



FRESH CROP REPORT

WEEK OF FEBRUARY 5, 2023 - CANADIAN EDITION



MARKON
ESSENTIALS

HIGHLIGHTS

Strawberries

The market is high. Supplies remain limited in all California growing regions. Rainfall swept through the Oxnard, California growing region diminishing supplies. Florida yields remain low due to recent freezing temperatures. South Texas stocks are tightening, as the region continues to help fill shortages out of California and Florida.

Tomatoes

Prices are easing. Mexican supplies are abundant. Winter production is steady in South Florida.

Melons

Cantaloupe and honeydew markets remain elevated; Central American supplies are especially tight on the West Coast due to reduced shipments.



CELERY

- Oxnard, California is the primary growing region; supplies continue to increase despite past rain events.
- Expect continued market declines with ample volume in multiple growing regions.

RASPBERRIES

- Volume has plummeted due to strong winds in Baja, Mexico that impacted growing infrastructure.
- Expect extremely low industry yields for the next two to three weeks; prices will soar.

CAULIFLOWER

- Continued low temperatures are slowing growth and limiting supplies.
- Prices will continue to climb over the next week at minimum.

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WEEK OF FEBRUARY 5, 2023



bell peppers
green/red

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

Weak demand is keeping green bell prices low; red bell markets are stable. Florida yields are increasing as new crops become available. Mexican growers are moving to new crop fields, but volume remains adequate. Quality is very good. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

The market is holding steady; storage stocks are meeting demand. 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	///	*****	\$\$\$

Mexican prices have eased significantly as production has increased in Caborca and Baja. Peruvian supplies remain scarce (into Miami, Florida). Quality is very good: stalks are straight and tips are tight. MFC Asparagus is available.



avocados

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



blackberries

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

Prices are unchanged; supplies are plentiful in Central Mexico. Domestic volume is lower due to low temperatures over the past month. Quality is very good: size is large and flavor is sweet yet tangy.



blueberries

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

The market is steady. Expect high volume out of Central Mexico through early March. Stocks will reach peak levels this spring in Baja, Mexico. Peruvian imports will start declining in another week. Quality ranges from good to very good.

FRESH CROP REPORT



broccoli

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

Expect domestic prices to continue rising into next week. Supplies are tightening as a result of persistently cold weather stalling growth. The market 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	///	*****	\$\$\$

Expect tight supplies and high prices into March (when Mexico's spring season starts). West Coast vessel arrivals are being impacted by higher freight costs, driving up markets. Availability is slightly better on the East Coast and in Texas; prices are lower. Quality is fair out of all growing regions; 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, USA	///	*****	\$\$\$

Prices will continue to climb over the next week at minimum. Low temperatures are slowing growth and limiting supplies. Quality is good, but 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, USA	///	*****	\$\$\$
FL	///	*****	\$\$\$

Expect continued market declines with ample volume in multiple growing regions. Oxnard, California is the primary growing region; supplies continue to increase despite past rain events. Arizona/California desert production is in full swing. Florida stocks are tight due to cold weather. MFC Celery is available.



chile peppers

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

Prices are stable. East Coast production is limited; Jalapeno and Poblano supplies are the most readily available at this time. Expect new crop harvests to begin over the next two weeks; volume will rise when spring crops increase in April. West Coast stocks are starting to increase; Serranos and habaneros are tight. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market is slightly lower than last week. Offshore supplies (into South Florida) are fairly steady. Domestic harvesting will start in Florida by mid-March. Mexican volume has ticked up a bit. MFC and ESS Cucumbers are available.



grapes

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

Green and red seedless prices are rising, while markets for 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, USA	///	*****	\$\$\$

The market is low and volume is high, but sustained low temperatures are starting 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	///	*****	\$\$\$

Expect elevated prices and tight stocks until production increases in Mexico in March. West Coast availability is low; higher freight costs are pushing up markets. East Coast supplies are more readily available with slightly lower pricing. Mexican melons are tight. Quality is fair; ground spotting, wind scarring, and bruising are occasional issues due to increased travel times.



iceberg

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

Prices are expected to rise slightly due to low temperatures, but overall markets will remain steady. Quality is average: weights and densities are more inconsistent 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	///	*****	\$\$\$

Prices are unchanged; supplies are adequate. Production is in full swing 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	///	*****	\$\$\$

