



FRESH CROP REPORT

WEEK OF JANUARY 29, 2023 - CANADIAN EDITION



MARKON
ESSENTIALS

HIGHLIGHTS

Desert Region Weather

The Arizona/California desert growing region is experiencing widespread lettuce ice with morning temperatures dropping into the upper 20°s to mid-30°s. **More lettuce ice events are expected through this week, causing harvesting delays and future quality issues such as epidermal blistering and peeling.**

Bananas

Stocks are tightening. Production in Central America has hit seasonal lows. **Firm markets and low volume are expected into March.**

Strawberries

Supplies remain limited in all California growing regions, as growers continue to assess damage caused by historical rainfall. Florida expects lower volume this week, as fields recover from previous freezing temperatures. Expect supplies to tighten in South Texas, as the region continues to help fill the shortages out of California and Florida.



MIXED BERRIES

- Growers in Central Mexico will harvest ample blackberry and blueberry supplies until early March.
- Raspberry supplies will tighten over the next two weeks due to cooler weather.

CELERY

- Markets continue to ease.
- Availability continues to increase in all regions despite cool weather and rain events.

BOK CHOY

- Near-freezing nighttime temperatures and frosts have been stunting growth of current crops.
- Supplies are forecast to remain light through mid-February, when younger plantings have more time to mature.

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bell peppers
green/red

REGION	SUPPLIES	QUALITY	PRICE
CA, USA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Weak demand is keeping markets steady. Florida winter production has been slowed by cold weather. Green bell crops are between sets in Sinaloa, Mexico, resulting in lower volume; however, new crop production will start soon. Morning dew has caused some quality issues, but overall it is very good. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

Prices are level; storage supplies are readily available. 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 on the market.



asparagus

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

The market is up due to tight industry stocks. Extra-large and jumbo packs are limited in Baja and Mexicali, Mexico. Production has begun in Caborca, Mexico. Peruvian volume is low (into Miami, Florida). MFC Asparagus is available.



avocados

REGION	SUPPLIES	QUALITY	PRICE
CA, USA	///	*****	\$\$\$
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.



blackberries

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

The market is stable; stocks are sufficient. Most fruit is being sourced in Central Mexico at this time. Domestic supplies are expected to decrease due to cold weather. Quality is very good: size is large and flavor is sweet yet tangy.



blueberries

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

Prices are level. Growers in Central Mexico will harvest ample supplies until early March. Stocks will slowly increase in Baja, Mexico through January, reaching peak season this spring. Peruvian imports are moving past seasonal highs; expect strong volume for two more weeks, then declining supplies. Quality ranges from good to very good.

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broccoli

Ample stocks are keeping markets weak in all regions. Cold weather may start to slow growth, but low prices are forecast for a couple more weeks. Quality is very good. MFC Broccoli is available.

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



cantaloupe

West Coast prices are higher than those on the East Coast; all sizes are extremely limited. Quality ranges from fair to average; bruising and overripened fruit are minor issues being caused by long travel times. East Coast stocks are more plentiful with lower markets. Sugar levels are 12 Brix.

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



cauliflower

Although markets are currently low, upcoming cold weather will slow growth and push up prices in February. Quality is good, but head size will diminish as temperatures drop. ESS Cauliflower is available.

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



celery

Prices continue to ease. Availability continues to increase in all regions despite cool weather and rain events. Arizona/California desert production is underway; stocks are ramping up. MFC Celery is available.

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



chile peppers

The market is stable. Florida volume is low; Jalapenos and Poblanos are the most readily available. Many growers are waiting for new crop plants to mature in approximately three weeks. West Coast supplies are adequate. Serranos and Habaneros are tight. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

Prices are slightly lower than last week. Offshore volume (into South Florida) is lower than in years past due to rising production costs and lower acreage planted. Low temperatures are keeping Mexican stocks tight; supplies will increase once weather starts to warm. Domestic harvesting will start in Florida by mid-March. MFC and ESS Cucumbers are available.

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



grapes

Offshore markets are elevated. Chilean and Peruvian stocks will be shipped through May. Quality is very good: fruit is firm and sweet. MFC Seedless Green, Red, and Lunch Bunch Grapes will become available in a few weeks.

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

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green leaf

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

Although prices are weak and stocks are plentiful, persistently low temperatures and strong winds will start to cause quality issues and reduce head weights. Quality is good; epidermal blistering and peeling are being trimmed in the field. MFC Premium Green Leaf Lettuce is available.



honeydew

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

West Coast markets are higher than those on the East Coast; all sizes are extremely limited. Quality ranges from fair to average; bruising and overripened fruit are minor issues being caused by long travel times. East Coast stocks are more plentiful with lower prices.



iceberg

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

Prices remain low, but weights and densities are fluctuating due to cold weather and strong winds. Expect a small market rise as more low temperatures are forecast this week. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) is being packed when case weights don't meet specifications.



lemons

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

The market is stable; stocks are sufficient. Although cold weather persists, rain has ended in most regions, increasing production in all three areas of California (San Joaquin Valley, Southern California, and the Arizona desert region). Quality is excellent. MFC and ESS Lemons are available.



limes

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

Prices are beginning to inch down. The Super Bowl will drive up demand, but supply levels should cover all orders. By mid-February volume will dip, pushing up markets through mid-April. Quality is improving; deep green color is now the norm. MFC and ESS Limes are available.



onions

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

Expect steady markets and continued high-quality pack outs. Size is dominated by medium and jumbo; colossal and super colossal supplies are average. Mexican white and yellow onions have entered the market. Texas-grown supplies will start shipping in early March. Quality is excellent. MFC Red and Yellow Onions are available from Idaho, Oregon, Utah, and Washington.



oranges

REGION	SUPPLIES	QUALITY	PRICE
CA, USA	///	*****	\$\$\$
FL, USA	///	*****	\$\$\$
IMPORTS	///	*****	\$\$\$

Prices are unchanged. Recent rain has increased the crop's size profile. Quality is excellent; sugar levels are high and gas times are minimal. Florida has started shipping the Valencia crop. MFC and ESS Navel Oranges are on the market.



pears

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

The market is level. Washington and Oregon D'Anjou pears will ship through August. The Washington Bartlett season has ended. MFC D'Anjou Pears available.

