



FRESH CROP REPORT

WEEK OF DECEMBER 8, 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

CARA CARA ORANGES

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

GREEN BELL PEPPERS

Mexican yields are increasing; however, low evening temperatures have pushed back scheduled start dates for some growers. High markets are expected to decrease slightly over the next week once production is fully established in Mexico.

STRAWBERRIES

Prices are steady to slightly higher. California's Santa Maria season is past its peak; harvests will continue for the next two weeks. Volume is up in Oxnard, California. Production is ramping up in Florida and Mexico.

MELONS

- The Arizona and California desert seasons have ended. MFC Cantaloupe and Honeydew Melons will not be available until the next domestic season.
- Offshore melons are arriving into ports on both coasts; packer-label fruit will be shipped.

BROCCOLI

- Domestic markets are elevated amid tight supplies.
- Expect prices to start inching down as desert region volume increases.

LIMES

- Prices are rising.
- Demand is strengthening while volume is falling.

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apples

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

Prices are steady. The Michigan Golden Delicious season is ending; Washington stocks are adequate. Storage crop Washington 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	///	*****	\$\$\$

Mild weather has helped keep production going past the season's peak in Mexico. Availability of large sizes remains low. Quality is fair; elevated levels of seeder/feathered tips are being reported. Prices are expected to get active as supplies decrease through the end of the year. Peruvian imports are sufficient. MFC Asparagus is available.



avocados

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

The market is level; growers are seeing a more even distribution of sizes. Quality is very good. 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	///	*****	\$\$\$

Mexican yields are increasing; however, low evening temperatures have pushed back scheduled start dates for some growers. High markets are expected to decrease slightly over the next week once production is fully established in Mexico. Red bells will be harvested in California's desert region through this month. Markon MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is holding steady. California supplies are decreasing; Mexico is the main growing region at this time. Quality is fair but will improve as the season progresses.



blueberries

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

Prices are low. Mexican stocks are plentiful. Chilean and Peruvian shipments are also on the market. Quality is very good; berries are plump and sweet.

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broccoli

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

Domestic markets are elevated amid tight supplies. Expect prices to start inching down as volume increases in 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	///	*****	\$\$\$

Prices are high but should ease starting next week as more offshore shipments arrive in the U.S. The domestic season has ended; packer-label fruit will be shipped.



cauliflower

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

Expect markets to remain elevated this week, then ease over the next two weeks. The Salinas season has ended. Harvesting is ramping up in Yuma, Arizona and Holtville, California; however, supplies are tight. ESS Cauliflower will start shipping later this week. Quality is good in both regions, but size is skewed towards small heads.



celery

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

The market is inching up a bit; strong demand will persist 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are fairly steady. Stocks are sufficient out of mainland Mexico. Florida supplies will remain snug for another week or two. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is up slightly but remains low overall. Demand is weak; supplies are adequate. MFC and ESS Cucumbers are available.



grapes

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

Prices are elevated; yields are low. The California season is over; growers are shipping out of storage. The offshore Peruvian/Chilean season will begin next week. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

The market is inching down as supplies increase out of the Arizona-California desert region. Quality is strong; weights are increasing. MFC Premium Green Leaf is available.



honeydew

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

Prices are high but should ease starting next week as more offshore shipments arrive in the U.S.; small sizes are tight. The domestic season has ended; packer-label fruit will be shipped.



iceberg

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

Supplies will continue to ramp up in the Arizona-California desert region, keeping markets steady to slightly lower through the end of the year. Quality is very good; head weights are increasing. MFC Premium Iceberg Lettuce is available; MBA is being substituted as needed.



lemons

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

Prices are steady to slightly lower. Domestic supplies are plentiful; 165-through 235-count sizes are most prevalent. MFC and ESS Lemons are available.



limes

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

Markets are rising; demand is strengthening while volume is falling. Current harvests are dominated by large, 110- through 150-count stocks. Small, 200- to 230-count fruit is extremely limited and commanding higher prices. Growers expect tight supplies in late December/early January following excessive rain in Mexico during hurricane season. MFC and ESS Limes are available.



onions

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

Prices are unchanged. Medium and jumbo sizes are most abundant. White jumbos are scarce. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

The domestic market is level. California Navel supplies are adequate. The Cara Cara orange season is also underway; supplies will ship through late April. MFC and ESS Navel Oranges are available.



pears

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

Pacific Northwest prices remain high; growers expect lower overall yields for the whole season; the crop is dominated by large fruit. Quality is excellent.

