



FRESH CROP REPORT

WEEK OF FEBRUARY 4, 2024 - CANADIAN EDITION

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 CITRUS

California's San Joaquin Valley and Southern California citrus growing districts are forecast to receive a series of rain events. Growers cannot harvest fruit when orchards are wet. **Expect harvesting delays, tight supplies, and higher lemon and orange markets over the next two weeks.**

IDAHO POTATOES

Overall Idaho volume has increased, as Burbank growers begin to release more product to the fresh market. **Soft prices are anticipated through February.**

BROCCOLI & CAULIFLOWER

Markets are lower in the Arizona-California desert and Mexican growing regions amid weak demand and abundant supplies.



MELONS

- Central American cantaloupe and honeydew supplies will remain limited for the next two to three weeks; markets are elevated.
- Offshore yields are lower than expected due to October's cool, wet weather.

STRAWBERRIES

- Heavy rain is forecast for California growing regions; volume will fall and prices will climb.
- Markon recommends ordering Mexican-grown fruit out of South Texas this week.

MANDARIN ORANGES

- Mandarin orange season is in full swing; domestic supplies will ship through early June.
- Mandarins are a part of the easy-to-peel orange family.

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apples

The market is weak; storage volume is high 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, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$



asparagus

Prices are falling. Mexican supplies will be abundant in Northern Mexico through the winter; jumbo and extra-large sizes are increasing. Peruvian stocks are tight. MFC Asparagus is available.

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



avocados

The market is holding steady. Large sizes dominate Mexican supplies. The California season will get underway after the Super Bowl, peaking 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

Expect slightly lower green bell markets over the next week. Although Florida supplies remain tight, Mexican volume has risen. Red bell stocks are expected to gradually increase over the next two weeks; prices are inching down. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are declining; demand is steady. Central Mexico's temperatures are climbing. Quality is good; colder mornings are preventing soft fruit.

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



blueberries

The market has stabilized. Mexican yields are increasing, while Peruvian and Chilean imports are ample. Very good quality is being reported.

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

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broccoli

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

Expect markets to remain relatively steady at low levels through February amid weak demand and abundant supplies in the Arizona-California desert and Mexican growing regions. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are stable. Overall yields are lower than anticipated at this point in the season following all the rain Central America received in the fall. Guatemalan fruit is dominated by 12- and 15-count sizes; Honduras is harvesting larger, 9-count supplies. Sugar levels range from 12 to 15 Brix.



cauliflower

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

Expect markets to slide before turning around next week. Stocks are abundant despite cooler weather and January's rain events. Industry-wide quality issues may include dark spotting and mildew pressure as well as some inconsistently sized and off-color heads due to poor weather. ESS Cauliflower is available.



celery

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

Stocks are plentiful; prices should remain relatively flat, even as Super Bowl demand strengthens. The majority of industry production is in Oxnard, California; Santa Maria harvests will continue year-round. The Arizona-California desert and Florida 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

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



cucumbers

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

Offshore prices are stable at high levels. Mexican supplies are increasing, but size has been small; this week's warm weather should aid growth. Quality is very good; small sizes dominate availability. MFC and ESS Cucumbers are on the market.



grapes

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

The market is up. Peruvian/Chilean green, red, and portioned grapes are on the market, but limited. 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, USA	///	*****	\$\$\$

Markets are expected to remain low, pending any ice events; supplies are abundant. Defects are currently minimal and being trimmed at harvest. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are stable. Overall yields are lower than anticipated at this point in the season following all the rain Central America received in the fall. Guatemalan fruit is dominated by 5-count jumbo sizes; smaller 8- and 9-counts are tight. Quality is very good; bruising and softness are occasional industry issues.



iceberg

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

Prices are level. Quality is good, although weights are low across the industry. Blistering and peeling are more prevalent due to past ice events; bottom rot and elevated pinking have increased throughout the industry due to rains. MFC Premium Iceberg Lettuce is available; Markon Best Available® (MBA) will be shipped as needed.



lemons

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

A series of rain events are forecast for California citrus districts. Growers cannot harvest fruit when orchards are wet. [Expect harvesting delays, tight supplies, and higher lemon markets over the next two weeks.](#) MFC and ESS Lemons are available.



limes

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

Markets are relatively steady, but higher prices are predicted by mid-February. Quality is good; fruit is juicy with smooth skins. MFC and ESS Limes are available.



onions

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

Prices remain elevated. White onions are extremely limited. The Mexican season will start in mid-February; expect 30% to 40% lower volume due to water shortages. Texas supplies should begin shipping the first week of March; a normal crop is forecast but demand will be stronger due to Mexican onion shortages. MFC Onions are available.



oranges

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

A series of rain events are forecast for California citrus districts. Growers cannot harvest fruit when orchards are wet. [Expect harvesting delays, tight supplies, and higher markets over the next two weeks.](#) MFC and ESS Navel Oranges are available.



pears

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

Low prices persist. Washington D'Anjou will ship 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 level; supplies are available out of Mexico, Costa Rica, and South America. Quality is very good; fruit is firm and juicy with tangy flavor. RSS Pineapple Chunks are available.

