



FRESH CROP REPORT

WEEK OF MARCH 3, 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

CUCUMBERS

Prices are escalating due to extremely limited supplies. Mexican supplies are tight; cycles of cool weather are affecting yields in all growing regions. Import volume out of Honduras is snug. The Florida domestic season has started in a very limited manner.

LETTUCES

Green leaf and romaine markets will continue to rise through next week. The iceberg market will remain elevated for the next few weeks. The Arizona-California desert season will begin to wind down in mid- to late March. Huron, Oxnard, and Salinas production will begin late March to mid-April.

CAULIFLOWER

Alternating weeks of warm and cool weather along with precipitation has lowered yields, bunched lots, and reduced harvestable acreage; stocks are tight.



BELL PEPPERS

- Green bell pepper supplies are increasing; prices are easing.
- Red bell pepper markets are higher due to lower volume in Mexico.

BROCCOLI

- Expect relatively steady prices at these low levels.
- Overall supplies are abundant in Arizona, California, and Mexico.

TOMATOES

- Round tomato supplies are extremely snug in Florida due to recent rain and poor winter growing conditions.
- Markets are escalating.

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apples

Markets are stable with the exception of the Gala variety, whose prices are slightly higher due to strong demand. Storage supplies are ample 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

Mexican prices are low; stocks are abundant. Quality is very good: spears are straight and tips are tightly packed. Peruvian supplies are limited. MFC Asparagus will ship out of Northern Mexico through the winter.

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



avocados

The market is level. Large sizes dominate Mexican supplies. New crop harvesting has begun 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

Green bell pepper supplies are increasing; prices are easing. Red bell pepper markets are higher due to lower volume in Mexico. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Markets are slowly increasing. Yields are adequate in Central Mexico. Quality is very good; some softness and red cell has been reported.

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



blueberries

Prices will remain elevated through mid-March. Demand is steady. Peruvian and Chilean imports are declining these seasons end. Mexican supplies are sufficient. Quality is very good.

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

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broccoli

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

Prices will remain steady at low levels. Supplies are abundant in the Arizona-California desert and Mexican growing regions. MFC Broccoli Crowns are available.



cantaloupe

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

Expect steady markets over the next 7-10 days. Imported melons continue to arrive into domestic ports from Guatemala, Honduras, and Costa Rica. Quality and sizing varies by growing region; soft fruit, bruising and breakdown are occasional issues caused by increased travel times. Central American supplies are currently dominated by regular and jumbo 9-count sizes. Upcoming new crop stocks are smaller; 12- and 15-count sizes are expected to dominate yields.



cauliflower

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

Prices are high but should start easing by the middle of next week. Alternating weeks of warm and cool weather, along with precipitation, have lowered yields, bunched lots, and reduced harvestable acreage; stocks are tight. ESS Cauliflower is available.



celery

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

The market is level; stocks are ample 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	///	*****	\$\$\$

Prices are a bit higher than last week. The South Florida season is ending. Jalapeno yields are meeting demand, but other varieties are tightening. The spring season will begin in April. Mexican supplies are more consistent, but cool weather may decrease growth. MFC Anaheims, Jalapeno, Pasilla, Serrano, and Shishito Chile Peppers are available.



cucumbers

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

Markets are escalating due to extremely limited supplies. Mexican supplies are tight; cycles of cool weather are affecting yields in all growing regions. Import volume out of Honduras is snug. The Florida domestic season has started in a very limited manner. MFC and ESS Cucumbers are on the market.



grapes

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

Expect high prices through at least 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.

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green leaf

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

Prices will continue to rise through next week. The Arizona-California desert season will begin to wind down in mid- to late March. Huron, Oxnard, and Salinas production will begin late March to mid-April. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Expect steady markets over the next 7-10 days. Imported supplies are shipping out of Guatemala, Honduras, Costa Rica, and Mexico. Quality ranges from good to fair; ground spotting, bruising, and soft fruit are occasional issues. Supplies are dominated by six-count sizes.



iceberg

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

Prices will remain elevated for the next few weeks. The Arizona-California desert season will begin to wind down in mid- to late March. Huron, Oxnard, and Salinas production will begin late March to mid-April. MFC Premium Iceberg Lettuce is available; Markon Best Available® (MBA) will be shipped as needed.



lemons

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

Expect 165- and 200-count fruit to continue tightening through the end of the California season; excess rain has increased size throughout the industry. The market will climb as demand increases over the next four to six weeks. MFC and ESS Lemons are available.



limes

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

Prices are slightly lower due to weaker demand, but the market is forecast to climb to seasonal highs in mid-March/early April. Quality is good. MFC and ESS Limes are available.



onions

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

The market will remain elevated through March. White onions are extremely limited. The Mexican season is underway but lower yields are expected due to water shortages. The Texas season is starting this week; demand is strong due to Mexican onion shortages. MFC Onions are available.



oranges

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

Prices are up; small sizes are extremely scarce 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 market is starting to inch up. The Washington Bartlett pear season is ending. MFC D'Anjou Pears will remain available through June.

