



FRESH CROP REPORT

WEEK OF APRIL 2, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Strawberries

Supply levels will plummet further than expected. California will ship historically low volume due to rain and flooding, while production in Florida and Mexico (into South Texas) is coming to an end. The industry will be in an extreme demand-exceeds-supply situation for the next two weeks.

BLUEBERRIES

Supplies will tighten over the next five to seven days due to rain in the Baja growing region.

IDAHO POTATOES

Currently, sufficient supplies of Markon First Crop® (MFC) Idaho Burbank and Norkotah Potatoes are available. Prices are expected to rise as Norkotah stocks begin to wind down in late May; Burbanks will be the sole variety for the remainder of the season.



SQUASH

- New crop squash fields in Sonora, Mexico are increasing overall supply.
- Expect lower prices over the next two weeks.

CHIPPING POTATOES

- Chipping potato storage supplies are tightening. New crop harvesting typically begins early June in California.
- Some operators may consider shifting to gold/yellow or Russet potatoes until new crop chipping potatoes become available.

GRAPES

- The Chilean/Peruvian offshore season will wrap up in mid-April. Grapes will transition to Mexican-grown product in early to mid-April.
- Expect pricing to gradually increase as the offshore season winds down.

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apples

The market is stable; storage stocks are abundant. 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

Ample supplies are keeping the Mexican market weak. Peruvian yields are low. 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; 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

Prices have inched down a bit due to weak demand. Large sizes dominate Florida crops; the Plant City season will start in mid-April, increasing volume. The Mexican crop is predominately smaller sized as weather stunted growth. The Canadian season has started; early yields are low but will increase. The California desert season should start in late April. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

The market is level. Most fruit is being sourced in Central Mexico at this time. Stocks will increase week over week until reaching their peak in mid-April. Domestic supplies are minimal but expected to increase in mid-May. Quality is very good: size is large and flavor is sweet yet tangy.

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



blueberries

Prices are up slightly. Yields have decreased in Baja, Mexico due to recent rain, but are expected to uptrend once weather recovers next week. Stocks remain strong in Central Mexico as the crop reaches the end of the spring peak. The Florida season has been slightly delayed but is forecast to increase each week as weather improves. Quality is very good; berries are plump and delicious.

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

FRESH CROP REPORT



broccoli

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

Prices are rising as the Arizona/California desert season winds down. inconsistent head size will be more common until the move is complete. Mexican supplies (into South Texas) are sufficient, but demand is strong. Quality is very good out of this region. MFC Broccoli is available.



cantaloupe

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

The market is steady to slightly lower than last week; West Coast shipments are increasing. Imported melons continue to ship out of Guatemala. Size is dominated by larger fruit (9- to 12-count melons). Overall quality is good: sugar levels average 12 Brix.



cauliflower

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

Prices are inching up as growers are in transition from the Arizona/California desert to the Salinas Valley. Quality is improving; mold/mildew, off-color, and inconsistent size are decreasing. ESS Cauliflower is available; packer label may be substituted as necessary.



celery

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

The market is starting to inch up as demand shifts from the Arizona/California desert region to Oxnard, California. The desert season is ending; this season will end in mid-April. Oxnard, California production is ongoing; suppliers will move to Salinas, California in early June. Harvesting in Santa Maria, California will continue year-round. Florida stocks are tight; the season is ending. MFC Celery is available.



chile peppers

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

Prices are stable. Supplies remain tight in South Florida. The Plant City season will start in mid- to late April, increasing overall volume. Mexican stocks are meeting demand in the Central and Western growing regions; the Baja season will begin slowly over the next six to eight weeks. Quality is good. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Weak demand is keeping markets low. The offshore season has ended. Florida is shipping from both the Central and Southern growing regions. Mexican supplies are forecast to remain plentiful for three to four weeks. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The Chilean/Peruvian season will wrap up in mid-April. Grapes will transition to Mexican-grown product in early to mid-April. **Expect pricing to gradually increase as the offshore season winds down.** 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 plentiful. Quality is very good; insect pressure is a problem resulting from extensive rain. The seasonal harvesting transition north to the Salinas Valley will begin in early April. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are slightly lower as offshore supplies are increasing. Imported fruit is shipping out of Guatemala into Florida and California. The size profile is dominated by larger melons (5- and 6-count fruit). Mexican stocks are limited; cool weather and rain inhibited growth in Sonora.



