



FRESH CROP REPORT

WEEK OF FEBRUARY 26, 2023 - CANADIAN EDITION



MARKON
ESSENTIALS

HIGHLIGHTS

Desert Region Lettuce Ice

Low temperatures have caused lettuce ice to develop in Arizona/California desert region fields, **delaying harvests and loading**. Quality remains very good, although head weights have dipped due to these ongoing issues.

Green Cabbage

Cabbage markets are up amid tightening supplies and increased demand. Weaker quality and lower yields per acre have significantly reduced availability for processors, driving the general market higher.

Idaho Potatoes

Extremely low temperatures persist in Eastern and Southern Idaho, limiting growers' ability to ship supplies without causing quality damage. **Stocks will remain tight until weather warms above 18 degrees F.**



ZUCCHINI

- The zucchini market is weak. Yellow squash prices are higher.
- Florida production will be on the upswing through March.

STRAWBERRIES

- Heavy rain is significantly reducing California yields; expect tight stocks.
- Luckily the Florida season is approaching its peak with abundant supplies.

ONIONS

- Northwest MFC Onions will ship into early to mid-April.
- Texas-grown supplies will become available the week of March 6; the California season will get underway in late April, followed by New Mexico in early June.

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bell peppers
green/red

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

Although green bell markets are unchanged, red bell prices are inching up. Warm Florida weather is increasing stocks. Mexican supplies will increase in Culiacan over the next week; large and medium sizes dominate crops. Overall quality is very good; wind scarring is a minor issue. 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 meeting demand. 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.



asparagus

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

The market is elevated; this month's heavy rain and low temperatures have affected volume. Stocks are expected to start increasing in early to mid-March. Quality is very good: stalks are straight and tips are tight. 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	///	*****	\$\$\$

Expect comparable markets for the next one to two weeks. Supplies are adequate out of Central Mexico; California stocks are tight this time of year. Quality is very good: size is large and flavor is sweet yet tangy.



blueberries

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

Prices should hold steady for several weeks at least. Stocks are abundant in Central Mexico. The Peruvian season is past its peak. Quality is very good; berries are plump and delicious.

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broccoli

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

Markets are stable. The spread between Mexico and the AZ/CA desert market is closing; desert volume is up. 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 prices are high, especially on the West Coast due to higher transportation costs. East Coast markets are slightly lower. Supplies will remain limited until Mexican production gets underway in March and April. Quality ranges from good to fair; bruising and over ripened fruit are occasionally being seen due to long travel times. Sugar levels measure 12 Brix.



cauliflower

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

Markets have stabilized; supplies have increased, but head size has been hindered by cold weather. Quality is average; mold, off-color, and small size are being reported in some fields. ESS Cauliflower is available; packer label may be substituted as necessary.



celery

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

Prices are unchanged. Harvesting is focused in the Yuma, Arizona and Oxnard, California growing regions; stocks are adequate. Florida volume is average. Quality is very good. MFC Celery is available.



chile peppers

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

The market is rising. Supplies will remain tight in South Florida until April due to a harvesting gap; Jalapenos and Poblanos are sufficient while Cubanelles and Habaneros are scarce. Mexican volume has dipped but will increase once Baja growers harvest in mid-March. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices are level. Offshore supplies are winding down (into South Florida); new crop harvesting will begin in Florida by early to mid-March. Mexican stocks are sufficient. MFC and ESS Cucumbers are available.



grapes

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

Markets for offshore green and red seedless grapes, as well as portioned packs, remain high due to elevated shipping cost. Chilean and Peruvian fruit will be available through May. Quality is very good; fruit is firm and sweet. MFC Seedless Green, Red, and Lunch Bunch Grapes will enter the market in a few weeks.

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green leaf

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

Prices are weak; stocks are abundant despite ongoing rain and low temperatures. Quality is very good; 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	///	*****	\$\$\$

Offshore markets are high; stocks are limited in Guatemala, Honduras, and Costa Rica. Mexican prices are slightly lower; supplies are being used as needed to fill orders. Quality ranges from good to fair; bruising and over ripen fruit are common problems being caused by long travel times.



iceberg

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

Prices are steady; stocks are sufficient. Quality is good; head weights are diminishing as outer leaves must be trimmed due to lettuce ice. 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	///	*****	\$\$\$

Although stocks are ample, upcoming spring weather and strong Lenten season demand will push up markets. Expect prices to rise as demand strengthens over the next few weeks. Quality ranges from very good to excellent. MFC and ESS Lemons are available.



