



FRESH CROP REPORT

WEEK OF MAY 21, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Brussels Sprouts

The market is elevated. Mexico is the primary growing region this time of year; supplies have decreased significantly.

Potatoes

Norkotah stocks are winding down through this month; Burbanks will be the sole variety for the remainder of the season. Size is currently dominated by 80- through 90-count supplies; larger sizes (40- through 50-count potatoes) are adequate.

Lettuces

Green leaf, iceberg, and romaine prices continue to weaken. Availability has stabilized but may be inconsistent in June and July, as growers navigate delayed and/or missed plantings due to excessive rains and abnormally low temperatures this past winter.



CANTALOUPE

- The domestic Arizona/California desert cantaloupe season has begun in a limited manner; size will be dominated by 12- and 15-count fruit for the first several weeks.
- Expect steady to lower markets as the domestic season begins to ramp up through late May.

CELERY

- Markets are extremely active.
- Prices are expected to remain active until Salinas production is underway in mid-June.

ONIONS

- Markon First Crop® (MFC) Onions are being shipped out of California and Washington.
- The Texas onion season has ended.

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bell peppers
green/red

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

The market is stable. New crop California desert production has increased. Florida has moderate volume from the Plant City region. The Georgia season is just getting started; North Carolina production will follow in June. Mexican stocks will diminish over the next two weeks. The California desert season is underway. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

The market is level; storage supplies are sufficient. Quality is very good: 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.



asparagus

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

Prices are a bit higher. Growers have moved to Baja, Mexico; quality is excellent. Michigan stocks are sufficient. Quality is very good: stalks are straight and tips are tight. MFC Asparagus is on the market.



avocados

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

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.



blackberries

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

Prices are up. Yields are gradually declining in Central Mexico. Other Mexican growing regions are past peak production. North Carolina growers are expected to begin harvesting in two weeks. Supplies will slowly decrease through the month until the California season begins in late May.



blueberries

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

The market is steady. The California season has begun; supplies will ramp up through the month. Production is winding down in Central Mexico. Volume is climbing in Baja, Mexico; expect ample supplies in two weeks. Georgia growers have begun limited harvesting; supplies will increase as the season progresses.

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broccoli

Prices are up slightly despite plentiful supplies in both growing regions. Quality is very good, but the rainy season will cause quality issues in some Mexican yields moving forward. MFC Broccoli is available.

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



cantaloupe

Expect steady to lower markets as the domestic Arizona/California season begins to ramp up through late May; size will be dominated by 12- and 15-count fruit for the first several weeks. Mexican melons are now available on the West Coast market. The Athena variety is shipping out of Florida. Overall quality is very good: sugar levels average 12 Brix.

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



cauliflower

Prices are inching down; weak demand and favorable weather are increasing stocks in the Salinas and Santa Maria Valleys. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.

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



celery

Markets are extremely active. Oxnard and Santa Maria stocks are limited. The Salinas Valley season has been delayed until mid-June due to inclement weather. The Michigan season will begin in early to mid-July. MFC Celery is available.

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



chile peppers

Prices are fairly steady. Florida's Plant City region is harvesting ample supplies. Growers have begun limited production in Georgia; stocks will increase over the next two to three weeks. The Sinaloa, Mexico season is winding down; 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
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



cucumbers

East Coast stocks are increasing in Central Florida and Georgia. Growers will move up the coast to North Carolina in June. High volume is expected from mainland Mexico through May, possibly June. The Baja season has begun; supplies will increase over the next several weeks. Quality is very good. MFC and ESS Cucumbers are available.

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



grapes

The market is high; prices will start to ease once the Mexican season ramps up in late May/early June. The offshore season is nearly over.

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

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green leaf

Prices continue to weaken. Availability has stabilized but may be inconsistent in June and July, as growers navigate delayed and/or missed plantings due to excessive rains and low temperatures this past winter. MFC Premium Green Leaf Lettuce is available.

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



honeydew

The domestic Arizona/California desert season has begun in a limited manner; size is dominated by 8- and 9-count melons. Expect stable to lower markets as the domestic season ramps up. Mexican melons are also shipping on the West Coast market.

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



iceberg

Prices are easing. Favorable weather is promoting growth and increasing supplies MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted as necessary.

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



lemons

The market is inching higher, especially for 140- to 235-count sizes. Demand will continue to climb through the summer months. MFC and ESS Lemons are available.

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



limes

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.

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



onions

Prices are starting to rise. MFC Onions are being shipped out of California and Washington. The Texas season has ended. Demand has shifted to California's Imperial Valley. Washington-grown MFC Onions are expected to run through late May. The New Mexico season will begin in late May/early June.

