



FRESH CROP REPORT

WEEK OF MARCH 5, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Carrots

West Coast jumbo carrot supplies are tightening as the crop begins to transition from California's San Joaquin Valley to California's Imperial Valley. Availability will be limited for the next four weeks due to weather-related issues and reduced yields; **commodity pack prices are high.**

Sweet Baby Broccoli

Stocks are extremely scarce; demand exceeds supply. Markon First Crop® (MFC) and Ready-Set-Serve® (RSS) Sweet Baby Broccoli are extremely limited.

Celery

Supplies are tightening due to continued cold temperatures in Oxnard and Santa Maria, California and the Arizona/California desert growing regions. **Expect continued rising prices over the next month,** unless warmer weather increases growth.



ONIONS

- Texas-grown MFC Yellow Onions will hit the market Monday, March 6; red and white onions will start the week of March 13. Mexican onions (crossings into South Texas) are readily available.
- Idaho/Oregon-grown MFC Onions will be available through early April; some suppliers will run out of stocks by late March.

STRAWBERRIES

- Although rain is decreasing California volume, Florida supplies are expected to remain steady for the next few weeks.
- Mexican yields are declining rapidly due to heat-related quality issues.

CAULIFLOWER

- Expect markets to rise over the next five to seven days.
- Cool weather is limiting production; large sizes are tight.

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apples

The market is stable; 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 easing; volume is rising in Caborca, Mexico after a long period of cold weather has finally passed. 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; stocks are adequate. Quality is very good: texture is smooth and flavor is slightly nutty. 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 and red bell prices are level. Supplies are a bit snug in Florida. Mexican stocks are dominated by large and medium sizes. Overall volume will increase once spring production ramps up. Overall quality is very good; wind scarring is an occasional problem. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Although prices are holding steady, yields will tighten through late March. California supplies are typically scarce this time of year. Quality is very good: size is large and flavor is sweet yet tangy.

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



blueberries

The market is stable. Volume is rising in Baja and Central Mexico. Peruvian stocks will diminish as the season winds down. Quality is very good; berries are plump and delicious.

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

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broccoli

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

Prices are fairly steady but poised to climb as cold weather affects crop growth in the AZ/CA desert. Mexican supplies (into South Mexico) are sufficient. Quality is average; crown size is inconsistent in some lots. MFC Broccoli is available.



cantaloupe

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

The market is elevated, particularly on the West Coast due to higher transportation costs. Stocks remain fairly tight, especially large sizes, but availability is slightly better than last week. Mexican production will get 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 average 12 Brix.



cauliflower

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

Expect prices to rise over the next week. Cool weather is limiting production; large sizes are especially tight. 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	///	*****	\$\$\$

Supplies are tightening due to continued cold temperatures in Oxnard and Santa Maria, California and the Arizona/California desert growing regions. Florida supplies remain available; markets are expected to inch up as demand increases in all growing regions. Expect continued rising prices over the next month, unless warmer weather increases growth. Quality is very good. MFC Celery is available.



chile peppers

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

Jalapeno prices are slightly lower. Volume will remain low in South Florida until April as growers are in a harvesting gap caused by last year's hurricanes. Jalapenos are meeting demand while Cubanelles, Habaneros, and Poblanos are less plentiful. Mexican supplies will increase when Baja production starts in mid-March. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market is unchanged. The offshore season is wrapping up; new crop harvesting will start in Florida over the next few weeks. Mexican supplies are meeting demand. MFC and ESS Cucumbers are available.



grapes

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

Offshore green and red seedless prices are slightly lower, while markets for portioned packs are up. Chilean and Peruvian fruit will be on the market 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	///	*****	\$\$\$

The market is low; supplies are ample despite cold weather. 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 prices are elevated; volume is low, especially large sizes. Mexican markets are slightly lower; supplies are being used as needed to fill orders. Quality ranges from good to fair; bruising and over ripened fruit are issues being caused by long travel times.



iceberg

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

Markets are expected to inch up in the coming weeks as yields drop due to quality issues like ice formation, weak tip, and epidermal peeling. Quality is average; head weights are lower as outer leaves must be trimmed. 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 will cause prices to rise 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	///	*****	\$\$\$

Markets continue to rise as yields fall; No. 2 grade supplies are tight. Harvests are dominated by medium and small sizes. Quality is very good, yet occasional styler, light color, and oil spotting are being reported during the grading process. MFC and ESS Limes are available.



onions

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

Texas-grown MFC Yellow Onions will hit the market Monday, March 6; red and white onions will start the week of March 13. Idaho/Oregon-grown MFC Onions will be available through early April; some suppliers will run out of stocks by late March. Mexican onions (crossings into South Texas) are readily available.



oranges

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

California Navel markets are stable. Large sizes dominate availability. Quality is excellent; sugar levels are high. Valencia fruit is 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 shipped through August. Quality is excellent. California Bartletts will become available in July. MFC D'Anjou Pears are on the market.

