



FRESH CROP REPORT

WEEK OF JANUARY 15, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Celery

Expect continued market declines as volume increases, pending significant rain in the Oxnard and Santa Maria growing regions.

Onions

A price increase typically develops at this point in the season, as suppliers assess remaining storage stocks; however, demand has been weak due to adverse weather across the country, keeping markets level.

Strawberries

Demand exceeds supply in all California growing regions due to rain. Expect supplies to tighten in Florida and South Texas as these regions help fill the shortages out of California.



ICEBERG LETTUCE

- Expect continued low prices in the coming weeks; stocks are ample in the Arizona and California desert region.
- Densities and weights are ideal for high yields.

CUCUMBERS

- Markets have increased due to stronger demand and limited supplies.
- Imports from Honduras are limited while cool weather in Sonora has tightened Mexican stocks.

HERBS

- Supplies are expected to remain tight for the next two to three weeks.
- Excessive amounts of rain and cooler temperatures are affecting harvesting nationwide, as well as abroad.

FRESH CROP REPORT

WEEK OF JANUARY 15, 2023



apples

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

Prices are level; storage supplies are abundant. 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	///	*****	\$\$\$

Markets are elevated as volume falls throughout the industry. Extra-large and jumbo packs remain limited in Baja and Mexicali, Mexico. Peruvian supplies are sporadic. Growers will begin production in Caborca, Mexico over the next two weeks. MFC Asparagus is available.



avocados

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

Prices are stable; stocks 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 starting to inch up. Florida volume has dipped as growers move into new crop winter fields. Mexican supplies tightened a bit due to the recent cartel incident that prevented production; growers are catching up and should start shipping normal quantities moving forward. Quality is very good with strong walls and deep color. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices are low. Central Mexico remains the main supply source at this time. Volume will climb until mid-February. California stocks are limited due to rainy weather.



blueberries

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

The market is level. Mexican supplies will remain plentiful through spring break. The Chilean and Peruvian seasons are past their peak; volume will downtrend moving forward. Quality is very good: size is large and flavor is sweet yet tangy.

FRESH CROP REPORT



broccoli

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

Expect lower markets for the next two weeks at minimum. Volume is climbing in all harvesting regions. Quality is very good; crown size is increasing. MFC Broccoli is available.



cantaloupe

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

Guatemalan supplies are shipping into California and Florida; prices are rising, especially on the West Coast. Quality ranges from fair to good; increased bruising and occasional overripened fruit are being reported due to longer travel times.



cauliflower

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

Prices have dropped due to an abundance of harvestable stocks available all at once following a period of scarcity. Expect weak markets for another two weeks at least. ESS Cauliflower is available.



celery

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

Expect continued market declines as volume increases, pending significant rain in the Oxnard and Santa Maria growing regions. Oxnard, California is the primary growing region; disease pressure (fusarium) is present in some lots but is not as impactful compared to the start of the season. MFC Celery is available.



chile peppers

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

Prices are fairly steady. Florida volume is low; the Plant City season is ending. Prior cold weather impacted yields; crops haven't bounced back just yet, but more plentiful supplies are forecast in a few weeks. Mexican production is increasing in Sinaloa, but Serranos and Habaneros remain tight. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Markets have increased due to stronger demand and limited supplies. Imports from Honduras (landing in South Florida) are tight while yields from mainland Mexico are down due to cooler weather, trying to rebound from the holidays, and the recent cartel situation. Expect volume to pick up over the next week or so. MFC and ESS Cucumbers are available.



grapes

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

The California season is wrapping up. Although the Chilean and Peruvian seasons have begun, delays are being reported in offshore arrivals; expect elevated prices and tight supplies through the month of January.

FRESH CROP REPORT



green leaf

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

Prices are weak; stocks continue to increase in the Arizona/California desert region. 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	///	*****	\$\$\$

Increased freight costs and fewer shipments are pushing up West Coast markets; East Coast prices are fairly steady. Guatemala is the main supply source with some smaller melons shipping from Mexico. Quality is ranges from fair to good; bruising and over ripe/soft fruit are occasional problems.



iceberg

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

Expect continued lower prices in the coming weeks; supplies are ample in the Arizona and California desert. Quality is very good: densities and weights are ideal for high yields. MFC Premium Iceberg Lettuce is available.



lemons

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

The market is elevated. Rain is limiting crews' ability to harvest groves, 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	///	*****	\$\$\$

Although the market is slightly lower this week, growers report that prices are expected to continue climbing through February. Quality is good; light color, styler, and scarring are occasional issues. MFC and ESS Limes are available.



onions

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

Demand has been weak due to adverse weather across the country that has kept markets level. Expect steady prices and continued high-quality pack outs. Mexican white and yellow onions will be available in late January. Texas-grown onions will hit the market in early March. MFC Red and Yellow Onions are available from Idaho, Oregon, Utah, and Washington.



oranges

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

Prices are up; rain is tightening stocks. Rain is limiting crews' ability to pick fruit, slowing production; orchards need at least two days without rain to harvest. 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	///	*****	\$\$\$

The market is steady. Washington and Oregon D'Anjou pears will remain on the market through August. Washington Bartletts will be depleted by late January; quality is declining. MFC D'Anjou Pears are readily available.

