



FRESH CROP REPORT

WEEK OF APRIL 16, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Oranges

Large-size California Navels remain tight, while smaller sizes are also becoming limited; **prices are rising**. Florida Valenica season is ending this week while new crop California Valencias are expected to enter the market the first week of May.

Idaho Potatoes

Prices are expected to climb as Norkotah stocks wind down through May; Burbanks will be the sole variety for the rest of the season. Large sizes (40- through 70-count stocks) are extremely tight; 90- through 100-count sizes are meeting demand. Quality is excellent.

Onions

The Northwest storage onion supply continues to diminish. **Fresh-run, Texas-grown onion yields have been hampered by recent rains**. California onions will hit the market the week of April 24.



STRAWBERRIES

- California supplies are increasing; **prices are steady**.
- Yields are expected to increase daily as a warming trend hits these growing areas.

BELL PEPPERS

- Supplies are tight due to a reduced labor force over Holy Week.
- Expect markets to increase through April.

ORGANIC TENDER LEAF ITEMS

- Supplies of organic tender leaf items are extremely limited, including arugula, spinach, and spring mix.
- Expect extremely tight supplies and elevated prices for the next two weeks.

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apples

Prices are unchanged; storage stocks are abundant. 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 on the market.

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



asparagus

The market is level; Mexican supplies are sufficient. Peruvian volume is 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 weak; volume is meeting demand. Quality is very good: texture is smooth and flavor is slightly nutty. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers
green/red

Expect prices to increase through the month. Mexican stocks are adequate; however, they will generally decrease through April. The California desert is experiencing warm weather this week which will increase growth. Florida volume is lower due to recent rains; production will start next week in the Plant City region. Canadian greenhouse supplies will ramp up over the next week; expect excellent quality. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Markets are elevated; expect low volume out of Mexico 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.

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



blueberries

Prices are up and stocks are limited. Although yields have decreased in Baja, supplies are adequate in Central Mexico. Florida stocks will increase through late April/early May. Quality is very good; berries are plump and delicious.

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

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broccoli

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

Domestic markets are elevated; expect tight stocks through April. Growers are in transition from the desert region to Santa Maria and Salinas, California. Mexican supplies are plentiful, but demand is shifting to that region. MFC Broccoli is sporadic; Markon Best Available® (MBA) will be packed if weights do not meet specifications.



cantaloupe

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

The market is stable. Although the offshore season is ending, supplies are sufficient, especially large, 9- and 12-count fruit. The Mexican season will start in 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	///	*****	\$\$\$

Prices are high. Growers are transitioning to the Salinas and Santa Maria Valleys, though the majority of new plantings remain behind schedule. Limited West Coast stocks will keep markets elevated until harvesting increases in early May. Quality will be average, at best, as earlier fields experienced heavy rain and flooding during plant development; spotting, ricing, and inconsistent size are problems. ESS Cauliflower is available; packer label may be substituted as necessary.



celery

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

The market is level but poised to rise as demand shifts to Oxnard, California following the Arizona/California desert season. Suppliers will move to Salinas, California in early June. Harvesting in Santa Maria, California will continue year-round. The Florida season will run through the end of the month. MFC Celery is available.



chile peppers

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

Prices are stable. Florida harvesting is taking place in the Central and Southern regions; production will start in Plant City in a week or two. Stocks are increasing. Mexican growers have multiple areas in production; volume is inching up. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market is up a bit. Mexican supplies are plentiful despite last week's holiday harvesting delays. The Baja season has started and will be in full swing by mid-May. Florida crops are tightening. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The Chilean/Peruvian season has ended. Orders are now being filled with Mexican-grown product. Prices are elevated, but will ease once new crop Mexican volume rises. Quality is very good; fruit is firm and sweet.

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green leaf

The market is high; the transition from the Arizona desert region to Huron and Salinas, California is nearly complete. 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.

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



honeydew

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.

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



iceberg

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.

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



lemons

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.

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



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.

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



onions

Markets are up. **Fresh-run, Texas-grown onion yields have been hampered by recent rains.** The Northwest storage onion supply continues to diminish. Idaho/Oregon-grown MFC Onions are expected to be available through April 21. Washington-grown MFC Onions will ship through the end of April. Limited quantities of California onions will hit the market the week of April 24.

