



FRESH CROP REPORT

WEEK OF DECEMBER 15, 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

GRAPES

Expect prices to continue climbing as the California season winds down. Offshore delays are being reported; expect tight supplies through December.

LETTUCE ICE

The Arizona/California desert growing region is experiencing the coldest weather of the season, causing significant lettuce ice in green leaf, iceberg, and romaine heads. Short-term challenges include dehydration, harvesting delays, and stalled plant growth. Long-term issues, such as discoloration, epidermal blister/peel, low weights, and shortened shelf-life, are possible.

LIMES

Prices will inch up through the end of the year. Stocks are limited due to this fall's active hurricane season.



SQUASH

- Prices are falling.
- Supplies have increased in Florida and mainland Mexico.

BELL PEPPERS

- East Coast green bell pepper growers are transitioning to Southern Florida. West Coast growers are moving to Mexico.
- California red bell pepper supplies are tightening; production will transition to Mexico soon.

MELONS

- The Central American melon season is off to a slow start due to recent tropical storms.
- Markets are rising.

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apples

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

The market is level. The Michigan Golden Delicious season has ended; Washington supplies are readily available. Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are on the market. Quality is very good.



asparagus

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

Prices are starting to inch up; Mexican yields will decrease through the end of the year. Quality is suffering: feathering tips have been reported. Peruvian imports are sufficient. MFC Asparagus is available.



avocados

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

Prices are stable; all sizes are readily available. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.



bell peppers green/red

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

Expect slightly higher markets over the next two weeks as harvesting is moving to new crop regions. East Coast green bell pepper growers are transitioning to Southern Florida. West Coast growers are moving to Mexico. California red bell pepper supplies are tightening due to cold weather; production will transition to Mexico soon. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are unchanged. The California season is ending; Mexico is the main growing region. Quality will improve as the season progresses.



blueberries

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

The market is weak. Mexican supplies are abundant. Chilean and Peruvian shipments are arriving into U.S. ports. Quality is very good; berries are plump and sweet.

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broccoli

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

Domestic prices are high; stocks are limited. Cold weather in the Arizona-California desert region is inhibiting growth. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as needed.



cantaloupe

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

Markets are rising. The Central American melon season is off to a slow start due to recent tropical storms. The domestic season has ended; packer-label fruit will be shipped.



cauliflower

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

High prices persist as low Arizona and California temperatures are keeping supplies snug. ESS Cauliflower is sporadic; packer label will be shipped as necessary. Quality is average in both areas, but size is skewed towards small heads.



celery

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

Strong demand has begun pushing up West Coast markets; expect diminishing supplies through the end of the year. Yuma growers will harvest a short season in January/February followed by Florida. Quality is very good in all areas; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are unchanged. Yields are sufficient out of mainland Mexico. Florida stocks will remain tight another week. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Weak demand is preventing any market spikes; supply levels are average. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Expect prices to continue climbing as the California season winds down. Offshore delays are being reported; expect tight supplies through December. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Although the Arizona/California desert growing region is experiencing the coldest weather of the season, causing significant lettuce ice, overall supplies are ample and markets are low. Short-term challenges include dehydration, harvesting delays, and stalled plant growth. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) will be substituted as needed.



honeydew

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

Prices are rising. The Central American melon season is off to a slow start due to recent tropical storms. The domestic season has ended; packer-label fruit will be shipped.



iceberg

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

Markets are steady to slightly lower at moderate levels, despite low temperatures in the Arizona-California desert region that are causing lettuce ice. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as needed.



lemons

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

Prices are stable to slightly lower. Domestic stocks are ample; 165- through 235-count sizes dominate the crop. MFC and ESS Lemons are available.



limes

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

Markets will inch up through the end of the year. Stocks are limited due to this fall's active hurricane season. Current harvests are dominated by large, 110- through 150-count supplies. Small, 200- to 230-count fruit is extremely scarce. MFC and ESS Limes are available.



onions

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

Prices are level. Available supplies are dominated by medium and jumbo sizes. White jumbos are snug. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

The domestic market is unchanged. California Navel stocks are sufficient. The Cara Cara orange season is also underway; fruit will ship through late April. Overall quality is very good. MFC and ESS Navel Oranges are available.



pears

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

Pacific Northwest prices are elevated; growers expect tight supplies for the whole season; the crop is dominated by large sizes. Quality is excellent.

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pineapples

Prices are unchanged; yields are average. 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

Yellow potato markets are high; demand will remain strong through the year. Red potato prices are steady. Quality is very good. MFC Red and Yellow Potatoes are available.

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



potatoes

Prices are stable despite strong holiday demand. Large sizes are tight in Washington. MFC Norkotah Potatoes are available.

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



raspberries

The market is level; supplies are sufficient. Size is dominated by medium berries. Quality ranges from fair to good; issues include leaky fruit with light crumbling (individual cells separate from the berry).

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



romaine

Although the Arizona/California desert growing region is experiencing the coldest weather of the season, causing significant lettuce ice, overall supplies are ample and prices are steady. Short-term challenges include dehydration, harvesting delays, and stalled plant growth. MFC Premium Romaine is sporadic; MBA will be substituted as needed.

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



salads & blends

Growers are reporting extremely low temperatures in the Arizona-California desert region, but stocks are abundant and meeting demand. Markon's Quality Assurance team is monitoring supplies for the best quality and highest weights.

