



FRESH CROP REPORT

WEEK OF FEBRUARY 12, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Potatoes

Northwest Norkotah supplies will remain available through late April; after that, Burbanks will be the sole variety on the market for the rest of the season. **Prices will remain relatively steady over the next several weeks**, but will begin to inch up once Norkotah supplies begin to wind down. New crop planting will begin in mid-April, with Norkotah harvesting starting in late July 2023.

Cauliflower

Prices are climbing. Persistently low temperatures are slowing growth and limiting supplies.

Limes

The market continues to climb as available supplies tighten. Rain and cooler weather during the winter months hampered the blossoming of current crops, reducing the amount of available fruit.



ONIONS

- Expect steady prices for the next few weeks.
- Northwest and Mexican supplies are on the market; the domestic, Texas-grown onion crop is on track to begin shipping in early March.

STRAWBERRIES

- Expect tight supplies and elevated markets for next two weeks.
- Oxnard, California yields are steadily increasing after recent rain; Santa Maria new crop production is delayed.

CELERY

- Expect markets to begin to stabilize through February after sharp and steady declines at the start of the year.
- Yuma, Arizona and Oxnard, California are the primary growing regions; despite colder weather, supplies continue to increase.

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apples

Prices are level; storage supplies are plentiful. 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.

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



asparagus

Mexican markets are weak; harvesting has increased in Caborca and Baja. Peruvian stocks are tight (into Miami, Florida). Quality is very good: stalks are straight and tips are tight. MFC Asparagus is available.

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



avocados

Prices are steady at low levels; supply is meeting demand. 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.

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



bell peppers green/red

Green bell markets have eased; red bell prices are stable. Florida growers are harvesting a mix of older and newer fields; the size profile is a bit lower than last week. Mexican production continues at a steady pace. New plantings will be harvested this week, increasing supplies. Quality is very good. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

The market is level. Supplies are expected to remain at current levels through late February. Production is steady in Central Mexico, where a large percentage of fruit is harvested. California volume is at a minimum. Quality is very good: size is large and flavor is sweet yet tangy.

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



blueberries

Prices are unchanged. Volume is high in Central Mexico. Peruvian crops are past peak production; supplies will diminish through the end of the season. The Chilean season has ended. Quality ranges from good to very good.

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

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broccoli

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

Domestic markets are up. Stocks are tight; cold weather has stalled growth. The price spread between domestic and Mexican product is widening. Quality is very good; very minimal yellowing, mold, and decay are being reported. MFC Broccoli is available.



cantaloupe

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

Prices are elevated. Stocks will remain limited until Mexico's spring season begins in March/April. West Coast vessel arrivals are being impacted by higher freight costs; markets are high. Availability is better on the East Coast and in Texas; prices are weaker. Quality is fair on the West Coast; bruising and over ripen fruit are occasional issues being caused by long travel times. Sugar levels measure 12 Brix.



cauliflower

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

Prices are climbing. Persistently low temperatures are slowing growth and limiting supplies. Mold, off-color, and small size are being observed in some lots, further reducing yields; overall finished product quality is good. ESS Cauliflower is available; packer label may be substituted as needed.



celery

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

Prices will begin to stabilize through February after sharp and steady declines at the start of the year. Yuma, Arizona and Oxnard, California are the primary growing regions; despite colder weather, supplies continue to increase. Florida production is ongoing; size has returned to normal though inclement weather may moderately slow growth. MFC Celery is available.



chile peppers

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

The market is level. East Coast/South Florida harvesting is mostly limited to Jalapenos and Poblanos, but some new crops are expected to come online in the next two to three weeks. Mexican supplies are moderate; Jalapeno volume and quality have increased. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices for medium and large sizes are slightly higher. Volume will be at its peak in Honduras (into South Florida) for the next four to six weeks. Production will begin in Florida by early to mid-March. Mexican supplies are sufficient. MFC and ESS Cucumbers are available.



grapes

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

Offshore green and red seedless markets are inching up; prices for portioned packs are high. Chilean and Peruvian supplies 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.

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green leaf

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

Prices are weak; stocks are abundant, yet cold weather is beginning to slow growth and reduce case weights. Quality is very good; minimal fringe burn, epidermal blistering, and peeling are being trimmed in the field. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Mexican and offshore (into the West Coast) stocks are extremely tight; markets are elevated. Florida has better availability and lower prices. Expect comparable markets until Mexico production increases in March. Overall quality is fair.



iceberg

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

Prices are steady to slightly higher as low temperatures are impeding growth. Quality is average: head weights are decreasing. 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	///	*****	\$\$\$
IMPORTS	///	*****	\$\$\$

The market is level; stocks are level. Harvests are taking place in the 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 will inch up through mid-April. Low temperatures from last November and December stunted blossoms that would normally be ready for harvest now; volume is falling. Quality is very good. MFC and ESS Limes are available.



onions

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

Expect steady markets for the next few weeks. Medium and jumbo sizes are most plentiful; colossal and super colossal supplies are scarce. Quality is excellent. MFC Onions will remain available in the Northwest through mid-April, while Colorado stocks will ship through mid-March. Mexican imports are shipping out of South Texas.



oranges

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

Navel prices are unchanged. Large sizes dominate the current crop. Quality is excellent; sugar levels are high and gas times are minimal. Florida Valencia stocks are also available. MFC and ESS Navel Oranges are on the market.



pears

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

The market is stable. Washington and Oregon D'Anjou pears will be available through August. Quality is excellent. California Bartletts will enter the market in July. MFC D'Anjou Pears are available.

