



FRESH CROP REPORT

WEEK OF JUNE 4, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Grapes

The Chilean/Peruvian portioned grape storage season has ended. The Mexican portioned grape season has been pushed back seven to ten days due to cooler weather. **This delay will cause extremely high prices and tight supplies** until production begins June 12. Markon First Crop® (MFC) Lunch Bunch Grapes will not be available until mid-June.

Onions

MFC Onions are currently being shipped out of the California's Imperial Valley region. The Washington and Texas seasons have concluded. **Markets continue to push upward** and will remain firm for the next several weeks.

Cabbage

Current **raw product cabbage supplies** are exhibiting above-normal levels of **long core/seeder** caused by the recent rains, followed by a heat spike in California's Salinas Valley. The core material is extremely difficult to eliminate completely.



MELONS

- The Arizona/California desert domestic melon season has begun; stocks are limited but will increase in the coming weeks.
- Markets will remain elevated until supplies increase in June.

BRUSSELS SPROUTS

- The market remains elevated. Mexico is the primary growing region this time of year; supplies are limited.
- Expect elevated prices and tight supplies through June.

POTATOES

- Norkotah stocks are expected to be depleted by mid-June.
- Limited Idaho Burbank stocks are expected to ship through late July/early August.

FRESH CROP REPORT

WEEK OF JUNE 4, 2023



bell peppers
green/red

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

Green bell pepper prices are stable. California is shipping abundant stocks. The main Mexican season is ending. Georgia production is ramping up. Red bell harvesting will begin in the California desert next week. Expect slightly higher red bell markets for another week. 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 adequate. 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 available.



asparagus

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

Prices are level. Baja volume is climbing. Stocks are sufficient in Michigan, Peru, and Washington. 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; supplies are average. 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	///	*****	\$\$\$
NC	///	*****	\$\$\$

The market is starting to inch down. The season in Central Mexico will end this week. Abundant supplies are forecast in Oxnard, California by mid-June; Watsonville volume is rising. North Carolina growers will begin harvesting later this week, increasing stocks and easing prices.



blueberries

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

Prices are steady. California volume will climb through June. Although the season in Central Mexico is ending, Baja stocks are increasing. Quality is very good: berries are sweet and plump.

FRESH CROP REPORT



broccoli

Prices are starting to ease; supplies are plentiful in both growing regions. Salinas Valley quality is excellent. MFC Broccoli is available.

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



cantaloupe

High markets persist. Arizona/California desert production is ramping up; small sizes dominate availability. The Mexican season will end over the next ten days. A limited supply of domestic MFC Cantaloupe is available; packer label is being substituted as needed. Overall quality is very good: sugar levels range from 14 to 16 Brix.

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



cauliflower

Prices are low; demand is weak. California 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

Markets are high, but appear to have peaked. Volume is low out of the primary growing region of Oxnard, California. The Salinas Valley season has been delayed until mid-June due to poor weather. The Michigan season will get underway in early to mid-July. MFC Celery is available.

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



chile peppers

Prices are stable. Supplies are ample in Florida's Plant City region. The Georgia season has begun; stocks are increasing. The Sinaloa, Mexico season is ending; growers in Baja and California report rising volume. Quality ranges from very good to excellent. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

The market is level. East Coast growers are moving from Georgia to North Carolina this month. Mexican supplies are sufficient. Quality is very good in all areas. MFC and ESS Cucumbers are available.

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



grapes

The Chilean/Peruvian portioned grape storage season has ended. The Mexican portioned grape season has been pushed back seven to ten days due to cooler weather. This delay will cause extremely high prices and tight supplies until production begins June 12. MFC Lunch Bunch Grapes will not be available until mid-June.

