



FRESH CROP REPORT

WEEK OF JANUARY 1, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Melons

Guatemalan cantaloupe and honeydew supplies are ample; **markets are steady**. Quality is fair; bruising and overripeness are occasional issues due to long travel times.

Strawberries

The Santa Maria, California season will come to an end this week due to rain. Expect Florida volume to decrease as cold weather and rain hits the growing region. **Expect to see pricing increase** as Mexico fills the shortage from California and Florida

Onions

Current demand has eased with holiday demand subsiding. **Expect stable markets for the next few weeks**, followed by a gradual increase mid-January, as suppliers assess remaining storage stocks.



BRUSSELS SPROUTS

- Expect weaker markets in the coming weeks as supplies continue to increase in Mexico.
- The current size profile is balanced; small, medium, and jumbo sizes are readily available.

LEMONS & ORANGES

- Stocks will tighten and prices will climb over the next 10 to 14 days.
- Rain will limit crews' ability to harvest for the next two weeks, slowing production; orchards need at least two days without rain to harvest.

CELERY

- Oxnard, California is the primary growing region; disease (fusarium) pressure is dramatically reducing harvestable yields.
- Despite multiple areas harvesting, expect continued elevated markets into January due to limited supplies in California and Florida

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apples

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

Prices are unchanged. Suppliers are expected to stretch volume throughout the storage season as overall volume is lower than past years. Michigan volume is high. Quality is excellent: sugar levels range from 14 to 18 Brix. Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

The market is steady to slightly higher. Jumbo and extra-large sizes remain tight in Baja, Mexico. Peruvian supplies are hit-and-miss due to political problems in that country. Quality is very good; spears are straight and firm while flavor is pleasantly grassy. MFC Asparagus is available.



avocados

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

Prices are stable; supplies are sufficient. Quality is very good: texture is smooth and flavor is slightly nutty. Ready-Set-Serve® (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	///	*****	\$\$\$

The market is level. Florida supplies are adequate; demand is strong for extra-large sizes. Quality is very good, growers are moving into post-hurricane fields. Mexican green bells are abundant in Sinaloa and Sonora; reds will remain scarce for another week or so. Quality is very good. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices should hold steady through mid-January. Mexico is the main supply source at this time. The California season is winding down. Quality is very good: berries are plump and juicy.



blueberries

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

The market is unchanged. Stocks are ample in Central Mexico; Baja volume will remain low until new crops are harvested later this month. Quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

Prices are elevated. Volume is low in the Arizona/California desert region and Mexico. Quality is fair; head size is small and mildew is a minor problem. MFC Broccoli is sporadic; Markon Best Available® (MBA) Broccoli is being substituted as necessary.

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



cantaloupe

Guatemalan supplies are ample shipping into California and Florida; prices are steady. Quality is fair; bruising and overripe fruit are occasional issues due to long travel times. Sugar levels range between 10 and 14 Brix.

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



cauliflower

High prices persist. Supplies are limited in the Arizona/California desert region; cold weather is impeding growth. Quality is fair throughout the industry; small size and discoloration are issues. ESS Cauliflower is sporadic; packer label is being substituted as necessary.

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



celery

Expect continued elevated markets into January due to limited supplies in California and Florida. Oxnard, California is the primary growing region; disease (fusarium) pressure is dramatically reducing harvestable yields. MFC Celery is available.

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



chile peppers

Prices are fairly stable. Florida growers are now shipping most varieties. Supplies are increasing in mainland Mexico. Quality ranges from good to very good. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

The market is unchanged. Offshore stocks are being shipped; supplies have increased to adequate levels. Cooler weather has impeded growth in mainland Mexico (into Nogales, Arizona); large sizes are scarce. MFC and ESS Cucumbers are available.

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



grapes

The California season is nearly over; prices are elevated. Delays are being reported in offshore arrivals; limited stocks are forecast through January.

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

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green leaf

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

Prices are steady to slightly lower; stocks are increasing and getting closer to meeting demand. Quality is very good; fringe burn is being trimmed at harvest. MFC Premium Green Leaf Lettuce is being packed regularly.



honeydew

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

The market is stable. Guatemalan supplies are plentiful. The Mexican season is expected to finish up in January. Quality is fair out of both regions; ground spotting, wind scarring, and bruising are occasional issues. Expect pricing to increase once the transition is complete in mid-January.



iceberg

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

The market is a bit lower than last week; stocks are beginning to increase. Quality is average; epidermal blistering and peeling is being observed in some lots due to past lettuce ice events. MFC Premium Iceberg Lettuce is sporadic due to low weights; MBA is being packed as necessary.



lemons

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

Markets are expected to climb over the next two weeks. Rain will slow production in California's Central Valley; adequate supplies are expected out of Southern California and the desert regions. Quality remains excellent. MFC and ESS Lemons are available.



limes

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

Prices are a bit higher. Volume is decreasing; 110- and 150-count sizes are the most plentiful. Quality is average; light color, styler, and scarring are occasional problems. MFC and ESS Limes are available.



onions

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
OR	///	*****	\$\$\$
UT	///	*****	\$\$\$
WA	///	*****	\$\$\$

Current demand has eased with holiday demand subsiding. Expect stable markets for the next few weeks, followed by a gradual increase mid-January, as suppliers assess remaining storage stocks. MFC Red and Yellow Onions are available from Idaho, Oregon, Utah, and Washington.



oranges

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

Prices are expected to rise. Forecasts call for rain in California's citrus growing regions. Rain will limit crews' ability to harvest for the next two weeks, slowing production; orchards need at least two days without rain to harvest. MFC and ESS Navel Oranges are on the market.



pears

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

The market is unchanged. Washington and Oregon D'Anjou pears will be available through August. Washington Bartlett volume will be depleted by late January; quality is declining in remaining supplies. MFC Pears are readily available.

