



FRESH CROP REPORT

WEEK OF FEBRUARY 19, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Strawberries

Abnormally cool weather is starting to impact daily yields in the Oxnard and Santa Maria, California growing regions. Supplies are becoming more plentiful in Florida, as temperatures are rising. Mexican stocks (into South Texas) are tightening; the region is experiencing heat-related quality issues.

Asparagus

Markets are rising; cold weather has reduced spear production in Mexico. Supplies will increase significantly in early to mid-March.

Lemons

Current supplies are plentiful, but upcoming spring weather and strong Lenten season demand are expected to push up prices.



TOMATOES

- Mexico's cold weather has affected production. Growers are in a bit of a lull this week which has increased prices, especially for Romas and rounds.
- Supplies are expected to rebound late next week.

SWEET BABY BROCCOLI

- Salinas Valley production is reduced as a result of low temperatures and heavy rainfall in December and January.
- Stocks are expected to be tight for the next two to three weeks, at minimum.

BELL PEPPERS

- Increased demand and cold Mexican weather have increased red bell pepper prices.
- Green bell markets are steady.

FRESH CROP REPORT

WEEK OF FEBRUARY 19, 2023



apples

The market is steady; storage stocks are readily available. 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 on the market.

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



asparagus

Prices are rising; cold weather has reduced spear production in Mexico. Supplies will increase significantly in early to mid-March. Quality is very good: stalks are straight and tips are tight. MFC Asparagus is available.

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



avocados

The market is unchanged; volume is average. 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

Increased demand and cold Mexican weather have increased red bell pepper prices. Supplies are tightening due to increased demand. Mexico is experiencing cold evenings (mid-40s F) which is slowing the ripening process. Green bell markets are steady. Overall quality is very good; wind scarring is a minor issue. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Prices are stable; stocks are sufficient. Harvesting is focused in Central Mexico. California volume remains low. Quality is very good: size is large and flavor is sweet yet tangy.

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



blueberries

The market is level. Supplies are plentiful in Central Mexico. Peruvian crops are starting to diminish; the season is winding down. Quality is very good; berries are plump and delicious.

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

FRESH CROP REPORT



broccoli

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

Slightly lower markets are expected this week. The price spread between Mexico and the AZ/CA desert region is shrinking as desert supplies increase. Prices are expected to remain fairly steady into next week. Quality is very good; yellowing, mold, and decay are minimal. MFC Broccoli is available.



cantaloupe

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

Central American markets remain elevated; supplies are shipping out of Guatemala, Honduras, and Costa Rica. Stocks are tight due to limited space available on cargo ships and increased freight costs. East Coast prices are slightly lower as availability is a bit higher. 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	///	*****	\$\$\$

The market is expected to continue inching down; however, cold weather will slow growth and keep markets elevated this week. Supplies are slowly increasing in the AZ/CA desert growing regions. Quality is good; mold, off-color, and small size are being observed in some lots. ESS Cauliflower is available; packer label may be substituted as needed.



celery

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

The market is fairly steady. Yuma, Arizona and Oxnard, California are the primary growing regions; supply is meeting demand. The Florida season is also underway. Quality is very good. MFC Celery is available.



chile peppers

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

Prices are unchanged. South Florida harvesting is dominated by Jalapenos and Poblanos; Cubanelles and Habaneros are limited, but new crop harvesting will start in approximately three weeks. Mexican stocks are tighter than usual for this time of year; warmer March weather will increase supplies. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market is stable. Stocks out of Honduras (into South Florida) will ship for the next three to four weeks. New crop harvesting will start in Florida by early to mid-March. Mexican volume is average. MFC and ESS Cucumbers are available.



grapes

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

Prices for offshore green and red seedless grapes, as well as portioned packs, are elevated. Chilean and Peruvian fruit 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.

FRESH CROP REPORT



green leaf

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

Low markets persist; supplies are ample, although low temperatures have slowed growth and reduced head 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	///	*****	\$\$\$

Central American **prices remain elevated**; supplies are shipping out of Guatemala, Honduras, and Costa Rica. Stocks are tight due to limited space available on cargo ships and increased freight costs. Mexican honeydews are being used as necessary to fill orders. Quality is fair; bruising and over ripen fruit are issues being caused by long travel times.



iceberg

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

The market is stable despite this week's low temperatures. Quality is good; head weights have dipped. 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	///	*****	\$\$\$

Current supplies are plentiful, but **upcoming spring weather and strong Lenten season demand are expected to push up prices**. Expect a slow and steady market climb as demand increases over the next six to eight weeks. Quality ranges from very good to excellent. MFC and ESS Lemons are available.



