



FRESH CROP REPORT

WEEK OF FEBRUARY 18, 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

POTATOES

Prices will remain weak through February. Potato size is currently dominated by 60- through 100-count supplies; larger, 40- through 50-count stocks have tightened.

LEMONS

As the California lemon season progresses, small fruit (165- and 200-count supplies) will tighten. Expect a slow yet steady market climb as demand increases over the next six to eight weeks.

LETTUCE ICE

Low temperatures have caused several lettuce ice events over the past month. Quality issues such as epidermal blistering and peeling will become more prevalent throughout the industry. Growers will remove damaged outer leaves, but head weights will decrease as a result.



PEARS

- The Washington Bartlett pear season is winding down.
- MFC D'Anjou Pears will remain available through June.

STRAWBERRIES

- Harvesting has been curtailed as California strawberry growers continue to recover from recent rain. More precipitation is in the forecast; expect prices to remain elevated.
- Mexican product is being shipped; the season will run through late March.

BELL PEPPERS

- Expect high markets and low volume for the next one to two weeks.
- Cool daytime temperatures are hindering growth, pushing back new crop harvesting start dates in Mexico. Florida stocks are experiencing rain-related quality issues.

FRESH CROP REPORT

WEEK OF FEBRUARY 18, 2024



apples

Most varietal markets are weak; Gala prices are inching up due to stronger demand. Storage stocks 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 continue to fall as Mexican supplies increase. Peruvian volume is low; hot summer months are reducing yields in South America. Yields are ample on all sizes. MFC Asparagus will ship out of Northern Mexico through the winter.

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



avocados

The market is stable. Large sizes are most abundant. New crop production is getting underway in California; the season will peak in May/June. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Expect high markets and low volume for the next one to two weeks. Cool daytime temperatures are hindering growth, pushing back new crop harvesting start dates in Mexico. Florida stocks are experiencing rain-related quality issues. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market has stabilized; stocks are sufficient in Central Mexico. Quality is good; fruit is plump, juicy, and flavorful.

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



blueberries

Prices are steady. Mexican volume is climbing. Peruvian and Chilean imports are ample. Very good quality is being reported in both regions.

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

FRESH CROP REPORT



broccoli

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

The market is slightly lower in the Arizona-California desert region; stocks are plentiful, yet harvesting crews must cull product due to quality issues like brown bead and mildew pressure caused by cold temperatures and rain. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are fairly stable. Growers are harvesting many new fields in Guatemala and Honduras, increasing yields and improving quality. Supply is meeting demand. Sugar levels range from 12 to 15 Brix.



cauliflower

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

The market is low; volume is high. Consecutive rainstorms have increased industry-wide quality challenges such as off color, dark spotting, and mildew. ESS Cauliflower is available.



celery

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

Prices are expected to remain level; yields are high in Oxnard and Santa Maria, California, as well as the Arizona-California desert region. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

The market is a bit higher. South Florida production is winding down; Jalapenos are still being harvested regularly, volume is low for other varieties. The spring season will begin in April. Mexican supplies are more consistent, but cool weather may cause a dip for the next two weeks. MFC Anaheims, Jalapeno, Pasilla, Serrano, and Shishito Chile Peppers are available.



cucumbers

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

Cooler weather is hindering growth and driving up prices in Mexico; supplies are tightening. Expect low volume out of Florida until the spring season ramps up in March. Honduran imports are filling any supply gaps. MFC and ESS Cucumbers are on the market.



grapes

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

Expect elevated markets until mid-March. The Chilean and Peruvian seasons will run through June, with Mexican production starting in late May. MFC and ESS Green, Red, and Lunch Bunch Grapes are available.

FRESH CROP REPORT



green leaf

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

Markets are stable; yields are high. Defects are currently minimal and being trimmed at harvest; mildew is a minor issue in the Arizona desert region, while elevated insect pressure is a slight problem in California. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are fairly stable. Growers are harvesting many new fields in Guatemala and Honduras, increasing yields and improving quality. Supply is meeting demand. Mexican melons are on the market, but quality is a bit weaker. Sugar levels range from 12 to 15 Brix.



iceberg

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

Prices are expected to rise slightly through the rest of the month. Quality is good, although low weights are affecting the industry due to epidermal blistering and peeling. MFC Premium Iceberg Lettuce is available; Markon Best Available® (MBA) will be substituted when our specifications cannot be met.



lemons

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

As the California season progresses, small fruit (165- and 200-count supplies) will tighten; the more rain, the larger the lemons. **Expect a slow yet steady market climb** as demand increases over the next six to eight weeks. MFC and ESS Lemons are available.



limes

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

Expect markets to continue inching up through the rest of the month. Overall quality is good; yellow/light green color and occasional light decay are issues. MFC and ESS Limes are available.



onions

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

High prices are forecast into March. White onions are extremely limited. The Mexican season is getting underway; 30% to 40% lower volume is forecast due to water shortages. Texas supplies should begin shipping the first week of March; demand will be strong due to Mexican onion shortages. MFC Onions are available.



oranges

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

The market is up; small sizes are extremely limited due to excessive rain this season; fruit has soaked up more water, increasing size. MFC and ESS Navel Oranges are available.



pears

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

The Washington Bartlett pear season is winding down. **Pricing is expected to rise** with increased demand. MFC D'Anjou Pears will remain available through June.

