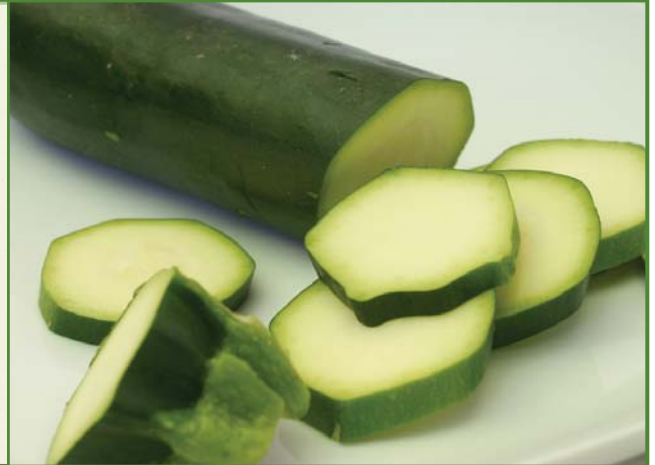


FRESH CROP REPORT

Week of October 4, 2009

HIGHLIGHTS

- California new crop Navel orange harvesting will start next week.
- Expect high pineapple prices for the next two weeks.
- California grape growers will transition from 19- to 16-pound packs by mid-October.
- Zucchini and yellow squash prices are near the bottom; supplies are plentiful. Expect low prices through October.



PRODUCE UPDATE

APPLES

Washington Red Delicious, Golden Delicious, Granny Smith, and Fuji prices are stable; new crop supplies are adequate. Size profile is large. Jonagold harvesting will start next week and run through late October. Quality is very good. MFC Apples are available.

ASPARAGUS

The California market is steady despite scarce supplies. Mexican and Peruvian prices are low. Stocks are tight in Mexico but ample in Peru. Expect the overall market to inch up as Mexican supplies decrease. Quality is very good in California and Peru; Mexican quality is average. MFC Asparagus is available.

AVOCADOS

Chilean and Mexican prices are inching down from elevated levels; supplies are adequate. This week's best buys are 50- and 60-count fruit. Chilean quality is very good; Mexican quality is average.

BELL PEPPERS

The California market is low; supplies are ample. Georgia harvesting has begun; stocks are limited but will increase. Prices are average. The Michigan season is over. Quality is very good in both regions. MFC and MVP Bell Peppers are sporadic due to light plantings.

BROCCOLI

Prices are rising sharply from lower levels; demand is increasing. Weather is cooling; supplies are not as abundant as last week. Quality is very good. MFC Broccoli Crowns are available.

CANTALOUPE

The Arizona desert season has begun; supplies are tight, but will become more plentiful as harvesting progresses. The Arizona market is climbing. California prices are increasing. Stocks are adequate; large sizes are most plentiful. Quality is good in both areas.

CAULIFLOWER

Prices are rising from low levels. California supplies are less abundant than last week. Quality is very good: heads are bright white with minimal bruising.

CELERY

The market is near the bottom; stocks are abundant. Demand is weak, but is expected to grow stronger. Expect prices to inch up. Quality is excellent: stalks are straight with deep green color and very few blemishes. MFC Celery is available.

CUCUMBERS

Mexican prices are up; Baja supplies are tight. Expect high prices until the Nogales, Arizona season starts next week. Quality is very good. Georgia harvesting has started; the market is level. Stocks are adequate. Quality is good. MFC and MVP Cucumbers are available.

GRAPES

The California red and green seedless markets are elevated; stocks are tight. Quality is average. Demand is strong, especially for school accounts. The industry will transition from 19- to 16-pound packs by mid-October. MFC Lunch Bunch Grapes are available.

HONEYDEW

The overall market is stable. The Arizona desert season has started; supplies are tight, but will increase as harvesting progresses. Quality is excellent. California stocks are limited. Quality is good.

ICEBERG LETTUCE

Prices are near the bottom but will rise sharply by the end of the week. Stocks are abundant but this week's cool weather will limit them. Quality is average: harvesting crews are peeling off damaged outer leaves due to fringe burn, bottom rot, and mildew. MFC Premium and Trimmed Iceberg Lettuce stocks are sporadic; MBA is being substituted as necessary.

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



FRESH CROP REPORT

Week of October 4, 2009

LEAF LETTUCE

California prices are steady; Santa Maria and Salinas supplies are ample. Quality is very good: growers are trimming off damaged outer leaves. MFC Premium Green Leaf is available.

LEMONS

The overall market is high; supplies are tight in California and Mexico. California quality is fair at best: mold is a problem in storage fruit. Quality is average in Mexico. MFC and MVP Lemons are sporadic.

MIXED BERRIES

California and Oregon prices are elevated; blackberry, blueberry, and raspberry stocks are limited. Quality is average in both regions.