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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

Prices are level; volume is average. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.

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



potatoes

Northwest Norkotah supplies will be shipped through late April; after that, Burbanks will be the only variety on the market for the rest of the season. New crop planting will start in mid-April, with Norkotah harvesting beginning in late July 2023.

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



raspberries

Expect recent high prices to start easing later this month; volume will climb through May. New crop California production will start in mid- to late April. Florida yields are at their peak; supplies will tighten through the month. Quality is good: color is bright and flavor is sweet.

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



romaine

The market is low; supplies are ample despite cold weather. Quality is very good; fringe burn, epidermal blistering, and peeling are being trimmed in the field. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted when weights are below specification levels.

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



salads & blends

Prices are stable. Although cold weather has reduced head size, 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.

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

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spring mix

Prices are level; stocks are sufficient. Cold weather may hinder harvests and lead to increase bruising, mechanical damage, and smaller overall size; organics are likely to be affected the most. 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

Florida prices are stable; Roma and round supplies are a bit tighter this week but will increase once spring production gets underway. Grape tomato availability is adequate. Although West Mexico's production has recently been slowed by cooler weather, volume has started to increase. Quality is excellent. MFC Tomatoes are available.

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



squash

Zucchini prices remain stable. Yellow squash markets are a bit higher due to past inclement weather in Mexico. Florida harvests will ramp up through March. Quality is very good. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Chilean nectarine, peach, and plum volume is average. Expect high offshore markets through the season due to elevated transportation costs. Quality is very good; fruit is juicy and sweet.

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



strawberries

Although rain is decreasing California volume, **Florida supplies are expected to remain steady for the next few weeks**. Florida quality is good; white shoulders and bruising are occasional issues. Mexican yields are declining rapidly due to heat-related quality issues. MFC Strawberries are available in Florida.

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



watermelon

Mexican prices are unchanged; supplies are sufficient. Offshore markets are higher due to elevated transportation costs. Large sizes are most plentiful; medium and small sizes are average. 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.



RODNEY ESTRADA
MARKON MEMBER CHEF

Q

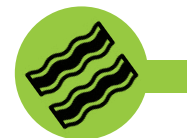
What produce-centric recipes do you suggest for March Madness game nights?

A

My favorite appetizer to serve during game nights is fried avocado tacos with creamy coleslaw and black bean-corn salsa. Using RSS Avocado Halves and RSS Kale Color Crunch makes the process so quick and easy!



Pile nachos and loaded fries with toppings such as guacamole, caramelized onions, chopped tomatoes, snipped scallions, crunchy shredded lettuces, chile peppers, and fresh cilantro.



Top sliders with umami-rich tomato jam, pickled onions, roasted mushrooms, crisp lettuces, and creamy spreads such as garlicky aioli.

TIPS FOR SERVING RED POTATOES:



- 1.** Toss warm potatoes in black garlic vinaigrette. Garnish with edible flowers and serve.
- 2.** Chop boiled MFC Red Potatoes; mix in minced shallots, chopped egg, crumbled bacon, and chervil mayonnaise; serve chilled.
- 3.** Thread boiled MFC Red Potatoes and fennel slices on skewers; slather with Dijon mustard and grill.

FEATURED PARTNER SPOTLIGHT: HMC FARMS

Who?

HMC Farms acquired the first 40-acre ranch for farming in 1847. For almost 140-years this family-based company has made innovative advances while honoring the land, resources, and people of California's Central Valley growing region.

Why?

HMC has spent generations adapting their growing and handling practices to reliably provide safe, great tasting fruit, including practices in the following areas: renewable energy, water conservation, recyclable packaging, food safety, industry leadership, and community education.

Which Markon Products?

MFC Seedless Green & Red Grapes
MFC Lunch Bunch Grapes
ESS Seedless Grapes

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.

Soba Noodle Salad with Peas and Bacon

Serve this salad as a shareable appetizer or main course. The tender buckwheat pasta is tossed with sugar snap and English peas, salty bacon, silken tofu, and the "it" condiment, XO sauce.

12 oz. soba noodles, boiled
1 C English peas, steamed
2 C sugar snap peas, steamed
8 oz. thick-cut bacon, cooked
12 oz. block of silken tofu, steamed
3 T XO sauce
1/2 C Ready-Set-Serve Green Onions, chopped
Microgreens and edible flowers, to garnish

Lightly toss noodles with one teaspoon of XO sauce. Arrange in bowls and top with equal portions English peas, snap peas, bacon, and tofu. Drizzle two teaspoons XO sauce over tofu and garnish with green onions and microgreens.

This twist on the traditional mayonnaise-based potato salad is packed with umami flavors—pairs well with smoked meats or grilled poultry.

