



# FRESH CROP REPORT

WEEK OF MAY 14, 2023



MARKON  
ESSENTIALS

# HIGHLIGHTS

## Green Leaf Lettuce

Overall industry supplies continue to increase, pushing prices lower. Supply availability will continue to vary from week to week as growers navigate delayed and/or missed plantings due to excessive rains.

## Cauliflower

The market is falling fast as yields ramp up in the Salinas and Santa Maria Valleys. Recent favorable weather, specifically warmer nighttime temperatures, has helped increase growth.

## Butter Lettuce

Supplies are increasing in the Salinas Valley following a period of limited availability at the start of the season. Volume remains low but will continue to increase in the coming weeks. Expect markets to continue to inch down through May.



## LIMES

- Markets continue to ease as available supplies increase in Veracruz, Mexico.
- New crop supplies are dominated by 200- to 230-count sizes.

## ONIONS

- The season for Texas-grown onions will end early next week. Poor weather has affected remaining acreage.
- Demand has shifted to California's Imperial Valley; expect prices to increase.

## CELERY

- Markets are expected to remain active until Salinas production is underway.
- Salinas production will start two weeks later than normal; excessive rains disrupted plantings and cold temperatures slowed growth.

# FRESH CROP REPORT

WEEK OF MAY 14, 2023



bell peppers  
green/red

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

Prices are fairly steady. Florida stocks are sufficient. The Georgia season will begin this week, followed by North Carolina in June. Mexican volume is falling. The California desert season is underway. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

Prices are unchanged; storage stocks are adequate. 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

The market is level to slightly lower; Mexican supply is meeting demand in Baja. Michigan volume will rise through May. Peruvian stocks are tight. 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

Stocks are tightening in Central Mexico. Other Mexican growing regions are also winding down. Prices will inch up until the California season will get underway in late May.

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



blueberries

Prices will remain elevated until volume increases in Florida, Georgia, and Southern California over the next few weeks. The California season has begun; supplies will ramp up through the month. Mexican stocks are tight on the mainland, but Baja stocks will continue to increase as the season progresses.

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

# FRESH CROP REPORT



## broccoli

The market is falling; stocks are abundant in both growing regions. Quality is very good, but the rainy season will start affecting Mexican yields moving forward. MFC Broccoli is available.

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



## cantaloupe

Prices are slightly lower; shipments are dominated by Mexican product. The offshore season is ending. Domestic melons will enter the market later this week. Overall quality is very good: sugar levels average 12 Brix.

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



## cauliflower

The market is falling fast as supplies ramp up in the Salinas and Santa Maria Valleys. Recent favorable weather, specifically warmer nighttime temperatures, has helped increase growth. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.

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



## celery

Prices are expected to remain active until Salinas production is underway in mid-June. Production will start two weeks later than normal; excessive rains disrupted plantings and cold temperatures slowed growth. 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

The market is unchanged. East Coast production is focused in Florida's Plant City area. Growers will move north to Georgia in another two to three weeks. Mexican supplies are adequate in Sinaloa; Baja volume will rise in June. The California season will also get underway in June. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



## cucumbers

Although East Coast supplies will be a bit tighter this week, markets are slightly down. Growers are transitioning to Georgia. Quality is good. Ample supplies are expected out of mainland Mexico through May, possibly June. Baja harvests will begin in a week or two. Quality is very good. MFC and ESS Cucumbers are available.

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



## grapes

Prices will remain elevated until the Mexican season ramps up in late May/early June. Offshore supplies are extremely tight.

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

# FRESH CROP REPORT



## green leaf

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

Overall industry supplies continue to increase, pushing markets lower. Availability will continue to vary from week to week as growers navigate delayed and/or missed plantings due to excessive rains. 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 | ///      | *****   | \$\$\$ |

Prices are slightly lower as Mexican production ramps up. The offshore season is ending. Expect domestic supplies to become available late May.



## iceberg

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

The market is a bit lower. Volume is rising but will continue to oscillate due to the effects of early season rain. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as needed.



## lemons

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

Domestic prices are high, 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 | ///      | *****   | \$\$\$ |

Prices continue to ease as available supplies increase in Veracruz, Mexico. Supplies are dominated by 200- to 230-count sizes; large fruit (110- to 150-count supplies) is tight but slowly increasing. Quality is very good; oil spotting and scarring are occasional issues. MFC and ESS Limes are sporadic.



## onions

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

The season for Texas-grown MFC Onions will end early next week. Poor weather has affected remaining acreage. Demand has shifted to California's Imperial Valley. Expect markets to increase. Washington-grown MFC Onions are expected to run through late May. The New Mexico season will begin in late May/early June.



