



# FRESH CROP REPORT

WEEK OF NOVEMBER 17, 2024





RSS



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

MFC



Whole fresh fruits & vegetables.  
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ESS



Whole fresh fruits & vegetables.  
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# HIGHLIGHTS

## GREEN LEAF, ICEBERG, & ROMAINE

Markets remain extremely active, especially for iceberg lettuce; expect elevated prices through early December. Growers are moving from the Salinas Valley south to the Arizona-California desert region for the winter.

## STRAWBERRIES

Recent rainfall did not end the Salinas/Watsonville, California season prematurely as predicted, but volume is falling and quality has suffered. Demand for Santa Maria and Oxnard strawberries is strong as quality is better in these regions. Production is also underway in Mexico (into South Texas). Expect markets to increase as overall yields are low.

## ONIONS

Prices continue to rise as demand increases for the holidays; expect elevated markets through November.

## MIXED BERRIES

- Blueberry volume is climbing; prices will ease.
- Raspberry and blackberry supplies have also increased due to better weather conditions.

## ASPARAGUS

- Markets are poised to rise as demand strengthens through this month.
- Mexican supplies are expected to tighten through the end of the year.

## SPRING MIX

- The Salinas Valley is nearing the end of the season; all tender leaf varieties are extremely limited.
- Expect elevated prices through November as suppliers transition from Salinas to the desert growing region.

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## apples

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

Granny Smith prices are expected to increase next week. Storage crop Washington and Michigan MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are ample. Quality is excellent.



## asparagus

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

Prices are poised to rise as demand strengthens through this month. Mexican supplies are expected to tighten through the end of the year. Quality is fair; elevated levels of feathered/spread tips and reduced shelf-life have been noted. Production out of Northern Peru will be essential to smooth any supply gaps and calm markets over the next one to two months. MFC Asparagus is available.



## avocados

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

Markets are level. Large sizes (32- to 48-count fruit) are abundant; smaller sizes (60- to 70-count stocks) are limited. 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 despite production in several California growing regions. Strong demand is keeping inventory tight on the East Coast. Oxnard production will end this week. The Coachella season is fully underway. Stocks will remain limited in Central Mexico until the Sinaloa season begins in late November. The Canadian season will end next week. Red bells are extremely snug. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Markets are slowly inching down. Yields are increasing in Mexico as weather improves. Expect better quality moving forward.



## blueberries

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

Prices are easing. Mexican berry shipments are becoming more plentiful. Offshore shipments from Peru are arriving and being offloaded on time; Chilean shipments will begin in December. Quality is very good; berries are plump and sweet.

# FRESH CROP REPORT



## broccoli

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

Markets are elevated; demand is strong. Insect pressure is decreasing as Salinas production winds down and weather cools. The harvesting transition to the Arizona-California desert region is set for next week. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as needed.



## cantaloupe

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

Prices are fairly stable. Arizona-California desert yields are average. Large sizes are most plentiful. The offshore season will start in December. Domestic MFC Cantaloupe Melons are available.



## cauliflower

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

Expect markets to drop this week but rise again in late November as growers move from the Salinas Valley to the Arizona-California desert region. Salinas suppliers want to sell remaining inventory before the transition south. ESS Cauliflower is available; packer label is being substituted as needed.



## celery

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

Prices continue to inch up. The Salinas Valley season will wrap up in the next few weeks. Oxnard production will begin next week. Santa Maria harvests continue year-round. Quality is very good in all areas; disease pressure is minimal. MFC Celery is available.



## chile peppers

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

The market is starting to ease. Growers are transitioning from Baja to Northern Mexico, increasing supplies and improving quality. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



## cucumbers

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

Prices are easing. Florida's fall cucumber harvest is underway; stocks are increasing. Mexican volume is climbing. Quality is very good. MFC and ESS Cucumbers are available.



## grapes

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

Markets are climbing. California grape production has ended; growers are shipping out of storage. The offshore Peruvian/Chilean season will start in early December. MFC and ESS Green and Red Seedless Grapes are available.

# FRESH CROP REPORT



**green leaf**

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

Expect high prices through early December. The Salinas season is ending this week. The Huron and Oxnard seasons are also winding down. Supplies will increase in the Arizona-California desert region as harvesting ramps up. Quality remains very good for this time of year, but weights are low. MFC Premium Green Leaf is available; MBA is being substituted as needed.



**honeydew**

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

Markets are fairly stable. Arizona-California desert yields are average. Large sizes are most plentiful. The offshore season will start in December. Domestic MFC Honeydew Melons are available.



**iceberg**

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

Elevated prices will persist for several weeks. The Salinas, Huron, and Oxnard harvests are ending. Yuma production has begun; supplies will increase through the month. Quality remains very good for this time of year, but weights are low. MFC Premium Iceberg Lettuce is available; MBA is being substituted as needed.



**lemons**

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

The market is unchanged. Domestic stocks are sufficient; 165- through 235-count sizes are ample. MFC and ESS Lemons are available.



