



# FRESH CROP REPORT

WEEK OF MAY 28, 2023



MARKON  
ESSENTIALS



# HIGHLIGHTS

## Oranges

California Navel season is projected to wrap up in late June. Valencia Oranges from Mexico, crossing into Nogales, Arizona, have approximately four weeks left in the season. **California Valencia production has started**; expect good volume by late May/early June.

## Baby Leaf Items

Certain Salinas Valley-grown **baby leaf items** such as baby spinach and arugula are currently experiencing quality and shelf-life challenges related to the recent rain and cooler temperatures followed by a significant heat spike. These items are very sensitive to temperature fluctuations and excess moisture which can cause brittleness, yellowing, inconsistent leaf size, and in some cases, early breakdown. Suppliers expect to experience quality challenges for a week or two.

## Celery

**Markets are high**; supplies are tight out of the primary growing region of Oxnard, California. The Salinas season will start two weeks later than normal, in mid-June, due to planting delays and cold weather.



## STRAWBERRIES

- Supplies are ample; demand is decreasing.
- Expect a supply-exceeds-demand market for the month of June.

## LIMES

- Expect markets continues to inch down over the next few weeks.
- Supplies are ample in Veracruz, Mexico.

## TOMATOES

- Expect elevated prices through late June.
- Supplies have tightened; demand is strong.

# FRESH CROP REPORT

WEEK OF MAY 28, 2023



bell peppers  
green/red

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

Green bell pepper markets are steady due to a smooth harvesting transition on both coasts. California is shipping ample supplies. The main Mexican season is ending. Georgia production will ramp up over the next couple of weeks. Red bell harvesting will start in the California desert in mid-June. Expect slightly higher red bell prices over the next two weeks. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

Prices are unchanged; storage stocks are meeting demand. 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 available.

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



asparagus

The market is fairly steady. Baja production is underway; volume will rise as the season progresses. Supplies are adequate in Michigan, Peru, and Washington. 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	///	*****	\$\$\$
WA	///	*****	\$\$\$



avocados

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



blackberries

Elevated prices persist. Yields continue to decline in Central Mexico; the season will end next week. Peak production is expected in Oxnard, California by mid-June; Watsonville supplies are increasing week over week. North Carolina growers are expected to start production next week, increasing stocks and easing markets.

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



blueberries

Prices are stable. The California season is underway; stocks will increase through June. Although production is ending in Central Mexico, volume in Baja is rising. The Florida and Georgia seasons have ended.

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

# FRESH CROP REPORT



## broccoli

The market is steady to slightly lower; stocks are abundant in both growing regions. Salinas Valley quality is excellent. MFC Broccoli is available.

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



## cantaloupe

Prices are up. Arizona/California desert production continues to ramp up; small sizes dominate availability. Expect extremely tight Mexican supplies as the season winds down. Domestic MFC Cantaloupes will hit the market at that time. Overall quality is very good: sugar levels range from 14 to 16 Brix.

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



## cauliflower

The market has fallen; demand is weak. Supplies have significantly increased 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

Prices are elevated; supplies are tight out of the primary growing region of Oxnard, California. 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

The market is level. Florida's Plant City region is at its seasonal peak. Limited harvesting has started in Georgia; volume will rise over the next few weeks. Although the Sinaloa, Mexico season is ending, Baja and California supplies will increase in early June. Quality ranges from very good to excellent. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



## cucumbers

Prices are up a bit. East Coast production is focused in Georgia. Growers will move up the coast to North Carolina in June. Stocks are average in Mexico. Quality is very good in all areas. MFC and ESS Cucumbers are available.

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



## grapes

The Chilean/Peruvian green and red grape storage season is ending. Mexican MFC and ESS Grapes will be available in mid-June. Expect elevated markets as the season begins followed by gradually decreasing prices.

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

# FRESH CROP REPORT



## green leaf

The market is low. Supplies are plentiful currently but will continue to be subject to erratic availability as the season progresses due to missed or delayed plantings caused by excessive rain. Current quality is excellent. MFC Premium Green Leaf Lettuce is available.

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



## honeydew

The domestic season is underway in Yuma, Arizona and California's Imperial Valley. Mexican fruit will continue to ship as needed as the seasons run parallel. New crop domestic fruit is commanding higher prices. Quality is good: sugar levels average 12 Brix. Domestic MFC Honeydew Melons will start shipping in early June.

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



## iceberg

The market is weak; stocks continue to increase in Salinas and Santa Maria following a period of limited availability at the start of the season. Quality is very good; weights are increasing as external defects can be trimmed in the field. MFC Premium Iceberg Lettuce is available.

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



## lemons

Expect high prices through the summer, especially for 140- to 235-count sizes. Demand will strengthen as weather heats up. MFC and ESS Lemons are available.

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



## limes

Expect markets to continue to inch down over the next few weeks; supplies are ample in Veracruz, Mexico. Stocks are dominated by 200- to 230-count sizes; large fruit (110- to 150-count supplies) is slowly becoming more plentiful. Quality is very good; oil spotting, blanching, and scarring are minor problems. MFC and ESS Limes are sporadic.

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



## onions

Expect stable to slightly higher prices. Washington storage supplies will be depleted by the end of next week. MFC Red and Yellow Onions will be shipped out of Southern California through June 10; the Central California season has been delayed due to winter storms. The New Mexico season will begin next week. MFC Yellow and Red Onions are available.

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



## oranges

California Navel season is projected to wrap up in late June. Valencia Oranges from Mexico, crossing into Nogales, Arizona, have approximately four weeks left in the season. [California Valencia production has started](#); expect good volume by late May/early June. MFC and ESS Navel Oranges are available.