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

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spring mix

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

Prices are level. No major defects have been observed but there may be increased presence of purple shading, wilting, and dehydration in the coming days following cold weather in the Arizona-California desert region. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

Roma, round, cherry, and grape tomato stocks are limited; high markets will persist through the end of the year. East Coast supplies are extremely tight due to past hurricanes. Mexican supplies are extremely snug in Baja and Central Mexico due to low fall temperatures. MFC Tomatoes are available.



squash

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

Markets are falling; demand is weak. Supplies have increased in Florida and mainland Mexico. Quality ranges from good to very good. MFC Yellow Squash and Zucchini are available.



tree fruit

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

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



strawberries

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

Prices are up. In California, Santa Maria supplies are minimal as this season is past its peak and rain has damaged crops. Oxnard berries have fared much better but this season is also winding down. Mexican stocks are ramping up; higher volume is forecast for next week. The Florida season has started in a limited manner; cold weather is inhibiting growth and keeping yields low. MFC Strawberries are available.



watermelon

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

High prices persist. Yields are low in all growing regions. Offshore shipments are not arriving in the U.S. yet. Quality is fair; color is light and sugar levels are low.

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



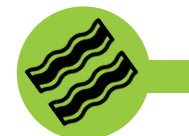
CHEF
JP PATRICK
MARKON MEMBER CHEF

Q Tell me about the festive beverages you like to serve during the December and January holidays. How do you incorporate fresh juices and produce?

A ← Here are few of my favorite combos: Cranberry rosemary gin gizz; cranberry juice, rosemary simple syrup, gin, and soda water. Garnish with fresh rosemary.

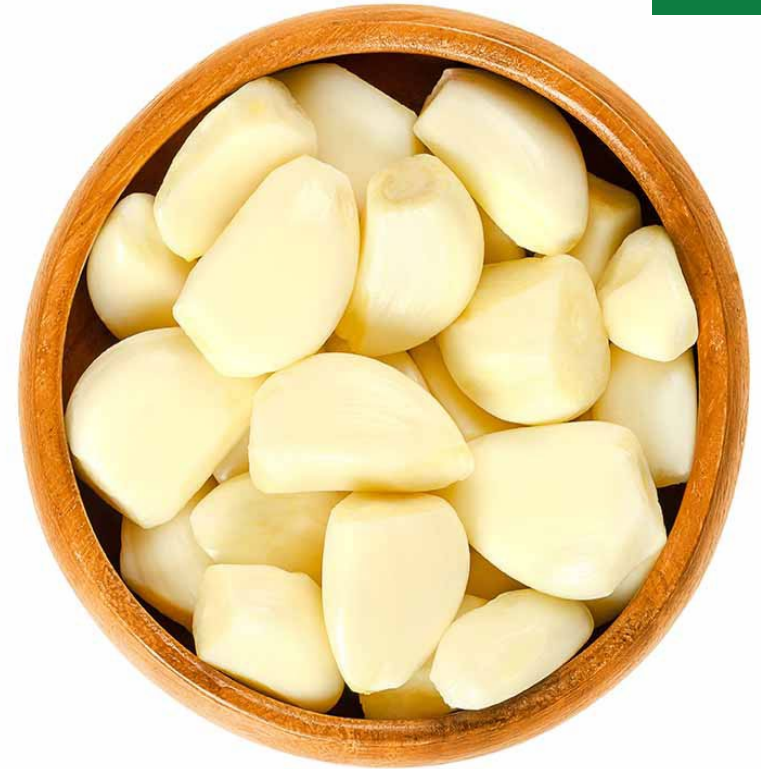


Hot mulled wine: red wine simmered with fresh citrus, cinnamon, and cloves. Garnish with fresh citrus. Blood Orange is beautiful in this drink!



Fresh grapefruit and ginger paloma: I like to add different citrus supremes as a garnish for color and flavor.

TIPS FOR SERVING RSS PEELED GARLIC



- 1.** Make kimchi by pickling RSS Green Cabbage with RSS Sliced Onions, RSS Peeled Garlic, RSS Washed & Trimmed Green Onions, ginger, and cayenne.
- 2.** Blend buttermilk, Worcestershire sauce, mayonnaise, chives, blue cheese, RSS Peeled Garlic, and RSS Lemon Juice; use to dress green or fruit salads.
- 3.** Combine sliced MFC Cucumbers, chopped RSS Peeled Garlic, MFC Baby Dill, and plain yogurt; serve with pita bread.

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.

Lamb Shanks with Mashed Potato and Celeriac

Unctuous lamb pairs divinely with the mellow flavor of mashed potato and the licorice-like bite of celeriac.

- 1/4 C Canola oil
- 1 C RSS Diced Yellow Onions
- 1 C MFC Mushrooms, diced
- 2 T RSS Peeled Garlic, minced
- 3 MFC Bay Leaves
- 1 tsp. Kosher salt & 1/4 tsp. black pepper
- 4 Lamb shanks
- 2 C Red wine
- 3 C Lamb or beef stock
- 1 lb. MFC Potatoes, peeled and boiled until tender
- 1/2 lb. Celeriac, peeled and boiled until tender
- 1/4 C Unsalted butter
- 1/2 C Buttermilk
- 1 tsp. Kosher salt & 1/4 tsp. black pepper
- 1/4 C Roasted garlic, mashed

Preheat oven to 325° F. Sauté onions, mushrooms, and garlic in oil until browned. Season lamb shanks with salt and pepper and add to same pot; brown. Add onion mixture and bay leaves to pot; heat five minutes with shanks. Deglaze with wine. When most of the wine has cooked off, add one cup of stock and place in oven. Cook for one hour, then add more stock (being sure pot is never dry). Cook another hour; add final cup of stock. Simmer until meat is tender. Add boiled potatoes, celeriac, butter, buttermilk, salt, pepper, and roasted garlic to large mixer. Beat until smooth. Serve one lamb shank per person over dollop of mashed potato/celeriac.



These little umami bombs can be served as a side dish to meats or added into dishes as varied as fried rice, burgers, grain bowls, and green salads.

