



FRESH CROP REPORT

WEEK OF APRIL 23, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Ready-Set-Serve® (RSS) Cilantro

Arizona/California desert supplies are winding down quickly, focusing demand in the Oxnard and Southern California regions and **driving markets higher**. Thin and fragile leaves/stalks will be prevalent as new plantings come online but the overall quality outlook is positive.

Idaho Potatoes

Prices are expected to strengthen as Norkotah stocks wind down through May; suppliers continue to shorten daily production schedules to extend storage stocks. Limited Burbank stocks are expected to ship through mid-to-late July.

Onions

The market is up a bit. Northwest storage onion volume continues to decline. Adequate supplies of fresh-run, Texas-grown onions are readily available. California onions will hit the market by next week.



STRAWBERRIES

- California supplies continue to increase; expect declining markets.
- Production has ended in Mexico and Florida.

MELONS

- Prices are higher due to increased demand and fewer overall shipments to the West Coast from Central America.
- Large sizes dominate both cantaloupe and honeydew crops.

PINEAPPLES

- Costa Rican and Mexican pineapple supplies are scarce. Volume will remain limited through the Mother's Day holiday pull, especially larger sizes (five- through seven-count fruit).
- Expect elevated markets until volume increases early to mid-May.

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apples

The market is stable; storage supplies remain plentiful. 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

Prices are steady; Mexican yields are meeting demand. 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

Low prices persist; supplies are sufficient. 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

Green bell markets have dipped slightly; red bell prices are unchanged. Mexican peppers will diminish through April. The California desert season will start with greens in the first week of May with red bell production beginning three to four weeks after that. Florida growers will play catch up this week from recent rain. Canadian greenhouse stocks are adequate. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Supplies are slowly increasing; prices will gradually decline over the next week or two. Central Mexico is the primary growing region. Quality is very good: size is large and flavor is sweet yet tangy.

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



blueberries

The primary growing region of Central Mexico is past its peak; stocks are extremely tight. Markets will remain elevated until production in Georgia, Southern California, and Florida ramp up in early May. Quality is very good; berries are plump and delicious.

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

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broccoli

Domestic prices are high; volume will remain low for another week or two. Growers are in transition from the Arizona/California desert region to Santa Maria and Salinas, California. Mexican stocks are ample, but demand is strong. MFC Broccoli is sporadic; Markon Best Available® (MBA) will be packed as needed.

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



cantaloupe

Prices are climbing due to reduced offshore shipments, especially to the West Coast. Large sizes (9- and 12-count fruit) dominate availability. The Mexican season will begin in a few weeks, followed by production in Yuma, Arizona in early May. Overall quality is very good: sugar levels average 12 Brix.

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



cauliflower

The market is elevated. Growers are moving to the Salinas and Santa Maria Valleys; the majority of new plantings remain behind schedule. Expect limited West Coast supplies until 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 potential issues. ESS Cauliflower is available; packer label may be substituted as needed.

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



celery

Prices are fairly steady at low levels; supplies are abundant in Oxnard, California. Quality is very good: seeder is an occasional issue. Growers will transition to Salinas, California in early June. The Florida season will run through the end of the month. MFC Celery is available.

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



chile peppers

The market is level. Volume is up now that Florida growers are harvesting in Plant City. Last week's rain hampered production, but this week's good weather will bring stocks back to normal. Prices are a bit erratic in Mexico due to labor issues, but overall supplies are meeting demand. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

Expect steady to lower prices this week. Mexican stocks are meeting demand. The Baja season will be in full swing by mid-May. Florida supplies will increase this week as rain has cleared and the forecast calls for dry weather. Quality is very good. MFC and ESS Cucumbers are available.

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



grapes

Mexican-grown product is on the market. The market is high, but will ease once new crop Mexican stocks increase. The California season will start by mid- to late May. Quality is very good; fruit is firm and sweet.

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

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green leaf

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

Prices remain fairly high. Growers have begun harvesting in Salinas, California; markets will ease when volume rises. 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	///	*****	\$\$\$

Markets are climbing as Guatemalan supplies trend downward. Shipments are dominated by large sizes (five- and six-count melons); smaller sizes are in short supply this late in the season. Mexican volume remains low; rains and cool weather have stunted growth and delayed the planting of the new crop. Quality is good.



iceberg

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

The market remains elevated. Growers are harvesting in Huron and Salinas, California; prices will inch down once supplies increase. Weights and densities are inconsistent. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as needed due to low weights.



lemons

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

Domestic prices continue to inch up, especially for 140- to 235-count fruit; crops are dominated by large sizes. Demand will strengthen as temperatures rise. MFC and ESS Lemons are available.



limes

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

Markets for small and medium limes will inch down over the next week or so. Large-size fruit is scarce and will command higher prices. Quality is average; recent rain may increase instances of oil spotting and scarring. MFC and ESS Limes are sporadic.



onions

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

Prices are up a bit. Northwest storage onion volume continues to decline. Adequate supplies of fresh-run, Texas-grown onions are readily available. California onions will hit the market by next week. MFC Red and Yellow Onions are available.



oranges

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

The market is up. The Florida Valencia season has ended; remaining stocks are extremely tight. Large-size California Navels are limited; smaller sizes are also tightening. New crop California Valencias are forecast to become available the first week of May. Quality is very good, but as temperatures increase, puffing and creasing are becoming quality concerns. MFC and ESS Navel Oranges are available.



pears

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

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

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pineapples

Expect elevated markets until volume increases in early to mid-May. Multiple cold fronts triggered plants to flower early, causing shortages and smaller size distribution. Volume will remain limited through the Mother's Day holiday pull, especially larger size (five-through seven-count).

