



FRESH CROP REPORT

WEEK OF DECEMBER 22, 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

SQUASH

Zucchini and yellow squash prices are dropping quickly due to abundant supplies and weak demand. New crop harvesting is now established in South Florida and Sinaloa, Mexico.

BROCCOLI

Supplies are widely available, but demand is strengthening; markets are steady at slightly above-average levels.

MELONS

Central American melon supplies are extremely limited following the effects of Tropical Storm Sara. Prices are rising; demand exceeds supply.

GREEN LEAF, ICEBERG, & ROMAINE

- Lettuces and leafy greens including value-added items are demonstrating great quality and high yields due to ideal weather in November and December.
- Prices are low.

LIMES

- Production will be minimal next week as harvesting crews take time off in observation of the Christmas holiday.
- Expect markets to inch up over the next two to three weeks.

CUCUMBERS

- Prices are low due to decreased demand and ample supplies.
- Volume is high in Sinaloa, Mexico and stocks are increasing in South Florida.

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apples

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

Prices are unchanged. The Michigan Golden Delicious season is over; Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good.



asparagus

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

Markets are elevated and poised to climb further. Quality is typical of late season crops, with elevated levels of seeder/feathered tips. Large sizes are snug. Mexican production is minimal; the new crop Mexicali season may be delayed by cold weather. Peruvian volume is helping to weaken demand for Mexican supplies but a looming container shortage could limit imported supplies. MFC Asparagus is available.



avocados

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

The market is level; 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	///	*****	\$\$\$

Green bell prices are up. The California season has ended, while the transition to Mexican supplies has been slow due to previous poor weather. Stocks are adequate in Southern Florida. California red bell pepper supplies are snug. More consistent volume is forecast after the holidays. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is level. The California season has ended; fruit will be sourced through Mexico for the winter. Quality is average and will improve as the season progresses.



blueberries

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

Prices are low. Mexican berry volume is high. Chilean and Peruvian shipments are arriving into U.S. ports. Quality is very good; berries are plump and sweet.

FRESH CROP REPORT



broccoli

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

Supplies are widely available, but demand is strengthening; markets are steady at slightly above-average levels. MFC Broccoli Crowns are sporadic; Markon Best Available and packer label supplies will be substituted as necessary.



cantaloupe

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

Prices are rising; demand exceeds supply. Central American melon supplies are extremely limited following the effects of Tropical Storm Sara. The domestic season has ended; packer-label fruit is being shipped.



cauliflower

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

Markets are elevated; overall stocks are tight yet should increase as warm weather is forecast this week. ESS Cauliflower is sporadic; packer label will be shipped as needed. Quality is good, but head size is small.



celery

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

Expect active prices through the end of the year due to strong holiday demand. Yuma growers will harvest a short season in January/February. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Markets are stable. Volume is average out of mainland Mexico. Florida supplies are erratic due to the effects of past hurricanes. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are low due to decreased demand and ample supplies. Volume is high in Sinaloa, Mexico and stocks are increasing in South Florida. Quality is very good. Honduran imports will start entering Florida in late December. MFC and ESS Cucumbers are available.



grapes

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

The California season is ending; the market is elevated. Offshore delays are being reported; expect limited stocks for the next two weeks. MFC and ESS Green and Red Seedless Grapes are available.

FRESH CROP REPORT



green leaf

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

Prices are low; supplies are abundant in the Arizona-California desert growing region. Quality has improved due to warmer weather. MFC Premium Green Leaf is available.



honeydew

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

Markets are climbing; demand exceeds supply. Central American melon supplies are extremely limited following the effects of Tropical Storm Sara. The domestic season has ended; packer-label fruit is being shipped.



iceberg

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

Prices have eased in the Arizona-California desert. Quality has improved; warmer weather has increased growth and head weights. MFC Premium Iceberg Lettuce is available.



lemons

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

The market is fairly steady. 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	///	*****	\$\$\$