**limes**

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

Weak prices persist; Mexican supplies are plentiful. 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	///	*****	\$\$\$

Expect elevated red and yellow markets through November as demand increases for the holidays. Medium and jumbo sizes will dominate orders. White jumbos are extremely limited due to Mexico's strong demand. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



**oranges**

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

Prices are starting to inch down now that new crop California Navel supplies are increasing. Large sizes (56- through 88-count fruit) are snug; smaller fruit is more abundant. MFC and ESS Navel Oranges are available.



**pears**

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

Pacific Northwest markets will inch up more next week; stocks are tightening. Lower overall volume is forecast for this season; the crop is dominated by large sizes. Quality is excellent.



# FRESH CROP REPORT



## pineapples

Prices are unchanged; supplies are sufficient. 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

Markets are slightly higher for yellow supplies and steady for reds. Demand is active and pricing is expected to rise moving into the holiday season. MFC Red and Yellow Potatoes are available.

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



## potatoes

Idaho prices are holding steady while those in Washington and Colorado are seeing small increases. Freight rates are rising with strong demand for the holidays. MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes dominate storage stocks. The Burbank season has begun; supplies are tight but will increase.

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



## raspberries

The market is easing. Weather has improved in Central Mexico, increasing stocks. Size is dominated by medium berries. Quality is good; occasional issues include leaky fruit with light crumbling (individual cells separate from the berry).

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



## romaine

Expect high prices through early December. The Salinas season is ending this week. The Huron and Oxnard seasons are also winding down. Supplies will increase in the Arizona-California desert region as harvesting ramps up. Quality remains very good for this time of year, but weights are low. MFC Premium Romaine is available; MBA is being substituted as needed.

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



## salads & blends

The iceberg and romaine harvesting transition to the Arizona-California desert region will be complete next week. Markon's Quality Assurance team will move south with production and continue monitoring supplies.

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

# FRESH CROP REPORT



## spring mix

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

Expect elevated prices through November as suppliers transition from Salinas to the desert growing region. The Salinas Valley is nearing the end of the season; all tender leaf varieties are extremely limited. Quality ranges from fair to good; increased discoloration, mechanical damage, wind burn, insect damage, and early breakdown are being reported. RSS Arugula, Spinach, and Spring Mix are available.



## tomatoes

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

High markets persist. Baja supplies are limited; summer harvests have ended and fall production is getting a slow start. Farms in Eastern and Central Mexico are also shipping fruit, but supplies will remain tight until the Culiacan season begins in mid- to late December. East Coast yields 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	///	*****	\$\$\$

The market is fairly stable. East Coast supplies are winding down in Georgia but increasing in Florida. Mexican volume is high in Sonora but will tighten up soon due to bloom drop caused by prior extreme temperatures. The Culiacan season will begin in early December. MFC Yellow Squash and Zucchini are available.



## tree fruit

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

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	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Recent rainfall did not end the Salinas/Watsonville, California season prematurely as predicted, but volume is falling and quality has suffered. Demand for Santa Maria and Oxnard strawberries is strong as quality is better from these regions. Production is also underway in Mexico (into South Texas). Expect markets to increase as overall yields are low. MFC Strawberries are available.



## watermelon

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

Prices are high. Demand has shifted from the East Coast to the West Coast; recent hurricanes damaged many Florida crops. 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

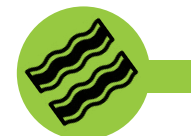
Potatoes are one of the most versatile ingredients. What delicious ways do you use them on holiday menus?

# A

Nothing holds gravy like a pile of skin-on mashers. I really like scalloped potatoes as well.



Recently smashed fingerlings broiled with garlic, olive oil, and grated Parmesan cheese have been a big hit.



Fondant, or melting potatoes, are popular, with their ultra crispy edges and light, fluffy interior.



# TIPS FOR SERVING LEEKS



- 1.** Steam halved MFC Trimmed Leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and MFC Chervil.
- 2.** Top flatbreads and pizza with leek rounds, black pepper, and blue cheese; bake until crust is crunchy and cheese is bubbly.
- 3.** Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.



# 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.



## Spanish Tortilla Bites

Bite-size bar snacks are more sophisticated than ever! Serve these comforting potato omelet appetizers topped with crunchy, colorful radishes.

- 2 T Olive oil
- 1 MFC Yellow Onion, chopped
- 2 Cloves RSS Peeled Garlic
- 1 ½ tsp. Kosher salt
- ¼ tsp. Black pepper
- 1 pound MFC Idaho Potatoes, peeled and sliced
- 6 Eggs
- ¾ C Sour cream
- 6 oz. Manchego cheese, grated
- ¼ C Aioli
- 3 Small watermelon radishes, thinly sliced
- ½ C RSS Washed & Trimmed Cilantro

Heat olive oil in a large skillet; saute onions, garlic, 1/2 teaspoon of salt, and black pepper until soft. Add sliced potatoes and cook two more minutes. Take off the heat and cover with lid; set aside until cooled. Whisk together eggs, sour cream, cheese, and remaining teaspoon of salt. Add potato mixture to eggs. Pour all into a greased baking pan and bake for 20-30 minutes (until firm, but not browned). Cool and cut into squares. Top each square with a small dollop of aioli, followed by a thin radish slice and chopped cilantro. Serve immediately.

Topped with roasted crispy leeks and snipped chives, this soup is creamy and flavorful.