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

FRESH CROP REPORT



green leaf

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

Prices are weak. Stocks are abundant but will remain subject to erratic availability as the season progresses due to missed or delayed plantings caused by excessive rain. Quality is very good: internal burn has been reported in some lots and is being avoided by Markon inspectors. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Expect elevated markets through mid-June. The domestic season has started in Yuma, Arizona and California's Imperial Valley. Mexican fruit will continue to ship. 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.



iceberg

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

Prices are low; supplies are plentiful in Salinas and Santa Maria. Quality is very good; head weights are increasing. MFC Premium Iceberg Lettuce is available.



lemons

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

The market will remain elevated through the summer due to strong demand. Prices will be highest for 140- to 235-count sizes. MFC and ESS Lemons are available.



limes

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

Prices have plummeted; stocks are plentiful in Veracruz, Mexico. Supplies are dominated by 200- to 230-count sizes; large fruit (110- to 150-count supplies) is increasing. Quality is very good; oil spotting, blanching, and scarring are slight issues. MFC and ESS Limes are sporadic.



onions

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

Markets continue to push upward and will remain firm for the next several weeks. MFC Onions are currently being shipped out of the California's Imperial Valley region. The Washington and Texas seasons have concluded. The New Mexico season will begin next week.



oranges

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

The California Navel season will end in late June. Valencia oranges from Mexico, (crossing into Nogales, Arizona), will remain available for approximately four more weeks. California Valencia production has begun; expect sufficient stocks over the next week or two. MFC and ESS Navel Oranges are available.



pears

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

Prices are stable. 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.

FRESH CROP REPORT



pineapples

Expect markets to ease through June; supplies will increase in Costa Rica and Mexico. Large-size fruit remains tight; seven-count pineapples are more plentiful.

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



raspberries

Prices remain high. Supplies are tight in Central Mexico. Baja volume will rise through June. Ample stocks are expected in Oxnard, California by late June.

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



red/yellow potatoes

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

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



romaine

Prices are weak. Stocks are abundant but will remain subject to erratic availability as the season progresses due to missed or delayed plantings caused by excessive rain. Quality is very good: internal burn has been reported in some lots and is being avoided by Markon inspectors. MFC Premium Romaine Lettuce is available; weights are increasing.

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



potatoes

Sufficient supplies of MFC Burbank and Norkotah Potatoes are available. **Norkotah stocks are expected to be depleted by mid-June.** Limited Idaho Burbank stocks are expected to ship through late July/early August. Advanced order lead-time is highly recommended for order fulfillment.

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



salads & blends

The market is stable; iceberg and romaine supplies are ample. 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

Baby leaf items like baby spinach and arugula are experiencing quality and shelf-life challenges caused by recent rain and low temperatures followed by a significant heat spike. These items are very sensitive to temperature fluctuations and excess moisture that can cause brittleness, yellowing, inconsistent leaf size, and early breakdown. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

High prices are forecast through late June due to disrupted harvesting transitions and limited stocks. Western Mexican round, Roma, cherry, and grape tomato volume is falling. Production in Eastern Mexico and the Baja Peninsula will increase through June. Florida's Ruskin/Palmetto region is winding down. Growers are ramping up in North Florida, Georgia, and South Carolina. The Northern California season is delayed due to severe winter rain/late plantings; harvests will start in early July. Quality is very good. MFC Tomatoes are available.

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



squash

Prices are unchanged. East Coast supplies are ramping up in Georgia and North Carolina; the New Jersey season will get underway in mid-June. On the West Coast, the Mexican season is ending, yet California production is starting simultaneously, preventing any supply gaps. MFC Yellow Squash and Zucchini are available.

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



strawberries

Salinas Valley stocks will increase weekly; demand is weak. 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	///	*****	\$\$\$



tree fruit

The domestic season is underway; early season markets are high but will inch down 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 markets are starting to ease; volume is rising. East Coast growers are harvesting in Florida and Georgia; stocks are sufficient. The Arizona/California season has started. 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.



CODY MIDDLETON
MARKON MEMBER CHEF

Q

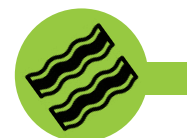
Melons are healthy spring/summer ingredients that add color and texture to both sweet and savory dishes. How do you use them on your menus?

A

I like adding melons to summertime dishes for a crisp pop of freshness and color. Whether cantaloupe, honeydew, or watermelon, they can be a great stand-alone base for any salad—I like to add complexity with savory MFC Herbs.



