

FRESH CROP REPORT

Week of September 20, 2009

HIGHLIGHTS

- Over the past few days, industry weights for 24-count iceberg averaged 46- to 48-pounds. Markon First Crop (MFC) 24-count Premium Iceberg Lettuce weights ranged from 48- to 51-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.
- Ready-Set-Serve (RSS) Organic Spring Mix is sporadic; mildew is limiting varieties. RSS Conventional and Asian Spring Mixes are available.
- The onion market is level, but it's expected to ease; supplies are increasing. New crop MFC and MVP Onions are available.



PRODUCE UPDATE

APPLES

Washington prices are high; supplies are limited. New crop harvesting will begin this week; expect the market to ease over the next several weeks. Quality is good. California stocks are on the market, including Braeburns and Fujis. MFC Apples are available.

ASPARAGUS

The overall market is level; supplies are abundant in Peru and adequate in Mexico. Expect lower prices next week. Quality is very good. MFC Asparagus is available.

AVOCADOS

The Chilean and Mexican markets are up; supplies are tight in both regions. Quality is very good in Chile; quality is average in Mexico.

BELL PEPPERS

West Coast green bell prices are increasing; supplies are average. The East Coast market is rising; stocks are adequate. The Georgia season will start in October. The red and yellow bell markets are up; supplies are light. Quality is very good. MFC and MVP Bell Peppers are available.

BROCCOLI

The California market is climbing off the bottom; demand is strong. Supplies are limited due to light summer plantings. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

The market is unchanged; supplies are adequate. Demand is weak, especially for 12- to 15-count sizes. Quality is very good.

CAULIFLOWER

Prices are steady, but expected to rise this week; supplies are average. Quality is very good.

CELERY

The California market is inching up, but remains low; stocks are plentiful, especially in Santa Maria. Demand is weak. Quality is excellent. MFC Celery is available.

CUCUMBERS

East Coast prices are unchanged despite strong demand in Michigan. The North Carolina and Georgia seasons have begun; supplies will increase next week. Expect the market to ease. Quality is average. Mexican prices are high; stocks are adequate. Quality is very good. MFC and MVP Cucumbers are available.

GRAPES

The California red and green seedless markets are stable; supplies are adequate. Expect prices to rise next week; school demand is strong. The Champagne grape season has ended. Quality is very good. MFC Lunch Bunch Grapes are available.

GREEN LEAF/VARIETY LETTUCE

Prices are level; stocks are average. Growers are removing outer leaves that may have fringe burn. Quality is very good. MFC Premium Green Leaf is available.

HONEYDEW

The market is inching off the bottom; supplies are tightening. The crop is peaking on the 5-count size; 6- to 8-count sizes are limited. Quality is very good.

ICEBERG LETTUCE

Prices are steady, but expected to rise; supplies are adequate. Quality is very good: fringe burn and sunscalding are problems. Growers are peeling outer leaves to remove defects. Over the past few days, industry weights for 24-count iceberg averaged 46- to 48-pounds. MFC 24-count Premium Iceberg Lettuce weights ranged from 48- to 51-pounds. MFC Premium and Trimmed Iceberg Lettuce stocks are available.

LEMONS

The California market is high; supplies are tight. District Two harvesting is ending. The Arizona/California desert season will start this week. Strong demand is driving up Mexican prices; stocks are average. Quality is fair in California and good in Mexico. MFC and MVP Lemons are sporadic; mold is a problem.

For more information, please contact your sales representative
or visit www.markon.com



FRESH CROP REPORT

Week of September 20, 2009

MIXED BERRIES

Blackberry, blueberry, and raspberry prices are up; supplies are average in California, but they are limited in Oregon. Quality is good.

ONIONS

The overall market is level, but expected to dip; supplies are increasing. Quality is very good in Colorado, Idaho, Oregon, and Washington. New crop MFC and MVP Onions are available.

ORANGES

California Valencia prices are up; the season is ending. Supplies are limited, especially for small sizes (113- to 138-count). The new crop Navel season will start in mid-October. Quality is good. Australian Navel stocks are on the Long Beach market. MFC and MVP Oranges are available.

PEARS

The California market is level; supplies are adequate. Quality is very good. The new crop Washington season has begun; supplies are limited. Prices are high, but will ease as fruit becomes more plentiful. Quality is good.