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pineapples

The market is 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	///	*****	\$\$\$



raspberries

Prices are steady. Central Mexico's weather has improved, increasing stocks. 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$



red/yellow potatoes

Yellow potato prices are up; demand will remain strong through the year. The red potato market is unchanged. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

The market is inching down as supplies increase out of the Arizona-California desert region. Quality is good, though many heads have yet to develop a fully cupped/mature appearance. Florida production has begun in a limited manner. Quality is strong; weights are increasing. MFC Premium Romaine is available.

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



potatoes

Idaho markets are level; Washington and Colorado prices are rising. 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 are most abundant. Burbank supplies are increasing.

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



salads & blends

Prices have stabilized. Volume is rising in the Arizona-California desert region. Markon's Quality Assurance team is monitoring supplies for the best quality and highest weights.

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

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spring mix

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

The market has leveled. The Arizona-California desert season is underway. Recent cold weather has slowed growth, but quality is improving. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

Roma, round, cherry, and grape tomato supplies are snug; prices are expected to remain elevated over the next month. East Coast production is extremely limited due to past hurricanes. Mexican stocks are tight in Baja and Central Mexico due to cool fall weather. MFC Tomatoes are available.



squash

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

Prices are inching down; demand is weak. Supplies are increasing in the Mexican region of Sinaloa. Florida stocks are sufficient. MFC Yellow Squash and Zucchini are available.



tree fruit

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

Prices are steady to slightly higher. California's Santa Maria season is past its peak; harvests will continue for the next two weeks. Volume is up in Oxnard, California. Production is ramping up in Florida and Mexico. MFC Strawberries are available.



watermelon

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

The market is skyrocketing. Volume is near the bottom in all growing regions. Offshore melons are not on the market yet. Quality is fair at best; 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

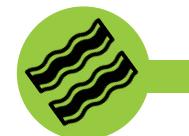
December holidays are a time of true celebration. What are some of your favorite appetizers for these special meals?

A

I have a big roster for holiday appetizers, but these are my favorites:



Roasted sweet potato rounds with maple pecan streusel and whipped goat cheese.



Roasted beet hummus with vegetable crudité or caramelized onion, butternut squash, and apple flatbread with Brie cheese.

TIPS FOR SERVING MFC LEMONS



- 1.** The vibrant flavors of MFC Lemons brighten up winter menus. Think poultry dishes, seafood, and desserts.
- 2.** Add balance to salad vinaigrettes, glazes, and sauces with the juice and zest of MFC Lemons.
- 3.** Lighten recipes for berry scones, risotto, pancakes, French toast, cocktails, and pork with MFC Lemons.

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.

Grilled Octopus, Baby Artichokes, and Preserved Lemons

Visually stunning with global flavors, this on-trend dish also can be made with scallops or shrimp.

- | | |
|----------|--|
| 1 lb. | Octopus, cleaned |
| 1 C | White wine |
| 3 cloves | RSS Peeled Garlic, smashed |
| 2 | MFC Lemons, quartered |
| 6 | Baby artichokes, cleaned, halved, and steamed until tender |
| | Olive oil for frying |
| 1/2 C | Preserved lemon |
| 2 C | Frisée lettuce |
| 1/3 C | Lemon-avocado oil |
| | Kosher salt and freshly cracked black pepper, to taste |
| | Harissa sauce (optional) |

Simmer octopus in white wine, garlic, one chopped lemon, and enough water to cover for approximately one hour (or until tender). Drain and cool. Brush with one tablespoon of lemon-avocado oil and grill until slightly charred (four minutes per side). Slice and reserve. Fry artichoke halves in batches in hot oil; drain. Squeeze one lemon over artichokes and season with salt and pepper.

Arrange equal portions of octopus, artichokes, preserved lemon, and frisée on plates; drizzle with remaining lemon-avocado oil. Garnish with Harissa sauce (optional).



Give cranberries tang and zest with blood oranges and fresh fennel; simmer until thick and serve with poultry or game.

