



# FRESH CROP REPORT

WEEK OF MARCH 26, 2023



MARKON  
ESSENTIALS

# HIGHLIGHTS

## Strawberries

Historic rains and flooding are devastating California strawberry fields. The Florida and Mexican seasons will end over the next few weeks. Prices will remain elevated until California weather improves and crops return to normal yields.

## Celery

Markets are slightly lower but are poised to rise as demand shifts from the Arizona/California desert region to Oxnard, California.

## Cauliflower

Expect prices to ease through this week. Warmer weather has helped spur growth and increase stocks.



## MELONS

- Increased Guatemalan cantaloupe and honeydew supplies are pushing down markets this week.
- The size profile is shifting to larger melons.

## LIMES

- Pricing is forecast to remain elevated through Easter; demand is strong out of the main growing region of Veracruz, Mexico.
- Crops are currently dominated by 200- to 250-count sizes; due to increased quality, No. 2-grade limes remain snug.

## BELL PEPPERS

- High green bell pepper markets will persist until spring crops are well established.
- Red bell pepper stocks are increasing, stabilizing prices.



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## apples

Prices are level; storage supplies are ample. 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.

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



## asparagus

The Mexican market is low; stocks are abundant in Caborca. 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 steady; 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

High green bell pepper markets will persist until spring crops are well established. Red bell pepper stocks are increasing, stabilizing prices. The California season will be delayed up to two weeks due to recent strong winds and rainstorms. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



## blackberries

Prices are fairly stable. Mexican supplies are tightening. California volume is low, 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

The market is unchanged. Central Mexico will continue to harvest ample stocks as growers are in their spring peak for the next few weeks. Baja supplies are increasing. The Peruvian season will end next week. Production has been slowed in Florida due to cool weather, but will ramp up. 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	///	*****	\$\$\$

Markets remain elevated due to rain in the Arizona/California desert region. Quality is fair. Production will transition to the Salinas Valley in mid-April. Mexican stocks (into South Texas) are adequate, but demand is strong. Quality is very good out of this region. MFC Broccoli is available.



cantaloupe

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

Prices are slightly lower this week as West Coast shipments increase. Imported cantaloupes continue to ship out of Guatemala. Size is shifting to larger fruit (9- to 12-count melons). Overall quality is good: sugar levels average 12 Brix.



cauliflower

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

Expect markets to ease through this week. Warmer weather has helped spur growth and increase stocks. Quality is average; mold/mildew, off-color, and inconsistent 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	///	*****	\$\$\$

Prices are slightly lower but are poised to rise as demand shifts from the Arizona/California desert region to Oxnard, California. The desert season is winding down; supplies will be depleted by mid-April. Oxnard, California production is ongoing; suppliers will transition to Salinas, California in early June. Harvesting in Santa Maria, California will continue year-round. Florida production is limited as the season comes to an end. MFC Celery is available.



chile peppers

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

Supplies are snug out of South Florida. The Plant City season is set to begin in three to four weeks. Mexican stocks are sufficient in the Central and Western growing regions. Overall quality is average. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices have eased. The offshore season is winding down. New crop production is getting underway in Florida. Mexican stocks are increasing in Sonora and Baja. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

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

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## green leaf

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

Prices are weak; volume is high. Quality is good; dirt levels are elevated due to recent dust storms while excessive rain has increased insect pressure. The seasonal harvesting transition north to the Salinas Valley is set to start in early April. MFC Premium Green Leaf Lettuce is available.



## honeydew

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

Expect lower markets as imported stocks increase over the next 10 days. Imported fruit is shipping out of Guatemala into Florida and California. The size profile is shifting to larger melons (5- and 6-count fruit). Mexican supplies remain snug due to cool weather and rain in Sonora.



## iceberg

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

Prices are steady; supplies are sufficient. The seasonal harvesting transition north to Huron and the Salinas Valley, California will begin in late March/early April. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) is being packed when case weights are unable meet specifications.



## lemons

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

The market is elevated due to multiple California rain events and strong demand for the Lenten holiday season. Although rain continues to impede harvesting, growers are building up storage supplies to ensure coverage. MFC and ESS Lemons are available.



## limes

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

Pricing is forecast to remain elevated through Easter; demand is strong out of the main growing region of Veracruz, Mexico. Production is tight in all growing regions. Crops are currently dominated by 200- to 250-count sizes; due to increased quality, No. 2-grade limes remain snug. MFC and ESS Limes are available.



## onions

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

The market is level. Domestic/Texas-grown MFC Red and Yellow Onions are now available. Northwestern MFC Red and Yellow Onions will ship for a week or two more. Mexican-grown red, white, and yellow onions are being shipped out of South Texas.