PINEAPPLE

Prices are elevated in Costa Rica, Ecuador, Hawaii, and Mexico; supplies are limited. Expect the market to continue rising. Quality is very good in all areas except Mexico, where it is average. MFC Golden Pineapple is available.

POTATOES

Colorado, Idaho, Michigan, Nebraska, Washington, and Wisconsin prices are low. The Nevada market is elevated. Oregon prices are level. Supplies are plentiful in Colorado, Idaho, and Washington; Michigan, Nebraska, Nevada, Oregon, and Wisconsin stocks are average. Quality is good in all regions. New crop MFC and MVP Norkotah Potatoes are available.

ROMAINE

The California market is easing; supplies are increasing. Expect comparable prices next week. Quality is good: fringe burn and internal burn are prevalent. MFC Premium Romaine is available.

SPRING MIX

Prices are unchanged; supplies are adequate. Quality is good. Cold-chain maintenance is imperative to retain shelf-life during these hot summer months. RSS Conventional and Asian Spring Mixes are available. RSS Organic Spring Mix is sporadic: mildew is limiting varieties.

SQUASH

The overall market is stable; supplies are adequate. Quality is very good in California and average in Michigan. The Georgia and North Carolina seasons are starting this week. MFC Zucchini and Yellow Squash are available in Michigan.

STRAWBERRIES

The California market is climbing; weekend rain has tightened stocks. Quality is average: water damage, bruising, and softness are problems. The Oxnard season will wind down in early October. The Salinas/Watsonville season will run through November. MFC Strawberries are not available; MBA is being shipped.

TOMATOES

California prices are steady; supplies are adequate. Weather has been ideal. New crop Florida harvesting begins in October; the new crop Mexican season will start in December. Quality is good.

TREE FRUIT

The California market is high; stocks are extremely tight. The nectarine and peach seasons will end this week. Plums will remain available through next week. Quality is average.

WATERMELON

California prices are up; cool weather is limiting stocks. Small sizes are tighter than large. Expect the market to continue climbing. Quality is very good.

For more information, please contact your sales representative
or visit www.markon.com



FRESH CROP REPORT

Week of September 20, 2009

AT A GLANCE

★ = Ample supply, above average quality, or low price

Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Apples	WA			✓			✓					✓
Asparagus	MX		✓			★					✓	
	Peru	★				★					✓	
Avocados	Chile			✓		★						✓
	MX			✓			✓					✓
Bell Peppers	CA		✓			★						✓
	MI		✓			★						✓
Broccoli	CA		✓			★					✓	
Cantaloupe	CA		✓			★					✓	
Cauliflower	CA		✓			★					✓	
Celery	CA	★			★					★		
Cucumbers	MI			✓			✓				✓	
	MX		✓			★						✓
Grapes	CA		✓			★					✓	
Leaf Lettuce	CA		✓			★					✓	
Honeydew	CA		✓			★					✓	
Iceberg Lettuce	CA		✓			★					✓	
Lemons	CA			✓				✓				✓
	MX		✓				✓					✓
Mixed Berries	CA		✓				✓					✓
	OR			✓			✓					✓
Onions	CO		✓			★					✓	
	ID		✓			★					✓	
	OR		✓			★					✓	
	WA		✓			★					✓	
Oranges	CA			✓			✓					✓
Pears	CA		✓			★					✓	
	WA			✓			✓					✓
Pineapple	Costa Rica			✓		★						✓
	Ecuador			✓		★						✓
	HI			✓		★						✓
	MX			✓			✓					✓
Potatoes	CO	★					✓			★		
	ID	★					✓			★		
	MI		✓				✓			★		
	NB		✓				✓			★		
	NV		✓				✓					✓
	OR		✓				✓				✓	
	WA	★						✓		★		
WI		✓					✓		★			

For more information, please contact your sales representative or visit www.markon.com



FRESH CROP REPORT

Week of September 20, 2009

AT A GLANCE		★ = Ample supply, above average quality, or low price											
Product	Growing Region	Supplies			Quality					Price			
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High	
Romaine Lettuce	CA	★					✓				★		
Spring Mix	CA		✓				✓					✓	
Squash	CA		✓			★						✓	
	MI		✓				✓					✓	
Strawberries	CA			✓			✓						✓
Tomatoes	CA		✓				✓					✓	
Tree Fruit	CA			✓			✓						✓
Watermelon	CA			✓		★							✓

For more information, please contact your sales representative or visit www.markon.com