FRESH CROP REPORT



pineapples

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

The market is stable; stocks are sufficient. 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	///	*****	\$\$\$

Prices are level; volume is average. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

Storms in the Northwest have kept demand weak and prices fairly stable. Norkotahs will remain available into early April; once Norkotahs are depleted, Burbanks will become the sole variety for the rest of the season. Quality is strong in both varieties. MFC Burbank and Norkotah Potatoes are available in Idaho and Washington.



raspberries

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

Prices are starting to ease. Supplies will begin increasing in Central Mexico next week; the crop will peak in April. Baja volume will rise through March. California stocks are tight due to cold, rainy weather. Quality ranges from good to very good: berries are sweet and plump.



romaine

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

The market is weak; stocks continue to increase in the Arizona/California desert region. Quality is very good. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as needed due to elevated levels of epidermal blistering and peeling deep in heads that cannot be removed at harvest points.



salads & blends

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

Prices are steady. Raw product supplies are increasing in the Arizona/California desert region. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

FRESH CROP REPORT



spring mix

The market is fairly stable; volume is average despite rainy weather. Quality is improving. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices have inched up a bit. Florida volume will tighten this month. Demand has shifted to Mexico (into Nogales, Arizona); supply levels are below-normal due to poor weather but should rebound in the next ten days. Quality is very good in Mexico, but varies greatly out of Florida. MFC Yellow and Zucchini Squash is available.

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



strawberries

The market is elevated. Demand exceeds supply in all California growing regions due to rain. Expect supplies to tighten in Florida and South Texas as these regions help fill the shortages out of California. Quality challenges persist. MFC Strawberries are available out of Florida; packer label will be substituted in other regions.

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



tomatoes

Although South Florida Roma and round volume will remain low through the winter, new crop, post-hurricane crops are producing larger sizes and improved quality. Expect comparable prices for the next few weeks. Harvesting in Western Mexico will hit volume levels next week. Cool weather slowed growth and lightened color, but crops are yielding larger-size 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

Prices have stabilized. Supplies are increasing in Jalisco and Sinaloa, Mexico; large sizes dominate availability. Expect comparable markets next week. Quality has improved.

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

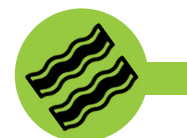
Citrus fruits are in their prime season during the winter months. How do you incorporate these ingredients into on-trend recipes?

A

As much as I can. Citrus can be used in the back-of-house as a garnish, in sauces, dressings, and salads but it's also great to use in a bar's craft cocktail program. Fresh citrus and citrus juices elevate the brightness of dishes and cocktails, leaving you longing for summer again.



Purée garbanzo beans, RSS Peeled Garlic, the juice of MFC Lemons, RSS Washed & Trimmed Parsley, tahini, salt, and olive oil; serve with RSS Celery Sticks and RSS Baby Carrots.



Mix couscous with chopped MFC Oranges, sliced MFC Red Onions, torn MFC Mint, and sliced green olives; drizzle with olive oil and serve with grilled lamb.

TIPS FOR SERVING ORANGES:



- 1.** Serve seared fish entrées with a fresh salad of RSS Orange Slices, shaved MFC Fennel, and MFC Basil.
- 2.** North African tagine can be made with tender chicken thighs, MFC Oranges, RSS Sliced Onions, dates, and green olives.
- 3.** Accent roasted vegetable side with the tangy flavors of RSS Orange Slices and salty bacon.

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.