## oranges

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

Prices are high. California Late Season Navels will be on the market for the next two months. New crop California Valencias are also available. Although quality is very good, puffing and creasing will become concerns as temperatures climb. MFC and ESS Navel Oranges are available.



## pears

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

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.

# FRESH CROP REPORT



## pineapples

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

Prices are expected to remain elevated through May. Supplies are limited in Costa Rica and Mexico, especially large-size fruit; seven-count pineapples are the most readily available.



## red/yellow potatoes

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

The market is steady. Red A cartons are ample; strong demand is keeping yellows limited. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



## potatoes

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

Prices are fairly steady. MFC Idaho Burbank and Norkotah Potatoes are available. Large sizes (40- through 70-count stocks) are limited; 80- through 100-count sizes are readily available. The Norkotah season will wrap up through this month; Burbanks will be the sole variety for the rest 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    | ///      | *****   | \$\$\$ |

Prices remain high. Supplies are tightening in Central Mexico; Baja volume is rising. Early season California stocks are limited but increasing. Abundant stocks are forecast in Oxnard, California by the end of the month.



## romaine

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

Overall industry supplies continue to increase, pushing markets lower. Availability will continue to vary from week to week as growers navigate delayed and/or missed plantings due to excessive rains. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as needed.



## salads & blends

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

Prices are fairly steady. Erratic head weights persist but should stabilize/increase later in the month. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

# FRESH CROP REPORT



## spring mix

Prices are level. Salinas Valley stocks are plentiful. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



## squash

Sufficient West Coast supplies are forecast for the next 7-10 days, but volume could tighten after that as the California season has been delayed until early June. Harvesting is winding down in Northern Mexico; scarring is being caused by strong winds. Ample East Coast supplies are shipping from Florida and Georgia; the North Carolina season will begin the last week of May. MFC Yellow Squash and Zucchini are available.

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



## strawberries

Although the market inched up due to recent rain and strong Mother's Day demand, supplies should increase this week; prices will stabilize. Size is dominated by medium berries (14 to 18 pieces per one-pound clamshell). Quality is very good; green shoulders are slight problems. The Salinas season will start in three to four weeks. MFC Strawberries are available.

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



## tomatoes

The market is weak. Florida volume will begin to inch down in the Ruskin/ Palmetto area region through June, when growers move into the Quincy area, followed by South Carolina. Although stocks are tightening in Western Mexico, new crop harvests will start in Eastern Mexico in a few weeks. Baja yields are increasing. The California season is expected to get underway in early July. Quality is very good. MFC Tomatoes are available.

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



## tree fruit

The domestic season will begin in a limited manner next week; prices will start off high, but will inch down as the season progresses. Quality is very good; fruit is juicy and sweet. The offshore season has ended.

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



## watermelon

Mexican markets are level; stocks are increasing. Large sizes dominate availability; medium and small melons are tight. Quality is very good; fruit is firm and juicy with sweet flavor. The offshore season will wrap up on the West Coast next week, followed by the East Coast the following week. The Florida season will start in early June.

| 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

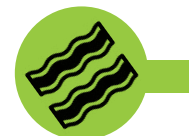
Collard greens have been traditionally associated with the American South but are now appearing in more global dishes. How do you like to use RSS Chopped Collard Greens on the menu?

# A

What was initially used for dishes that originated from West Africa and brought to America, collard greens have made their way around the world. Create a slaw with collard greens & cabbage and serve on top of spicy fried chicken. Use them in a classic Italian Wedding soup or to add some earthiness to chowder.



Sauté and dress with lemon juice, then serve as a side for Brazilian bean stew and rice.



Stir-fry greens in a black bean sauce for an Asian twist served with chewy rice noodles.

# TIPS FOR SERVING COLLARD GREENS:



- 1.** Add greens to broth-based soups just before serving for a burst of color and nutrients.
- 2.** Sauté greens in pork fat; serve alongside soul foods such as green tomatoes, okra, and mashed sweet potatoes.
- 3.** Delicious addition to stir-fries and fried rice dishes.

