



FRESH CROP REPORT

WEEK OF MARCH 19, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Widespread Flooding in the Salinas Valley

Excessive California rain caused both the Salinas and Parajo river levees to breach. Delayed plantings and crops lost to flooding will ultimately lead to product shortages and high prices in the spring and into the summer months. Please [click here](#) to view a Markon Live from the Fields video regarding this significant series of events.

Green Onions

Weaker-than-average demand combined with slightly warmer weather has led to a [softening in the market](#).

EWG's Dirty Dozen

The Environmental Working Group has released its so-called "Dirty Dozen" produce list which is largely connected to their fundraising efforts and perpetuates unsubstantiated safety fears. In an effort to support facts, not fear, [Markon encourages the consumption of fresh fruits and vegetables](#) both organic and conventional.



CABBAGE

- Prices are decreasing; supplies are abundant in the Arizona/California desert region.
- Seasonal demand has dropped off; more availability coming online on East Coast and Texas markets.

SWEET BABY BROCCOLI

- Stocks remain extremely scarce; demand exceeds supply.
- Expect elevated prices into the middle of next week at least.

STRAWBERRIES

- Southern California, including the Oxnard growing region, received record amounts of rainfall.
- Strawberries are the most heavily impacted produce item by far, with growers reporting significant amounts of rain-damaged fruit that will need to be culled. Additional mitigation steps will also need to be taken to reduce the potential for pin-rot/decay issues to develop in the saturated conditions.

FRESH CROP REPORT

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apples

The market is unchanged; storage stocks remain plentiful. 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

Prices are easing; supplies are ample in Caborca, Mexico. Peruvian stocks are tight. 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 stable; volume is meeting demand. 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

Moderate demand has pushed up prices a bit. Supplies will tighten until spring production begins in Florida and Mexico over the next few weeks. Overall quality is very good; sun burn and wind scarring are occasional issues. Mexican volume is low but should increase by April. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Although Mexican volume will continue to inch down for the next week or two, the market is level. California supplies are limited, as usual for this time of year. Quality is very good: size is large and flavor is sweet yet tangy.

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



blueberries

Prices are level. Stocks are increasing in Baja and Central Mexico. The Peruvian season is wrapping up. 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/TX	///	*****	\$\$\$

Prices are up due to rain and low temperatures in the Arizona/California desert region. Quality has fallen. Growers will move to Santa Maria, California in late April. Mexican supplies (into South Texas) are sufficient, but strong demand is pushing up markets. Quality is very good. MFC Broccoli is available.



cantaloupe

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

Markets should remain relatively steady through March as availability has slightly increased. Large sizes remain tight. Mexican harvests will start by early April. Quality is good as growers move into Guatemala for the final stretch of the offshore season. Sugar levels average 12 Brix.



cauliflower

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

Prices remain elevated but are steadily declining as supplies increase in the Arizona/California desert region. Warmer weather is spurring growth. Quality is average; mold, off-color, and inconsistent size are occasional problems. Growers will transition to Salinas and Santa Maria, California in mid-April. A supply gap is anticipated between the seasons as torrential rains and flooding have put fields behind schedule. ESS Cauliflower is available; packer label may be substituted as necessary.



celery

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

The market is elevated. Persistently cold, wet, and windy weather has hindered growth and limited West Coast stocks. The Arizona/California desert season is ending; suppliers will transition harvesting north to Oxnard, California over the next few weeks. Florida growers are shipping sufficient supplies, but as demand shifts to the East Coast, prices will climb. MFC Celery is available.



chile peppers

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

Expect tight stocks out of Florida until production moves south for the spring season in a few weeks. Plant City harvests should start in April. There are adequate supplies in Obregon, Mexico, but yields 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	///	*****	\$\$\$

The market is stable. The offshore season will end by late March. New crop harvesting has started in Florida. Mexican volume is average; Baja growers will begin production soon, increasing overall stocks. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Offshore green and red seedless prices are level. Chilean and Peruvian supplies will be shipped through May. Quality is very good; fruit is firm and sweet.

FRESH CROP REPORT



green leaf

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

Low markets persist; supplies are ample. Quality is very good; dirt levels are elevated due to recent dust storms and strong winds, but growers are doing their best to minimize problems. The seasonal harvesting transition north to the Salinas Valley will begin by early April. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Offshore prices are expected to remain elevated into April; volume is low in both regions, especially large sizes. Quality is fair; bruising and over ripened fruit are problems due to long travel times.



iceberg

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

The market is stable; stocks are adequate. The seasonal harvesting transition north to Huron and the Salinas Valley, California will start in late March/early April. 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	///	*****	\$\$\$

High prices persist due to California rain and strong demand for the Lenten holiday season. Rain continues to hinder harvesting, but storage stocks are being built up to provide coverage. MFC and ESS Lemons are available.