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



raspberries

The Central Mexico, Baja, and Oxnard, California growing regions are rebounding later than usual this year due to rain. Pricing will begin to decrease slowly as production increases. Quality is good: color is bright and flavor is sweet.

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



red/yellow potatoes

Prices are steady. Red A cartons are ample this week; yellows are tight due to strong demand. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
ND	///	*****	\$\$\$
WI	///	*****	\$\$\$



romaine

Markets remain fairly high. Growers have begun harvesting in Salinas, California; markets will ease when volume rises. Quality is good; new crop head weights are low. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as needed.

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



potatoes

Markets are expected to strengthen as Norkotah stocks wind down through May; suppliers continue to shorten daily production schedules to extend storage stocks. Limited Burbank stocks are expected to ship through mid- to late July. Quality remains excellent for both varieties. MFC Idaho Burbank and Norkotah Potatoes are available.

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



salads & blends

Prices are level; growers are now harvesting and processing in California's Salinas Valley. Expect supplies to increase as the season ramps up. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

The market remains high. Supplies of organic tender leaf items are extremely tight, including arugula, spinach, and spring mix. RSS availability is sporadic; packer label and conventional product will be substituted as needed to fill orders.

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



tomatoes

Round prices are low while Roma markets are up a bit. Mexican supplies have rebounded. Florida volume is high in the Ruskin/Palmetto area. Grape tomatoes are abundant in both regions. The California season is delayed; production is slated to begin in early July. Quality is very good. MFC Tomatoes are available.

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



squash

Both yellow squash and zucchini prices are fairly steady. Florida stocks are increasing in Plant City; growers will transition to Georgia over the next few weeks. Mexican volume is high. The California season is behind schedule; expect markets to rise in three weeks. Quality is very good; scarring is minimal. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Offshore markets are elevated due to high transportation costs. Chilean nectarine, peach, and plum stocks are average. Quality is very good; fruit is juicy and sweet.

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



strawberries

Supplies continue to increase in Santa Maria and Oxnard, California; **expect declining markets**. Size is dominated by medium berries (14 to 18 pieces per one-pound clamshell). Quality is very good; green shoulders are minor issues. The Salinas/Watsonville season will ramp up in mid-May. Production has ended in Mexico and Florida. MFC Strawberries are available.

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



watermelon

Mexican prices remain high; slow growth has tightened supplies. Large sizes dominate availability; 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

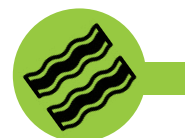
RSS Kale Color Crunch is a healthy, delicious combination of crisp carrots, crunchy cabbage and Brussels sprouts, toothsome kale, and tender radicchio. How do you put it on menus?

A

This mix makes a powerful coleslaw when mixed with buttermilk ranch or house-made vinaigrettes. It's quick and easy to make, plus delicious served as a sandwich topper or side salad.



Add to grilled cheese and patty melts for extra crunch and flavor.



Use to top appetizers like arepas, mini flatbreads, lobster rolls, and bao buns.

TIPS FOR SERVING RSS KALE COLOR CRUNCH:



- 1.** Stuff pita bread and lavash with thinly sliced lamb, red onions, cucumbers, RSS Kale Color Crunch, and yogurt-based sauce such as tzatziki.
- 2.** Toss RSS Kale Color Crunch with proteins like cooked lentils, red quinoa, or grilled tempeh; drizzle with creamy caramelized onion dressing.
- 3.** Mix shredded rotisserie chicken, mayonnaise, spicy mustard, and diced onions; serve chicken salad on toasted bread.

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.

RSS Kale Color Crunch and Shrimp Tostadas

The crunch and subtle sweetness of Ready-Set-Serve Kale Color Crunch is the perfect base for these spicy shrimp and creamy guacamole.

- 4 Tostada rounds
- 16 Large shrimp, peeled and cleaned
- 1 tsp. Cumin, ground
- 1 tsp. Cayenne
- 1 tsp. Salt
- 1/2 C Ready-Set-Serve Washed & Trimmed Cilantro, split in two portions
- 1/4 C Canola oil
- 1 cup Ready-Set-Serve Kale Color Crunch
- 4 T Ready-Set-Serve Pico de Gallo Guacamole

Arrange tostada rounds on serving plates.

Hand mix Ready-Set-Serve Kale Color Crunch with house-made lime vinaigrette; set aside.

Toss shrimp with cumin, cayenne, salt, and 1/4 cup of cilantro. Heat oil in large skillet then add shrimp. Cook until just done (make sure not to overcook). Top tostada rounds with heaping portion of RSS Kale Color Crunch, then four shrimp, and finally one tablespoon of guacamole. Sprinkle remaining cilantro over tostadas.

Serve immediately.



Skip the bread and use

everyone's favorite ingredient, the avocado, as a platform for this protein-rich filling. Vegetarian, vegan, and paleo—this one has something for everyone.