limes

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

Expect markets to climb through mid-April. Last November and December's cold weather stunted blossoms that should normally be ready to harvest now; supplies are tightening. Quality is very good. MFC and ESS Limes are available.



onions

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

MFC Onions will be available in the Northwest through mid-April, while Colorado stocks will ship through mid-March. Fresh-run Mexican red, white, and yellow onions are being shipped out of South Texas. Texas-grown supplies will hit the market early March. Prices have eased now that Mexican onion volume has increased.



oranges

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

The California Navel market is level. Large sizes are abundant. Quality is excellent; sugar levels are high. Valencia supplies are available in Florida and Mexico (into Texas). MFC and ESS Navel Oranges are on the market.



pears

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

Prices are unchanged. Washington D'Anjou pears will be available through August. Quality is excellent. California Bartletts will hit the market in July. MFC D'Anjou Pears are available.

FRESH CROP REPORT



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

Prices are level; 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 elevated. Stocks are limited, but should begin to increase in a week or so. Quality is good: color is bright and flavor is sweet.

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



romaine

Low markets persist; supplies are ample, although low temperatures have slowed growth and reduced head 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 stocks will be on the market through late April; after that, Burbanks will be the only variety available for the rest of the season. Markets will remain relatively stable for a few weeks, but will start to rise once Norkotah supplies 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 steady. Although low temperatures are slowing growth, raw product supplies are meeting demand in the Arizona/California desert region. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

Although cold weather has impeded growth and caused bruising, mechanical damage, and smaller overall leaf size, markets are holding steady. 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	///	*****	\$\$\$



tomatoes

Mexico's cold weather has affected production. Growers are in a bit of a lull this week which has increased prices, especially for Romas and rounds. Supplies are expected to rebound late next week. Quality is excellent.

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



squash

Zucchini demand is weak; prices are low. Yellow squash markets are a bit higher. Florida winter harvesting will increase in March. West Coast, stocks are sufficient despite erratic weather patterns. MFC Yellow and Zucchini Squash is available.

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



tree fruit

Chilean nectarine, peach, and plum stocks are available. Offshore markets will remain high through the season due to transportation costs. Quality is very good; fruit is juicy and sweet.

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



strawberries

Abnormally cool weather is starting to impact daily yields in the Oxnard and Santa Maria, California growing regions. **Supplies are becoming more plentiful in Florida, as temperatures are rising.** Mexican stocks (into South Texas) are tightening; the region is experiencing heat-related quality issues. Supplies are becoming more plentiful in Florida, as temperatures are rising. MFC Strawberries are available in Florida.

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



watermelon

Prices are level. Mexican supplies are sufficient. Large sizes are plentiful; 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

Food safety is critical in today's fast-paced foodservice world. Which products do you recommend that help protect operators and prevent cross contamination?

A

RSS Onions are available sliced, diced, and peeled with no mess or waste. They not only help prevent cross-contamination but save on labor.



I also recommend RSS Chopped Collard Greens that are washed, trimmed, and ready to cook.



And don't miss MFC Trimmed Leeks that arrive without the bulky, fibrous tops.

TIPS FOR SERVING BROCCOLI:



- 1.** Stir steamed RSS Broccoli Florets, cooked and chopped chicken breasts, and crispy bits of pancetta into macaroni and cheese.
- 2.** Top cheesy polenta with chopped and sautéed RSS Broccoli Florets, RSS Peeled Garlic, and chopped hot Italian sausage.
- 3.** Toss florets into green salads, stir-fries, pasta dishes, and creamy soups.

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.

Blistered Broccoli and Seared Scallops

The Asian flavors of lemongrass and ginger add contrast to this entrée of seared scallops and blistered broccoli.

2 T	Grape seed oil
2 lbs.	Large sea scallops
	Coarse salt and ground pepper (to taste)
2 ½ lbs.	Ready-Set-Serve Bite-Size Broccoli Florets
1 T	Lemongrass
1 T	Ginger
1 tsp.	Chili paste
¼ C	Ready-Set-Serve Lemon Juice
¼ C	Low-sodium soy sauce
2 T	Rice vinegar

In a large skillet, heat 1 Tbsp. grape seed oil over medium-high heat. Season scallops with salt and pepper; sear in a very hot pan for approximately two minutes on each side. Remove from pan and allow to rest in a warm place.

Pour remaining oil into pan and immediately add broccoli; sear for one minute then incorporate lemongrass, ginger, chili paste, and lemon juice.

To deglaze pan, add soy sauce, vinegar, and Sambal sauce; toss to combine. Serve immediately with two or three seared scallops on each plate.



A healthy option to oatmeal and other warm breakfast cereals... piled high with fruits, nuts, and seeds.