



FRESH CROP REPORT

WEEK OF APRIL 9, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Cauliflower

Markets have escalated; the Arizona/California desert season is ending. Limited West Coast supplies will keep prices high until production ramps up in late April to early May.

Onions

The Northwest storage onion season continues to wind down. Fresh-run, Texas-grown onions are readily available. California onions will hit the market the week of April 24.

Limes

Elevated prices persist due to decreased production and diminishing supplies in the main growing region of Veracruz, Mexico.



HURON LETTUCE

- A limited number of suppliers will begin harvesting iceberg and leaf lettuce crops in the Huron, California region this week.
- Some desert regional supplies will remain available for two to three more weeks, while other areas such as Oxnard, California will serve as a short stopgap before the Salinas and Santa Maria Valley seasons start.

BROCCOLI

- Industry supplies will not sufficiently meet demand through the month of April. Expect elevated domestic prices through the entire month.
- Mexican markets are lower this week as weather conditions have been moderate and supplies are abundant in Guanajuato and Queretaro.

STRAWBERRIES

- Demand exceeds supply in all three major growing regions. Production will end in Mexico and Florida this week.
- Expect strong demand and tight supplies.

FRESH CROP REPORT

WEEK OF APRIL 9, 2023



apples

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

Markets are level; 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.



asparagus

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

Prices are steady to slightly higher as production in Caborca, Mexico moves past its peak. Peruvian stocks are limited. Quality is very good: stalks are straight and tips are tight. MFC Asparagus is available.



avocados

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

Prices are unchanged; 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.



bell peppers
green/red

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

Green bell markets are a bit lower; red bell prices are stable. Large sizes dominate Florida crops; the Plant City season will begin next week. Warmer weather is aiding growth in Mexico. Canadian volume is starting to climb. The California desert season will get underway towards the end of the month. Quality is improving. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Most fruit is being sourced in Central Mexico at this time; volume will remain low for the rest of the season. The California crop will ramp up in mid-June. Quality is very good: size is large and flavor is sweet yet tangy.



blueberries

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

Expect tight supplies and firm markets over the next one to two weeks. Yields have decreased in Baja, Mexico due to recent rain. Stocks remain strong in Central Mexico as the crop winds down from 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.

FRESH CROP REPORT



broccoli

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

Industry supplies will not sufficiently meet demand through the month of April. **Expect elevated domestic prices through the entire month.** Growers are moving from the desert region to Santa Maria and Salinas, California where widespread flooding has delayed production. Mexican markets are lower this week as weather conditions have been moderate and supplies are abundant in Guanajuato and Queretaro. MFC Broccoli is sporadic; Markon Best Available® (MBA) will be packed if weights do not meet specifications.



cantaloupe

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

Expect steady to lower prices over the next two weeks as the offshore season winds down; supplies of large, 9- and 12-count fruit are adequate. The Mexican season will begin in mid- to late April followed by production in Yuma, Arizona in early May. Overall quality is very good: sugar levels average 12 Brix.



cauliflower

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

Markets have escalated; the Arizona/California desert season is ending. The shift to the Salinas and Santa Maria Valleys has started and will continue through April 21, though the majority of new plantings remain behind schedule. Limited West Coast supplies will keep prices high until production ramps up in late April to early May. Quality will be average, at best, as earlier fields have endured inclement weather during plant development; spotting, ricing, and inconsistent size will become more prevalent through April. ESS Cauliflower is available; packer label may be substituted as necessary.



celery

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

Prices are up. The Arizona/California desert season has ended and growers have transitioned to Oxnard, California. Suppliers will move to Salinas, California in early June. Harvesting in Santa Maria, California will continue year-round. Florida volume is falling as production wraps up. MFC Celery is available.



chile peppers

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

The market is level. Florida production is underway in the Central and Southern regions; harvesting will begin in Plant City in two weeks. Jalapenos are most plentiful; Cubanelles are also increasing. With multiple areas in production, Mexico continues to offer good availability and quality on a consistent basis. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices remain week. Florida stocks are abundant in both the Central and Southern growing regions. Mexican volume should remain high through the month. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The Chilean/Peruvian season is ending. Orders are now being filled with Mexican-grown product. The market is high, but should inch down when new crop Mexican supplies increase. Quality is very good; fruit is firm and sweet.

FRESH CROP REPORT



green leaf

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

Prices are elevated; growers are moving from the Arizona desert region to Huron and Salinas, California. Quality is good; new crop head weights are low. MFC Premium Green Leaf Lettuce is sporadic; MBA will be packed if weights do not meet specifications.



honeydew

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

Expect lower markets for the next several weeks. Supplies are slightly more plentiful in Guatemala. Mexican supplies are tight; small sizes dominate harvests due to cool weather. Overall quality ranges from fair to good.



iceberg

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

Prices are escalating. The desert season is ending. Huron production is underway, Oxnard will start this week, and Salinas growers will begin harvesting in a week or two. Weights and densities are inconsistent. MFC is sporadic; MBA is being substituted as needed due to low weights.