Melons are also a fantastic balance to rich, yet sweet seared scallop or shrimp dishes.



Wrap chunks of cantaloupe or honeydew with prosciutto or Serrano ham; drizzle with a rich balsamic glaze.

TIPS FOR SERVING WATERMELON:



- 1.** Mince honeydew, watermelon, pineapple, red bell pepper, Serrano chile peppers, and cilantro; serve relish over grilled fish and chicken.
- 2.** Add chopped watermelon, cucumber, mint, and baby dill to cooked couscous; serve with grilled meat kebabs.
- 3.** Toss chunks of watermelon with RSS Chopped Romaine, RSS Sliced Red Onions, feta cheese, and toasted pine nuts; dress with oregano vinaigrette.

FEATURED PARTNER SPOTLIGHT: 4EARTH FARMS

Who?

4Earth Farms is a passionate, diverse collection of farmers, workers, drivers, and thinkers who are dedicated to passing the bounty of the earth into the hands of your customers. The company was founded in 1993 on a very simple ideal: provide superior customer service and high-quality and consistent produce year-round. Over the years, their guiding principles have grown with them – rapid innovation that responds to their customer's needs, sustainable practices, and measurable stewardship at every level. From the soil to sale, land to logistics, farm to fork, 4Earth Farms are ambassadors of efficiency, champions of the consumer, and custodians of the earth.

Why?

4Earth Farms works to employ new and existing farming techniques to limit pesticide and herbicide use on their farms. They grow both organically and conventionally and employ many organic farming practices to the conventional farms to help reduce reliance on non-organic farming inputs. Their farming practices include low input sustainable agricultural techniques, also known as "LISA", which strive to keep these farms as natural as possible. They also use predator insects and "soft pesticides" that target harmful pests but don't hurt beneficial insect populations as well as use modern drip irrigation technology to preserve water and minimize soil erosion. 4Earth Farms' state-of-the-art facility features cutting edge "green" technologies, including energy saving water treatment and refrigeration, and has installed motion-activated LED lighting throughout their offices and distribution center. 4Earth Farms utilizes earth-friendly field boxes and recycles hundreds of thousands of pounds of corrugate every year. In many of their fields, they use Reusable Plastic Containers (RPCs) in place of corrugate. Almost all the packaging they send to market is made from recyclable PET or PolyProp materials as well as trays made from post consumer pulp.

Which Markon Products?

MFC Bell Peppers
RSS Brussels Sprouts
RSS Green Beans
RSS Peeled Garlic



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.

Strawberry Pop Tarts

Skip the processed box types and serve these house-made, retro treats filled with real fruit jam.

- 2 1/2 C all-purpose flour
- 1 tsp. salt
- 1 tsp. sugar
- 2 sticks unsalted butter, cold and chopped
- 8 T ice water
- 1 C confectioner's sugar
- 2 T strawberry jam
- Pinch of salt
- 2 C MFC Strawberries, sliced, then mashed
- 1/2 C sugar
- Pinch of salt
- 1 egg white
- 1 T Fresh Origins hibiscus sugar crystals

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, followed by ice water. When dough just comes together, turn off machine. Do not over-process. Form dough into two discs and refrigerate overnight. Add mashed berries, sugar, and salt to a saucepan. Heat on simmer until fruit has softened, sugar has thickened, and liquid has reduced (approximately 30 minutes), stirring as needed to prevent burning. Cool overnight. Roll out each disc to 1/4-inch thickness. Trim edges so that you have a square. Cut four rectangles out of each rolled out pastry. Spread one tablespoon jam on the top half of each of the pastry rectangles, being sure to leave edges clean. Fold the pastry from one end to the top, enclosing the jam. Using a fork, seal all edges. Brush pop tarts with egg white and bake 30 minutes until golden brown. Mix confectioner's sugar and jam with pinch of salt until thick, but smooth. Top each pop tart with sugar frosting. Sprinkle with hibiscus crystals and top with whole strawberry.



This salad highlights seasonal ingredients that pair well with grilled seafood, barbecued meats, and Mexican food.