



FRESH CROP REPORT

WEEK OF JANUARY 28, 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

POOR FIELD CONDITIONS

The Arizona/California desert growing region received upwards of ¾" to over an inch of rainfall. Harvesting and processing crews will work to keep boxes as clean and dry as possible and will take steps to minimize defects but can't avoid all of these issues completely. *Ordering for quick turns is recommended* and as always, maintaining the cold chain is critical for maximizing quality and shelf-life.

ONIONS

Prices are rising due to tightening supplies and increasing export demand. *Expect elevated markets over the next three to four weeks* until Mexico begins shipping into South Texas. White onions remain extremely scarce throughout the industry.

LEMONS

Small sizes (165- through 200-count fruit) are expected to become tight in February.



GREEN ONIONS

- This week's warming trend will aid growth and bring prices down.
- Expect more plentiful supplies each day this week; 15-pound packs will be the most affected by short supplies/weather challenges.

LETTUCE & TENDER LEAF ITEMS

- Markon inspectors are working with suppliers to minimize potential quality issues caused by recent rain in the desert region.
- Issues may include bottom rot, low head weights, discoloration, dirt/mud on cartons, mildew, premature pinking, yellowing, and shortened shelf-life.

GRAPES

- The California season has ended. Off loading delays are being reported in offshore arrivals.
- Expect elevated markets and tight supplies through the month of January.

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**bell peppers
green/red**

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

Florida green and red bell volume is low due to rain and cool weather; small sizes dominate availability. Mexican green bells are abundant; all sizing options are available. Mexican red bells 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.



apples

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

Prices are steady at low levels; storage stocks are ample 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	///	*****	\$\$\$

Markets are elevated. Peruvian volume is low. Mexican supplies are limited due to cold temperatures but should increase in the coming weeks as more acreage has been planted. Jumbo and extra-large sizes will remain extremely limited through mid- February. MFC Asparagus is sporadic; packer label will be substituted as needed.



avocados

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

Prices are stable. Large sizes dominate Mexican stocks. The California season will begin after the Super Bowl and peak in May/June. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

The market remains high due to cold weather in Central Mexico. Quality is good; some softness and red cell has been reported.



blueberries

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

Prices will remain elevated until the weather warms in Central Mexico and offshore shipments arrive more regularly. Peruvian import shipments have been delayed but should increase over the next month.

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broccoli

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

Prices have inched up in the Arizona-California desert region due to cold, rainy weather; stocks are tight. Markets are a bit lower in Mexico as supplies are abundant. MFC Broccoli Crowns are available; Markon Best Available® (MBA) will be shipped as needed.



cantaloupe

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

The market remains steady at high levels. Central American volume remains low; small sizes are limited. Quality is good; green casts, ground spotting, and bruising from increased travel times are minor issues. Sugar levels range from 12 to 15 Brix.



cauliflower

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

Prices are up due to rain and low temperatures in the Arizona-California desert region. Size is dominated by 12-count heads. Quality is good; off color and mildew are occasional problems. ESS Cauliflower is sporadic; packer label will be substituted as needed.



celery

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

Supplies are abundant and markets are expected to remain relatively flat, even as Super Bowl demand strengthens. 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 prices are slightly lower than last week. Quality is very good. MFC Chile Peppers are available.



cucumbers

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

Offshore markets are higher as less acreage was planted this season; yields are low. Mexican stocks are tight but should increase as the week progresses. Quality is very good; small sizes dominate availability. MFC and ESS Cucumbers are on the market.



grapes

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

Prices remain elevated; supplies are limited. The California season has ended. Peruvian/Chilean green, red, and portioned grapes have begun shipping. Delays at the Panama Canal are impacting East Coast arrivals. Delays at the Los Angeles port are being caused by longer fumigation times due to cooler weather.

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green leaf

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

Prices are expected to remain steady at low levels, pending another severe ice event. Defects are currently minimal and being trimmed at harvest but may increase following heavy rains in Yuma. 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 remain steady at high levels. Central American volume is low; small sizes are limited. Quality is good; ground spotting and bruising from increased travel times are minor issues. Sugar levels range from 12 to 15 Brix.



iceberg

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

Markets are fairly steady but are poised to rise following heavy rain in Yuma, Arizona. Quality is good, though weights are low in many lots. Blistering and peeling are more prevalent compared to prior weeks; bottom rot and elevated pinking will also increase throughout the industry. MFC Premium Iceberg Lettuce is available; MBA will be shipped when weights don't meet specifications.



lemons

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

Expect a slow and steady price climb as demand increases over the next six to eight weeks. Small sizes are especially tight. MFC and ESS Lemons are available.