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



oranges

The market is elevated. California Late Season Navels will be shipped for the next month or so. New crop California Valencias are on the market. Although quality is very good, puffing and creasing will increase as summer weather heats up. MFC and ESS Navel Oranges are available.

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



pears

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

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

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pineapples

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

Expect high markets through May. Stocks remain tight in Costa Rica and Mexico, especially large-size fruit; seven-count pineapples are more plentiful.



red/yellow potatoes

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

Prices are unchanged. Red A cartons are abundant; strong demand is tightening yellows. Quality is very good. MFC Red and Yellow Idaho Potatoes are available.



potatoes

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

Sufficient supplies of MFC Burbank and Norkotah Potatoes are available. **Norkotah stocks are winding down through this month**; Burbanks will be the sole variety for the remainder of the season. Size is currently dominated by 80- through 90-count supplies; larger sizes (40- through 50-count potatoes) are adequate. 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	///	*****	\$\$\$

Prices are expected to remain low through the end of May, at minimum. Availability has stabilized but may be inconsistent in June and July, as growers navigate delayed and/or missed plantings due to excessive rains and low temperatures this past winter. MFC Premium Romaine Lettuce is available.



salads & blends

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

The market is level. Favorable weather is promoting growth and increasing supplies. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

The market is stable. Salinas Valley supplies are ample. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini prices are slightly higher, while yellow squash markets have eased. East Coast production is focused in Plant City, Florida and Georgia; the North Carolina season will start the last week of May. West Coast stocks are tightening; the California season has been delayed until early June. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are stable; stocks continue to increase with favorable weather in the forecast. Size is dominated by medium berries (14 to 18 pieces per one-pound clamshell). Quality is very good; green shoulders are occasional issues. The Salinas season will start in two to three weeks. MFC Strawberries are available.

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



tomatoes

Roma and round prices are inching up. Florida supplies will tighten in the Ruskin/Palmetto area region through June, when growers move into the Quincy area, followed by the Carolinas. Mexican yields are already dropping, while the California season has been delayed until early July. Expect scarce stocks and elevated markets through most of June. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The domestic season has started a limited manner; markets are high but will ease as the season progresses. Quality is very good; fruit is juicy and sweet.

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



watermelon

Mexican prices are unchanged; volume is climbing. Large sizes dominate new crop supplies; medium and small melons are limited. Quality is very good; fruit is firm and juicy with sweet flavor. The offshore season has ended on the West Coast; East Coast shipments will finish this 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

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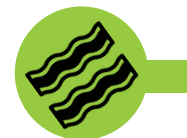
RSS Urban Blend combines bitter arugula, earthy kale, and pungent chard flavors that result in a versatile salad mix. What other ways do you suggest operators use this ingredient to cross utilize it throughout the menu?

A

Much like collard greens, RSS Urban Blend is very flexible. Add it to fried rice to create layers of earthiness. Chop it up and fold it into a tomato sauce for your next pasta dish.



Mix with tropical fruits like mango, papaya, pineapple, and orange segments for brightness and contrasting flavor.



Serve with chopped chicken, avocados, cherry tomatoes, bacon, and hard-boiled egg.

TIPS FOR SERVING RSS URBAN BLEND:



- 1.** RSS Urban Blend makes a hearty salad when served raw with toppings and dressings like avocados, sliced fruit, grated beets, garbanzo beans, and hard cheeses.
- 2.** Saute or stir-fry this mix on its own or with ingredients like garlic, ginger, mushrooms, and onions for a delicious side dish.
- 3.** Make a green smoothie with this blend—add items like avocados, bananas, ginger, turmeric, pineapple, and coconut water.

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.

Ready-Set-Serve Urban Blend with Sriracha Shrimp

Spicy shrimp, earthy greens, and sweet berries lend balance to this on-trend, versatile salad.

- 16 oz. Ready-Set-Serve Urban Blend
- 12 Shrimp, large
- 1T Extra virgin olive oil
- 2T Sriracha sauce
- 1T Honey
- 1T Ready-Set-Serve Lime Juice
- 8 Markon First Crop Strawberries, sliced
- 1T Almonds, toasted and sliced

In a mixing bowl, combine Sriracha, honey, lime juice, and extra virgin olive oil. Place shrimp and this sauce in a zip lock bag, thoroughly coating the shrimp. Marinate for 15 minutes.

Preheat grill or grill pan to medium heat. Season shrimp with kosher salt and coarse black pepper, then grill for two to three minutes per side. While the shrimp is cooking, toss Ready-Set-Serve Urban Blend and strawberries.

To serve, top salad with shrimp, fresh lime juice, and toasted almonds.

A sweet twist on an Italian favorite, this parfait combines both sweet and savory notes—it can be served as an appetizer, cheese course, or dessert.