iceberg

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

Markets are inching up as the Arizona/California desert season begins to wind down. Growers are moving to Huron, then will continue on to the Salinas Valley in mid-April. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) is being packed when case weights do not meet specifications.



lemons

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

Prices are rising. Small sizes are especially tight as recent rain fueled rapid growth, producing large lemons. Demand remains strong due to Lent and other upcoming spring holidays. MFC and ESS Lemons are available.



limes

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

The market is escalating; low temperatures and rain have hindered growth in the main growing region of Veracruz, Mexico, but price relief is forecast for late April. Crops are currently dominated by 200- to 250-count sizes; due to increased quality, No. 2-grade limes remain tight. MFC and ESS Limes are available.



onions

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

Prices are unchanged. Domestic/Texas-grown MFC Red and Yellow Onions are on the market. Northwestern MFC Red and Yellow Onions will ship for a week. Mexican-grown red, white, and yellow onions are being shipped out of South Texas.



oranges

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

The market is beginning to stabilize after persistent rain delayed harvesting. Navel orchards need at least two days without rain to harvest. Domestic Valencias are also available, but tight; Mexican Valencia supplies are average. MFC and ESS Navel Oranges are on the market.



pears

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

Prices are level. 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.

FRESH CROP REPORT



pineapples

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

The market is elevated. Costa Rican and Mexican stocks are limited. Expect comparable prices through late April. Multiple cold fronts triggered plants to flower early, causing shortages and smaller size distribution.



red/yellow potatoes

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

Prices are unchanged; supplies are sufficient. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

Currently, sufficient supplies of MFC Idaho Burbank and Norkotah Potatoes are available. Markets are expected to rise as Norkotah stocks begin to wind down in late May; Burbanks will be the sole variety for the remainder of the season (mid- to late July) Large sizes (40- through 70-count stocks) are tight; 90- through 100-count stocks are adequate.



raspberries

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

Prices are steady. Supply levels will continue to climb in Central Mexico. Volume will continue increasing in Baja, Mexico and reach peak season in early May. Oxnard, California volume will remain minimal but is expected to uptrend over next two weeks. Quality is good: color is bright and flavor is sweet.



romaine

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

Low markets persist; stocks are plentiful. Quality is good; insect pressure is a problem resulting from recent rain. The seasonal harvesting transition north to the Salinas Valley will start in mid-April. Quality is very good. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as needed.



salads & blends

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

Prices are unchanged; supplies are adequate 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 steady; stocks are adequate. Quality is very good: increased bruising, mechanical damage, and smaller overall size are slight issues. 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 mid-April.

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



squash

Expect lower markets over the next two weeks. Yellow squash prices have decreased significantly. New crop squash fields in Sonora, Mexico are increasing overall supply. Florida has light production starting in Plant City; the full transition from South Florida regions will occur in mid-April. MFC Yellow Squash and Zucchini are available.

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



strawberries

Supply levels will plummet further than expected. California will ship historically low volume, while production in Florida and Mexico (into South Texas) is coming to an end. The industry will be in an extreme demand-exceeds-supply situation for the next two weeks. Growers are culling damaged fruit; quality concerns include soft skin, decay, white shoulders, and pin rot. MFC Strawberries are available in Florida for now.

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



tomatoes

Prices are low; demand is weak. Mexican round, Roma, cherry, and grape tomato supplies are adequate, although size is decreasing. New crop spring harvesting will start in May. Florida volume is climbing in Immokalee and Homestead; more regions are set to harvest soon. The California season is delayed due to recent weather events; harvesting is forecast to start in early July. Quality is very good. MFC Tomatoes are available.

