



FRESH CROP REPORT

WEEK OF SEPTEMBER 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

ASPARAGUS

High prices persist amid tight supplies and transitioning growing regions. While markets for all sizes are elevated, small, standard, and large sizes are sufficiently supplied while jumbo and extra-large sizes are extremely limited.

ONIONS

Red and yellow onion markets are rising as growers shift gears and direct harvested product to storage facilities, tightening fresh-run stocks. High-quality storage onions with solid skin sets are expected to start shipping in the next two to three weeks.

MIXED BERRIES

Blueberry, blackberry, and raspberry supplies will remain limited through early October; prices are elevated.



CAULIFLOWER

- Markets are declining rapidly this week as supplies increase.
- Yields are on track for the current season; favorable weather will aid growth.

LIMES

- Prices are skyrocketing.
- Hot, humid weather and steady rains in Veracruz, Mexico are impacting quality, leading to lower yields.

CHIPPING POTATOES

- New crop chipping potatoes are available in Idaho and Washington.
- The market is elevated due to strong demand.

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apples

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

New crop Washington Gala, Fuji, and Red Delicious supplies are now on the market. Granny Smith production will start next week. Michigan new crop Fuji and Red Delicious stocks will start shipping by the end of the month. Quality is excellent. MFC Apples are available.



asparagus

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

High prices persist amid tight supplies and transitioning growing regions. While markets for all sizes are elevated, small, standard, and large sizes are sufficiently supplied while jumbo and extra-large sizes are extremely limited. MFC Asparagus is available.



avocados

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

Yields are increasing in Mexico. Prices for large sizes (32- to 48-count supplies) are inching down. The small-size market (60- to 70-count stocks) has fallen to average levels. 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	///	*****	\$\$\$

The market is level. West Coast stocks are available out of the Hollister, Oxnard, and Arroyo Grande regions but the seasons are past peak volume. East Coast growers are shipping from Michigan, New Jersey, New York, and Ohio. The North Carolina season will begin in a week or two. Prices will start creeping up later this month. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is elevated; supplies will remain limited through early October. California supplies are insufficient. Growers will begin shipping out of Central Mexico in early October. The Pacific Northwest season is ending. Quality is fair; soft skins and red cells have been reported.



blueberries

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

Expect rising prices for the next month. Mexican supplies are not meeting demand. The Pacific Northwest season is wrapping up. Offshore shipments will increase by late September. Quality is good.

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broccoli

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

Markets have stabilized. California growers report a patchwork of quality with sporadic occurrences of hollow core, insect pressure, and yellowing/brown bead. Prices should remain steady or even soften later this month due to additional acreage coming online throughout September. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as necessary.



cantaloupe

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

The market is fairly steady but will firm up again in a few weeks prior to the harvesting transition to the Arizona-California desert region. Expect volume to fall while the San Joaquin Valley season winds down. Quality is very good. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Markets are declining rapidly this week as supplies increase. Yields are on track for the current season; favorable weather will aid growth. Quality is good; fields affected by insect pressure are being avoided and disked to reduce the spread to healthier fields. ESS Cauliflower is available.



celery

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

Markets are fairly steady at depressed levels. Salinas supplies are ample. Santa Maria production will continue year-round. The Michigan season is in full swing. Quality is very good in all regions with minimal disease pressure. MFC Celery is available.



chile peppers

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

Markets are a bit higher, but a stable fall and winter are forecast. Quality is very good. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are level. Baja stocks are average. The East Coast and Michigan regional seasons are winding down. Quality is very good: skins are deep green and smooth. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless prices are stable; volume is high. Quality is very good. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Markets are level. Supplies are sufficient but are expected to decrease in the coming weeks as the Salinas Valley season winds down. Defects are being trimmed at harvest. Seeder is being reported in some lots following extended warm weather. MFC Premium Green Leaf is available.



honeydew

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

Prices are fairly steady but will firm up again in a few weeks prior to the harvesting transition to the Arizona-California desert region. Expect volume to fall while the San Joaquin Valley season winds down. Quality is very good. Domestic MFC Cantaloupe Melons are available.



iceberg

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

Markets are stable. Salinas yields are currently higher compared to prior weeks, but will diminish as the season wraps up. Mildew and disease pressure are being found more frequently in some lots. MFC Premium Iceberg Lettuce is available.



lemons

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

Prices are high, particularly for 165- through 235-count fruit; demand is strong and supplies are tight. Quality is down industrywide due to high temperatures. Offshore and Mexican stocks will supplement shortages. MFC and ESS Lemons are available.



limes

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

Markets are skyrocketing. Hot, humid weather and steady rains in Veracruz, Mexico are impacting quality and lowering yields. Colombian fruit is limited following trucking strikes and strong European demand. MFC and ESS Limes are available.



onions

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

Red and yellow onion prices are rising as growers shift gears and direct harvested product to storage facilities, tightening fresh-run stocks. High-quality storage onions with solid skin sets are expected to start shipping in the next two to three weeks. MFC and ESS Red and Yellow Onions are available.



oranges

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

California's available Valencia supply continues to diminish; several major growers have already ended their season, and more will end over the next few weeks. California will experience a supply gap in October that will last until the Navel season begins in late October/early November. MFC and ESS Valencia Oranges are available.



pears

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

Prices are elevated. The California pear season will run through October. New crop Washington MFC Bartlett Pears are on the market; the D'Anjou variety will start shipping in early November.

