



FRESH CROP REPORT

WEEK OF APRIL 30, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Idaho Potatoes

Sufficient supplies of Markon First Crop® (MFC) Idaho Burbank and Norkotah Potatoes are on the market, but **large sizes (40- through 50-count stocks) continue to tighten**; 90- through 100-count sizes are readily available.

Pineapples

Supplies are scarce in Costa Rica and Mexico. **Volume will remain limited through the month of May.**

Onions

MFC Onions will hit the market this week from California's Imperial Desert region. The MFC Idaho/Oregon storage onion season has ended.



LIMES

- Lime markets are easing as supplies increase in Veracruz, Mexico.
- New crop supplies are dominated by 200- to 250-count sizes.

MIXED BERRIES

- Blueberry supplies are increasing slightly; markets remain elevated.
- Raspberry stocks are expected to become tight over the next two weeks.

BRUSSELS SPROUTS

- Expect elevated markets until California production increases.
- Product will continue to cross from Mexico until California production begins in Oxnard in May, followed by Salinas in July.

FRESH CROP REPORT

WEEK OF APRIL 30, 2023



apples

Prices are unchanged; storage stocks 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 on the market.

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



asparagus

The market is level; Mexican volume is average. Peruvian supplies are scarce. 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; stocks are adequate. 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

Moderate demand is keeping prices fairly steady. The Mexican season is winding down, but growers are still shipping. California production should start with greens in a week or so with red bell harvests beginning three to four weeks after that. Florida supplies are sufficient out of Plant City. 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

Expect to see yields gradually decline as Central Mexico is off peak production. Other Mexican growing regions will be in peak production over the next two weeks. Supplies will slowly decrease until the California season begins in late May.

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



blueberries

Prices will remain elevated until yields increase in Georgia, Southern California, and Florida in early May. California growers will begin harvesting next week; expect low volume to start. Production is ramping up in Florida and Georgia. The primary growing region of Central Mexico is past its peak; stocks are diminishing. Baja volume will continue to increase as the season progresses.

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

FRESH CROP REPORT



broccoli

Markets are set to be volatile through spring. Santa Maria, California experienced heavy flooding, delaying many fields from being planted or stunted growth of new crop stocks. Expect a large price spread between Mexican and California markets MFC Broccoli is sporadic; Markon Best Available® (MBA) will be packed as needed.

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



cantaloupe

Expect prices to rise over the next three weeks. Size has shifted to nine-count melons; smaller sizes are tightening. Mexican fruit will start entering the market over the next few weeks followed by the Yuma, Arizona season in mid-to late May. Overall quality is very good: sugar levels average 12 Brix.

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



cauliflower

The market is high; West Coast stocks are limited. Quality is average: spotting, ricing, and inconsistent size are problems. ESS Cauliflower is available; packer label may be substituted as needed.

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



celery

The market is rising as seeder reduces yields in Oxnard. Growers will transition to Salinas, California in early June. The Florida season will continue another week. MFC Celery is available.

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



chile peppers

Prices are stable. Florida supplies are increasing in the Plant City and South Florida regions. Mexican volume is a bit lower, but overall stocks are meeting demand. Growers will harvest in Baja in June. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

The market is slightly lower this week. Florida volume is up a bit. The Georgia season will begin in early May. Despite a few ups and downs in Mexican supply, availability remains adequate. Quality is very good. MFC and ESS Cucumbers are available.

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



grapes

Prices are elevated. Mexican-grown product is on the market. The California season will start by mid- to late May. Quality is very good; fruit is firm and sweet.

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

FRESH CROP REPORT



green leaf

Markets are rising; supplies are limited. Head size is small in many lots. Salinas volume will increase in 10-14 days. MFC Premium Green Leaf Lettuce is sporadic; MBA will be packed if weights do not meet specifications.

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



honeydew

Supplies continue to tighten, especially eight and nine counts. Mexican volume is low; small sizes dominate due to cool weather. Overall quality ranges from fair to good. Expect prices to stair-step up over the next three weeks.

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



iceberg

Prices remain elevated; yields remain inconsistent. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as needed due to low weights.

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



lemons

Domestic markets are high, especially for 140- to 235-count fruit. Demand will continue to climb as weather heats up. MFC and ESS Lemons are available.

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



limes

Expect strong demand leading into the Cinco De Mayo holiday. Prices will trend downward through the month of May as new crop supplies increase. Stocks are dominated by 200- to 250-count sizes; these markets are substantially lower. Large size (110- to 150-count stocks) remain tight but are slowly increasing. Overall quality remains good; oil spotting and scarring are occasional issues. MFC and ESS Limes are sporadic.

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



onions

MFC Onions will hit the market this week from California's Imperial Desert region. The MFC Idaho/Oregon storage onion season has ended. Markets remain steady despite limited volume. Texas onions will ship into late May. The New Mexico season will start in early June.

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



oranges

Prices are up. The California Navel season is nearly over. New crop California Valencias will be on the market next week. Quality is very good, but as temperatures climb, puffing and creasing are becoming quality concerns. MFC and ESS Navel Oranges are available.