Prices are rising as volume declines. Production will be minimal next week as harvesting crews take time off in observation of the Christmas holiday. Supplies are dominated by large, 110- through 150-count supplies. Small, 200- to 250-count fruit is extremely limited. This week's rain may lead to increased percentages of oil spotting, scarring, and stylar. MFC and ESS Limes are available.



onions

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

The market is unchanged. Available supplies are dominated by medium and jumbo sizes. White jumbos are limited. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are low for small sizes and elevated for large fruit. Growers are shipping out of Arizona, California, Florida, and Mexico. Overall quality is very good. MFC and ESS Navel Oranges are available.



pears

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

Pacific Northwest markets are high. Growers expect low volume for the whole season; the crop is dominated by large sizes. Quality is excellent.

FRESH CROP REPORT



pineapples

The market is level; 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

Prices are stable; stocks are adequate. 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	///	*****	\$\$\$
MEX	///	*****	\$\$\$



red/yellow potatoes

Yellow and Red B prices are up; demand will remain strong through the year. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Markets are low; supplies are abundant in the Arizona/California desert growing region. Quality has improved due to warmer weather. MFC Premium Romaine is available.

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



potatoes

Although holiday demand is strong, the market is fairly steady. Large sizes are limited in Washington. MFC Burbank and Norkotah Potatoes are available.

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



salads & blends

Higher temperatures in the Arizona-California desert region has aided growth and increased stocks. Quality is very good. Markon's Quality Assurance team is monitoring supplies for the best quality and highest weights.

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

FRESH CROP REPORT



spring mix

The market is steady. Supplies have increased and quality has improved in the Arizona-California desert region due to higher temperatures. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Prices are escalating. East Coast stocks are scarce. The seasons in Baja and Central Mexico are winding down; quality issues are increasing. Production is just getting started in Sinaloa; supplies will increase in another 10-14 days. MFC Tomatoes are available.

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



squash

Zucchini and yellow squash prices are dropping quickly due to abundant supplies and weak demand. New crop harvesting is now established in South Florida and Sinaloa, Mexico. Quality is very good. MFC Yellow Squash and Zucchini are available.

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

The market is steady to slightly higher. The Santa Maria and Oxnard seasons are ending. Mexican supplies have increased and are meeting demand. The Florida stocks remain limited; low temperatures are inhibiting growth and keeping volume low. MFC Strawberries are available.

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



watermelon

The market is elevated. Stocks remain tight in all growing regions. Offshore shipments are not available at this time. Quality is fair; color is light and sugar levels are low.

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
JP PATRICK
MARKON MEMBER CHEF

Q

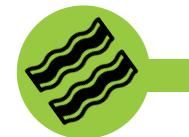
What hearty vegetable dishes do you suggest for winter menus?

A

I'm a big fan of doing gratins in the winter.



Aside from traditional potato gratin, I like to add other vegetables, for instance potato-fennel, potato-apple cheddar, and potato mushroom gruyere.



Try substituting sweet potatoes or Butternut squash for the potatoes.

TIPS FOR SERVING RSS SHREDDED KALE



- 1.** RSS Shredded Kale Blend makes a hearty salad when paired with toppings such as Butternut squash, roasted garlic, onions, pancetta, and golden raisins.
- 2.** Sauté for a side dish or stir-fry with other vegetables like garlic, ginger, mushrooms, and onions.
- 3.** Delicious when stewed in soups and chowders.

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.

Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entrée.

12 oz. Ready-Set-Serve (RSS) Shredded Kale
 4 oz. sherry vinaigrette
 2 oz. smoked paprika-dusted pumpkin seeds
 2 oz. Parmesan cheese, shaved
 Cracked black pepper, to taste

Toss kale and vinaigrette together and arrange equal portions on salad plates. Top with pumpkin seeds and cheese; grind pepper to taste.



Add intense flavor to roasted meats, salad dressing, and vegetable side dishes with what many chefs call their secret weapon.