## oranges

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

Prices are up; persistent rain is hindering production. Navel orchards need at least two days without rain to harvest. Domestic Valencias are also on the market in limited quantities; Mexican Valencia stocks are adequate. MFC and ESS Navel Oranges are available.



## pears

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

The market is stable. Washington D'Anjou pears will be shipped through August. Quality is excellent. California Bartletts will enter the market by early July. MFC D'Anjou Pears are available.

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## pineapples

Costa Rican and Mexican supplies are tightening. Expect low volume and high markets through late April. Multiple cold fronts triggered plants to flower early, causing shortages and smaller size distribution.

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



## red/yellow potatoes

The market is steady; stocks are 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

Prices are level. Northwest Norkotah supplies will be on the market through late May; after they are depleted, Burbanks will become the sole variety available for the rest of the season (mid- to late July). New crop planting will get underway in mid-April. Norkotah harvesting will begin in late July 2023. MFC Norkotah and Burbank Potatoes are available.

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



## raspberries

The market is stable; Mexican supplies will steadily increase through May. The Florida season will end in a week or two. Oxnard, California volume will gradually increase for the next three to four weeks, then growers will transition to Salinas/Watsonville. Quality is good: color is bright and flavor is sweet.

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



## romaine

Prices are weak; stocks are plentiful. Quality is good; dirt levels are elevated due to recent dust storms while excessive rain has increased insect pressure. The seasonal harvesting transition north to the Salinas Valley is set to start in early April. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as necessary.

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



## salads & blends

The market is level; stocks are sufficient 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

The market is stable; supply is meeting demand. Quality is very good: increased bruising, mechanical damage, and smaller overall size are minor problems. Markon's Quality Assurance team continues to monitor quality and processing for the best packs. RSS Arugula, Spinach, and Spring Mix are available. The seasonal harvesting transition to the Salinas Valley is set to start in early April.

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



## tomatoes

The market has stabilized. Mexican round, Roma, cherry, and grape tomato stocks are starting to increase. New spring supplies are increasing in Immokalee and Estero, Florida. The California season is delayed due to persistently poor weather; production is expected in early July. Quality is very good. MFC Tomatoes are available.

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



## squash

Prices for zucchini are falling while markets for yellow squash remain high. Florida zucchini stocks are ample, but yellow squash remains snug due to fewer acres planted and poor quality. Supplies will increase when production starts in Plant City. Mexican new crop supplies will increase over 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	///	*****	\$\$\$



## 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	///	*****	\$\$\$



## strawberries

Historic rains and flooding are devastating California fields. The Florida and Mexican seasons will end in the next few weeks. **Markets will remain elevated until California weather improves and yields return to normal levels.** Growers are culling damaged fruit; quality concerns include soft skin, decay, white shoulders, and pin rot. MFC Strawberries are available in Florida.

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



## watermelon

Mexican prices are up. Stocks are scarce due to low temperatures. Large sizes are dominating the market; medium and small sizes are tight. 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

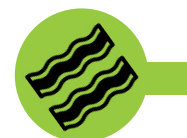
The days of mushy boiled Brussels sprouts are long gone. How do you suggest preparing and serving this popular side dish? What ingredients do you like to pair with them?

# A

I roast them to until crispy on the outside, tender on the inside, then toss them in green tahini vinaigrette made with RSS Peeled Garlic, balsamic vinegar, and speck ham.



Sauté chopped Brussels sprouts with hazelnuts and bacon; deglaze with touch of cream; serve with roasted chicken.



Serve slaw made with shredded Brussels sprouts and spicy mustard dressing.



# TIPS FOR SERVING BRUSSELS SPROUTS:



- 1.** Finely dice and use to top tacos and tostadas.
- 2.** Add to stir-fries and curries.
- 3.** Shred and use to line sandwiches and burgers.

# 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.

## Basil-Garlic Asparagus

Tender spears of grassy asparagus are tossed with earthy, zesty herbs and garlic—great with steaks or fish.

1 Tbsp.  
8 spears  
2 Tbsp.  
2 Tbsp.

Olive oil  
Markon First Crop Asparagus, bottom of stalks trimmed  
Basil pesto sauce  
Ready-Set-Serve Peeled Garlic, roasted and chopped  
Salt and pepper, to taste

Heat oil; add spears, tossing until cooked/tender; mix in pesto, tossing until well coated. Arrange four spears per serving plate. Top each plate with one tablespoon garlic.

Season with salt and pepper; garnish with edible flowers if desired.

A great alternative to

lettuce-based  
salads, this dish  
combines the  
earthiness  
of Brussels sprouts  
with the licorice-  
like flavors of  
fennel.