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



pears

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

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

FRESH CROP REPORT



pineapples

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

Prices are elevated. Supplies are scarce in Costa Rica and Mexico. Expect limited production of large-size fruit; seven-count pineapples are the most readily available. Demand will strengthen in late April/early May in preparation for the Mother's Day holiday. **Volume will remain limited through the month of May.**



red/yellow potatoes

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

The market is level. Red A cartons are plentiful; yellows are limited due to strong demand. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

Sufficient supplies of MFC Idaho Burbank and Norkotah Potatoes are on the market, but **large sizes (40- through 50-count stocks) continue to tighten**; 90- through 100-count sizes are readily available. Prices are expected to climb as Norkotah stocks wind down through May; Burbanks will be the sole variety for the rest of the season. Suppliers continue to reduce production schedules to avoid a supply gap between this crop and next year's season (2023-24). Limited Burbank stocks are expected to ship through mid- to late July.



raspberries

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

Pricing is up. Yields out of Central Mexico will remain flat for the next two weeks before down trending. Baja volume is climbing. Expect ample stocks in Oxnard, California in late May. California growers will begin harvests next week; supplies will be tight at first.



romaine

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

Markets are level. Growers are harvesting in 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	///	*****	\$\$\$

Prices are steady; 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.

FRESH CROP REPORT



spring mix

Prices are stabilizing. Supplies are increasing as growers settle into the Salinas Valley season. RSS availability is available.

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



tomatoes

The market ranges from low to level. Mexican stocks are ample. Florida supplies are increasing in the Ruskin/Palmetto area. The California season is behind schedule and slated to start in early July. Quality is very good. MFC Tomatoes are available.

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



squash

Moderate demand is keeping yellow squash and zucchini markets stable. Florida supplies are a bit tighter than last week due to rain. The Georgia season will start in a week or two. Mexican stocks are ample. The California season will kick off in late June. Quality is very good but wind scarring is a problem in Mexico. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Offshore prices remain high. Chilean nectarine, peach, and plum supplies are sufficient. Quality is very good; fruit is juicy and sweet.

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



strawberries

Prices are steady; volume is rising in Santa Maria and Oxnard, California. Size is dominated by medium berries (14 to 18 pieces per one-pound clamshell). Quality is very good; green shoulders are minor issues. As a result of historical early season rains, no harvesting has begun in Salinas; the season is still four to five weeks behind schedule. MFC Strawberries are available.

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



watermelon

Mexican markets are stabilizing; production will increase through May. Large sizes dominate availability; medium and small melons 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.



VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

Jalapenos are a versatile chile pepper—not too mild, not too fiery. How do you give dishes extra oomph with this ingredient, especially on Cinco de Mayo LTOs?

A

I like to mince these flavorful peppers and mix them into guacamole, mayonnaise-based sandwich spreads, coleslaws, and potato salads.



I also slice them thinly and layer on hoagies and subs to add a bite of heat.



They work in most Mexican dishes for this holiday—salsas, beans, tacos, you name it.

TIPS FOR SERVING JALAPENO CHILE PEPPERS:



- 1.** Fill cornbread crust with chicken-chile pepper pot pie gravy including corn, tomatoes, and oregano.
- 2.** Roast tomatillos, jalapenos, sliced onions, and cilantro; purée with lime juice, cumin, and salt; serve over pork or with tortilla chips.
- 3.** Halve peppers and fill with cream cheese, sharp cheddar, chives, and crumbled bacon; bread and fry until crisp for the ultimate bar snack.

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.

Banh Mi

With its blend of French and Vietnamese cuisine, this delicious sandwich is accessible to most menus.

- 1 lb. Ground pork
- 1 Egg
- ¼ C Panko breadcrumbs
- 1 T Fish sauce
- 1 T Asian hot sauce
- 1 T Ready-Set-Serve Peeled Garlic, chopped
- ½ tsp. Black pepper
- 2 T Canola oil
- ¼ C Dark soy sauce
- 4 French baguette rolls, split
- 1 C RSS Matchstick Carrots, pickled
- ¼ C RSS Washed & Trimmed Green Onions, chopped
- ¼ C RSS Washed & Trimmed Cilantro
- 3 MFC Jalapeno Chile Peppers, sliced
- 4 RSS Washed & Trimmed Green Leaf Fillets

In a mixing bowl, combine pork, egg, breadcrumbs, fish sauce, hot sauce, garlic, salt, and pepper. Form into 12 small balls. Heat oil in skillet. Brown meatballs in batches until cooked (don't crowd the pan). When all are nearly cooked through, put all meatballs in skillet and deglaze with soy sauce, shaking pan to coat all. Turn off heat, cover skillet with lid, and allow to steam for three more minutes. Fill each baguette roll with three meatballs, pickled carrots, green onions, cilantro, Jalapeno chile peppers, and green leaf lettuce.



Bar snacks continue to grow as a menu category.

Add value to your Ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

