



FRESH CROP REPORT

WEEK OF JANUARY 8, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Iceberg Lettuce

Iceberg production continues to increase in the Arizona/California desert growing region. **Expect continued lower pricing** through January.

Green Bell Peppers

Expect **prices to ease** over the next two weeks. Most Florida growers escaped frost damage as they started new fields in southern regions of the state. Size is dominated by jumbo and extra-large bell peppers.

Broccoli

The market is beginning to inch down. Stocks are increasing in the Arizona/California desert region.



CAULIFLOWER

- Markets will continue to drop through this week.
- Industry supplies are increasing as Yuma crops come online.

ARTICHOKES

- A cold start to the winter season continues to slow maturation and cause a burned appearance on leaf tips.
- An upcoming warming trend will promote growth and availability, but low volume will persist through mid-January.

CITRUS

- Diminished lemon and orange volume is forecast this week due to rain across California.
- Harvesting will be impeded by this wet weather.

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apples

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

Growers will stretch volume throughout the storage season as overall volume is lower than past years, but for now the market is stable. Michigan stocks are ample. Quality is excellent: sugar levels range from 14 to 18 Brix. Washington Markon First Crop® (MFC) Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Expect prices to remain elevated through mid-February. Large sizes remain tight; Carborca and Central Mexican growing regions are three-to-four weeks delayed. Peruvian volume is increasingly sporadic as political unrest has disrupted exports. MFC Asparagus is available.



avocados

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

The market is unchanged; stocks are adequate. 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	///	*****	\$\$\$

Expect green bell prices to ease over the next two weeks; red bell markets will hold steady. Most Florida growers escaped frost damage as they started new fields in southern regions of the state. Size is dominated by jumbo and extra-large bell peppers. Quality is very good. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

The market is stable. Mexican volume remains high. The California season has ended. Quality is very good: berries are plump and juicy.



blueberries

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

Prices are steady. Supplies are abundant in Central Mexico; Baja stocks are starting to rebound. Imports are available from Chile and Peru. Quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

Prices are beginning to inch down. Stocks are increasing in the Arizona/California desert region. Quality is average; head size is small and mildew is a slight issue. MFC Broccoli is available; Markon Best Available® (MBA) Broccoli is being substituted if needed.

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



cantaloupe

The market is up; Guatemalan stocks (into California and Florida) are snug following the holidays. Quality is good; 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

Markets will continue to drop quickly through this week. Industry supplies are increasing as Yuma crops come online. Santa Maria stocks are sufficient. Quality ranges from fair to average; residual brown/black spotting and discoloration are issues. ESS Cauliflower is available.

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



celery

Prices remain high due to tight stocks 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

The market is level. Florida growers are harvesting most varieties. Volume is inching up 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

Prices are steady. Offshore supplies are on the market in sufficient quantities. Low temperatures have hindered growth in mainland Mexico (into Nogales, Arizona); large sizes are tight. MFC and ESS Cucumbers are available.

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



grapes

The California season is wrapping up. Peruvian/Chilean green and red grapes have begun shipping; delays are being reported. Portioned grapes are expected to start shipping the week of January 15. Expect elevated markets and tight stocks through the month of January.

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

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green leaf

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

The market is easing; supplies continue to increase despite rainy weather. Quality is very good; fringe burn is being trimmed in the field. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are slightly higher; stocks are snug following the holidays. The Mexican season will end within the next two weeks. Quality is fair out of both regions; ground spotting, wind scarring, and bruising are issues. Markets will inch up once the transition to offshore fruit is complete in mid-January.



iceberg

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

Markets are dropping; volume is increasing. Quality is good; head weights are increasing. MFC Premium Iceberg Lettuce is available.



lemons

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

Prices are up. Rain is limiting crews' ability to pick fruit, slowing production in all three California growing regions; orchards need at least two days without rain to harvest. Quality is excellent. MFC and ESS Lemons are available.



limes

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

Prices are a bit higher. Stocks are tightening; 110- and 150-count sizes are the most abundant. Quality is good; light color, stylar, and scarring are issues. MFC and ESS Limes are available.



onions

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

The market will hold steady for another week or so, then gradually rise in mid-January. Storage quality is excellent. MFC Red and Yellow Onions are available from Idaho, Oregon, Utah, and Washington.



oranges

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

Markets are up; demand exceeds supply. Rain is limiting crews' ability to pick fruit, slowing production; orchards need at least two days without rain to harvest. Current quality is excellent; sugar levels are high and gas times are minimal. MFC and ESS Navel Oranges are on the market.



pears

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

Prices are level. Washington and Oregon D'Anjou pears will ship through August. Washington Bartlett supplies will be depleted by late January; quality is declining in remaining Bartlett stocks. MFC D'Anjou Pears are readily available.

