

FRESH CROP REPORT

Week of October 25, 2009

HIGHLIGHTS

- New crop lemon harvesting has begun in the Arizona/California desert region; prices are easing.
- The tomato market is escalating; supplies are extremely limited in California and Northern Florida. Last week's rain caused harvesting delays and stock shortages.
- Red and yellow onion prices will be low for several weeks; supplies are abundant. Markon First Crop (MFC) and MVP Onions are available.



PRODUCE UPDATE

APPLES

The Washington Red Delicious, Golden Delicious, Granny Smith, Gala, Braeburn, and Fuji markets are stable; supplies are plentiful, especially large sizes. Quality is very good. MFC Apples are available.

ASPARAGUS

Peruvian prices are low; supplies are ample. Quality is very good. The Mexican market is level; stocks are adequate, but the season will end soon. Quality is good. California prices are steady despite tight supplies. Quality is very good. MFC Asparagus is available.

AVOCADOS

The Chilean and Mexican markets are down; stocks are abundant, especially the 50-count size. Quality is very good in Chile and average in Mexico.

BELL PEPPERS

The California green bell market is high. Georgia prices are average. Supplies are tight in both regions; last week's rain-damaged crops. Quality is average. Harvesting will start in Florida by early November. Red and yellow stocks are adequate, but will rapidly diminish by early November. MFC and MVP Bell Peppers are limited.

BROCCOLI

Prices have dipped, but will rise again next week; supplies are adequate. Demand is strong. Quality is average. MFC Broccoli Crowns are limited.

CANTALOUPE

The Arizona and California desert markets are elevated; new crop stocks are tight, but increasing. Quality is very good in Arizona and average in California.

CAULIFLOWER

California prices are inching down; supplies are adequate. Demand is weak. Quality is very good: color is bright white and bruising is minimal.

CELERY

The California market is level; stocks have diminished due to last week's rain and cold weather. The Salinas season will wind down in approximately six weeks. Quality is very good. MFC Celery is available.

CUCUMBERS

Georgia prices are low; supplies are ample. The Mexican market (into San Diego, California and Nogales, Arizona) is unchanged; stocks are adequate. Quality is very good. MFC and MVP Cucumbers are available.

GRAPES

California red and green seedless prices are high; supplies are limited. Expect the market to continue rising next week. Quality is average, but erratic weather is causing color problems. MFC Lunch Bunch Grapes are limited.

HONEYDEW

The overall market is up; Arizona and California stocks are scarce. Harvesting is in transition; small sizes are especially tight. Quality is very good in Arizona and average in California.

ICEBERG LETTUCE

Prices have inched down from last week's high levels; supplies are adequate. Quality is good, but head size is inconsistent due to poor weather. MFC Premium and Trimmed Iceberg Lettuce stocks are limited in Salinas and Huron; MBA is being substituted.

LEAF LETTUCE

The market is easing from high levels; stocks are ample. Quality is very good. MFC Premium Green Leaf is available.

LEMONS

Arizona/California lemon prices are inching down from an elevated summer market. District Three new crop harvesting has increased supplies; consolidation is possible in the San Joaquin Valley. Quality is excellent. The Mexican market is high; stocks remain tight, as the season is ending. Quality is average. MFC and MVP Lemons are available.

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



FRESH CROP REPORT

Week of October 25, 2009

MIXED BERRIES

The blackberry, blueberry, and raspberry markets are elevated. Supplies from Argentina (into Florida) and California are limited; Mexican stocks (into South Texas) are increasing from last week's low levels. Quality is good.

ONIONS

Idaho, Oregon, and Washington prices are low; supplies are abundant. Quality is very good. The Colorado market is stable; stocks are adequate. Quality is good. MFC and MVP Onions are available.

ORANGES

The overall market is up. The California Valencia season will end this week; supplies are limited. Quality is average; scarring is extensive, but sugar levels are high. The new crop Navel harvest will start later this week; expect early stocks to be tight. A minimum of 72 hours of ethylene gasing will be required for adequate color. Florida Ambersweet supplies are average. Quality is good. MFC and MVP Valencia Oranges are sporadic. MFC and MVP Navel Oranges will be on the market the week of November 2.

PEARS

Washington Bartlett, D'Anjou, and red pear prices are down; stocks are ample. Quality is excellent.

PINEAPPLE

The overall market is steady; supplies are average in Costa Rica, Ecuador, Hawaii, and Mexico. Expect comparable prices for several weeks. Quality is very good in all growing regions except Mexico, where it is good. MFC Golden Pineapple is available.

POTATOES

Norkotah and Burbank prices are low in Colorado, Idaho, Washington, and Wisconsin; supplies are plentiful. The Michigan and Nebraska markets are stable; stock are ample. Nevada prices are rising; supplies are average. The Oregon market is level; stocks are adequate. Quality is good in all regions. Light supplies of MFC and MVP Burbank Potatoes are available.

ROMAINE LETTUCE

The market is inching down from last week's high levels; stocks are increasing. Quality is average: mildew and pinking are problems. MFC Premium Romaine is limited; MBA will be substituted as needed.

SPRING MIX

Prices are level despite scarce supplies. Quality is average: mildew is a problem. RSS Conventional, Organic, and Asian Spring Mixes are limited.

SQUASH

The East Coast market is up; stocks are light, but increasing. California prices are unchanged; supplies are adequate. The Mexican market (into Nogales) is level; stocks are limited but will become more plentiful as the harvest progresses. Quality is good.

STRAWBERRIES

California prices are up; stocks are scarce. Last week's rain decimated most Salinas/Watsonville crops and delayed Oxnard and Santa Maria harvesting. Quality is poor: softness, bruising, and short shelf-life are problems. Fields are being stripped; harvesting is expected to begin anew next week. Expect high prices through November. MFC Strawberries are not available; MBA is sporadic.

TOMATOES

The market is escalating; supplies are extremely limited in California and Northern Florida. Last week's rain caused harvesting delays and stock shortages. Quality is fair.

TREE FRUIT

California nectarine, peach, and plum prices are high; stocks are very tight as the season is ending. Quality is fair. Chilean harvesting will begin in mid-December.

WATERMELON

The market is level; Mexican supplies (into Nogales) are adequate. Expect prices to ease by next week. Quality is very good.

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



FRESH CROP REPORT

Week of October 25, 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	AZ	★			★							✓	
	CA	★			★							✓	
	MX			✓			✓						✓
Mixed Berries	Argentina			✓			✓						✓
	CA			✓			✓						✓
	MX		✓				✓						✓
Onions	CO		✓				✓					✓	
	ID	★				★					★		
	OR	★				★					★		
	WA	★				★					★		
Oranges	CA			✓			✓						✓
	FL		✓				✓						✓
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 25, 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			✓			✓					✓
	MX			✓			✓				✓	
Strawberries	CA			✓					✓			✓
Tomatoes	CA			✓				✓				✓
	FL			✓				✓				✓
Tree Fruit	CA			✓				✓				✓
Watermelon	MX		✓			★					✓	

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

