



FRESH CROP REPORT

WEEK OF JANUARY 7, 2024

RSS



Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC



Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
Backed by 5-Star.

HIGHLIGHTS

ASPARAGUS

Although markets remain high, supplies are forecast to increase and prices to ease slightly by the second to third week of January.

IDAHO POTATOES

Snow and freezing temperatures are slowing production and loading. Many suppliers will utilize onsite storage to cover orders, but some sizes may become limited.

GREEN ONIONS

Expect slightly elevated markets to persist until labor availability returns to normal in mid-January and younger plantings enter the market in early February.

LEMONS

- Expect steady prices and ample stocks through January.
- California supplies are dominated by small sizes (140- through 165-count fruit); markets for 95- through 115-count remain elevated.

ONIONS

- Yellow and red onion will remain elevated over the next three to five weeks until Mexico begins shipping supplies in late January/early February.
- White onion supplies remain scarce; demand is strong.

CAULIFLOWER

- Weak demand in late December has helped drive the market much lower to start the new year.
- An extended cold front over the California/Arizona desert regions is likely to turn markets around by the mid-January.

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**bell peppers
green/red**

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

Markets for green bells are rising while red bell prices are slightly lower. The Arizona-California desert green bell season has ended; red bell production is nearly finished. Florida volume is low but starting to inch up. Mexican supplies are adequate. MFC and ESS Green Bell Peppers are available; packer label will be substituted as needed.



apples

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

The market is stable near the bottom; storage supplies are plentiful in Washington and Michigan. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Although markets remain high, supplies are forecast to increase and prices to ease slightly by the second to third week of January. Peruvian volume is minimal. MFC Asparagus is sporadic; packer label will be substituted as needed.



avocados

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

Markets are level. Mexican stocks are sufficient. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

The market is high; stocks are extremely tight. Quality is good: growers are culling damaged berries.



blueberries

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

Prices are up. Mexican volume is low. Chilean supplies are starting to increase. Quality is good; berries are plump and sweet.

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broccoli

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

The market has leveled. Supplies are adequate in the Arizona-California desert region. Volume is climbing in Northern and Central Mexico. Quality is good. MFC Broccoli Crowns are available; Markon Best Available® (MBA) will be shipped when necessary.



cantaloupe

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

Prices are strong; offshore supplies have tightened due to pollination issues, caused by cool, wet weather earlier in the season. Quality is good; green casting is an occasional cosmetic issue. Sugar levels range from 12 to 15 Brix.



cauliflower

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

Weak demand in late December has helped drive the market much lower to start the year, but an extended cold front over the Arizona-California desert region is likely to turn prices around by the mid-January. ESS Cauliflower is sporadic; packer label will be substituted as needed.



celery

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

Prices are unchanged. Supplies are sufficient in three areas, including the Arizona-California desert, Oxnard, and Santa Maria. Quality is very good in all regions. MFC Celery is available.



chile peppers

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

Pasilla/Poblano and Habanero markets are starting to ease January; stocks are increasing. Anaheim, Jalapeno, Red Fresno, and Serrano prices are steady; production is underway in Sinaloa, Mexico. MFC Chile Peppers are available.



cucumbers

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

Prices have stabilized. Offshore supplies (out of Honduras) are beginning to become plentiful. Quality is good. MFC and ESS Cucumbers are available.



grapes

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

The market should start to inch down through the month as offshore supplies increase. Green seedless stocks are on the market; red seedless will start shipping next week, followed by portioned packs.

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green leaf

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

The market is weak. Arizona/California desert supplies are ample. Quality is good: leaves with epidermal blistering and peeling are being trimmed in the field. MFC Premium Green Leaf Lettuce is available; MBA will be shipped when weights don't meet specifications.



honeydew

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

Prices are strong; offshore stocks have tightened due to pollination issues, caused by cool, wet weather earlier in the season. Quality is good; green casting is an occasional cosmetic issue. Sugar levels range from 12 to 15 Brix.



iceberg

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

The market is low. Volume is high, but head weights are low as harvesting crews must trim damaged leaves. Quality is good: epidermal blistering and peeling are slight problems. MFC Premium Iceberg Lettuce is available; MBA will be shipped when weights don't meet specifications.



lemons

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

Prices are steady. California supplies are dominated by small sizes (140- through 165-count fruit); markets for 95- through 115-count remain elevated. MFC and ESS Lemons are available.



limes

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

The market is steady; Mexican supplies are adequate. Quality ranges from good to very good. MFC and ESS Limes are available.



onions

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
OR	///	*****	\$\$\$
UT	///	*****	\$\$\$
WA	///	*****	\$\$\$

Yellow and red onion prices are expected to remain elevated over the next three to five weeks until Mexico begins shipping supplies in late January/ early February. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Markets for small sizes are climbing; 113- through 138-count stocks are limited. Prices for larger fruit are level. Quality is very good. MFC and ESS Navel Oranges are available.



pears

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

Low prices persist. Washington Bartlett stocks are abundant. Quality is very good; fruit is firm and sweet, with a hint of spice.

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pineapples

The market is unchanged; supplies are shipping from Mexico, Costa Rica, and South America. Quality is very good; fruit is firm and juicy with tangy flavor.

