



FRESH CROP REPORT

WEEK OF DECEMBER 1, 2024 - CANADIAN EDITION

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

TOMATOES

Roma and round tomato supplies are snug; markets are expected to remain elevated over the next month.

LETTUCES

Green leaf, iceberg, and romaine prices are falling rapidly as demand weakens. The majority of the growers have transitioned production to the Arizona-California desert regions. Quality is strong; weights remain low but are increasing daily.

CAULIFLOWER

The desert season is slowly ramping up. Cold weather has hindered growth, driving up markets. ESS Cauliflower will start shipping out of the Arizona-California desert region later this week; packer label is being substituted as needed.

CARA CARA ORANGES

- The Cara Cara orange season has begun in a limited manner; supplies will ship through late April.
- This variety typically has elevated sugar levels, low acid, and sweet, berry-like notes.

STRAWBERRIES

- Recent rain is delaying California harvests. Stocks are tight in all growing regions.
- Prices will climb.

MELONS

- The Arizona/California desert season is over. Offshore Central American melons have begun arriving into domestic ports.
- Markets are up.

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apples

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| MI, USA | /// | ***** | \$\$\$ |
| WA, USA | /// | ***** | \$\$\$ |

Granny Smith prices are slightly higher than those for other varieties. Storage 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 market is inching up. Mexican volume will fall through the end of the year. Quality is fair; feathered/spread tips and reduced shelf-life are issues. Stocks from Northern Peru will be shipped to prevent supply gaps. MFC Asparagus is available.



avocados

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |
| PERU | /// | ***** | \$\$\$ |

Prices for large-size avocados are stabilizing; Mexico's current crop was dominated by small-size fruit, but growers are seeing a more even distribution of sizes now. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| EAST COAST | /// | ***** | \$\$\$ |
| MEX/AZ | /// | ***** | \$\$\$ |

Green bell harvesting is moving from California to Mexico due to cold weather. High markets are expected to decrease slightly over the next two weeks once production is fully established in Mexico. Florida growers are shipping ample supplies. Red bell production is steady in Coachella, California despite cool weather. Markon MFC and ESS Green and Red Bell Peppers are available.



blackberries

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

Prices are steady. The majority of fruit is being harvested in Mexico. Quality is good; berries are juicy and tangy-sweet. The California season is past its peak; rain is reducing volume further.



blueberries

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

The market is level. Mexican supplies are adequate. Chilean and Peruvian shipments are available. Quality is very good; berries are plump and sweet.

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broccoli

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ-CA, USA | /// | ***** | \$\$\$ |
| MEX/TX | /// | ***** | \$\$\$ |

High prices persist. The Salinas season has ended; harvesting has moved to the Arizona-California desert region. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as needed.



cantaloupe

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

The Arizona/California desert season has ended. Offshore Central American shipments have begun arriving into the U.S. Packer label melons will ship for the import season. Expect high markets.



cauliflower

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

The desert season is slowly ramping up. Cold weather has hindered growth, driving up markets. ESS Cauliflower will start shipping out of the Arizona-California desert region later this week; packer label is being substituted as needed.



celery

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

Prices are stable. Harvesting has moved to Oxnard, California. Strong demand will persist through the end of the year, but markets should stay level. Quality is very good in all areas; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Volume has become consistent out of mainland Mexico; quality is very good. East Coast supplies will remain limited until at least mid-December. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are level. Florida supply is meeting demand. Mexican stocks are adequate. Quality is very good. MFC and ESS Cucumbers are available.



grapes

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

The market is high; stocks are diminishing. California grape production has ended; growers are shipping out of storage. The offshore Peruvian/Chilean season will start in the next week or two. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ-CA, USA | /// | ***** | \$\$\$ |

Prices are falling rapidly as demand weakens. The harvesting transition to the Arizona-California desert region is complete. Quality is strong; weights remain low but are increasing daily. MFC Premium Green Leaf is available.



honeydew

| REGION | SUPPLIES | QUALITY | PRICE |
|----------|----------|---------|--------|
| MEX/AZ | /// | ***** | \$\$\$ |
| OFFSHORE | /// | ***** | \$\$\$ |

The Arizona/California desert season has ended. Offshore Central American shipments have begun arriving into the U.S. Packer label melons will ship for the import season. Expect high markets.



iceberg

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ-CA, USA | /// | ***** | \$\$\$ |

Prices are easing. The harvesting move to the Arizona-California desert region is complete. Quality is strong; weights remain low but are increasing daily. MFC Premium Iceberg Lettuce is available; MBA is being substituted as needed.



lemons

| REGION | SUPPLIES | QUALITY | PRICE |
|----------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |
| OFFSHORE | /// | ***** | \$\$\$ |

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



limes

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

Prices are weak. Small sizes are increasing; growers are seeing a more even distribution of sizes. Mexican stocks are abundant. Quality ranges from fair to good; stolar, scarring, blanching, and decay are occasional industry problems. MFC and ESS Limes are available.



onions

| REGION | SUPPLIES | QUALITY | PRICE |
|----------|----------|---------|--------|
| CO, USA | /// | ***** | \$\$\$ |
| MI, USA | /// | ***** | \$\$\$ |
| NY, USA | /// | ***** | \$\$\$ |
| PNW, USA | /// | ***** | \$\$\$ |
| UT, USA | /// | ***** | \$\$\$ |