limes

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

The market is slightly lower. Growers accelerated harvesting to meet current demand, but this is expected to tighten supplies and increase prices later in the month. Quality is very good, resulting low No. 2 volume. MFC and ESS Limes are available.



onions

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

Limited supplies of Texas-grown MFC Red and Yellow Onions are available. MFC Red and Yellow Onions remain available out of the Northwest; however, the season is expected to end in late March/early April. Mexican-grown red, white, and yellow onions are being shipped out of South Texas.



oranges

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

Prices remain high due to persistent rain. Navel orchards need at least two days without rain to harvest. Limited quantities of domestic Valencias are also on the market; Mexican Valencia supplies are sufficient. MFC and ESS Navel Oranges are on the market.



pears

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

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

FRESH CROP REPORT



pineapples

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

The market is level; stocks are adequate. 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	///	*****	\$\$\$

Prices are steady; supply is meeting demand. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

The market is fairly stable. Northwest Norkotahs will be shipped through late May; following that, Burbanks will become the sole variety available for the rest of the season (mid- to late July). New crop planting will begin in mid-April, with Norkotah harvesting starting in late July 2023. MFC Norkotah and Burbank Potatoes are available.



raspberries

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

Prices are starting to ease; Mexican volume will rise through May. Expect Florida stocks to tighten through the end of March. New crop California production will start in mid- to late April. Quality is good: color is bright and flavor is sweet.



romaine

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

Low markets persist; supplies are ample. Quality is very good; dirt levels are elevated due to recent dust storms and strong winds, but growers are doing their best to minimize problems. The seasonal harvesting transition north to the Salinas Valley will begin by early April. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as needed.



salads & blends

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

Prices are unchanged; 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.

FRESH CROP REPORT



spring mix

Prices are fairly steady; stocks are sufficient. Quality is very good: increased bruising, mechanical damage, and smaller overall size are occasional issues. 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	///	*****	\$\$\$



squash

Florida zucchini supplies are abundant, yet yellow squash is extremely tight due to less acreage planted and poor quality. The market is split with zucchini prices falling and yellow squash markets climbing. Once production begins in Plant City, overall volume should rise. Mexican growers are transitioning to new harvesting regions; stocks should increase in the next few weeks. Quality is mixed, with zucchini being much better. MFC Yellow Squash and Zucchini are available.

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



strawberries

Southern California, including Oxnard, received record amounts of rain this week. Strawberries are the most heavily impacted produce item by far, with **growers reporting significant amounts of rain-damaged fruit** that will need to be culled. Additional mitigation steps will be taken to reduce the potential for pin rot/decay issues. Mexican yields will continue to decline until the season ends in late April. Florida will have sufficient supplies through this month. MFC Strawberries are available in Florida.

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



tomatoes

Prices have risen due to increased demand but should stabilize by the weekend. Mexican round, Roma, cherry, and grape tomato supplies have tightened. Florida volume is rising as new spring harvests are starting in Immokalee/Estero regions. The California tomato season is expected to start later than normal (early July) as many plantings were stunted by poor weather. Quality is very good. MFC Tomatoes are available.

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



tree fruit

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

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



watermelon

Mexican markets are climbing. Cool weather is tightening supplies. Large sizes are most plentiful; medium and small sizes are limited. 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

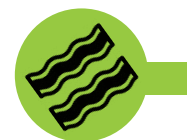
Shelf-life is of utmost concern to foodservice operators as inflation has tightened budgets. Which produce items do you suggest to customers that want to make the most of every ingredient?

A

My suggestion to chefs and restaurant operators is to keep menus seasonal so you are getting the best price on your produce and the finest quality.



Cross utilizing ingredients across the menu also cuts back on storage and waste.



Using RSS pre-cut produce by Markon is also great labor and space saver for products available year-round.

TIPS FOR SERVING ASPARAGUS:



- 1.** Lightly fry asparagus in buttermilk and panko bread crumbs; serve with spicy wasabi dipping sauce.
- 2.** Toss soba noodles with roasted MFC Asparagus and miso dressing; top with pan-seared scallops.
- 3.** Wrap spears of asparagus in thinly sliced pancetta; grill until meat is crisp and asparagus is tender; serve with chicken breasts.

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.

Asparagus, Grapefruit, and Wild Arugula Salad

The pleasantly bitter notes of grapefruit balance the grassy asparagus and peppery arugula in this healthy spring salad.

8 spears of
1 C
2 C
1/4 C

Markon First Crop Asparagus, steamed
Ready-Set-Serve Grapefruit Sections
Ready-Set-Serve Wild Arugula
Sunflower seeds

Toss all ingredients together; arrange equal portions onto four salad plates. Serve with house-made vinaigrette.

The delicate, spring flavors of asparagus and chervil make this light seafood dish ideal for warm-weather months.