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pineapples

The market is steady; volume is average. Quality is very good: fruit is firm, juicy, and tangy-sweet.

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



red/yellow potatoes

The market is stable; stocks are sufficient. 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

The market is up. Supply levels will remain flat compared to last week, but an uptrend is forecast to start in two weeks. Volume in Central Mexico will climb in late February. Quality is good: color is bright and flavor is sweet.

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



romaine

Prices are weak; stocks are abundant, yet cold weather is beginning to slow growth and reduce case weights. 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	///	*****	\$\$\$



potatoes

Northwest Norkotah supplies will remain available through late April; after that, Burbanks will be the sole variety on the market for the rest of the season. Prices will remain relatively steady over the next several weeks, but will begin to inch up once Norkotah supplies begin to wind down. New crop planting will begin in mid-April, with Norkotah harvesting starting in late July 2023.

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



salads & blends

Prices are level. Raw product stocks are ample in the Arizona/California desert region, but low temperatures are slowing growth. 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

The market is fairly steady, yet low temperatures are slowing growth and causing bruising, mechanical damage, and smaller overall leaf size. Markon's Quality Assurance team continues to monitor quality and processing for the best packs. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are stable. Florida production was a bit erratic last week. Although warm weather should increase growth this week, overall volume will remain low through March. Zucchini quality has been consistently good but there are scarring and scuffing concerns in some yellow squash lots. On the West Coast, cycles of cold and warm weather, as well as rain, have resulted in erratic growth, but supply is meeting demand. MFC Yellow and Zucchini Squash is available.

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



strawberries

Prices are steady at high levels. **Expect tight supplies and elevated markets** for next two weeks. Oxnard, California yields are steadily increasing after recent rains; Santa Maria new crop production is delayed. Warmer weather is aiding growth in Florida, but rain is expected soon. MFC Strawberries are available in Florida.

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



tomatoes

Weak demand is holding prices steady. Expect consistent production levels in Florida through mid-March, when spring crops are harvested and supplies increase. Grape tomato volume has rebounded. MFC Tomatoes are on the market. Mexican round, Roma, mature green, and vine-ripe stocks are ample; large sizes dominate availability. Quality is very good.

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



tree fruit

Chilean nectarine, peach, and plum supplies are on the market. Offshore prices are elevated. Quality is very good; fruit is juicy and sweet.

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



watermelon

Stable markets will persist through February. Mexican volume is climbing. Large sizes are most abundant; medium and small sizes are adequate. Quality is very good; melons are firm and juicy with sweet flavor.

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.



GARY HILL
MARKON MEMBER CHEF

Q

RSS Cauli Creations can be used in myriad ways. What are some of your favorites?

A

I like to serve ribeye steaks topped with garlic-cauliflower crumble and umami-rich roasted mushrooms.



I also use it in a kimchi-cauliflower fried rice which is flavor-packed vegetarian dish or delicious topped with stir-fried chicken or beef.



Cauliflower works well in gnocchi recipes—I pair it with crispy prosciutto and a brown butter sage sauce.

TIPS FOR SERVING CAULIFLOWER:



- 1.** Chop RSS Cauliflower Florets and toss with olive oil, salt, and pepper; roast until tender; serve aside steaks with grated Parmesan cheese.
- 2.** Top cheesy polenta with chopped and sautéed RSS Cauliflower Florets, RSS Peeled Garlic, and chopped hot Italian sausage.
- 3.** Steam black mussels, RSS Cauliflower Florets, saffron, and fish stock until shellfish open; garnish with snipped chives.

FEATURED PARTNER SPOTLIGHT: WONDERFUL CITRUS

Who?

With over 35 years in the industry and a team of more than 7,500 employees, Wonderful Citrus harvests more than 41,000 acres across California, Texas, and Mexico.

Why?

To reduce their carbon footprint, Wonderful Citrus is directing significant resources to groundbreaking technology and research around six topics, including water stewardship, carbon emissions tracking, clean energy, responsible packaging, sustainable farming, and waste reduction.

Which Markon Products?

MFC/ESS Lemons, MFC/ESS Limes, and MFC/ESS Oranges

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.

Cauliflower Tacos with Mole Sauce

A delicious vegetarian option that packs the earthy flavors of cumin-roasted cauliflower, pickled red onions, and Oaxacan mole sauce.

- 3 C Ready-Set-Serve Cauliflower Florets
- 2 T Olive oil
- 1 tsp. Kosher salt
- 1 tsp. Ground cumin, toasted
- 1/2 C Oaxacan brown mole sauce
- 1/2 C Markon First Crop Red Onions, pickled
- 1/2 C Ready-Set-Serve Washed & Trimmed Cilantro
- 1/2 C Cotija cheese, crumbled
- 1 T Sesame seeds
- 8 House-made corn tortillas, grilled or warmed

Toss cauliflower with oil, salt, and cumin; roast until tender and starting to brown (approximately 20 minutes).

Fill tortillas with equal parts roasted cauliflower. Drizzle each taco with mole sauce.

Top each taco with equal parts pickled onions, cilantro, cheese, and sesame seeds.



Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this crisp RSS Heritage Blend salad.