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, USA	///	*****	\$\$\$
MIDWEST	///	*****	\$\$\$



potatoes

Overall Idaho volume has increased, as Burbank growers begin to release more product to the fresh market. **Soft markets are anticipated through February.** Norkotah and Burbank stocks are expected to ship through late July to early August. Quality is strong in both varieties, with stocks primarily yielding No. 1 quality potatoes; fewer No. 2 potatoes are available. MFC Burbank and Norkotah Potatoes are available.

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



raspberries

Prices are elevated; supplies are tight. Mexican production has been slowed by low temperatures. Demand exceeds supply. Quality is good.

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



romaine

Markets are expected to remain low, pending any ice events; supplies are abundant. Defects are currently minimal and being trimmed at harvest. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



salads & blends

Prices are unchanged; iceberg and romaine raw product yields are high. Quality is good, yet head weights are fluctuating due to recent 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, USA	///	*****	\$\$\$

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spring mix

Recent rain and low temperatures have decreased industry yields and pushed up markets; yellowing leaves and product breakdown are problems. Arugula is the most affected due to sensitivity to cold weather. RSS Arugula is sporadic; packer label will be substituted as needed. RSS Spinach and Spring Mix are available.

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



squash

High prices persist. Many Florida fields had weather damage and were taken out of production; low volume is expected until March. Warmer weather is temporarily aiding growth in Mexico, but quality struggles will likely continue for several weeks due to water damage, strong winds, and cold weather. MFC Yellow Squash and Zucchini are available.

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



strawberries

Heavy rain is forecast in the California growing regions; **volume will fall and markets will climb**. Markon recommends ordering Mexican-grown fruit out of South Texas this week. MFC Strawberries are available.

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



tomatoes

High markets persist. Florida round, Roma, cherry, and grape tomato yields remain low. Production remains behind schedule in Western Mexico as low temperatures hindered growth; seasonal volume should inch up by mid-February, weather permitting. Grape and cherry varieties are extremely scarce. MFC Tomatoes are available.

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



tree fruit

Chilean white and yellow nectarine and peach supplies are sufficient. Chilean red and black plums are also on the market. Volume will increase through the month. Prices will inch down as the season progresses and yields increase. Quality is very good. Expect adequate stocks through late March.

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



watermelon

Markets are up but have the potential to ease soon. Quality is hit or miss but is improving as growers move into Northern Mexico. Expect lower prices and better quality in February. The domestic Arizona-California desert season will start in May.

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
VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

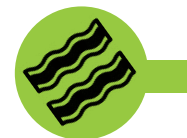
RSS Avocado products save back of house labor and prep time. What are your favorite ways to incorporate these products into recipes, especially around the Super Bowl?

A

RSS Avocado products are the simplest way to serve delicious appetizers and entrees like guacamole and chips, street tacos, and nachos. Let your back of house team skip the dangerous prep of pitting and peeling, save on labor costs, use less storage, and get the dish to the table faster by using RSS Avocado Pulp.



Just open and season with your favorite add-ons like RSS Diced Onions, RSS Washed & Trimmed Cilantro, MFC Chile Peppers, MFC Tomatoes, and RSS Lime Juice.



RSS Avocado Halves are great for tacos and salads—sealed to protect from browning, you just slice and plate.

TIPS FOR SERVING RSS GRAPEFRUIT SECTIONS:



- 1.** Arrange roasted and chopped beets, RSS Grapefruit Sections, and crumbled blue cheese inside cups of MFC Butter Lettuce.
- 2.** Serve miso-glazed cod on a bed of sautéed RSS Triple-Washed Spinach; place three RSS Grapefruit Sections on top of fish and garnish with MFC Chives.
- 3.** Serve granita made with RSS Grapefruit Juice, simple syrup, and star anise; garnish with RSS Grapefruit Sections and whole star anise.

FEATURED PARTNER SPOTLIGHT: MISIONERO

Who?

Misionero was founded in 1973 by Floyd Griffin. He believed there was a place in the Salinas Valley for a produce company that could succeed while treating its people with respect and innovation. Misionero has a proven track record for innovating, transforming, and improving the produce industry and have held onto their founding beliefs of staying true to the land and the people. Well-known for their washed and trimmed lettuces and organic salad staples, they continue to broaden their catalog and remain committed to delivering products that are reflective of a forward-thinking company and collaborative team environment.

Why?

Misionero implements new technologies that focus on comprehensive long-term ethical growing, processing, and harvesting practices that will not harm our people or our environment. They share a belief in the value of small and medium-sized farms and recognize that the work of producing food is still one of the hardest, most important, and complex livelihoods – one that directly impacts every person, every day of the year.

Which Markon Products?

RSS Lettuces
RSS Leafy Greens
RSS Super Slaw



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.

Taco Salad

This updated version of a family favorite is packed with fresh, healthy produce.

12 oz. cooked ground beef with taco seasoning
 1 cup Markon First Crop Tomatoes, chopped
 4 Ready-Set-Serve Avocado Halves, chopped
 1 cup low-fat sour cream
 1/2 cup part-skim Cheddar cheese, shredded
 1 cup Ready-Set-Serve Romaine Ribbons

Layer equal amounts of cooked taco meat (or vegetarian alternative), tomatoes, avocados, sour cream, cheese, and lettuce in individual serving bowls.

Serve with fried tortilla chips or house-made baked yucca chips.



Give classic flapjacks a bit of flair with bright pink beet juice. The flavor is a bit earthier but remains sweet. Top with vibrant fruits and edible flowers for a crowd-pleasing presentation.