Ready-Set-Serve Rio Citrus Halibut with Caper Sauce

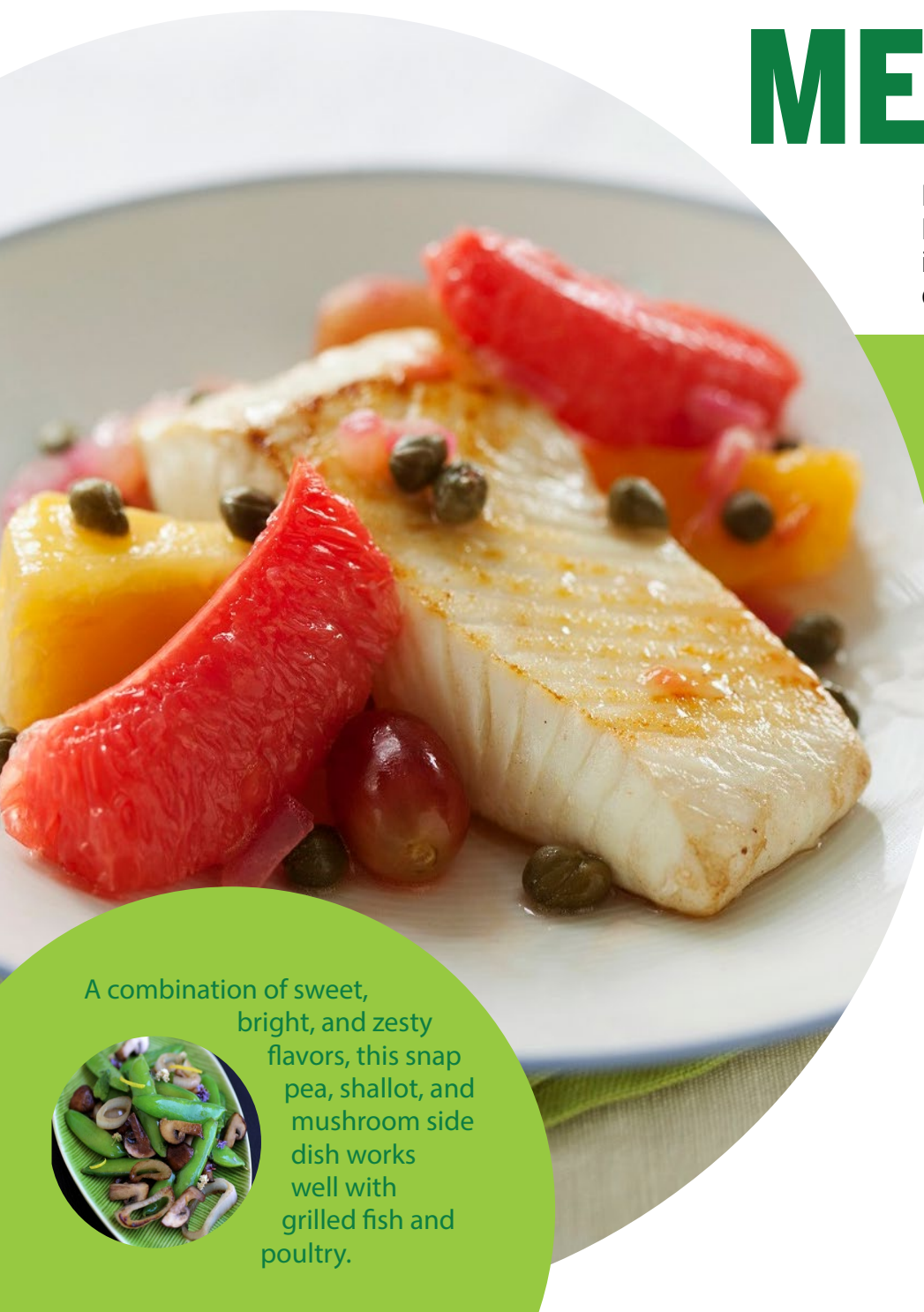
Mild, yet meaty, halibut gets a flavor boost from French-inspired caper sauce and healthy fresh fruit.

- 2 fillets of halibut
- 1 C Ready-Set-Serve Rio Citrus Fruit Salad
- 1 1/2 C juice of Ready-Set-Serve Rio Citrus Fruit Salad
- 1/2 C sweet white wine
- 1 T olive oil
- 3 T shallot, minced
- 1 T capers
- 1 T butter
- 2 tsp. honey
- 1/4 tsp. salt and pepper

Heat oil in a large nonstick skillet over medium-high heat. Sprinkle both sides of fish with salt and pepper.

Add fish to hot pan and cook until browned and opaque in the middle, three to five minutes per side. Remove to a plate, leaving behind as much oil as possible. Tent with foil to keep warm. Add shallots to the pan and cook over medium-high heat, stirring until browned (one minute). Add juice of RSS Rio Citrus, capers, butter, honey, and remaining 1/4 teaspoon salt. Cook, stirring until sauce has thickened slightly, one to two minutes more.

Remove from the heat and stir RSS Rio Citrus Fruit Salad into the sauce. Serve fish with sauce.



A combination of sweet, bright, and zesty flavors, this snap pea, shallot, and mushroom side dish works well with grilled fish and poultry.