



FRESH CROP REPORT

WEEK OF MARCH 12, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

West Coast Spring Harvesting Transitions

Although many produce items are available year-round, most are not harvested in the same regions the entire time. West Coast lettuce and leafy greens growers make seasonal moves in the fall and spring. Other high-use produce items that transition include broccoli, celery, and strawberries. Please [click here](#) to view a Markon presentation about West Coast spring harvesting transitions.

Onions

The Northwest storage onion season is winding down. Texas-grown yellow onions will hit the market this week.

Strawberries

Supplies remain extremely limited in California; harvesting has been impacted by rain and cold overnight temperatures. Expect to see supplies tighten as Mexico fills shortages from California. Florida will have sufficient stocks through March.



TOMATOES

- Markets are easing due to increased supplies and weak demand.
- Markon First Crop® (MFC) Tomatoes are readily available.

CITRUS

- Lemon markets are expected to rise due to California rain and increased demand for the Lenten holiday season.
- California rain will limit orange harvesting as orchards need at least two days without rain to harvest; supply will exceed demand.

CELERY

- Expect continued rising prices over the next month unless warmer weather increases growth.
- Persistently cold and windy weather is slowing growth and limiting harvestable supplies in the Arizona and California growing regions.

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apples

Prices are steady; storage supplies are ample. 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

The market has stabilized; stocks are increasing in Caborca, Mexico. Peruvian volume remains low. 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 level; supplies are sufficient. 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 bell demand is strong, driving up markets. Red bell prices are holding steady, as demand is a bit weaker. Volume will fall until spring harvests start in Florida and Mexico in a week or two. 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

Despite level prices, Mexican stocks will decrease through late March. California volume is usually low at 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 unchanged. Supplies are a bit more plentiful in Baja and Central Mexico. Peruvian yields are tightening 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	///	*****	\$\$\$

The market has begun to inch up due to cold weather in the AZ/CA desert. Mexican stocks (into South Mexico) are average. Quality is good; crown size is inconsistent in some lots. MFC Broccoli is available.



cantaloupe

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

Pricing is slightly lower due to increased availability; large sizes remain snug. Mexican production will get underway in late March/early April. Quality is good as growers move into Guatemala for the final stretch of the offshore season. Expect markets to remain relatively steady through March. Sugar levels average 12 Brix.



cauliflower

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

The market is up. Low temperatures have hindered growth; large sizes are extremely limited. Quality is average; mold, off-color, and small size are being observed in some lots. ESS Cauliflower is available; packer label may be substituted as necessary.



celery

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

Expect rising prices this month, unless warmer weather increases growth. Persistently cold/windy weather is slowing growth and limiting harvestable West Coast supplies. The Arizona/California desert season is winding down; suppliers will transition production back to Oxnard, California by late March. Florida supplies remain available; markets are expected to inch up as demand increases in all growing regions. MFC Celery is available.



chile peppers

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

Florida supplies are at minimal levels with scattered/sporadic availability from the Immokalee and East Coast areas. South Florida's spring harvests are a few weeks away; Plant City is not scheduled to begin production until April. Although there are decent numbers coming out of Obregon, Mexican volume remains low due to fewer plantings and cool weather. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Weak demand is keeping prices level. The offshore season is ending. New crop production has begun in Florida. Mexican yields are meeting demand. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Offshore green and red seedless markets are fairly steady. Chilean and Peruvian fruit will be shipped through May. Quality is very good; fruit is firm and sweet.

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green leaf

Prices are weak; stocks are abundant despite low temperatures. Quality is very good; fringe burn, epidermal blistering, and peeling are issues being trimmed in the field. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Offshore markets are high; supplies are tightening in Mexico, especially large sizes. Quality is fair; bruising and over ripened fruit are problems due to long travel times.

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



iceberg

Prices are forecast as a bit lower for the next two weeks; warmer weather will increase supplies. Quality is good; head weights vary as outer leaves must be trimmed in some lots. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) is being packed when case weights don't meet specifications.

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



lemons

Markets are expected to rise due to California rain and strong demand for the Lenten holiday season. Rain will slow production, but storage supplies are being built up to provide coverage over the next couple of weeks. MFC and ESS Lemons are available.

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



limes

Prices have leveled out a bit this week after several months of increases, but growers are expected to hold back fruit to keep markets elevated through March. Quality has improved resulting in lower availability of No. 2 grade stocks. Harvests are dominated by medium and small sizes. MFC and ESS Limes are on the market.