lemons

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

The market is high. Small sizes are limited; recent rain fueled rapid growth, producing large fruit. Demand remains strong due to Lent and other upcoming spring holidays. MFC and ESS Lemons are available.



limes

Elevated prices persist due to decreased production and diminishing supplies in the main growing region of Veracruz, Mexico. Available supplies remain limited due to reduced production during Holy Week. New crop fruit remains undersized due to recent rains and cool weather; crops are dominated by 200- to 250-count fruit. MFC and ESS Limes are sporadic.



onions

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

The Northwest storage onion season continues to wind down. Although stocks are fading, the market continues to ease due to increased production in Texas. Northwest MFC Onions are expected to be available through the week of April 24. Fresh-run, Texas- and Mexican-grown MFC Onions are readily available. California onions will hit the market the week of April 24.



oranges

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

California Navel prices have stabilized. Domestic Valencias are also available, but limited; Mexican Valencia stocks are adequate. MFC and ESS Navel Oranges are on the market.



pears

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

The market is steady. 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	///	*****	\$\$\$

Prices remain high. Costa Rican and Mexican supplies are tight. Expect increasing markets 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	///	*****	\$\$\$

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



potatoes

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

Prices are expected to climb as Norkotah stocks wind down in late May; Burbanks will be the sole variety for the rest of the season. Limited Burbank stocks are expected to ship through mid- to late July. Large supplies (40- through 50-count stocks) are tight; 90- through 100-count sizes are meeting demand. Quality is excellent; pack-outs favor No. 1 quality, with limited No. 2 availability. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Expect limited supplies and high markets over the next two weeks. Volume is expected to increase slightly compared to previous weeks but is still down historically for this time of year. Inclement weather is slowing maturation, decreasing berries on the vine. Stocks are forecast to uptrend in Oxnard, California over next two weeks. Quality is good: color is bright and flavor is sweet.



romaine

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

Prices are elevated; growers are moving from the Arizona desert region to Huron and Salinas, California. Quality is good; new crop head weights are low. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as needed.



salads & blends

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

The market is up; growers are transitioning from the Arizona desert region to Huron and Salinas, California. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

FRESH CROP REPORT



spring mix

The market is stable to slightly higher. Growers will start transitioning from the desert region north to the Salinas Valley next week, tightening supplies. Quality is very good: increased bruising, mechanical damage, and smaller overall size are minor problems. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Weak markets persist; it's a great time to promote this item. Mexican round, Roma, cherry, and grape tomato stocks are ample. New crop spring production will begin in May. Florida supplies are increasing. 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	///	*****	\$\$\$



squash

Prices have dipped. Florida harvesting continues to increase in Plant City and South Florida. Mexican supplies will remain abundant for the next few weeks. Quality is improving. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Offshore markets are high 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

Expect elevated markets for the next ten days. Demand exceeds supply in all three major growing regions. Heavy rain and flooding have reduced California volume. Production will end in Mexico and Florida this week. MFC Strawberries are sporadic; packer label will be shipped when needed.

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



watermelon

Mexican prices are elevated; volume is low as cold weather stunted growth. Large sizes dominate the market; medium and small sizes are scarce. 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

Although available year-round, berries are a symbol of spring. What are some original ways you use them on your menus?

A

The fresh flavors and brilliant colors of strawberries, blueberries, and blackberries match the tone of the season and work well in a number of green and grain salads, cheese plate options, and desserts.



I love using them in spicy salsas for chips or as a powerful punch of flavor on grilled meats.



Use both whole berries and muddled or puréed in cocktails, mocktails, and smoothies.

TIPS FOR SERVING BLACKBERRIES:



- 1.** Blackberries add vibrant color and tangy-sweet flavor to oatmeal, chia pudding, waffles/pancakes, and smoothies.
- 2.** Use to accent hearty meat entrees such as beef, pork, or venison—ideal for wine and herb sauces.
- 3.** Add these plump, juicy berries to desserts such as panna cotta, crumbles, pies, cakes, and pots de creme.

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.

Lemon New Potatoes with Collards

Crispy on the outside, tender on the inside, these red potatoes are tossed with bright lemon and umami-rich 'nooch!

- 1/4 C olive oil
- 1 lb. new potatoes (preferably red)
- 1/2 lb. Ready-Set-Serve Collard Greens, sauteed or stewed until soft
- 2 cloves Ready-Set-Serve Peeled Garlic, roasted and smashed
- 1 T nutritional yeast, seaweed-sesame flavor
- 1 T Ready-Set-Serve Lemon Juice
- 1 tsp. zest of Markon First Crop Lemons, minced
- 2 tsp. sea salt
- 1/4 tsp. black pepper

Preheat oven to 400 degrees F.

Toss potatoes with olive oil and roast until tender (approximately 20-25 minutes). Once cooked, put all (including extra oil) in a mixing bowl and hand toss with remaining ingredients.

Break up larger potatoes with hands if desired.



On-trend and healthy, cauliflower steaks

have a smoky, nutty flavor; top them with umami-rich mushrooms, crispy fried shallots, and the bitter notes of radicchio.