ONIONS

The Idaho, Oregon, and Washington markets are low; supplies are plentiful. Demand is weak. Colorado prices are level; stocks are adequate. Overall quality is very good. MFC and MVP Onions are available.

ORANGES

California Valencia prices are up; stocks are tight. Harvesting has ended; storage fruit will remain on the market through October. The California new crop Navel season will start next week. Australian Navel supplies are available in Long Beach, California. Quality is average. MFC and MVP Valencia Oranges are limited.

PEARS

The Washington market is elevated; supplies are adequate. New crop Bartletts are available; new crop D'Anjou harvesting will start this week. The California season is over. Quality is very good.

PINEAPPLE

Prices are up in Costa Rica and Ecuador; the Hawaiian and Mexican markets are stable. Stocks are tight in all regions, especially small sizes. Expect high prices for two weeks. Quality is very good in Costa Rica, Ecuador, and Hawaii; Mexican quality is good. MFC Golden Pineapple is available.

POTATOES

The Colorado, Idaho, Washington, and Wisconsin markets are easing; supplies are abundant. Michigan, Nebraska, and Oregon prices are unchanged. Stocks are adequate in those areas as well as in Nevada. The Nevada market is elevated. Quality is good in all areas. MFC and MVP Norkotah Potatoes are available. Light supplies of packer label Idaho Burbank potatoes are on the market.

ROMAINE LETTUCE

California prices are low; supplies are ample. The market will climb later this week; cool weather will slow growth. Quality is very good. MFC Premium Romaine is available.

SPRING MIX

The market is unchanged; stocks are average. Quality is good. RSS Conventional, Organic, and Asian Spring Mixes are available.

SQUASH

Prices are easing in all areas, including California, Georgia, Michigan, and North Carolina. Supplies are plentiful; the Nogales season is starting. Expect low prices through October. Overall quality is very good. MFC Zucchini and Yellow Squash are available.

STRAWBERRIES

The California market remains high; Salinas/Watsonville stocks are limited. This week's cool weather will improve quality and increase supplies. The Santa Maria season is beginning this week; Oxnard harvesting will begin soon. Quality is average. MFC Strawberries are sporadic; MBA is being substituted as needed.

TOMATOES

California prices are inching down; supplies are plentiful. Quality is good. The Northern Florida season is starting. The market is stable; supplies are limited, but increasing. Quality is fair. Harvesting will begin in Central Florida by mid-October and in Mexico by December.

TREE FRUIT

The California nectarine, peach, and plum markets are elevated; stocks are tight. The tree fruit season will end by late October. Expect a supply gap until early December, when the Chilean season starts. Quality is average.

WATERMELON

California prices are steady at high levels; supplies are limited, especially seedless varieties. Harvesting is transitioning from California to New Mexico. Quality is average.

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



FRESH CROP REPORT

Week of October 4, 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	CA			✓		★					✓	
	MX			✓			✓			★		
	Peru	★				★				★		
Avocados	Chile		✓			★					✓	
	MX		✓				✓				✓	
Bell Peppers	CA	★				★				★		
	GA			✓		★					✓	
Broccoli	CA		✓			★					✓	
Cantaloupe	AZ			✓			✓					✓
	CA		✓				✓					✓
Cauliflower	CA		✓			★					✓	
Celery	CA	★			★					★		
Cucumbers	GA		✓				✓				✓	
	MX			✓		★						✓
Grapes	CA			✓			✓					✓
Honeydew	AZ			✓	★						✓	
	CA			✓			✓				✓	
Iceberg Lettuce	CA	★					✓			★		
Leaf Lettuce	CA	★				★					✓	
Lemons	CA			✓				✓				✓
	MX			✓			✓					✓
Mixed Berries	CA			✓			✓					✓
	OR			✓			✓					✓
Onions	CO		✓			★					✓	
	ID	★				★				★		
	OR	★				★				★		
	WA	★				★				★		
Oranges	CA			✓			✓					✓
Pears	WA		✓			★						✓
Pineapple	Costa Rica			✓		★						✓
	Ecuador			✓		★						✓
	HI			✓		★					✓	
	MX			✓			✓				✓	

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



FRESH CROP REPORT

Week of October 4, 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	
Potatoes	CO	★					✓				★		
	ID	★					✓				★		
	MI		✓				✓					✓	
	NB		✓				✓					✓	
	NV		✓				✓						✓
	OR		✓				✓					✓	
	WA	★					✓				★		
	WI	★					✓				★		
Romaine Lettuce	CA	★				★					★		
Spring Mix	CA		✓				✓					✓	
Squash	CA	★				★					★		
	GA	★				★					★		
	MI	★				★					★		
	NC	★				★					★		
Strawberries	CA			✓			✓						✓
Tomatoes	CA	★					✓				★		
	FL			✓				✓				✓	
Tree Fruit	CA			✓			✓						✓
Watermelon	CA			✓			✓						✓

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

