron and Oxnard seasons will continue through mid-November. Yuma's harvest has started in a limited manner; volume will climb through the month. MFC Premium Green Leaf is available; MBA is being substituted as needed.



honeydew

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

Prices are slightly lower. Arizona-California desert supply is meeting demand. Large sizes are most abundant. The offshore season will get underway in December. Domestic MFC Honeydew Melons are available.



iceberg

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

Expect high markets through late November. The Salinas season is ending. The Huron and Oxnard harvests will run through mid-November. Yuma production has begun; supplies will increase through the month. MFC Premium Iceberg Lettuce is available; MBA is being substituted as needed.



lemons

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

Prices are fairly steady. Domestic supplies are increasing; 165- through 235-count sizes are most abundant. MFC and ESS Lemons are available.



limes

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

The market is low; Mexican yields are high. Quality ranges from fair to good; stylar, scarring, blanching, and decay are minor issues. MFC and ESS Limes are available.



onions

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

Prices will continue to climb as the holiday season nears; supplies are sufficient, but demand will strengthen. Storage onion quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market should ease a bit once new crop California Navel stocks increase. Large sizes (56- through 88-count fruit) are tight; smaller fruit is more plentiful at this time. MFC and ESS Navel Oranges are available.



pears

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

Pacific Northwest prices are elevated. Growers predict lower overall volume this season; the crop will be dominated by large sizes. Quality is excellent.

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pineapples

The market is fairly stable; 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	///	*****	\$\$\$



red/yellow potatoes

Weak prices persist. Storage supplies are ample. The Michigan season is getting underway. New crop MFC Red and Yellow Potatoes are available.

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



potatoes

The market will start inching up next week as demand strengthens for the holiday season. MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes dominate storage supplies. The Burbank season is getting started; early volume is low but will increase.

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



raspberries

Prices are inching down. Stocks are increasing in Central Mexico. Quality is good; occasional issues include leaky berries with light crumbling (individual cells separate from the berry).

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



romaine

High markets are forecast through late November. The Salinas season is winding down. The Huron and Oxnard seasons will continue through mid-November. Yuma's harvest has started in a limited manner; volume will climb through the month. MFC Premium Romaine is available; MBA is being substituted as needed.

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



salads & blends

The Salinas Valley and Huron iceberg and romaine seasons are ending; growers will move south to the Arizona-California desert region in a week or two. Markon's Quality Assurance team will move south with production and continue monitoring supplies.

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

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spring mix

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

The market is stable. The Salinas Valley season is ending. Growers are transitioning to the Arizona-California desert region this month. Quality is very good: minor issues include yellowing, wilting, and leaf miner damage on spinach. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

Prices remain elevated. The California season has ended. Volume has dipped out of Baja as summer harvests are finished and fall production is getting a slow start. Farms in Eastern and Central Mexico are also shipping fruit, but the season is past its peak. Expect limited supplies until the Culiacan season gets underway in mid- to late December. East Coast volume will remain extremely low until hurricane-damaged crops rebound in late December/early January. MFC Tomatoes are available.



squash

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

Prices are level. East Coast stocks are back on track in Georgia and Florida. Mexican supplies are ample in Sonora, but could decrease for the short term due to bloom drop caused by prior extreme heat. The Culiacan season will start by early December. 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 active markets. Colder weather is forecast for the Santa Maria growing region; possible quality problems include light discoloration and size fluctuations. Growers aim to harvest until mid-December, weather permitting. Production has also begun in Oxnard, California and Mexico (shipped into South Texas), but early volume is low. Florida harvests have been delayed another week or two. MFC Strawberries are available.



watermelon

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

The market is up. West Coast demand is strong due to extremely low East Coast yields caused by recent 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

What are your favorite produce-driven desserts for Thanksgiving?

A

Pumpkin or sweet potato pie, apple-walnut tart, or fresh berries with puff pastry and champagne sabayon.



Fall fruits like apples and pears make ideal holiday desserts, especially when accented with traditional spices such as cinnamon, allspice, and clove or more modern additions like fresh ginger or lemongrass.



Although berries are often thought of as warm-weather treats, roasting and/or baking them in pastry or in muffin batter makes them excellent seasonal sweets.

TIPS FOR SERVING RSS BRUSSELS SPROUTS



- 1.** Sauté chopped Brussels sprouts with hazelnuts and bacon; deglaze with touch of cream; serve with roasted chicken.
- 2.** Serve slaw made with shredded Brussels sprouts and spicy mustard dressing.
- 3.** Finely dice and use to top tacos and tostadas or add to stir-fries and curries.



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.

Tandoori-Spiced Brussels Sprouts with Cranberries

The unique blend of curry and cranberry are combined in this dish to give Brussels sprouts worldly flavors.

- 2 T Olive oil
- 1 C RSS Diced Red Onions
- 2 tsp. Curry paste
- 1 MFC Serrano Chile Pepper, sliced
- 24 RSS Brussels Sprouts, coarsely chopped
- 2/3 C Fresh cranberries
- Salt and pepper to taste

Heat oil in a large skillet. Cook onions in oil until translucent. Stir in curry paste and Serrano; cook two more minutes. Add Brussels sprouts and cranberries; continue cooking until both have softened and are cooked through but not soggy.

Season with salt and pepper and serve.



Top the king of meat entrees with crunchy, colorful potatoes and aromatic thyme and rosemary.

