



FRESH CROP REPORT

WEEK OF JANUARY 14, 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

GREEN ONIONS

Supplies have been extremely tight for many weeks, but volume is expected to start increasing by the end of the month.

ASPARAGUS

Prices will continue climbing this week. Extra-large and jumbo asparagus remain extremely scarce; cold weather is severely limiting production.

SQUASH

Zucchini and yellow squash markets are escalating due to cold weather on both coasts.



RED BELL PEPPERS

- New crop fields are being harvested in Culiacan, Mexico.
- Expect pricing to remain steady this week due to cooler weather but will begin easing the following week.

LIMES

- The market is rising.
- November's cool, rainy weather caused bloom drop, impacting current yields in Veracruz, Mexico.

STRAWBERRIES

- The industry is in a demand-exceeds-supply situation.
- The forecast calls for low temperatures that will extend the supply gap; expect strong demand and elevated markets through the month of January.

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bell peppers
green/red

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

Green bell prices will remain slightly higher over the next two weeks. Florida stocks are limited. Supplies are gradually increasing in Culiacan, Mexico. Expect red bell markets to remain steady this week due to cooler weather but will **begin easing the following week**. MFC and ESS Green Bell Peppers are available; packer label will be substituted as needed.



apples

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

Prices are weak; storage stocks are abundant 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	///	*****	\$\$\$

Prices will **continue rising this week**. Extra-large and jumbo asparagus remain extremely scarce; cold weather is severely limiting production. MFC Asparagus is sporadic; packer label will be substituted as needed.



avocados

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

Prices are stable. Mexican supply is meeting demand. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

Extremely low volume is keeping prices elevated. Despite shortages, quality is good; growers are culling damaged berries. Markets will start inching down once weather warms in Mexico.



blueberries

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

High markets persist but should start inching down once Chilean supplies become more plentiful. Quality is good; berries are plump and sweet. Prices should ease once weather warms in Mexico.

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broccoli

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

Prices are flat due to ample supplies but set to increase as cold weather lowers yields over the next five to seven days. MFC Broccoli Crowns are available; Markon Best Available® (MBA) will be shipped when necessary.



cantaloupe

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

Offshore markets are slightly higher. Stocks are tight in Guatemala and Honduras; last October's rain and cooler weather impacted early growth. Production will start in new crop fields this week, increasing volume. Quality is good: sugar levels range from 12 to 15 Brix.



cauliflower

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

Prices are low due to abundant stocks but set to increase as cold weather lowers yields over the next five to seven days. ESS Cauliflower is sporadic; packer label will be substituted as needed.



celery

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

Markets are inching down; supplies are plentiful in all regions. The majority of industry production is focused in Oxnard, California. Santa Maria harvests will continue year-round. The Arizona-California desert and Floria seasons are in full swing. Quality is very good in all regions; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Jalapeno and Serrano prices are relatively stable. Quality has improved following the transition to Sinaloa, Mexico. Habanero quality remains fair to good. MFC Chile Peppers are available.



cucumbers

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

Offshore imports are being shipped from Honduras; volume is low but should increase gradually over the next 10 to 14 days. Cooler weather will cause some supply gaps in Mexico through January. Quality is very good; most fruit has deep color with limited cosmetic concerns. MFC and ESS Cucumbers are available.



grapes

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

Prices remain elevated; the offshore is getting underway. Both green and red seedless stocks are on the market; portioned packs will start shipping next week.

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green leaf

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

Although prices are low and current supplies are ample, recent consistent freezing temperatures will slow growth and increase quality issues. Expect higher markets in the coming weeks. 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	///	*****	\$\$\$

Offshore markets are slightly higher. Stocks are tight in Guatemala and Honduras; last October's rain and cooler weather impacted early growth. Production will start in new crop fields this week, increasing volume. Quality is very good: sugar levels range from 12 to 15 Brix.



iceberg

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

Prices are weak yet poised to climb following several days of lettuce ice. 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	///	*****	\$\$\$

The market is level. California stocks are dominated by large sizes (95-through 115-count fruit). Quality is excellent; color is solid, scarring is minimal, and flesh is juicy. MFC and ESS Lemons are available.



limes

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

Prices are climbing; November's cool, rainy weather caused bloom drop, impacting current yields in Veracruz, Mexico. Quality is good; sporadic precipitation is leading to increased styler and oil spotting. MFC and ESS Limes are available.



onions

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

High yellow and red onion markets will persist over the next two to four weeks until Mexico starts shipping stocks in late January/early February. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Prices for small sizes are rising; 113- through 138-count supplies are scarce. Markets for larger fruit are steady. Quality is very good. MFC and ESS Navel Oranges are available.



pears

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

Weak markets are forecast through the month. Washington Bartletts are plentiful. Quality is very good; fruit is firm and sweet, with a hint of spice.

