



FRESH CROP REPORT

WEEK OF MAY 7, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Cilantro

Although markets rose sharply as production shifted to the Oxnard and Southern California regions, **prices are now easing**. Supplies are ramping up.

Idaho Potatoes

Norkotah stocks will wind down throughout this month; Burbanks will be the sole variety for the remainder of the season. Large sizes (40- through 70-count stocks) are limited; **80- through 100-count sizes are readily available**.

California Strawberries

Oxnard and Santa Maria **supplies are ample**, but this week's rain could tighten supplies a bit. The Salinas/Watsonville season is four to five weeks behind schedule, but will ramp up in mid-May.



BROCCOLI & CAULIFLOWER

- Supplies are increasing in Salinas and Santa Maria.
- Prices will ease through May.

LETTUCES

- Expect elevated markets through mid- to late May.
- Supplies will be inconsistent as growers work through planting disruptions caused by rainfall in January and March.

CALIFORNIA ORANGES

- Late Season Navels will ship for two more months.
- New crop Valencias are now shipping.

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bell peppers
green/red

REGION	SUPPLIES	QUALITY	PRICE
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is level. Florida supply is meeting demand. The Georgia season will start in approximately two weeks, followed by North Carolina in June. Mexico green bell volume is down; small sizes dominate crops. The California season is ramping up this week; volume will build over the next two weeks. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

The market is stable; storage supplies remain sufficient. Quality is very good: 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 stocks are adequate. The Michigan season is ramping up. Peruvian volume is low. Quality is very good: stalks are straight and tips are tight. MFC Asparagus is on the market.

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



avocados

Prices are low; supply 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	///	*****	\$\$\$



blackberries

Volume is inching down as Central Mexico has passed its seasonal peak. Other Mexican growing regions will harvest ample supplies for at least another week. The California season will get underway in late May.

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



blueberries

Expect high markets until yields increase in Florida, Georgia, and Southern California over the next few weeks. The California season is getting underway this week. The primary growing region of Central Mexico is past its peak; volume is falling. Baja supplies will continue to increase as the season progresses.

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

FRESH CROP REPORT



broccoli

Prices will ease through mid-May. Supplies are increasing quickly in the Salinas and Santa Maria Valleys, as the harvesting transition from the Arizona/California desert is nearly finished. Overall quality in all regions is very good, with consistent head size, good color, and minimal defects. MFC Broccoli is available.

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



cantaloupe

The market will climb for another two weeks. Nine-count melons are most plentiful; smaller sizes are limited. Mexican fruit is beginning to enter the market. The domestic season will start in mid-May. Overall quality is very good: sugar levels average 12 Brix.

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



cauliflower

Prices are falling fast as supplies ramp up in the Salinas and Santa Maria Valleys. Abnormally low temperatures and intense rainfall this winter created supply gaps during the transition from the Arizona/California desert growing regions to Salinas and Santa Maria in mid-April. Recent favorable weather, specifically warmer nighttime temperatures, has aided growth. Quality is very good: inspectors report good color and consistent size. ESS Cauliflower is available.

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



celery

Markets are inching up; seeder is reducing Oxnard volume. Growers will transition to Salinas, California in mid-June. The Michigan season will begin in early to mid-July. Florida production has ended. MFC Celery is available.

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



chile peppers

Prices are steady. The South Florida season is winding down; the bulk of East Coast chiles are now coming from the Plant City area. Production will start in Georgia in another three to four weeks. Mexican stocks are sufficient in Sinaloa; Baja volume will increase in June. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

The market is fairly stable. East Coast growers are harvesting in Central Florida and Georgia. Quality is good. Ample supplies are expected out of mainland Mexico through May. The Baja region will ramp up in late May/early June. Quality is very good. MFC and ESS Cucumbers are available.

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



grapes

The market remains high. Mexican-grown product is on the market. The California season will begin in a week or two; early volume will be low, but increase through the month. Quality is very good; fruit is firm and sweet.

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

FRESH CROP REPORT



green leaf

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

Expect elevated prices through mid- to late May; supplies will be inconsistent as growers work through planting disruptions caused by rainfall in January and March. 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	///	*****	\$\$\$

Stocks are limited, especially eight- and nine-count fruit. Mexican supply levels are low; small sizes dominate availability. Overall quality ranges from fair to good. Markets will inch up over the next two weeks or until domestic harvesting starts in late May.



iceberg

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

Markets are high; growers have moved into the Salinas Valley, but weights remain inconsistent. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as needed.



lemons

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

Domestic prices are elevated, especially for 140- to 235-count fruit. Demand will continue to strengthen as seasonal temperatures rise. MFC and ESS Lemons are available.



limes

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

The market will inch down through May as new crop volume rises. Supplies are dominated by 200- to 250-count sizes; these prices are the lowest. Large sizes (110- to 150-count supplies) are starting to increase. Overall quality remains good; oil spotting and scarring are minor problems. MFC and ESS Limes are sporadic.



onions

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

MFC Onions are now available from California's Imperial Desert region; volume will increase as the season progresses. Prices are stable despite tight supplies. Texas onions will ship into late May. The New Mexico season will start in early June.



oranges

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

Elevated markets persist. California Late Season Navels will be shipped for the next two months. New crop California Valencia's are now on the market. Quality is very good, but as temperatures climb, 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 Bartlett's will become available in early July. MFC D'Anjou Pears are on the market.