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



## pears

The market is unchanged. 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

Prices should inch down through June as volume increases in Costa Rica and Mexico. Large-size fruit remains scarce; seven-count pineapples are more abundant.

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



## raspberries

Elevated markets persist. Although stocks are limited in Central Mexico, Baja supplies will increase through June. Ample supplies are forecast in Oxnard, California by late June.

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



## red/yellow potatoes

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

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



## romaine

The market is low. Supplies are plentiful currently but will continue to be subject to erratic availability as the season progresses due to missed or delayed plantings caused by excessive rain. Current quality is excellent. MFC Premium Romaine Lettuce is available; weights are increasing.

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



## potatoes

Prices are high. MFC Potatoes are currently being shipped out of Idaho and Washington. Norkotahs will remain available through mid-June; thereafter, Burbanks will be the sole variety on the market through mid-to late July.

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



## salads & blends

Prices are steady; iceberg and romaine stocks are abundant. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

# FRESH CROP REPORT



## spring mix

Certain Salinas Valley-grown baby leaf items such as baby spinach and arugula are currently experiencing quality and shelf-life challenges related to the recent rain and cooler temperatures followed by a significant heat spike. These items are very sensitive to temperature fluctuations and excess moisture which can cause brittleness, yellowing, inconsistent leaf size, and in some cases, early breakdown. RSS Arugula, Spinach, and Spring Mix are available.

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



## squash

The market is level. The Plant City, Florida season is winding down but supplies are ramping up in Georgia. The North Carolina season will begin this week, followed by New Jersey in mid-June. The Mexican season is wrapping up, yet the California season is getting underway at the same time, preventing a supply gap. MFC Yellow Squash and Zucchini are available.

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



## strawberries

Supplies are ample; demand is decreasing. Expect a supply-exceeds-demand market for the month of June. Salinas volume will increase weekly. Size is dominated by large berries (10 to 18 pieces per one-pound clamshell). Quality is very good; fruit is firm with 90-95% color. MFC Strawberries are available.

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



## tomatoes

Expect elevated markets through late June due to disrupted harvesting transitions and tight supplies. Western Mexican round, Roma, cherry, and grape tomato supplies are decreasing. East Mexico and Baja Peninsula spring production will increase heading into early June. Florida's Ruskin/Palmetto region flushed earlier this year and is past peak production. North Florida, Georgia, and South Carolina are expected to start the first week of June. Northern California is delayed by two weeks due to severe winter rain/late plantings; expect the season to begin in early July. Quality is very good. MFC Tomatoes are available.

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



## tree fruit

The domestic season is underway; early season prices are elevated but will ease as the season progresses. Nectarines and peaches will ship from June to mid-September. Sugar levels range from 10 to 11 Brix. Plums and apricots will become available in mid-June; sugar levels average 12 to 16 Brix.

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



## watermelon

Mexican prices are starting to dip slightly; stocks are increasing. East Coast growers are harvesting in Florida and Georgia; supplies are adequate. The Arizona season has begun; California production will follow next week in the Coachella region. Quality is very good; sugar levels average 10 to 11.5 Brix.

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

# 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

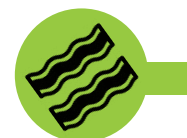
Fresh juices like RSS Orange, Grapefruit, Lemon, and Lime can brighten flavors in a variety of beverages and dishes. How do you suggest operators use them in innovative ways?

# A

Use lemon juice to finish risottos and salads. Lighten up your vinaigrettes with orange and grapefruit juices.



For your next Latin inspired meal, use lime juice to marinate your carne asada, orange in a mojo pork recipe, and use it as a base for your ceviche.



RSS Juices serve as a quick, delicious starter for a variety of cocktails and wellness drinks.



# TIPS FOR SERVING RSS ORANGE JUICE:



- 1.** Sauté RSS Cauliflower Florets and hazelnuts until browned; deglaze with RSS Orange Juice.
- 2.** Whisk RSS Orange Juice with eggs, brown sugar, and a dash of cinnamon; dip challah slices into mixture, then cook on a hot griddle until browned. Serve with maple syrup and chopped pecans.
- 3.** Simmer RSS Baby Carrots, MFC Tarragon, and RSS Orange Juice until liquid is fully reduced to a syrup; serve with roasted poultry.

# 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.

## Strawberry Lattice Tart with Mascarpone

Flaky pastry tarts filled with tangy mascarpone cheese and topped with an eye-catching, delicious strawberry lattice and hibiscus sugar crystals.

1 1/4 C	All-purpose flour
1/2 tsp.	Salt
1/2 tsp.	Sugar
1 stick	Unsalted butter, cold and chopped
4 T	Ice water
8 oz.	Mascarpone cheese
1/4 C	Sugar
2 T	Strawberry jam
Pinch	Salt
1 C	MFC Strawberries, sliced thin
2 T	Apricot jam, heated
1 T	Fresh Origins hibiscus sugar crystals
	Lavender, to garnish

Preheat oven to 375 degrees F.  
Put flour, salt, and sugar in a food processor. Pulse a few times to combine. With machine running, add cold butter to the machine, followed by ice water. When dough just comes together, turn off machine. Do not over process. Roll out dough and fit into a rectangular tart pan with removable bottom. Blind bake for 45 minutes, removing pie weights halfway through process. Remove from oven and cool completely. Combine all filling ingredients in a large mixing bowl. Spoon into cooled crust and spread evenly.  
Top tart with strawberry slices in a lattice formation. Brush berries with apricot glaze. Sprinkle with hibiscus crystals and garnish with flowers.

Earthy spinach pairs well with the bright flavors of oranges and the crunch of whole almonds.