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



onions

Prices are unchanged. The Northwest storage onion season is winding down. Utah-grown MFC Onions will be depleted by March 18. Idaho/Oregon-grown MFC Onions will be available through early April, with Washington supplies ending in mid-April. **Texas-grown yellow onions will hit the market this week.** Mexican onions (crossings into South Texas) are readily available.

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



oranges

Demand is expected to exceed supply due to California rain; Navel orchards need at least two days without rain to harvest. Limited quantities of domestic Valencias are available; Mexican Valencia volume is adequate (crossing into Texas). MFC and ESS Navel Oranges are on the market.

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



pears

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.

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

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pineapples

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

Prices are steady; supply is meeting demand. Quality is very good: fruit is firm, juicy, and tangy-sweet.



red/yellow potatoes

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

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



potatoes

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

Northwest Norkotahs will be shipped through late April; following that, Burbanks will become the sole variety available for the rest of the season. New crop planting will start in mid-April, with Norkotah harvesting beginning in late July 2023. MFC Norkotah and Burbank Potatoes are available.



raspberries

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

The market will incrementally inch down through this month; supplies will increase through May. New crop California harvesting will begin in mid- to late April. Florida volume is high but expected to tighten through the end of the month. Quality is good: color is bright and flavor is sweet.



romaine

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

Prices are weak; stocks are abundant despite low temperatures. Quality is very good; fringe burn, epidermal blistering, and peeling are issues being trimmed in the field. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as necessary.



salads & blends

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

The market is level; supply is 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

The market is unchanged; supplies are adequate. In some cases, low temperatures and rain have led to increase bruising, mechanical damage, and smaller overall 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	///	*****	\$\$\$



tomatoes

Markets are easing due to increased supplies and weak demand. Mexican round, Roma, cherry, and grape tomatoes have increased. Florida's mature green and Roma winter crop is past its peak and will transition to spring crops during the month of March. Quality is excellent due to recent ideal growing conditions. MFC Tomatoes are available.

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



squash

Yellow squash prices will remain elevated over the next two weeks while zucchini markets will increase slightly. Florida squash production will transition from South Florida to Plant City over the next two weeks, increasing overall availability. Mexican zucchini volume will fall over the next week as growers transition from Sinaloa to Sonora; yellow squash is snug due to past cold weather. MFC Yellow Squash and Zucchini are available.

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



tree fruit

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

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



strawberries

Expect strong demand and elevated prices through the month of March. Supplies remain extremely limited in California; harvesting has been impacted by rain and cold overnight temperatures. Stocks will tighten as Mexico fills shortages from California. Florida will have sufficient yields through March. MFC Strawberries are available in Florida.

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



watermelon

The Mexican market is level; stocks are average. Offshore prices are a bit higher due to elevated transportation costs. Large sizes are most abundant; medium and small sizes are snug. 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

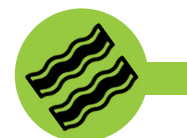
What are some of your favorite St. Patrick's Day recipes that showcase the color green?

A

For this holiday I like to add red chile pepitas and fresh MFC Lime to RSS Pico de Gallo Guacamole.



Another great bar snack or appetizer is hummus accented with MFC Jalapeno Chile Peppers and RSS Wild Arugula—serve with pita chips.



A classic Irish dish I like to serve is colcannon—mashed potatoes mixed with RSS Green Cabbage or RSS Shredded Kale.

TIPS FOR SERVING RSS AVOCADO PRODUCTS:



- 1.** For smooth texture and fresh flavor, spread RSS Avocado Chunks on wraps, tortillas, and sandwich bread.
- 2.** Cut RSS Avocado Halves in three slices; dip each in egg wash, then panko breadcrumbs; deep fry and serve with dipping sauces.
- 3.** Spread toasted crostini rounds with RSS Pico de Gallo Guacamole; top with shredded pork and pickled RSS Red Onions; serve appetizers with extra side of guacamole.

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.

Roasted Asparagus with Yellow Bell Peppers

Roasting brings out the inherent grassy flavors of asparagus spears—top them with sweet yellow bell peppers and oniony fresh chives.

16 spears	MFC Asparagus
2	MFC Yellow Bell Peppers
1/4 C	Olive oil
1 tsp.	Kosher salt
1/4 tsp.	Black pepper
2 Tbsp.	MFC Chives, chopped

Toss asparagus and bell peppers with oil; place on a baking sheet and sprinkle with salt and pepper.

Roast at 400 degrees until all are starting to brown. Dice bell peppers and arrange atop asparagus spears. Top all with chives.

Steel-cut oats
and plump
berries make
this a
vibrant breakfast
dish.

