



FRESH CROP REPORT

WEEK OF JANUARY 21, 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

CALIFORNIA NAVEL ORANGES

Please [click here](#) to view a Markon Live from the Fields video regarding the 2023/2024 California Navel orange crop that is yielding mostly large-size fruit.

ONIONS

[Prices remain elevated](#); demand for Mexican exports is strong. Markets are expected to remain active over the next three to four weeks until Mexico begins shipping onions into Texas.

STRAWBERRIES

[More rain is forecast in California](#), further tightening supplies. Mexican-grown strawberries are increasing due to improved weather. Heavy rain and wind continue to reduce Florida supplies.



TENDER LEAF VARIETIES

- Cold weather is reducing supplies of tender leaf/spring mix varieties in the Arizona-California desert growing regions.
- Arugula supplies are the tightest due to sensitivity to abnormally low temperatures.

GREEN ONIONS

- Volume has fallen; low temperatures have hindered growth and limited production in Mexicali, Mexico.
- Large-size packs (15-pound cartons) will tighten further over the next 7 to 10 days as growers attempt to extend supplies.

MIXED BERRIES

- Low temperatures have reduced black-, blue-, and raspberry volume in Central Mexico.
- Prices are climbing.

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apples

Low markets persist; 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.

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



asparagus

Prices are elevated. Yields are low in Mexico due to cold weather; supplies will increase as more acreage is planted in the coming weeks. Jumbo and extra-large sizes will remain extremely limited through mid-February. Volume is low out of Southern Peru. Quality is fair in Peru, but slightly better in Mexico; small size remains an issue. Feathery/spread tips and inconsistent sizing are also being reported. MFC Asparagus is sporadic; packer label will be substituted as needed.

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



avocados

The market is steady. Mexican stocks are dominated by large sizes. California growers will start harvesting after the Super Bowl and peak in May/June. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Florida's green bell supply is tight due to cold, rainy weather. Yields are increasing from Mexico's Culiacan region. Quality is good; a wide variety of sizing options are available. Mexican red bell stocks are extremely limited; green cast is becoming an issue due to lower temperatures. MFC and ESS Green and Red Bell Peppers are available; packer label will be substituted as needed.

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



blackberries

Expect higher prices until Central Mexico's temperatures rise. Demand is moderate. Central Mexico's yields are lower due to the cold weather. Quality is good; some softness and red cell has been reported.

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



blueberries

Markets will remain elevated until the weather warms in Central Mexico and offshore shipments arrive more regularly. Production is being hindered by cold weather in Central Mexico; demand is steady. Peruvian import shipments have been delayed; supplies are expected to increase over the next month.

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

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broccoli

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

Markets are slightly higher in the Arizona-California desert region following a recent period of extended low temperatures. Prices are expected to remain lower in Mexico through the end of the month. MFC Broccoli Crowns are available; Markon Best Available® (MBA) will be shipped as needed.



cantaloupe

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

Prices are steady to slightly higher than last week. Central American supplies remain limited; cooler weather and rain have impacted production. Small sizes are especially tight. Quality is good; green casts, ground spotting, and bruising from increased travel times are occasional problems. Sugar levels range from 12 to 15 Brix.



cauliflower

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

Markets are slightly higher following cold weather in the Arizona-California desert region. Size is dominated by 12-count heads. Quality is good; off color and mildew are being observed in some lots. ESS Cauliflower is sporadic; packer label will be substituted as needed.



celery

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

Prices are weak; volume is high. The majority of industry production is focused in Oxnard, California. Santa Maria harvests will continue year-round. The Arizona-California desert and Florida seasons are also underway. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheims, Jalapeno, Pasilla, and Serrano markets are level to slightly lower. Quality is very good. MFC Chile Peppers are available.



cucumbers

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

Prices are unchanged. Offshore imports will ship into Florida through March; full volume is expected by late January. Cooler weather has tightened Mexican stocks; yields should increase next week, weather permitting. Quality is very good; most fruit has deep color with limited cosmetic concerns. MFC and ESS Cucumbers are on the market.



grapes

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

High markets persist; the offshore season is underway. Green and red seedless supplies, as well as portioned packs, are available.