Markets are stable. Medium and jumbo sizes dominate current supplies. White jumbos are snug. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

| REGION | SUPPLIES | QUALITY | PRICE |
|----------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| FL, USA | /// | ***** | \$\$\$ |
| OFFSHORE | /// | ***** | \$\$\$ |

Prices are fairly steady. New crop California Navel stocks are increasing. The Cara Cara orange season has begun in a limited manner; supplies will ship through late April. MFC and ESS Navel Oranges are available.



pears

| REGION | SUPPLIES | QUALITY | PRICE |
|----------|----------|---------|--------|
| PNW, USA | /// | ***** | \$\$\$ |

Pacific Northwest markets are elevated; volume is low. Lower overall yields are forecast for this season; the crop is dominated by large sizes. Quality is excellent.

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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 | /// | ***** | \$\$\$ |



raspberries

The market is level. Supplies are adequate in Central Mexico. 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, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |



red/yellow potatoes

Expect higher markets for yellow potatoes; demand will remain strong through the year. Prices for red stocks are steady. MFC Red and Yellow Potatoes are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| ID, USA | /// | ***** | \$\$\$ |
| MI, USA | /// | ***** | \$\$\$ |
| ND, USA | /// | ***** | \$\$\$ |
| WI, USA | /// | ***** | \$\$\$ |



romaine

Prices are falling rapidly as demand weakens. The harvesting transition to the Arizona-California desert region is complete. Quality is strong; weights remain low but are increasing daily. MFC Premium Romaine is available.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ-CA, USA | /// | ***** | \$\$\$ |



potatoes

Idaho prices are stable; Washington and Colorado markets are slightly higher. Strong holiday demand will keep freight rates elevated through the end of the year. MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes dominate storage stocks. Burbank yields will increase this month.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CO, USA | /// | ***** | \$\$\$ |
| ID, USA | /// | ***** | \$\$\$ |
| WA, USA | /// | ***** | \$\$\$ |



salads & blends

Growers have completed the iceberg and romaine harvesting move to the Arizona-California desert region. Supplies are increasing. Markon's Quality Assurance team will move south with production and continue monitoring supplies.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ-CA, USA | /// | ***** | \$\$\$ |

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spring mix

Prices are strong. Growers have moved to the Arizona-California desert growing region. Quality is improving, but increased discoloration, mechanical damage, wind burn, insect damage, and early breakdown are occasional issues. RSS Arugula, Spinach, and Spring Mix are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ-CA, USA | /// | ***** | \$\$\$ |



tomatoes

Roma and round tomato supplies are snug; markets are expected to remain elevated over the next month. East Coast production is extremely limited. Mexican stocks are tight in Baja and Central Mexico due to cool fall weather. Cherry and grape varieties are also scarce. MFC Tomatoes are available.

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



squash

The market is elevated. Volume is low in the Mexican region of Sonora; new crop harvesting is increasing in Sinaloa. The Georgia season will wind down by next week. Florida yields are on the rise. Expect prices to start easing in a week or two, once supply meets demand. MFC Yellow Squash and Zucchini are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| EAST COAST | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |



tree fruit

California nectarines, peaches, and plums will not be harvested until next year. The offshore season will begin in mid-January.

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



strawberries

Prices will climb. Recent rain is delaying California harvests. Stocks are tight in all regions. MFC Strawberries are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |



watermelon

Prices remain high. West Coast demand is strong; recent hurricanes damaged the majority of Florida crops. Quality is good.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| 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.



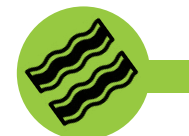
CHEF
JP PATRICK
MARKON MEMBER CHEF

Q With all the traditionally heavy ingredients coming into play on winter menus, citrus can add brightness and flavor contrast. How do you suggest chefs do this?

A I like to use both citrus juices and zests to add acidic balance and bright flavors to vinaigrettes, sauces, and marinades to lighten traditionally heavier winter foods.



Think roasted pork shoulder glazed with blood orange & ginger served with sautéed MFC Carrots.



Roast RSS Brussels Sprout Halves and parsnips; finish with a preserved lemon-herb vinaigrette.

TIPS FOR SERVING RSS HERITAGE BLEND



- 1.** RSS Heritage Blend is a sophisticated combination of colorful lettuces that can withstand hearty toppings like meats, nuts, and seafood.
- 2.** The blend includes firm, yet toothsome Lolla Rosa, Red Flash, Red Oak, Red Leaf, Green Oak, and Bally Hoo Tango lettuces.
- 3.** Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan and top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.



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.

Lemon Shrimp Scampi

Succulent shrimp get a punch of flavor from grilled lemons and herbaceous pesto sauce. Great as a sharable appetizer or a single entrée.

- 16 Large shrimp, peeled and cleaned
- 1 T Pesto sauce
- 1 T RSS Lemon Juice
- 1 MFC Lemon, sliced and grilled
- Micro-basil, to garnish (optional)

Toss shrimp with pesto and lemon juice. Arrange in small cast iron skillet and cook until pink and starting to brown (use broiler for top browning).

Garnish with grilled lemons and micro-basil; serve hot.



Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this crisp salad.