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pineapples

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



raspberries

The market is elevated; stocks are tight. Quality is good: berries are plump and sweet. Prices will start inching down once weather warms in Mexico.

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



red/yellow potatoes

The market is unchanged. Supplies are adequate 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	///	*****	\$\$\$



romaine

Although prices are low and current supplies are ample, recent consistent freezing temperatures will slow growth and increase quality issues. Expect higher markets in the coming weeks. 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	///	*****	\$\$\$



potatoes

Prices are steady. Norkotah and Burbank stocks will be shipped through late July to early August. Large sizes (40- through 70- count stocks) are tight, while smaller sizes (80- through 100- count cartons) are readily available. Quality is excellent. MFC Burbank and Norkotah Potatoes are on the market.

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



salads & blends

The market is unchanged; iceberg and romaine raw product stocks are plentiful. 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

Prices are level. Arizona-California desert region stocks are adequate. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are escalating due to cold weather on both coasts. Supplies remain limited in Florida due to recent inclement weather. Mexico is experiencing a cold front that is hindering production and diminishing yields. Quality varies; scarring is a concern in yellow squash. MFC Yellow Squash and Zucchini are available.

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



strawberries

Demand exceeds supply in California, Florida, and Mexico (into South Texas). The forecast calls for low temperatures that will extend the supply gap. **Expect strong demand and elevated prices through the month of January.** MFC Strawberries are available.

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



tomatoes

Despite cool temperatures and frequent storms, volume is holding steady in Florida. There are some light rain-related issues, but overall quality is good. In Mexico, more Culiacan-area growers are harvesting, shipping more stocks into South Texas. Ample volume should be reached by late January. Large sizes dominate West Coast fruit. MFC Tomatoes are available.

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



tree fruit

The imported nectarine, peach, and plum seasons will begin later this month.

REGION	SUPPLIES	QUALITY	PRICE
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watermelon

Prices are slightly higher than average but holding steady; supplies are sufficient. 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

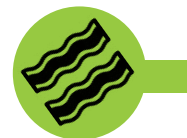
The wellness trend continues to attract diners. What produce-centric dishes do you suggest that appeal to this customer?

A

Diners want to feel healthy yet satisfied at the end of the meal. Including grains, beans, or legumes with produce helps satiate customers.



I love roasted beets or squashes in the winter and grilled melons or stone fruit in the spring and summer as well to brighten up dishes.



Noodle and rice bowls are easy to customize—offer a variety of fruit, vegetable, and protein toppings that let the customer get creative.

TIPS FOR SERVING LIMES:



- 1.** Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- 2.** Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- 3.** Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.

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.

Coconut Shrimp with Lime-Mango Rice

Crispy, tropical-flavored shrimp top this colorful rice bowl stuffed with avocado, mango, cilantro, and toasted coconut.

16 large shrimp, peeled and cleaned
 1/2 C teriyaki sauce
 1 C panko breadcrumbs
 1/2 C coconut, shaved and toasted
 4 C white rice, cooked
 1 mango, peeled and diced
 1/4 C Ready-Set-Serve Washed & Trimmed Cilantro, chopped
 2 tsp. zest of Markon First Crop Limes
 4 Ready-Set-Serve Avocado Halves
 4 kebab sticks

Marinate shrimp in teriyaki sauce for 15 minutes. Mix together panko and 1/4 cup toasted coconut; dredge shrimp to coat.

Heat oil until hot. Fry shrimp for two minutes per side or to preferred doneness. Drain and reserve.

Toss cooked rice with remaining coconut, mango, cilantro, and lime zest; divide into four equal portions. Arrange four threaded shrimp kebabs and sliced avocado on top of each bowl and serve.

Creatively stacked in on-trend Mason jars or high-ball glasses, this colorful salad is packed with bright colors and balanced flavors.