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pineapples

The market is level; stocks are sufficient. New crop quality is very good: fruit is juicy and tangy-sweet.

REGION	SUPPLIES	QUALITY	PRICE
CR	///	*****	\$\$\$
ECUADOR	///	*****	\$\$\$



red/yellow potatoes

Prices are stable; supplies are adequate. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
ID + WA	///	*****	\$\$\$
MN	///	*****	\$\$\$
ND	///	*****	\$\$\$
TX	///	*****	\$\$\$
WI	///	*****	\$\$\$



raspberries

Prices are up. Stocks will tighten for another week or so before beginning to climb, peaking in April. Quality ranges from good to very good: berries are sweet and plump.

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



romaine

The market is steady to slightly lower; stocks are increasing and getting closer to meeting demand. Quality is very good; fringe burn is being trimmed at harvest. MFC Premium Romaine Lettuce is being packed regularly.

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



potatoes

The market will remain fairly steady for the next week or two. Adverse weather conditions and shortened holiday packing schedules have tightened stocks; however, demand is weak due to diminished retail orders. Norkotahs dominate Idaho pack outs. Burbank supplies will increase this month. MFC Burbank and Norkotah Potatoes are available in Idaho and Washington.

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



salads & blends

Prices are stabilizing. Cold weather is reducing head weights in Yuma, Arizona, but overall supplies are becoming more plentiful. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

Supplies are average, but rain and low temperatures are impacting quality and slowing growth. Ready-Set-Serve Arugula, Spinach, and Spring Mix are sporadic.

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



squash

Low prices persist. Stocks are ample in South Florida and Sinaloa, Mexico (into Nogales, Arizona). Quality is very good. MFC Yellow and Zucchini Squash is available.

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



strawberries

The Santa Maria, California season will come to an end this week due to rain. Florida volume will decrease as cold weather and rain hits the growing region. **Expect markets to increase** as Mexico fills the shortage from California and Florida. MFC Strawberries are sporadic; packer label will be substituted when needed.

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



tomatoes

Prices are a bit higher due to this week's cold snap in Florida. Roma and round supplies are adequate. Volume will rise this month as production has moved into fields replanted after the hurricanes (including grape tomatoes). Production is starting in Naples this week. Mexican suppliers are now harvesting in Culiacan, Guasave, and La Cruz; supplies are increasing. Quality will greatly improve in new crop fruit. MFC Tomatoes are sporadic; packer label will be shipped as necessary.

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



tree fruit

California stone fruit is not available. Nectarine, peach, and plum supplies will become available when the Chilean season begins in mid-January.

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



watermelon

Prices are high; expect tight supplies until offshore yields increase. Stocks are extremely limited in Northern Mexico. Quality ranges from fair to average.

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

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



ERIN COPELAND
MARKON MEMBER CHEF

Q

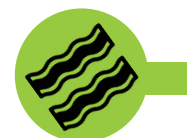
Butter lettuce, with its soft, tender leaves, has been trending in salads. How do you like to use it?

A

I love butter lettuce. It is so versatile and really elevates any salad you are serving.



You can mix it with other greens like the RSS Heritage Blend, giving you a contrast in color. I like to lightly coat each leaf with vinaigrette and stack them on top of each other.



Top with some crunchy nuts, fresh or dried fruit, and sprinkles of goat cheese.

TIPS FOR SERVING BUTTER LETTUCE:



- 1.** MFC Butter Lettuce makes ideal wraps—fill with spicy noodles, charred meats, and stir-fried vegetables.
- 2.** MFC Butter Lettuce holds creamy dressings well; use in a variety of green salads.
- 3.** Line sandwiches and burgers with MFC Butter Lettuce. Also great in bowls and as a taco topper.

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.

Quinoa Bowl with Chicken, Avocado, and Butter Lettuce

This delicious bowl entrée can be customized with produce-centric add-ons. Colorful, healthy, and social-media worthy!

- 4 C Red and white quinoa, cooked
- 4 C Markon First Crop (MFC) Premium Butter Lettuce, torn
- 1 C MFC Cucumbers, chopped
- 1 C MFC Grape Tomatoes
- 1 C Chickpeas
- ¼ C Ready-Set-Serve (RSS) Washed & Trimmed Cilantro, chopped
- 2 C+2T Chopped chicken (grilled or stir-fried)
- 4 RSS Avocado halves, sliced
- ½ C Tahini

Toss quinoa with Butter lettuce, cucumbers, tomatoes, chickpeas, and cilantro (reserving two tablespoons for garnish).

Divide quinoa mixture into four bowls and top with chicken and avocado slices.

Drizzle with two tablespoons tahini. Garnish with sesame seeds and reserved cilantro.

This matzo ball recipe is modified by using modern touchstones like house-made pasta, fresh herbs, and a hint of ginger.