limes

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

Cold winter weather has weakened demand, pushing prices down a bit. Markets will rise next week due to Superbowl orders. Quality is good. MFC and ESS Limes are available.



onions

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

Expect elevated markets over the next three to four weeks. White onions remain extremely scarce. Mexican-grown stocks will be shipped by mid-February; overall volume will be 30% to 40% lower due to water shortages. The Texas domestic season is slated to start the first week of March; a normal crop is expected but demand will be stronger due to Mexican onion shortages. MFC Onions are available.



oranges

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

Industry prices for small-size Navel oranges (113- and 138-count) will remain elevated through the season; markets for larger fruit are weaker. Substitutions may be necessary. Quality is very good. MFC and ESS Navel Oranges are available.



pears

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

The market is weak. The Washington Bartlett season has ended. Washington D'Anjou season will run through April; this variety is juicy and subtly sweet with a hint of refreshing lemon-lime flavor.

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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	///	*****	\$\$\$



red/yellow potatoes

Markets are 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	///	*****	\$\$\$



potatoes

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

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



raspberries

Markets are up; yields are low. Growth has been hindered by low temperatures. Quality is very good; no issues have been reported at this time.

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



romaine

Prices are expected to remain steady at low levels, pending another severe ice event. Defects are currently minimal and being trimmed at harvest but may increase following heavy rains in Yuma. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



salads & blends

The market is stable; iceberg and romaine raw product volume is ample. Quality is good, yet head weights are fluctuating due to rain and cold weather. 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

Rain and low temperatures are tightening supplies and pushing up prices; yellowing leaves and product breakdown are problems. Arugula is the most affected due to sensitivity to abnormally low temperatures. RSS Arugula is sporadic; packer label will be substituted as needed. RSS Spinach and Spring Mix are available.

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



squash

The market is high. Florida's cold weather and rain have lowered volume; quality is fair. Mexican yields are extremely tight as well; many new crops were damaged by frost. Quality is average; varied temperatures have caused bottleneck shape and small diameters. Higher volume and better quality in February. MFC Yellow Squash and Zucchini are available.

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



strawberries

Expect active prices through mid-February. Rain and cold weather have hindered growth and caused quality problems in California and Florida. Mexican-grown strawberries (crossing into South Texas) are sufficient. MFC Strawberries are available.

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



tomatoes

Prices are elevated. Florida's consistently poor weather has decreased supplies of round, Roma, cherry, and grape tomatoes. Mexican tomato production was hampered by rain in Sinaloa this week, further tightening stocks. Grape and cherry varieties are extremely scarce. MFC Tomatoes are available.

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



tree fruit

Imported nectarines, peaches, and plums will hit the market in early February.

REGION	SUPPLIES	QUALITY	PRICE
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watermelon

Prices are unchanged; supplies are sufficient. Quality is good; growers are culling any rain-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

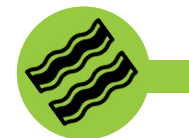
Q Inflation remains a concern for foodservice operations—what ingredients do you suggest that operators incorporate into their menus to balance cost control?

A

Some of the best ingredients to help with cost controls are RSS Salads & Blends and RSS vegetables. Not only do they have better overall cost control compared to commodity/bulk items throughout the year, but they cut back on the rising cost of labor as well.



Finding good help is becoming harder and harder today so removing some of the "busy work" and making the prep list shorter pays off with a happier staff that remains with the company longer.



Some of my favorites include RSS Kale Color Crunch and RSS Hearty Slaw because they in both cold and hot applications.

TIPS FOR SERVING LEEKs:



- 1.** Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, RSS Peeled Garlic, and Parmesan cheese and roast until tender.
- 2.** Add sauteed MFC Trimmed Leeks with fettucine, pine nuts, RSS Shredded Kale, and roasted MFC Mushrooms.
- 3.** Steam halved MFC Trimmed Leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg.

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.

Avocado, Fennel, and Orange Salad

Nutty avocado balances the citrusy orange and anise flavors of fennel—great as a stand-alone salad or a base for grilled fish.

12 grapefruit rounds
12 Cara Cara or blood orange rounds
4 Ready-Set-Serve Avocado Halves, sliced
1 Markon First Crop Fennel bulb, thinly shaved with reserved fronds
Fresh cracked black pepper, to taste

On four serving plates, arrange three grapefruit rounds and three Cara Cara orange rounds.

Top with equal portions of avocado slices and shaved fennel.

Garnish with fennel fronds and freshly cracked black pepper.



Grilling leeks until tender and lightly charred brings out their wonderfully sweet and complex flavors.