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pineapples

The market will remain elevated for several more weeks, especially prices for five- and six-count supplies. Seven- and eight-count supplies are more readily available. Crownless fruit is extremely tight as most shipments are crowned pineapples. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are rising. The season in Baja, Mexico is ending; growers will begin shipping out of Central Mexico in early October. Quality is fair.

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



red/yellow potatoes

Prices are low. New crop, fresh-run MFC Red and Yellow Potatoes are available in Idaho, Wisconsin, and Minnesota. Fresh-run quality is excellent; skinning and excess moisture will be observed. No. 2 supplies will increase once potatoes are shipped out of storage. The North Dakota season will start in early October while the Michigan season will begin in early November.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MN	///	*****	\$\$\$
WI	///	*****	\$\$\$



romaine

Markets are fairly steady at moderate levels. Yields are lower than in prior weeks as the Salinas Valley starts to wind down for the season. Fringe burn and disease pressure are present in some lots. MFC Premium Romaine is available.

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



potatoes

The market for 40- to 70-count supplies is soft. Prices for smaller cartons (80- to 100-count stocks) are higher due to limited availability. New crop, fresh-run MFC Norkotah Potatoes are available. Quality is excellent; light skinning and excess moisture will be observed until supplies go through the "sweat," a process that pushes out field heat and puts them in dormancy, preventing sprouting during the early months of storage. U.S. No. 2 yields are low due to the high quality of initial lots. The new crop Burbank season will begin in late October.

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



salads & blends

Prices are unchanged; the Salinas Valley iceberg and romaine seasons are beginning to wrap up. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

The market is level; The Salinas Valley season will run through October. Quality is good. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

The summer seasons in Michigan and Virginia are slowing down this week. North Carolina will be the main region in September; growers will transition south to Georgia during October. Supplies are sufficient in California and Baja, Mexico; some growers are doing some extra grading as high temperatures affected quality. Medium sizes are the most abundant. MFC Tomatoes are available.

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



squash

Prices are stable. West Coast production continues in Santa Maria, California, and Baja, Mexico. Mainland Mexico will resume harvests by late September/early October. The East Coast regional season is winding down. The last summer supplies are being shipped out of North Carolina. MFC Yellow Squash and Zucchini are available.

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



tree fruit

The market is elevated. The California stone fruit season is ending. Nectarine and peach harvests have ended. Plums will be on the market until early October.

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



strawberries

The market is steady. The Santa Maria and Watsonville, California seasons are wrapping up. Santa Maria's fall crop will begin next week. Quality is very good; fruit is plump, juicy, and deep red. MFC Strawberries are available.

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



watermelon

Prices are level; supply is meeting demand. The Mexican new crop season will begin in October. Quality ranges from good to very good.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
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
STEPHANE RENAUD
MARKON MEMBER CHEF

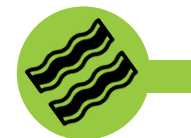
Q RSS Harvest Crisp Blend combines hearty kale leaves mixed with shredded broccoli, carrots, and radishes—perfect for fall salads. What do you use with this to build salads?

A

I love to use this blend of vegetables to make my taco slaw using boiled vinegar and sugar.



The cool thing with that blend is that it will not become saggy or dull. It stays crisp and tasty even when you pour over some vinaigrette.



This crunchy blend is fantastic to enhance your salads and give them vibrant colors and texture.

TIPS FOR SERVING ONIONS



- 1.** Caramelize onions and simmer in mushroom stock with thyme-cROUTONS; top with Gruyere cheese then broil top until bubbly.
- 2.** Add caramelized onions and braised short rib meat to grilled cheese sandwiches.
- 3.** Grill thickly sliced MFC Onions; serve on burgers, gourmet hot dogs, steaks, and pork chops.



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.

Blossomed Onions with Balsamic

As delicious in taste as they are beautiful in presentation, these blossomed onions are a healthier version of the fried favorite.

4 RSS Blooming Yellow Onions
3 T olive oil
1 T balsamic vinegar
1/2 tsp. salt
Edible petals (optional)

Slice one onion horizontally nearly in half (leaving onion connected). Repeat vertically, forming a cross. Slice twice more, forming an X so that onion has eight sections. Place onions on foil on a baking sheet. Combine oil and vinegar. Drizzle evenly over onions. Season with salt. Bake at 400 degrees for 25-30 minutes, or until onions are tender and flower shaped.

Optional: garnish with edible petals and balsamic vinaigrette.
One onion per serving.



These sweet potato rounds are topped with a variety of flavors and textures, making it a scrumptious bite.