



# FRESH CROP REPORT

WEEK OF FEBRUARY 11, 2024 - CANADIAN EDITION

RSS



Table-ready fruits  
& vegetables.  
Backed by 5-Star.

MFC



Whole fresh fruits &  
vegetables.  
Backed by 5-Star.

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MARKON  
ESSENTIALS

Whole fresh fruits &  
vegetables.  
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# HIGHLIGHTS

## RAIN EVENTS

Markon inspectors are actively monitoring field conditions after several storms affected the Arizona/California desert region. Quality/shelf-life challenges are developing throughout the industry after the most recent rain event and previous ice events. Lettuce and tender leaf items in particular will be most impacted.

## RSS CILANTRO

Markets are expected to remain relatively steady but industry-wide quality challenges will persist as additional precipitation is in the forecast.

## ONIONS

Yellow onion prices will remain elevated through the month of February and into March. White onion supplies remain scarce; markets are extreme in all regions.



## TOMATOES

- Roma and round tomato volume is increasing in Mexico; prices are falling rapidly.
- Florida crops remain snug due to January's inclement weather.

## STRAWBERRIES

- California growing regions received upwards of five inches of rain the past seven days; supplies are extremely limited.
- Expect strong demand and elevated markets through the month of February.

## LIMES

- Prices are easing due to weak demand.
- Mexican volume remains low; Colombian fruit is shipping into Florida and New Jersey.



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**bell peppers  
green/red**

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

Markets are higher than last week. Expect extremely limited supplies until growers harvest new lots in Sinaloa, Mexico. Florida stocks are tight too. MFC and ESS Green and Red Bell Peppers are available.



**apples**

Prices for most varieties are low; Gala markets have increased slightly due to higher demand over recent weeks. 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, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$



**asparagus**

Mexican markets are weak. Stocks should remain plentiful in Northern Mexico through the winter; all sizes are available. Peruvian volume is low. Quality is very good. MFC Asparagus is available.

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



**avocados**

Prices are holding steady. Large sizes dominate Mexican stocks. The California season will get underway next week, peaking in May/June. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



**blackberries**

Prices are steady; volume is rising. Improved weather is aiding growth in Central Mexico. Quality is good; fruit is plump, juicy, and flavorful.

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



**blueberries**

The market is level. Mexican yields have increased due to better weather. Peruvian and Chilean imports are abundant. Very good quality is being reported in both regions.

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

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broccoli

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

Prices are steady to slightly lower in the Arizona-California desert region. Quality will be challenged following extended cold temperatures and rain; brown bead and mildew pressure will increase throughout the industry. Supplies are ample in Mexico. MFC Broccoli Crowns are available.



cantaloupe

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

The market is unchanged. Volume is sufficient, yet lower than anticipated following excessive fall rain in Central America. 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	///	*****	\$\$\$

Prices are weak; supplies are abundant. Recent rain is likely to result in increased industry-wide quality challenges, including off color, dark spotting, and mildew. ESS Cauliflower is available.



celery

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

The market is stable; stocks are plentiful. Production is in full swing 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Anaheims, Jalapeno, Pasilla, and Serrano prices are level; industry supplies are average. Quality is very good. MFC Chile Peppers are available.



cucumbers

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

Mexican markets are slightly lower; improved weather has increased yields in Sonora. Offshore stocks are adequate; prices are unchanged. Quality is very good. MFC and ESS Cucumbers are on the market.



grapes

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

Elevated prices persist. Peruvian/Chilean green, red, and portioned grapes are on available, but delays are being reported at the Los Angeles port.

# FRESH CROP REPORT



## green leaf

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

Prices are expected to remain steady despite recent rain events. Industry-wide defects are currently minimal and being trimmed at harvest; mildew is affecting some lots. MFC Premium Green Leaf Lettuce is available.



## honeydew

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

The market is unchanged. Volume is sufficient, yet lower than anticipated following excessive fall rain in Central America. Guatemalan fruit is dominated by 5-count jumbo sizes; smaller 8- and 9-counts are tight. Quality is very good; bruising and softness are minor industry problems.



## iceberg

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

Prices are moderate; stocks are plentiful. Quality is good, though light weights are present in many lots. Blistering and peeling are more prevalent compared to prior weeks; bottom rot and elevated pinking have increased following rains. 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, USA	///	*****	\$\$\$
IMPORTS	///	*****	\$\$\$

Persistent rain is keeping harvesting crews out of California groves. Growers cannot harvest fruit when orchards are wet. Expect production delays, low volume, and elevated markets. MFC and ESS Lemons are available.



## limes

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

Prices are easing due to weak demand. Mexican supplies remain tight; Colombian fruit is shipping into Florida and New Jersey. Quality is good. MFC and ESS Limes are available.