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



oranges

Large-size California Navels remain tight, while smaller sizes are also becoming limited; **markets are rising.** The Florida Valencia season is ending this week. New crop California Valencias are expected to enter the market the first week of May. Quality is very good, but as temperatures increase, puffing and creasing will become quality concerns. MFC and ESS Navel Oranges are available.

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



pears

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.

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

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pineapples

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

The market will remain elevated through April, at least. Costa Rican and Mexican stocks are limited; 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 stable; supplies are sufficient. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

The market will rise as the Norkotah season wraps up in late May; Burbanks will be the sole variety for the rest of the season. Large sizes (40- through 70-count stocks) are extremely tight; 90- through 100-count sizes are meeting demand. Quality remains excellent for both varieties. Limited Burbank stocks are expected to ship through mid- to late July. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Prices are up; stocks will remain tight for another week or so, then start to uptrend. Quality is good: color is bright and flavor is sweet.



romaine

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

The market is high; the transition from the Arizona desert region to Huron and Salinas, California is nearly complete. 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	///	*****	\$\$\$

Prices are elevated; growers are moving 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.

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spring mix

Expect extremely tight supplies and elevated prices for the next two weeks. Supplies of organic tender leaf items are extremely limited, including arugula, spinach, and spring mix. RSS availability is limited; packer label and conventional product will be substituted as needed to fill orders.

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



tomatoes

Prices are low. Mexican round, Roma, and cherry tomato supplies are a bit tighter due to last week's short holiday week, but will increase this week. Florida stocks are ample; growers are starting Ruskin/Palmetto production. Grape tomatoes are abundant in both regions. 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

The market is low. Florida supplies are ample out of Plant City and South Florida. Mexican stocks are plentiful despite last week's holiday slow down. Zucchini quality is very good, while yellow squash is hit or miss. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Offshore prices are up due to increased transportation costs. Chilean nectarine, peach, and plum supplies are adequate. Quality is very good; fruit is juicy and sweet.

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



strawberries

California supplies are increasing; expect steady markets this week. Yields are expected to increase daily as a warming trend hits these growing areas. Size is dominated by medium berries (14 to 18 pieces per one-pound clamshell). Quality is very good; green shoulders are occasional issues. Production has ended in Mexico and Florida. MFC Strawberries are available.

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



watermelon

Mexican markets are high; cold weather stunted growth, resulting in tight stocks. Large sizes dominate availability; 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

Earth Day is a great time to celebrate sustainability on menus. How do you suggest operators do so?

A

Using Ready-Set-Serve products is a great way to reduce waste in the back of the kitchen as well as reduce labor.



No operation wants to spend time chopping cabbage or lettuce and then throwing half of it away (and paying for garbage costs).



I keep it simple with these safe, efficient pre-cuts that taste great and save money.

TIPS FOR SERVING ZUCCHINI:



- 1.** Chopped MFC Zucchini are great at soaking up delicious sauces; use them in variety of spicy Thai, Indian, and Chinese recipes.
- 2.** Halve, bread, and deep fry; serve these “fries” with dipping sauces such as marinara, ranch, and garlicky aioli.
- 3.** Shred and mix with potatoes, onions, and a light batter; fry for crispy latke pancakes.

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.

Goat Cheese, Granny Smith, Watercress Salad

Sweet, tart, crunchy, peppery—this salad has it all.

- 16 oz. Watercress
- 2 Markon First Crop Granny Smith Apples, julienned
- 1/4 C Ready-Set-Serve Lemon Juice
- 8 oz. Goat cheese, split into eight rounds
- 1 Egg, beaten
- 1 C Panko breadcrumbs
- 1/4 C Avocado oil
- Salt and pepper, to taste

In a mixing bowl, combine watercress and apples with lemon juice; set aside.

Heat oil in a skillet. Dip each cheese round into egg bath, then coat with breadcrumbs. Fry each goat cheese round until browned.

Serve watercress and apple with two cheese rounds each; drizzle with pan drippings/avocado oil.

Season with salt and pepper and serve.

Skip the heavy mayo

and opt for

a light, citrus-y
salad made with
tender potatoes
and zesty
shallots.

