



# FRESH CROP REPORT

WEEK OF NOVEMBER 24, 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

## STRAWBERRIES

Prices are rising. Supplies are not meeting demand in California's growing regions of Watsonville, Santa Maria, and Oxnard. Precipitation is forecast for this weekend, further reducing supplies limited and increasing markets.

## MELONS

The Arizona/California desert season is winding down ahead of the transition to offshore Central American fruit. The domestic MFC Cantaloupe and Honeydew season will end next week. Packer label melons will ship for the import season.

## TOMATOES

Demand for Roma and round tomatoes is shifting to Mexico due to the damage Hurricane Milton caused in Florida. Expect higher markets over the next month.



## CELERY

- The harvesting transition from Salinas to Oxnard, California is underway.
- Demand is strong for the holiday season, but markets are expected to remain fairly steady.

## AVOCADOS

- Large-size avocados are becoming limited as Mexico's current crop is dominated by small-size fruit.
- Expect an even distribution of sizes in early December.

## SQUASH

- Markets are escalating.
- Fall weather is tightening zucchini and yellow squash supplies.



# FRESH CROP REPORT

WEEK OF NOVEMBER 24, 2024



## apples

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

Granny Smith markets are up. 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	///	*****	\$\$\$

Strong holiday demand is driving up prices. Mexican yields will diminish through the end of the year. Quality is fair; feathered/spread tips and reduced shelf-life are industrywide problems. Supplies from Northern Peru will be shipped to prevent supply gaps. MFC Asparagus is available.



## avocados

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

Large-size avocados are becoming limited as Mexico's current crop is dominated by small-size fruit. Expect an even distribution of sizes in early December. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



## bell peppers green/red

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

Strong holiday demand is keeping prices elevated. East Coast volume is low. California's Coachella season is underway; stocks are increasing. Yields are beginning to increase in Central Mexico; the Sinaloa season is starting. The Canadian season has ended. Red bells remain limited. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Markets have stabilized. Supplies are increasing in Mexico. Quality is improving; berries are juicy and tangy-sweet.



## blueberries

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

Prices are steady. Mexican stocks are increasing. Peruvian shipments are back on schedule; Chilean shipments will start in December. Quality is very good; berries are plump and sweet.

# FRESH CROP REPORT



## broccoli

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

Strong holiday demand is keeping markets at high levels. Salinas production is wrapping up. The harvesting transition to the Arizona-California desert region will be complete later this 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	///	*****	\$\$\$

The Arizona/California desert season is winding down ahead of the transition to offshore Central American fruit. The domestic MFC Cantaloupe season will end next week. Packer label melons will ship for the import season. Offshore shipments will arrive in the U.S. from Guatemala over the next few weeks.



## cauliflower

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

Markets are up. Growers are moving from the Salinas Valley to the Arizona-California desert region this week. ESS Cauliflower is available; packer label is being substituted as needed.



## celery

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

The harvesting transition from Salinas to Oxnard, California is underway. Demand is strong for the holiday season but markets are expected to remain fairly steady. 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	///	*****	\$\$\$

Prices are stable. Stocks are increasing in Northern Mexico; quality is improving. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



## cucumbers

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

The market is fairly steady despite strong holiday demand. The Florida season is underway; volume is rising. Mexican supplies are sufficient. Quality is very good. MFC and ESS Cucumbers are available.



## grapes

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

Prices are elevated; stocks are tight. California grape harvesting has ended; growers are shipping out of storage. The offshore Peruvian/Chilean season will begin in early December. MFC and ESS Green and Red Seedless Grapes are available.

# FRESH CROP REPORT



**green leaf**

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

Markets are declining from elevated levels, as holiday demand subsides, and supplies increase in the Arizona and California desert regions. MFC Premium Green Leaf is available.



**honeydew**

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

The Arizona/California desert season is winding down ahead of the transition to offshore Central American fruit. The domestic MFC Cantaloupe and Honeydew season will end next week. Packer label melons will ship for the import season. Offshore shipments will arrive in the U.S. from Guatemala over the next few weeks.



**iceberg**

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

The market is starting to ease. While the first weeks of the desert season have been unseasonably cold, a slight warming trend into next week will help promote growth. MFC Premium Iceberg Lettuce is available; MBA is being substituted as needed.



**lemons**

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

Prices are stable. Domestic supply is meeting demand; 165- through 235-count sizes are abundant. MFC and ESS Lemons are available.



**limes**

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

Markets are near the bottom. Small sizes will start to become more plentiful over the next few weeks with good weather in the forecast. Mexican supplies are plentiful. Quality ranges from fair to good; stylar, scarring, blanching, and decay are issues. MFC and ESS Limes are available.



**onions**

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

Strong holiday demand is keeping red and yellow prices elevated. Medium and jumbo sizes are most plentiful. White jumbos are extremely tight. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



**oranges**

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

The market is stabilizing. New crop California Navel volume is rising. Large sizes (56- through 88-count fruit) are limited; smaller fruit is more readily available. MFC and ESS Navel Oranges are available.