FRESH CROP REPORT



pineapples

The market is level; supplies are being harvested in 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	///	*****	\$\$\$



raspberries

Prices remain elevated; supplies are tight. Mexican harvesting has been delayed; cold weather has slowed growth. Demand exceeds supply. Quality is good.

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



red/yellow potatoes

Prices are fairly steady with the exception of Red B-grade supplies, which are inching up. Stocks are sufficient in Idaho, North Dakota and Wisconsin. MFC Red and Yellow Potatoes are available in Idaho and Minnesota. Quality is very good.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
ND	///	*****	\$\$\$
WI	///	*****	\$\$\$



romaine

Markets are stable; yields are high. Defects are currently minimal and being trimmed at harvest; mildew is a minor issue in the Arizona desert region, while elevated insect pressure is a slight problem in California. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



potatoes

Markets will remain weak through February. Potato size is currently dominated by 60- through 100-count supplies; larger, 40- through 50-count stocks have tightened. Idaho growers are expecting to plant for next year in the western areas near Boise in late March. Quality is excellent for both varieties. MFC Burbank and Norkotah Potatoes are available.

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



salads & blends

Prices are steady; iceberg and romaine raw product yields are abundant. Quality is good, although low weights are affecting the industry due to epidermal blistering and peeling. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

FRESH CROP REPORT



spring mix

The market is fairly stable; yields are increasing with drier weather. Quality is average; yellowing leaves and product breakdown are occasional problems. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are level to slightly higher. Although Florida volume remains low, better weather has increased supplies slightly; expect higher volume once the spring crop starts in March and April. Cool weather is keeping Mexican yields low; growers will transition from Sinaloa to Sonora in March. Quality is average; rain and cold weather have impacted some fields. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market remains elevated. California and Florida growers continue to work against repeated rain events; supplies are extremely tight. Mexican product is being shipped; the season will run through late March. MFC Strawberries are available out of Mexico.

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



tomatoes

Prices are starting to increase as supplies tighten up in Florida and drive up demand for Mexican stocks. Lower temperatures are expected to slow growth and decrease yields in Mexico for the next three to four weeks. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Chilean white and yellow nectarine and peach supplies, as well as black and red plum stocks, are sufficient. Import shipments will increase through mid-March; the season will run through late March.

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



watermelon

Prices are fairly stable. Quality is good. 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

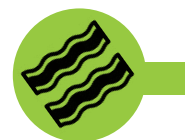
RSS Cauli Creations can be used in myriad ways. What are some of your favorites?

A

Health and wellness continue to trend high with diners. Many are actively avoiding empty carbs, so I like to use RSS Cauli Creations in recipes to replace rice in bowl and stir-fry dishes or flour in pizza dough.



They also add texture salads—just sprinkle and toss.



Ideal as a complex carb substitute for grits, mac-n-cheese, and mashed potatoes.

TIPS FOR SERVING CAULIFLOWER:



- 1.** Top cheesy polenta with chopped and sautéed RSS Cauliflower Florets, RSS Peeled Garlic, and RSS Chopped Collard Greens.
- 2.** Steam black mussels, RSS Cauliflower Florets, saffron, and fish stock until shellfish open; garnish with snipped MFC Chives.
- 3.** Roast ESS Cauliflower and Monkfish fillets in a coconut-curry sauce; serve all over rice.

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.

Cauliflower Tacos with Mole Sauce

A delicious vegetarian option that packs the earthy flavors of cumin-roasted cauliflower, pickled red onions, and Oaxacan mole sauce.

- 3 C Ready-Set-Serve Cauliflower Florets
- 2 Tbsp. olive oil
- 1 tsp. kosher salt
- 1 tsp. ground cumin, toasted
- 1/2 C Oaxacan brown mole sauce
- 1/2 C Markon First Crop Red Onions, pickled
- 1/2 C Ready-Set-Serve Washed & Trimmed Cilantro
- 1/2 C Cotija cheese, crumbled
- 1 Tbsp. sesame seeds
- 8 house-made corn tortillas, grilled or warmed

Toss cauliflower with oil, salt, and cumin; roast until tender and starting to brown (approximately 20 minutes).

Fill tortillas with equal parts roasted cauliflower. Drizzle each taco with mole sauce. Top each taco with equal parts pickled onions, cilantro, cheese, and sesame seeds.

Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this crisp RSS Heritage Blend salad.