The market is level, but is forecast to start inching up through mid-April as cold weather from last November and December stunted blossoms that should be reaching maturity soon. Quality is very good. MFC and ESS Limes are available.



onions

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

Prices are starting to inch down. Size is dominated by medium and jumbo; colossal and super colossal supplies are average. Mexican white and yellow onions are being shipped out of South Texas. Texas-grown supplies will enter the market in early March. Quality is excellent. MFC Red and Yellow Onions are available.



oranges

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

The Navel market is level. Large sizes dominate availability. Quality is excellent; sugar levels are high and gas times are minimal. Florida Valencia stocks are available. MFC and ESS Navel Oranges are on the market.



pears

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

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

FRESH CROP REPORT



pineapples

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

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



red/yellow potatoes

Prices are level; stocks are meeting demand. 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

Volume has plummeted due to strong winds in Baja, Mexico that impacted growing infrastructure. Expect extremely low industry yields for the next two to three weeks; **markets will soar**. Quality is average.

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



romaine

Prices are low and supplies are ample, but sustained low temperatures are starting 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, USA	///	*****	\$\$\$



potatoes

Although cold weather is consistently shortening production and shipping hours, weak demand is keeping markets stable. Norkotahs dominate pack outs in Idaho but Burbanks are increasing. Quality is excellent in both varieties. MFC Burbank and Norkotah Potatoes are available.

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



salads & blends

The market is unchanged. Raw product supplies are currently abundant in the Arizona/California desert region, but are forecast to begin tightening due to low temperatures. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

Although prices are steady, cold weather is 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, USA	///	*****	\$\$\$



tomatoes

Expect low markets for another week or two. The Mexican growing region of Culiacan is in full production with good quality round, Roma, grape, and cherry stocks. Florida's winter production is steady in the Naples region despite recent cool weather. Roma quality is mixed; occasional shoulder issues are being observed during harvests. MFC Tomatoes are on the market.

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



squash

Expect prices to decrease over the next two weeks with improved weather in the forecast. Supplies are sufficient in Western Mexico despite cooler evening temperatures. Florida volume is typically low during winter months; recent cold weather stunted plant growth. MFC Yellow and Zucchini Squash is available.

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



tree fruit

Chilean nectarine, peach, and plum stocks are available. Prices will inch down as the season progresses and volume rises. Quality is very good.

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



strawberries

Prices are high. Supplies remain limited in all California growing regions. Rainfall swept through the Oxnard, California growing region diminishing supplies. Florida yields remain low due to recent freezing temperatures. South Texas stocks are tightening, as the region continues to help fill shortages out of California and Florida. MFC Strawberries are available in Florida.

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



watermelon

Expect comparable markets through February. Mexican stocks continue to increase. Large sizes are most plentiful; medium and small sizes are sufficient. 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

What are your wow dessert ideas for Valentines Day?

A

I love presenting a fresh fruit tart with a crisp sweet pastry shell, creamy custard filling, and lots of beautiful produce, including strawberries, kiwi fruit, blackberries, and raspberries glazed with apricot jam.



Another favorite is the Linzer torte filled with house-made raspberry jam.



Zabaglione works well—layer fresh strawberries and blackberries between warm custard, then brulée the top.

TIPS FOR SERVING RSS HERITAGE BLEND:



- 1.** Upgrade house salads with this colorful, hearty blend.
- 2.** Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan.
- 3.** Top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.

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.

Winter Barley Salad

This hearty grain salad gets umami from mushrooms, sweetness from Kabocha squash, and bright notes from lemon. Serve warm for cold months or chilled when it starts to heat up.

- ¼ C Olive oil (split)
- 1 C MFC Mushrooms, chopped
- 2 C Wild mushrooms
- ¼ C RSS Peeled Garlic, chopped
- 1 T RSS Lemon Juice
- 1 C Kabocha squash, chopped and roasted
- 3 C Pearled barley, cooked
- 1 oz. Pumpkin sprouts
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper

Heat half of the oil in a large skillet. Sauté white mushrooms until browned; reserve. Heat remaining oil and sauté wild mushrooms and garlic until browned; deglaze with lemon juice.

In a large mixing bowl, combine both mushroom mixtures, roasted Kabocha, barley, pumpkin sprouts, salt, pepper, and cheese.

Toss to combine and serve warm or cold.



This stunning recipe was the winner of the 2019 Markon Chef Summit Green Box Challenge. Congratulations to Chefs David Cunningham and Jesse Edmunds.