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pineapples

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

Prices are unchanged; supplies are adequate. Quality is very good: fruit is firm, juicy, and tangy-sweet.



red/yellow potatoes

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

The market is steady; stocks are meeting demand. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

Prices will remain comparable for another week or so. Norkotahs continue to dominate Idaho pack outs. Burbank volume will increase this month. MFC Burbank and Norkotah Potatoes are available in Idaho and Washington.



raspberries

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

The market remains high. Supplies will remain limited through this week then start increasing; the crop will peak in April. Quality ranges from good to very good: berries are sweet and plump.



romaine

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

Prices are slightly lower; supplies continue to increase. Quality is good; epidermal blistering and peeling are present in current harvestable lots. MFC Premium Romaine Lettuce is available.



salads & blends

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

The market is level. Volume is climbing in Yuma, Arizona. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Prices are holding steady despite rain and low temperatures. Ready-Set-Serve Arugula, Spinach, and Spring Mix are sporadic.

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



squash

The market is slightly lower than last week. Stocks are increasing in South Florida and Sinaloa, Mexico (into Nogales, Arizona). Quality is good; scarring is being observed in some lots. MFC Yellow and Zucchini Squash is available.

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



strawberries

Demand exceeds supply in all California growing regions due to rain. New crop production is just getting started in Oxnard, California; Santa Maria harvests will start in late January/early February. Expect Florida volume to decrease as rain hits the growing area. Mexican volume will help fill the shortages. Quality challenges persist. MFC Strawberries are sporadic; packer label will be substituted as necessary.

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



tomatoes

The market is holding steady. Roma and round stocks are sufficient. Volume will continue to climb as new crop production increases. Harvesting is underway in Naples. Mexican growers are focused in Culiacan, Guasave, and La Cruz; stocks are increasing. Quality is improving in new crop fruit. MFC Tomatoes are sporadic; packer label will be shipped as needed.

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



tree fruit

Nectarine, peach, and plum stocks will enter the market when the Chilean season starts later this month. California stone fruit is out of season.

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



watermelon

The market is up; stocks will remain limited until offshore fruit becomes more plentiful. Supplies are extremely tight 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

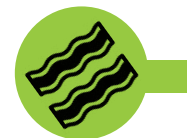
Health Halos, or dishes that attract diners with nutritious ingredients plus something indulgent, say avocado toast, are big in the news. What produce-centric dishes do you suggest that appeal to this customer?

A

One of my all-time favorite vegetables for this purpose is cauliflower. Loaded with fiber and B vitamins, once you bread it and fry it or turn it into a creamy risotto, it's game on.



Couscous is an ideal base for healthy bowls—top with chopped chicken, RSS Avocado Halves, MFC Tomatoes and Cucumbers, then drizzle with tahini.



Top herbed rice with coconut shrimp, chopped mango, sliced RSS Avocado Halves, and RSS Lime Juice.

TIPS FOR SERVING LIMES:



- 1.** Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- 2.** Use in ceviche, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- 3.** Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.

FEATURED PARTNER SPOTLIGHT: MEGAMEX FOODS

Who?

Based in Sabinas, Mexico, MegaMex Foods grows and processes fresh, ready-to-use Hass avocado products that save busy chefs time and money.

Why?

By diverting 84% of their generated waste (with a 2023 goal of zero waste), reducing water demand 70-80%, offsetting 95% of their electricity emissions, and protecting their employee teams and customers' health, MegaMex Foods operates efficiently and sustainably.

Which Markon Products?

Ready-Set-Serve Value-Added Avocado & Guacamole products

To learn more, please contact your sales representative.



SUSTAINABILITY AT MARKON:



From our inception, Markon's focus is sustainability, including our four pillars: sourcing responsibly, operating sustainability, empowering people, and supporting communities.



PILLAR 1: SOURCING RESPONSIBLY



PILLAR 2: OPERATING SUSTAINABLY



PILLAR 3: EMPOWERING PEOPLE



PILLAR 4: SUPPORTING COMMUNITIES

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.

Coconut Shrimp with Lime-Mango Rice

Crispy, tropical-flavored shrimp top this colorful rice bowl stuffed with avocado, mango, cilantro, and toasted coconut.

16 large shrimp, peeled and cleaned
 1/2 C teriyaki sauce
 1 C panko breadcrumbs
 1/2 C coconut, shaved and toasted
 4 C white rice, cooked
 1 mango, peeled and diced
 1/4 C Ready-Set-Serve Washed & Trimmed Cilantro, chopped
 2 tsp. zest of Markon First Crop Limes
 4 Ready-Set-Serve Avocado Halves
 4 kebab sticks

Marinate shrimp in teriyaki sauce for 15 minutes. Mix together panko and 1/4 cup toasted coconut; dredge shrimp to coat.

Heat oil until hot. Fry shrimp for two minutes per side or to preferred doneness. Drain and reserve.

Toss cooked rice with remaining coconut, mango, cilantro, and lime zest; divide into four equal portions.

Arrange four threaded shrimp kebabs and sliced avocado on top of each bowl and serve.



Creatively stacked in on-trend Mason

jars or high-ball glasses, this colorful salad is packed with bright colors and balanced flavors.