limes

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

Prices will rise through mid-April; stocks are diminishing due to poor weather conditions during the growth cycle. Quality has improved, but occasional styler, light color, and oil spotting are being seen during the grading process. MFC and ESS Limes are available.



onions

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

Fresh-run Mexican red, white, and yellow onions are available (into South Texas). Markets have eased now that Mexican onion volume has increased. **MFC Onions will ship out of the Northwest through mid-April**, while Colorado stocks will ship through mid-March. The Texas season will start in early March, followed by California and New Mexico in late April and June.



oranges

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

California Navel prices are steady. Large sizes are plentiful. Quality is excellent; sugar levels are high. Valencia stocks are available in Florida and Mexico (into Texas). MFC and ESS Navel Oranges are on the market.



pears

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

The market is level. Washington 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

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

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



red/yellow potatoes

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

The market is stable; stocks are sufficient. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

Extremely low temperatures persist in Eastern and Southern Idaho, limiting growers' ability to ship supplies without causing quality damage. Stocks will remain tight until weather warms above 18 degrees F. 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. New crop planting will begin in mid-April, with Norkotah harvesting starting in late July 2023.



raspberries

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

Although markets remain elevated, they are forecast to ease in two weeks when new crop harvesting begins and volume climbs. Quality is good: color is bright and flavor is sweet.



romaine

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

Prices are weak; stocks are abundant despite ongoing rain and low temperatures. Quality is good; epidermal peeling and wind damage are being trimmed in the fields. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted when weights are below specification levels.



salads & blends

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

The market is level. Cold, rainy weather is slowing growth and reducing head size, but raw product stocks are meeting demand in the Arizona/California desert region. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Low temperatures have impeded growth and caused bruising, mechanical damage, and smaller overall leaf size, but prices are fairly 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, USA	///	*****	\$\$\$



tomatoes

The Florida market is steady; Roma and round volume took a dip, but supply is meeting demand. Mexican stocks are rebounding after last week's cold weather. Quality is excellent.

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



squash

The zucchini market is weak. Yellow squash prices are higher. Florida production will be on the upswing through March. Mexican volume is meeting demand. Quality is very good. MFC Yellow and Zucchini Squash is available.

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



tree fruit

Chilean nectarine, peach, and plum supplies are sufficient. Offshore prices will remain elevated through the season due to transportation costs. Quality is very good; fruit is juicy and sweet.

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



strawberries

Heavy rains are significantly reducing California yields; expect tight stocks. Mexican volume has fallen as well due to heat-related quality issues. Luckily the Florida season is reaching its peak with abundant supplies. MFC Strawberries are available in Florida.

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



watermelon

The market is fairly steady. Mexican stocks are adequate. Large sizes are most abundant; medium and small sizes are adequate. Quality is very good; fruit is 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

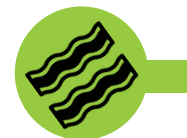
Although kale's heyday was years ago, this item continues to outperform most other salad greens. What's your favorite kale salad combo?

A

I suggest mixing RSS Shredded Kale, roasted Butternut squash, toasted pepitas, and goat cheese. Or using RSS Kale Color Crunch brings in another dimension to this salad with more color, flavor, and texture.



Kale pairs well with fruits that are especially abundant this time of year, including apples, lemons, oranges, and pears.



Salty meats like bacon and prosciutto work well in kale salads; use as crunchy toppings or in dressings.

TIPS FOR SERVING KALE:



- 1.** RSS Shredded Kale Blend makes a hearty salad when paired with toppings such as Butternut squash, roasted garlic, onions, pancetta, and golden raisins.
- 2.** It can also be sautéed for a side dish or stir-fried with other vegetables like garlic, ginger, mushrooms, and onions; delicious when stewed in soups and chowders.
- 3.** Serve spicy gumbo made with RSS Stuffing Starter, MFC Green and Red Bell Peppers, RSS Peeled Garlic, RSS Shredded Kale Blend, okra, shrimp, crawfish, Andouille sausage, long-grain rice, and chile paste.

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.

Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entrée.

- 12 oz. Ready-Set-Serve (RSS) Shredded Kale
- 4 oz. Sherry vinaigrette
- 2 oz. Smoked paprika-dusted pumpkin seeds
- 2 oz. Parmesan cheese, shaved
- Cracked black pepper, to taste

Toss kale and vinaigrette together and arrange equal portions on salad plates. Top with pumpkin seeds and cheese; grind pepper to taste.



This broccoli-stem hummus recipe reduces kitchen waste and tastes great, and is full of healthy nutrients. It's a delicious, sustainable win!