**pears**

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

Pacific Northwest prices are climbing; supplies are extremely snug. Lower overall volume is forecast for this season; the crop is dominated by large sizes. Quality is excellent.

# FRESH CROP REPORT



## pineapples

The market is fairly steady; 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 stable. Yields are increasing in Central Mexico. Size is dominated by medium fruit. Quality is good; minor problems include leaky fruit with light crumbling (individual cells separate from the berry).

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



## red/yellow potatoes

Strong holiday demand is increasing prices for yellow stocks. The red market is level. MFC Red and Yellow Potatoes are available.

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



## romaine

Markets are declining from elevated levels, as holiday demand subsides, and supplies increase in the Arizona and California desert regions. MFC Premium Romaine is available.

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



## potatoes

Idaho markets are level; Washington and Colorado prices are up a bit. Strong holiday demand is increasing freight rates. MFC Norkotah Potatoes are available in Idaho and Washington. Large sizes dominate storage supplies. The Burbank season is underway; yields are low, but increasing.

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



## salads & blends

The iceberg and romaine harvesting transition to the Arizona-California desert region is complete. While the first weeks of the desert season have been unseasonably cold, a slight warming trend into next week will help promote growth. 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
AZ-CA	///	*****	\$\$\$

Prices remain high. Suppliers are moving to the Arizona-California desert growing region. Cold weather is keeping all tender leaf varieties extremely tight. 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	///	*****	\$\$\$

Demand for Roma and round tomatoes is shifting to Mexico due to the damage Hurricane Milton caused in Florida. Expect higher prices over the next month. MFC Tomatoes are available.



## squash

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

Prices are escalating. Production has slowed in the Mexican region of Sonora due to cold weather and lower yields. Early spot harvesting has begun farther south in Sinaloa; volume will build in early December. The Georgia season will end over the next two weeks. Florida production has started; stocks are increasing. Expect higher markets over the next two weeks. 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	///	*****	\$\$\$

Prices are rising. Supplies are not meeting demand in California's growing regions of Watsonville, Santa Maria, and Oxnard. Precipitation is forecast for this weekend, further reducing supplies and increasing markets. Early season volume is low in Mexico but supply should meet demand in two to three weeks. Florida production was delayed two to three weeks by recent hurricanes. Shipments are not expected to start until after Thanksgiving. MFC Strawberries are available.



## watermelon

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

The market is elevated. West Coast demand is strong; recent hurricanes damaged the majority of 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

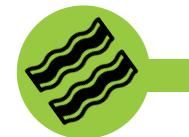
What's your favorite way to use Ready-Set-Serve Peeled Garlic on the menu?

# A

In as big a quantity as possible!



I like roasted garlic mashed potatoes for sure and you can't go wrong with a nice pot of bagna cauda.



I use copious amounts in just about everything but desserts!



# TIPS FOR SERVING POTATOES



- 1.** Mash MFC Potatoes with roasted RSS Peeled Garlic, cream, and butter—the perfect comfort side dish for the holidays.
- 2.** Layer thinly sliced MFC Potatoes, RSS Sliced Onions, and Bechamel sauce; top with shredded cheese, bake, and serve these au gratin squares with steak or chops.
- 3.** Offer top-your-own baked potatoes with a variety of add-ons like sour cream, MFC Chives, roasted RSS Peeled Garlic, fried RSS Peeled Shallots, RSS Green Onions, sautéed MFC Mushrooms, and more.



# 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.

## Stuffed Turkey with RSS Urban Blend

Great for the holidays or any cold-weather menu, this herbaceous turkey roll pairs well with sweet potatoes or yams.

- 1 T Olive oil
- ½ C RSS Diced Yellow Onions
- 1 T RSS Peeled Garlic, minced
- 1 T Zest of Markon First Crop Lemons
- 3 C RSS Urban Blend
- 2 C Cornbread, crumbled
- 2 lb. Turkey breast, deboned and pounded flat
- Salt and pepper, to taste

Preheat oven to 400° F. Heat oil in a large skillet. Add onions, garlic, and zest; saute until soft. Stir in RSS Urban Blend and cook until wilted (one to two more minutes). Put mixture in food processor along with cornbread and pulse until ground. Pat turkey dry; score the top with a knife. Season with salt and pepper. Spread RSS Urban Blend mixture over surface of turkey, leaving edges clear. Starting at the bottom, carefully roll the meat into a log-like form. Tuck the ends under and tie the roast with butcher's string. Brush all with any remaining oil from skillet and season with salt and pepper. Cook for 45 minutes or until thermometer reads 160 degrees F internally. Remove from heat and allow to rest for ten minutes. Slice and serve with mashed sweet potatoes or yams.



Easy to make and gorgeous in presentation, Hasselback potatoes are ideal for lunch and dinner menus.