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



red/yellow potatoes

Prices are stable. Stocks are sufficient in Idaho, Minnesota, Wisconsin, and Washington. MFC Red and Yellow Potatoes are available in Idaho and Minnesota. Quality is very good.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MIDWEST	///	*****	\$\$\$



potatoes

Snow and freezing temperatures are slowing production and loading in Idaho. Many suppliers will utilize onsite storage to cover orders, but **some sizes may become limited**. Quality is excellent. MFC Burbank and Norkotah Potatoes are available from Idaho and Washington.

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



raspberries

Elevated prices persist; supplies are limited. Quality is good: berries are plump and sweet.

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



romaine

The market is weak. Arizona/California desert supplies are ample. Quality is good: leaves with epidermal blistering and peeling are being trimmed in the field. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



salads & blends

Prices are steady; iceberg and romaine raw product supplies are ample. Quality is good, yet head weights are fluctuating. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

The market is steady. Arizona-California desert region supply is meeting demand. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices have stabilized; volume is rising on both coasts. Quality is good; growers are culling any damaged stocks. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market remains high. Volume is low in California, Florida, and Mexico (into South Texas). Growers are culling berries damaged by poor weather. MFC Strawberries are available.

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



tomatoes

Prices are starting to inch down. Overall yields will climb through January on both coasts. Quality ranges from good to very good. MFC Tomatoes are available.

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



tree fruit

The imported nectarine, peach, and plum seasons will start in one to two weeks.

REGION	SUPPLIES	QUALITY	PRICE
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watermelon

The market is steady; supplies are increasing. Quality is good; growers are culling any remaining damaged fruit.

REGION	SUPPLIES	QUALITY	PRICE
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.



CHEF
ADAM WALKOVER
MARKON MEMBER CHEF

Q

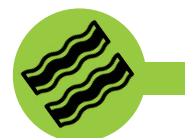
MFC Artisan Romaine's tender, cup-like leaves work well with both raw and cooked applications. How do you like to use it?

A

This product works well for hand-held appetizers. I suggest filling the mini leaves with tuna tartare or even a slice of seared foie gras drizzled with a blackberry gastrique.



They're also really tasty when charred on a hot grill or cast iron and served as mini grilled Caesar salads.



Or top with your favorite seasonal fruit vinaigrette, shaved goat cheese, and Tajin-spiced nuts.



TIPS FOR SERVING MFC ARTISAN ROMAINE:



- 1.** This variety's cuplike leaves can be used in lettuce wrap recipes with fillings like mayonnaise-based salads, global dips, stir-fried vegetables, and tacos toppers.
- 2.** Can be grilled or sautéed for warm salads or unusual side dishes.
- 3.** An ideal gluten-free and keto substitute for on-trend dishes such as Nashville fried chicken, BLATs, birria tacos, and cowboy caviar.

FEATURED PARTNER SPOTLIGHT: BOBALU BERRY FARMS

Who?

Bob and Lupe Jones began growing strawberries in Oxnard, California in 1958, debuting the Bobalu brand in 1962 as they expanded into marketing and shipping beyond Oxnard. By 2017, grandsons, Bobby & RC Jones, expanded operations in Oxnard, adding Santa Maria, Salinas, Florida, and Mexico.

Why?

Bobalu Berries is committed to protecting the land they farm and the people they work with for future generations. Their sustainable measures reduce food waste, pests, soil diseases, water usage, and gas emissions.

Which Markon Products?

MFC Strawberries

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.

Modern Matzo Ball Soup

Retro soups like matzo ball satisfy the older crowd's need for familiarity as well as the younger set's desire for authenticity. This recipe is modified by using touchstones like house-made pasta, fresh herbs, and a hint of ginger.

1 C matzo meal
3 eggs, beaten
1/4 C schmaltz (chicken fat)
1 tsp. Ready-Set-Serve Peeled Garlic, minced
1 T Markon First Crop Baby Dill, chopped
1 tsp. zest of Markon First Crop Lemons
1/2 tsp. fresh ginger, minced
1/2 tsp. baking powder
1/2 tsp. kosher salt
6 C chicken stock (plus water if needed)
2 large chicken breasts, rib meat included
1 C Ready-Set-Serve Carrot Coins
1/2 C leeks, white part sliced
1/2 C Ready-Set-Serve Diced Yellow Onions
1/2 C Ready-Set-Serve Diced Celery
1 T Ready-Set-Serve Washed & Trimmed Parsley, chopped
9 oz. egg noodles

Mix matzo, eggs, schmaltz, garlic, dill, lemon zest, ginger, baking powder, and salt in a large bowl. Form balls, cover, and refrigerate for 30 minutes. Simmer chicken breast in chicken stock until meat is cooked. Remove chicken and shred or chop. Strain stock; if liquid is less than six cups, add water to reach the six-cup mark. Add carrots, leeks, onions, celery, matzo balls, and noodles; simmer for 20 minutes until vegetables are tender. Add chicken and parsley; continue simmering for ten more minutes.

MFC Artisan Romaine's cuplike leaves can be used in wrap recipes with fillings like mayonnaise-based salad, global dips, stir-fried vegetables, and taco toppers.