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green leaf

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

Despite recent ice events, prices are fairly steady; stocks remain ample. Production crews are trimming damaged outer leaves as much as possible during harvests; however, some heads in the final pack may exhibit epidermal blistering and peeling. 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	///	*****	\$\$\$

The market is steady to slightly higher than last week. Central American supplies remain limited; cooler weather and rain have impacted production. Small sizes are especially tight. Quality is good; green casts, ground spotting, and bruising from increased travel times are occasional problems.



iceberg

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

Markets are inching down after a brief increase that followed persistently low temperatures. Quality is average; epidermal blistering and peeling are becoming more widespread. 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 unchanged. California supplies 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	///	*****	\$\$\$

Markets are expected to continue rising into February. Cold weather and rain are impacting production in Veracruz, Mexico. Quality is average; oil spotting, scarring, and light color are issues. MFC and ESS Limes are available.



onions

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

Prices are expected to remain active over the next three to four weeks until Mexico begins shipping onions into Texas in February. White onion supplies are scarce industry-wide; demand is shifting to jumbo yellow stocks. MFC Onions are available in Idaho, Oregon, Utah, and Washington.



oranges

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

Expect high markets for small sizes; prices for larger fruit are stable. Small-size Navel oranges (113- and 138-count) will be extremely limited throughout the 2023/2024 season. Substitutions may be necessary. Quality is very good. MFC and ESS Navel Oranges are available.



pears

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

Prices are low. The Washington Bartlett season is wrapping up. D'Anjous will be available through April; this variety is juicy and subtly sweet with a hint of refreshing lemon-lime flavor.

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pineapples

The market is steady; supplies are available out of 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

Expect higher prices and limited stocks; demand exceeds supply. Mexican production has been slowed by low temperatures. Quality is very good; no issues have been reported at this time.

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



red/yellow potatoes

Prices are level. 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	///	*****	\$\$\$



romaine

Despite recent ice events, markets are fairly steady; stocks remain ample. Production crews are trimming damaged outer leaves as much as possible during harvests; however, some heads in the final pack may exhibit epidermal blistering and peeling. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



potatoes

The market is stable. Norkotah and Burbank supplies will be shipped through late July to early August. Large sizes (40- through 70- count stocks) are limited, 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

Prices are level; iceberg and romaine raw product supplies are adequate. 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

Freezing temperatures have taken a toll on tender leaf items in California's Imperial Valley and Yuma, Arizona. Abnormally low temperatures have slowed plant maturity; yellowing leaves and product breakdown are the main quality challenges. **Arugula supplies are the tightest** within the tender leaf category due to sensitivity to abnormally low temperatures.

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



squash

Prices are elevated. Florida's consistently cool weather and rain have reduced yields in Homestead and Immokalee. Mexican stocks are extremely limited as well; many new crops were damaged by frost. Demand far exceeds supply. Quality is average. Higher volume and better quality is expected in a couple of weeks.

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



strawberries

The market will remain active through early February. **More rain is forecast in California, further tightening supplies.** Mexican-grown strawberries (crossing into South Texas) are increasing due to improved weather. Heavy rain and wind continue to reduce Florida stocks. MFC Strawberries are available.

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



tomatoes

Due to Florida's cold, rainy weather, round tomato volume is low. Crown pick sizes dominate the Naples crop; smaller fruit is limited. Mexican growers are harvesting in the Culiacan area; projected volume increases have been slowed by cooler weather, leaving supply levels lower. Warmer weather will aid growth. Overall quality is very good: no major problems have been reported. MFC Tomatoes are available.

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



tree fruit

The imported nectarine, peach, and plum seasons will start in late January/early February.

REGION	SUPPLIES	QUALITY	PRICE
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watermelon

Markets are fairly stable; stocks are adequate. 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

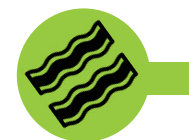
Lemons are in their prime season during the winter months. How do you incorporate this ingredient into on-trend recipes?

A

Lemons are versatile in the kitchen as well as behind the bar, especially with the growing zero-proof mocktail trend. I garnish beverages with dehydrated slices of MFC Lemons and use the juice and zest in marinades.



Sauté asparagus, sliced almonds, and lemon zest; deglaze with lemon juice and serve with grilled meats.



Pan-roast trout in brown butter, deglaze with lemon juice, then add artichoke hearts, lemon slices, and a touch of cream; simmer until artichokes are tender.

TIPS FOR SERVING SHALLOTS:



- 1.** Add minced shallots and garlic to vinaigrette recipes.
- 2.** Roast chicken with red grapes and whole shallots.
- 3.** Slice and deep fry shallots to create a lacy, crunchy garnish for appetizers, salads, and entrées.

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.

Sugar Snap Peas with Shallots and Mushrooms

A combination of sweet, bright, and zesty flavors, this simple side dish works well with grilled fish and poultry.

3 C Markon First Crop Sugar Snap Peas, lightly steamed
1 C Markon First Crop Cremini Mushrooms, quartered and lightly sauteed
1 C Ready-Set-Serve Peeled Shallots, cut into rings and lightly sauteed
2 Tbsp. Markon First Crop Mint, chopped
1 tsp. zest of Markon First Crop Lemons

Toss all ingredients together and serve as a side to seafood or poultry.
Great as a side salad.



Mild, yet meaty, halibut gets a flavor boost from French-inspired caper sauce and healthy fresh fruit.