# 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



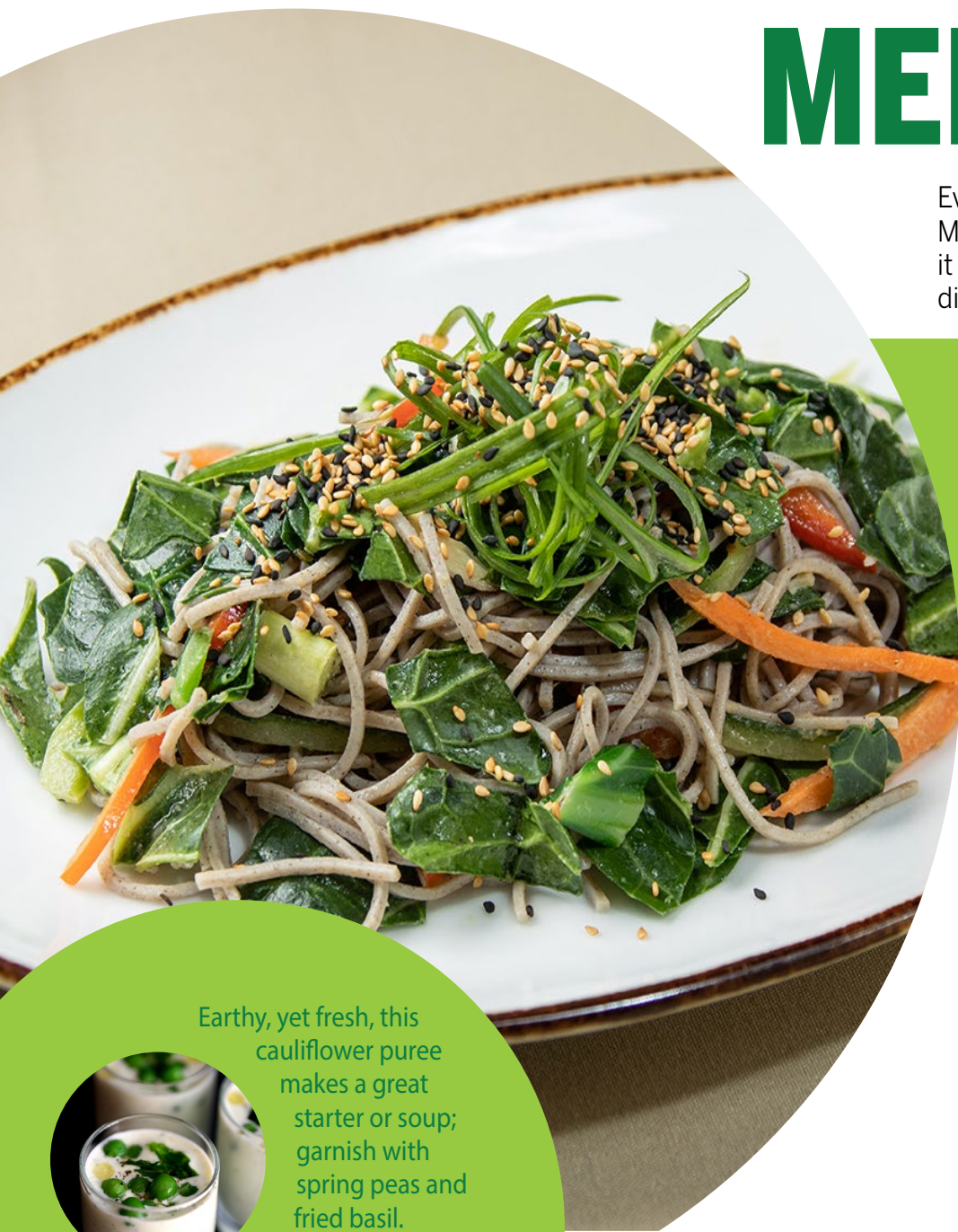
## PILLAR 4: SUPPORTING COMMUNITIES

# 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.

## Chopped Collard Greens and Soba Noodle Salad

A cold preparation of RSS Chopped Collard Greens in an Asian inspired, hearty and healthy, Soba Noodle salad.



Earthy, yet fresh, this cauliflower puree makes a great starter or soup; garnish with spring peas and fried basil.



- Salad
- 4 C Ready-Set-Serve Chopped Collard Greens
  - 1/2 C Markon First Crop Carrots, julienned
  - 1/2 C Markon First Crop Red Bell Peppers, julienned
  - 1/4 C English Cucumbers, julienned
  - 8 each Ready-Set-Serve Washed & Trimmed Green Onions, sliced thin
  - 1/4 C Ready-Set-Serve Washed & Trimmed Cilantro
  - 12 oz. Cooked buckwheat/soba noodles
  - 1 T Sesame seeds, toasted

- Dressing
- 6 oz. Rice wine vinegar
  - 1 tsp. Maple syrup
  - 2 T Ginger, grated
  - 2 T Tamari or soy sauce
  - 2 tsp. Sambal/chili garlic paste
  - 1 T Sesame oil
  - 1/4 C Canola oil
  - 2 T Creamy peanut butter
  - 3 T Water

Cook soba noodles according to directions on package and cool. Blend rice wine vinegar, tamari, maple syrup, sambal, ginger, sesame oil, and peanut butter, adding water, and then slowly add canola oil to incorporate. In a bowl, combine chopped collard greens, vegetables, and noodles. Reserve green onions. Toss with dressing and mound on plate. Top with green onions and sesame seeds.