FRESH CROP REPORT



pineapples

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

High markets persist. Stocks remain tight in Costa Rica and Mexico. Expect limited production of large-size fruit; seven-count pineapples are the most readily available. Volume will remain low through the month of May.



red/yellow potatoes

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

Prices are stable. Red A cartons are abundant; yellows are tight due to strong demand. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

Adequate stocks of MFC Idaho Burbank and Norkotah Potatoes are on the market. Large sizes (40- through 70-count stocks) are limited; 80-through 100-count sizes are readily available. Norkotah stocks will wind down throughout this month; Burbanks will be the sole variety for the remainder of the season. Daily production schedules have been reduced in order to extend storage supplies. Advanced order lead time is highly recommended for order fulfillment.



raspberries

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

The market is elevated. Volume will remain flat in Central Mexico for the next week or so before down trending. Baja yields are increasing. Abundant supplies are expected in Oxnard, California by late May. California production started this week; stocks will become more plentiful as the season progresses.



romaine

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

Expect elevated prices through mid- to late May; supplies will be inconsistent as growers work through planting disruptions caused by rainfall in January and March. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as needed.



salads & blends

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

The market is level; growers are now harvesting and processing in California's Salinas Valley. Erratic head weights persist but should stabilize/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

The market is steady. Stocks continue to increase in the Salinas Valley. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Although squash prices are currently stable, prices are expected to rise in mid-May due to transition delays in the west. Production will taper off in Northern Mexico in mid-May; scarring is being caused by strong winds. California's Santa Maria season will be delayed by two weeks due to past weather conditions; expect a June 1 start date. Florida production is adequate in Plant City. Georgia growers have begun limited harvest; yields will increase over the next two weeks. MFC Yellow Squash and Zucchini are available.

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



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	///	*****	\$\$\$



tomatoes

Prices are fairly steady at low levels. Florida production is focused in the Ruskin/Palmetto area; the size profile is a bit smaller than last week. Growers will harvest there through June, when the Quincy region gets underway, followed by South Carolina. Western Mexico is entering their seasonal decline. New crop harvests will begin in Eastern Mexico in a few weeks. Baja supplies are tight but increasing. 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
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



tree fruit

The offshore season is winding down; markets are elevated. Chilean nectarine, peach, and plum volume is falling. Quality is very good; fruit is juicy and sweet.

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



watermelon

Mexican prices are steady; supplies will increase through May. Large sizes dominate availability; medium and small melons 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.



TIM TEJUCO
MARKON MEMBER CHEF

Q

Mother's Day is the biggest foodservice holiday of the year and delicious strawberries play a big part on menus. How do you incorporate them in dishes across all day parts?

A

Strawberries are a staple ingredient for desserts. Green and under ripe strawberries are perfect for pickling and used as garnish for chicken liver mousse appetizers. I like to cook them down with rhubarb and jar for a compote that can be used throughout the seasons. Strawberries are a flexible fruit and not just for shortcake.



Chocolate-dipped strawberries are great for Mother's Day brunches.



Add whole or halved berries to Champagne or sparkling cider.

TIPS FOR SERVING STRAWBERRIES:



- 1.** Add fresh strawberries to beverages, salads, and salsas to increase color and spring brightness.
- 2.** These vibrant fruits can be added across breakfast menus—pancakes, waffles, cereals, chia puddings, juices, and more.
- 3.** Use in spring desserts like shortcake, tarts, panna cotta, cobblers, and cakes.

FEATURED PARTNER SPOTLIGHT: MISIONERO

Who?

Misionero was founded in 1973 by Floyd Griffin. He believed there was a place in the Salinas Valley for a produce company that could succeed while treating its people with respect and innovation. Misionero has a proven track record for innovating, transforming, and improving the produce industry and have held onto their founding beliefs of staying true to the land and the people. Well-known for their washed and trimmed lettuces and organic salad staples, they continue to broaden their catalog and remain committed to delivering products that are reflective of a forward-thinking company and collaborative team environment.

Why?

Misionero implements new technologies that focus on comprehensive long-term ethical growing, processing, and harvesting practices that will not harm our people or our environment. They share a belief in the value of small and medium-sized farms and recognize that the work of producing food is still one of the hardest, most important, and complex livelihoods – one that directly impacts every person, every day of the year.

Which Markon Products?

RSS Lettuces
RSS Leafy Greens
RSS Super Slaw



MISIONERO®

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.

Spring Vegetable Salad

Vibrant colors and intense vegetal flavors make this shareable salad the best of spring. Add fish, tofu, or poultry to convert into a light, healthy entree.

- 6 Baby potatoes, cooked
- 1/2 C Markon First Crop Asparagus, steamed
- 3 Radishes, sliced
- 1/2 C Fresh peas, steamed
- 3 Baby carrots, steamed
- 2 T Ready-Set-Serve Green Onions, chopped
- 2 T Markon First Crop Baby Dill, chopped
- 1 C Ready-Set-Serve Spring Mix
- 1/4 C Pistachios, shelled
- 1 T Edible petals

Toss all ingredients in a large bowl, allowing the heat of the vegetables to slightly wilt the greens and serve.



Buttery, flaky biscuits, sweet whipped cream, and delicious strawberries combine to create this classic American dessert.