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pineapples

Prices are fairly stable; supplies are being sourced from 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

Demand exceeds supply; markets are elevated. Mexican production is limited; expect higher volume in two weeks. Quality is good.

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



red/yellow potatoes

The majority of markets are steady with the exception of Red B-grade supplies, which are higher. Yields 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	///	*****	\$\$\$
MIDWEST	///	*****	\$\$\$



romaine

Prices will continue to rise through next week. The Arizona-California desert season will begin to wind down in mid- to late March. Huron, Oxnard, and Salinas production will begin late March to mid-April. 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 weak. Size is dominated by 60- through 100-count supplies; larger, 40- through 50-count stocks are tight. Growers will begin planting for next year's Idaho crop 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

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 unchanged; supplies are sufficient. Quality is good; yellowing leaves and product breakdown are occasional problems. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are elevated; stocks will increase over the next several weeks as more spring harvests start in South Florida. Quality is improving. Mexican growers are moving to new crop regions over the next week or two. MFC Yellow Squash and Zucchini are available.

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



strawberries

California prices are slowly coming down in Oxnard; volume is rising due to improved weather. The Mexican season is past its peak. MFC Strawberries are available out of Florida.

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



tomatoes

Round tomato supplies are extremely snug in Florida due to recent rain and poor winter growing conditions; prices are escalating. Roma tomato volume is steady despite strong demand. Large sizes are especially limited. MFC Tomatoes are available.

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



tree fruit

Chilean white and yellow nectarines and peaches, as well as black and red plums, are on the market. Import shipments will increase through mid-March, then wind down in late March.

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



watermelon

The market is steady. 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
JONATHON MERRICK
MARKON MEMBER CHEF

Q

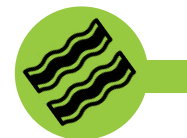
What produce-centric recipes do you suggest for March Madness game nights?

A

March Madness game nights call for crowd-pleasing and easy-to-share dishes.



I'd recommend loaded Veggie Nachos using colorful MFC Bell Peppers, MFC Tomatoes, RSS Sliced Onions, and RSS Avocado products. A refreshing mango salsa with RSS Washed & Trimmed Cilantro and MFC Limes can add a zesty touch.



For a lighter option, consider a roasted vegetable flatbread topped with seasonal produce and a drizzle of balsamic glaze.

TIPS FOR SERVING RSS SHREDDED KALE:



- 1.** RSS Shredded Kale Blend makes a hearty salad when paired with toppings such as Butternut squash, roasted garlic, onions, pancetta, and golden raisins.
- 2.** It can also be sautéed for a side dish or stir-fried with other vegetables like garlic, ginger, mushrooms, and onions; delicious when stewed in soups and chowders.
- 3.** Serve spicy gumbo made with RSS Stuffing Starter, sliced MFC Green and Red Bell Peppers, RSS Peeled Garlic, RSS Shredded Kale Blend, okra, shrimp, crawfish, Andouille sausage, long-grain rice, and chile paste.

FEATURED PARTNER SPOTLIGHT: CHURCH BROTHERS FARMS

Who?

The Church family represents a multi-generational legacy of innovation and growth in California's Salinas Valley and beyond. They represent quality products and a high sense of urgency around customer needs. Their vertically integrated company has a strong root system that is poised for the next generation of growth and success.

Why?

Church Brothers Farms' Environmental Management System (EMS) incorporates a framework and set of tools to monitor, measure, and track continual progress within their organization as well as how they report their overall environmental impact in five KPI areas that are tracked and used to benchmark, measure, and improve upon. These areas include soil health and biodiversity, water stewardship, energy conservation, materials and waste management, and packaging.

Which Markon Products?

MFC Broccoli
MFC Lettuces
RSS Salads & Blends
RSS Broccoli & Cauliflower
RSS Green Onions
RSS Cilantro



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.

Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entrée.

12 oz. Ready-Set-Serve (RSS) Shredded Kale
4 oz. sherry vinaigrette
2 oz. smoked paprika-dusted pumpkin seeds
2 oz. Parmesan cheese, shaved
Cracked black pepper, to taste

Toss kale and vinaigrette together and arrange equal portions on salad plates. Top with pumpkin seeds and cheese; grind pepper to taste.

Chefs love this broccoli-stem hummus as it puts kitchen odds and ends to good use. Customers love it for the rich flavors and healthy nutrients. It's a delicious, sustainable win!