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pineapples

The market is stable; stocks are sufficient. Quality is very good: fruit is firm, juicy, and tangy-sweet.

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



red/yellow potatoes

The market is unchanged; supplies are adequate. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.

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



raspberries

Prices are climbing. Florida supplies will tighten over the next three weeks due to cooler weather. Stocks will remain minimal in Oxnard, California until early spring. Volume will reach its seasonal peak in Central Mexico in early June. Quality is good: berries are sweet and plump.

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



romaine

Although stocks are abundant, persistently cold weather is expected to slow growth. Markets have come close to turning a corner and rising again after precipitous fall. Quality is good; epidermal peeling and wind damage are being reported in some lots. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted when weights are below specification levels.

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



potatoes

Persistently cold weather is shortening production and shipping hours tightening stocks. Demand is weak, holding the market level. Norkotahs dominate pack outs in Idaho but more Burbanks are now on the market. Quality is excellent in both varieties. MFC Burbank and Norkotah Potatoes are available in Idaho and Washington.

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



salads & blends

Prices are holding steady. Raw product supplies are currently ample in the Arizona/California desert region, but may start tightening as cold weather persists. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

The market remains level, but low temperatures may impeded growth and lead to increased bruising, mechanical damage, and smaller overall leaf size. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are steady. Florida stocks are a bit tighter due to recent cold weather. Zucchini is more plentiful than yellow squash. Mexican volume (into Nogales, Arizona) has also dipped; low temperatures have reduced yields but supply is meeting demand. Quality is good; scarring is minor problem. MFC Yellow and Zucchini Squash is available.

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



strawberries

The market is elevated. Supplies remain limited in all California growing regions, as growers continue to assess damage caused by historical rainfall. Florida expects lower volume this week, as fields recover from previous freezing temperatures. Expect supplies to tighten in South Texas, as the region continues to help fill the shortages out of California and Florida. MFC Strawberries are available in Florida.

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



tomatoes

Moderate demand is keeping prices steady. Florida Roma and round production is adequate despite cold weather; large sizes dominate availability, but as growers move into second and third harvests, the crop profile will even out. Grape tomato volume is low, but should rebound soon. Mexican supplies will remain abundant through February. Quality is very good. MFC Tomatoes are on the market.

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



tree fruit

Limited quantities of offshore nectarine, peach, and plum supplies have begun to enter the market; the Chilean season is underway. The market is elevated, but will ease as the season progresses and stocks increase. Quality is very good.

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



watermelon

Stable pricing is forecast through February. Mexican supplies are increasing, especially large sizes. Medium and small sizes are not as abundant. Quality is very good.

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

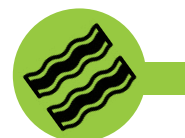
Q

RSS Avocado products save back of house labor and prep time. What are your favorite ways to incorporate these products into recipes, especially around the Super Bowl?

A

To me, they are like a blank canvas. I love to spread RSS Avocado Chunks on a plate and then top it with various items that add crunch, sweetness, and saltiness and then use vegetables, chips, or naan bread to scoop up the goodness.

My favorite combination is RSS Avocado Chunks topped with chili crisp, fried shallots, chopped peanuts, sweet soy sauce, sesame seeds, MFC Mint, and MFC Limes—fried wonton chips make a great dipper!



RSS Pico de Gallo Guacamole is a fast and easy way to get a delicious dip on your Super Bowl menu.

TIPS FOR SERVING RSS GRAPEFRUIT SECTIONS:



- 1.** Serve roasted and chopped beets, RSS Grapefruit Sections, and crumbled blue cheese inside cups of MFC Butter Lettuce.
- 2.** Serve miso-glazed cod on a bed of sautéed RSS Triple-Washed Spinach; place three RSS Grapefruit Sections on top of fish; garnish with MFC Chives
- 3.** Serve granita made with RSS Grapefruit Juice, simple syrup, and star anise; garnish with RSS Grapefruit Sections and whole star anise.

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.

Beet Pancakes

Give classic flapjacks a bit of flair with bright pink beet juice. The flavor is a bit earthier, but remains sweet. Top with vibrant fruits and edible flowers for a crowd-pleasing presentation.

- 2 Small beets, roasted and peeled
- 2 Eggs
- 1 1/3 C Low fat buttermilk
- 1 tsp. Vanilla
- 1 1/2 C All-purpose flour
- 2 tsp. Baking powder
- 1 tsp. Baking soda
- 1 T Sugar
- 1/4 tsp. Salt
- 1/4 C Canola oil (as needed for frying)

Purée beets in a food processor. Add eggs, buttermilk, and vanilla and blend until just mixed.

Sift together flour, baking powder, baking soda, sugar, and salt. Add to the food processor with beet mixture and blend until just mixed (lumps are ok).

Heat a large skillet and brush with oil. Scoop small rounds of batter onto the hot surface and cook until bubbles burst through the top of the pancakes (one to two minutes). Flip and cook another minute.

Garnish with fresh fruits and edible flowers as desired.



This updated taco

salad is a family favorite packed with fresh, healthy produce.