## onions

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

Yellow onion markets will remain elevated through the month of February and into March. White onion supplies remain scarce; prices are extreme in all regions. 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	///	*****	\$\$\$

Persistent rain is keeping harvesting crews out of California groves. Growers cannot harvest fruit when orchards are wet. Expect production delays, low volume, and elevated prices. MFC and ESS Navel Oranges are available.



## pears

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

Markets for 110-count and smaller sizes are increasing. The Bartlett season is ending, increasing demand for Anjou supplies.

# FRESH CROP REPORT



## pineapples

Prices are unchanged; stocks are shipping 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	///	*****	\$\$\$



## raspberries

High markets persist; volume is low. Mexican harvesting has been delayed by slow growth. Demand exceeds supply. Quality is good.

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



## red/yellow potatoes

The market is level. 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, USA	///	*****	\$\$\$
MIDWEST, USA	///	*****	\$\$\$



## romaine

Prices are expected to remain steady despite recent rain events. Industry-wide defects are currently minimal and being trimmed at harvest; mildew is affecting some lots. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



## potatoes

Expect weak prices through February; Idaho stocks are ample. Norkotah and Burbank supplies will ship through late July to early August. Quality is excellent in both varieties. No. 1 quality dominates availability; No. 2 potatoes are limited. MFC Burbank and Norkotah Potatoes are available.

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



## salads & blends

The market is stable; iceberg and romaine raw product stocks are ample. Quality is good, although head weights are fluctuating due to persistent 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	///	*****	\$\$\$

# FRESH CROP REPORT



## spring mix

Persistently heavy rain and cold weather have decreased industry volume and raised prices; yellowing leaves and product breakdown are issues. Arugula is the most affected as it's especially sensitive to 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, USA	///	*****	\$\$\$



## squash

Markets are expected to soften; supplies have increased in Sonora and Sinaloa, Mexico. Quality is expected to remain challenging through February. Florida volume remains low; January's poor weather caused some acreage loss. MFC Yellow Squash and Zucchini are available.

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



## strawberries

Expect strong demand and elevated prices through the month of February. California growing regions received upwards of five inches of rain the past seven days, canceling many harvests and tightening stocks. Markon recommends ordering Mexican-grown fruit out of South Texas this week. MFC Strawberries are available. Packer label will be substituted as needed; plastic clamshells will be substituted for the corrugated packs due to rain.

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



## tomatoes

Roma and round tomato volume is increasing in Mexico; markets are falling rapidly. Mexican Roma and round tomato production is ramping up quickly in Culiacan, Sinaloa due to favorable weather. Florida crops remain snug due to January's inclement weather. MFC Tomatoes are available.

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



## tree fruit

Chilean white and yellow nectarine and peach stocks, as well as black and red plum supplies, are adequate. Volume will inch up through February. Quality is very good. The season will run through late March.

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



## watermelon

Markets are starting to inch down. Quality is improving as growers move into Northern Mexico. 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

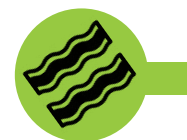
What are your wow dessert ideas for Valentines Day?

A

Pavlovas and meringues have been cited as a big dessert trends for 2024. These elegant, crunchy on the outside-gooney on the inside sweets are easy to pre-make, and impress customers with their gorgeous plate presentation.

I top mine with MFC Strawberries, passion fruit, and shaved chocolate, but really any fruit works such as citrus, dragon fruit, grapes, blueberries, blackberries, and raspberries...pile them high.

Lemon is also a delicious choice for Valentine's Day—top lemon curd tarts with tufts of meringue!





# TIPS FOR SERVING RSS HERITAGE BLEND:



- 1.** Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan.
- 2.** Top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.
- 3.** Upgrade house salads with this colorful, hearty blend.

# 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.

## Winter Barley Salad

This hearty grain salad gets umami from mushrooms, sweetness from Kabocha squash, and bright notes from lemon. Serve warm for cold months or chilled when it starts to heat up.

- 1/4 C olive oil (split)
- 1 C Markon First Crop Mushrooms, chopped
- 2 C wild mushrooms
- 1/4 C Ready-Set-Serve Peeled Garlic, chopped
- 1 T Ready-Set-Serve Lemon Juice
- 1 C Kabocha squash, chopped and roasted
- 3 C pearled barley, cooked
- 1 oz. pumpkin sprouts
- 1 tsp. kosher salt
- 1/4 tsp. black pepper
- 4 oz. Manchego cheese, grated

Heat half of the oil in a large skillet. Sauté white mushrooms until browned; reserve. Heat remaining oil and sauté wild mushrooms and garlic until browned; deglaze with lemon juice. In a large mixing bowl, combine both mushroom mixtures, roasted Kabocha, barley, pumpkin sprouts, salt, pepper, and cheese. Toss to combine and serve warm or cold.

This stunning Shrimp & Scallop Heritage Blend Bisque is packed with flavor and vibrant colors.