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



tree fruit

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

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



watermelon

Mexican markets are high; supplies are tightening due to low temperatures. Large sizes dominate the market; 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.



VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

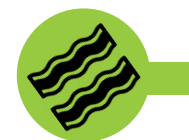
Easter brunch is a big foodservice holiday. What are some of your favorite recipes to put on the menu?

A

I like to incorporate seasonal ingredients like asparagus, fava beans, snap peas, and artichokes into my brunch menus. Items that have delicate, verdant flavors that work well in dishes like omelets, quiches, salads, and soups. For desserts I like to work in berries (especially strawberries), rhubarb, and citrus.



I add healthy, on-trend ingredients like sliced avocado and wild arugula to classic brunch dishes like omelets and eggs Benedict.



Non-alcoholic beverages are surging on menus, so I like to pack drinks with fresh produce such as berries, cucumbers, herbs, and melons for maximum color and flavor.

TIPS FOR SERVING RSS WILD ARUGULA:



- 1.** Use this versatile leafy green as an herb to give appetizers and soups complexity; great on crostini, in dumplings, quiches, and spring rolls.
- 2.** Pair the zesty flavor of RSS Wild Arugula with sweeter lettuces like green leaf and romaine or fruits such as apples, pears, and figs. It also pairs quite well with salty hams, toasted nuts, and roasted vegetables such as beets, carrots, and winter squashes.
- 3.** RSS Wild Arugula is no stranger to entrées—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.

FEATURED PARTNER SPOTLIGHT: GILLS ONIONS

Who?

In 1983, farming brothers Steve and David Gill founded Gills Onions in Oxnard, California, setting out to provide the highest-quality and sustainably grown fresh-cut onion products to its customers. Over the years, Gills Onions has grown to be one of the nation's largest family-owned onion growers and processors in the world and is renowned for its quality, sustainability, and customer service.

Why?

Gills Onions uses onion remains to generate electricity. The system, dubbed the Advanced Energy Recovery System (AERS), converts onion waste into electricity. The process extracts juice from onion peels and treats it in a high-rate anaerobic reactor. The result is methane-rich biogas, which can be used like natural gas. The remaining pulp or "cake" is sold as high-value cattle feed. Since becoming operational, the waste-to-energy system, produced 25-gigawatt hours of electricity, or enough to power 3,740 California homes for an entire year. This groundbreaking system converts onion waste into ultra-clean, virtually emissions-free electricity.

Which Markon Products?

RSS Red and Yellow Onions

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.

Lime-Avocado-Shrimp Ceviche

Bright citrusy flavors "cook" this tender shrimp group appetizer. Mint and cilantro complete the clean flavors of this updated Mexican classic starter.

- 1 lb. Raw shrimp, peeled and cleaned
- 1 C Ready-Set-Serve Lime Juice, split
- 2 tsp. Kosher salt, split
- 4 Tomatillos, charred and chopped
- 1/4 C Lime sorbet
- 1/4 C Markon First Crop Cilantro
- 1/4 C Markon First Crop Mint
- 1 Jalapeno chile pepper, seeds removed
- 2 Ready-Set-Serve Avocado Halves, sliced
- 1/2 C Markon First Crop Red Onions, sliced
- Edible petals and micro greens, to garnish

Marinate shrimp in half of the lime juice and half of the salt; refrigerate until chilled.

In a food processor, combine remaining salt, tomatillos, sorbet, cilantro, mint, and jalapeno. Blend until semi-smooth. Pour mixture into marinating shrimp and continue to chill for 30 minutes.

Serve family-style, topped with avocado and onion slices. Garnish with edible petals and micro greens.



Spring vegetables and
luxurious

cheese add
verdant, fresh
flavor to this
beloved egg
omelet.

