



FRESH CROP REPORT

WEEK OF FEBRUARY 25, 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

CUCUMBERS

Prices are escalating due to extremely limited supplies. Cycles of cool weather are affecting yields in all Mexican growing regions.

LETTUCES & LEAFY GREENS

Iceberg markets are up following reduced yields in the Arizona and California desert regions; green leaf and romaine prices are inching higher as well.

STRAWBERRIES

Rain is forecast in California and Florida, reducing yields and quality. The Mexican season is past its peak. Expect elevated prices.



BROCCOLI

- Expect markets to remain relatively steady at these low levels for another week or two.
- Suppliers are shipping ample stocks from the Arizona-California desert as well as Northern and Central Mexico.

CAULIFLOWER

- Alternating weeks of warm and cool weather along with precipitation lowered yields and reduced harvestable acreage; stocks are tight.
- Prices are expected to rise this week before turning around (within five to seven days) as warm weather helps increase growth.

LIMES

- Markets are rising as industry supplies reach seasonal lows.
- Quality is good; light color, scarring, and decay are minimal.

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apples

Prices are level with the exception of the Gala variety which is up a bit 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, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$



asparagus

Mexican markets are weak; stocks are plentiful. Quality is very good: spears are straight and tips are tightly packed. Peruvian yields are tight; yields are low. MFC Asparagus will ship out of Northern Mexico through the winter.

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



avocados

Prices are unchanged. Large sizes dominate the Mexican crop. New crop harvesting is 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$



bell peppers green/red

Markets are elevated; stocks are tight. Expect higher volume and improved size options as spring crops become available in March. Rain has caused some bruising and scarring concerns in Mexico. Colored bells are extremely limited. The Canadian season will get underway in April. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are steady; supply is meeting demand out of Central Mexico. Quality is good; fruit is plump, juicy, and flavorful.

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



blueberries

The market is level. Mexican production is increasing. Peruvian and Chilean imports are abundant. Quality is very good quality in both regions.

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 these low levels for another week or two. Suppliers are shipping ample stocks from the Arizona-California desert as well as Northern and Central Mexico. MFC Broccoli Crowns are available.



cantaloupe

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

The market is level. Yields are increasing in Guatemala and Honduras. Supply is meeting demand. Sugar levels range from 12 to 15 Brix.



cauliflower

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

Prices are expected to rise this week before turning around (within five to seven days) as warm weather helps increase growth. Alternating weeks of warm and cool weather along with precipitation lowered yields and reduced harvestable acreage; stocks are tight. ESS Cauliflower is available.



celery

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

The market is stable; supplies 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are starting to inch up. Harvesting is wrapping up in South Florida. Jalapeno stocks are sufficient, but volume is low for other varieties. The spring season will start 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, USA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
OFFSHORE/FL	///	*****	\$\$\$

Markets are escalating due to extremely limited supplies. Cycles of cool weather are affecting yields in all Mexican growing regions. Import volume out of Honduras (into Florida) is snug. The Florida domestic season has started in a very limited manner; sufficient volume will be reached in early March, weather permitting. MFC and ESS Cucumbers are on the market.



grapes

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

Prices will remain elevated 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.

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green leaf

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

Prices will climb over the next week. Alternating weeks of warm and cold weather, as well as rain and hail, have reduced supplies. MFC Premium Green Leaf Lettuce is available.



honeydew

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

The market is level. Yields are increasing in Guatemala and Honduras. Supply is meeting demand. Sugar levels range from 12 to 15 Brix.



iceberg

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

Markets are up following reduced yields in the Arizona-California desert region. Expect fluctuating weather and active markets. 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	///	*****	\$\$\$

Supplies of small fruit (165- and 200-count supplies) will continue to tighten through the end of the California season; excess rain has increased size throughout the industry. Prices will rise as demand increases over the next five to seven weeks. MFC and ESS Lemons are available.



limes

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

Markets are rising as industry supplies reach seasonal lows. Quality is good; light color, scarring, and decay are minimal. MFC and ESS Limes are available.



onions

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

Expect elevated prices into March. White onions are extremely scarce. The Mexican season has begun; lower volume is forecast due to water shortages. The Texas season will start the first week of March; demand will be strong due to Mexican onion shortages. MFC Onions are available.



oranges

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

Markets are high; small sizes are extremely tight 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, USA	///	*****	\$\$\$

Prices are 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 unchanged; stocks are shipping 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

The market is up; stocks are limited. Mexican new crop volume is below normal levels; cold weather impeded growth. Demand exceeds supply. Quality is good.

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



red/yellow potatoes

Most markets are stable with the exception of Red B-grade stocks, which are climbing. Supplies are adequate 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, USA	///	*****	\$\$\$
ND, USA	///	*****	\$\$\$
WI, USA	///	*****	\$\$\$



romaine

Prices will climb over the next week. Alternating weeks of warm and cold weather, as well as rain and hail, have reduced supplies. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet specifications.

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



potatoes

Prices are low. Potato size is dominated by 60- through 100-count stocks; larger, 40- through 50-count supplies are limited. Idaho growers will start planting for next year in late March. Quality is excellent for both varieties. MFC Burbank and Norkotah Potatoes are available.

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



salads & blends

Markets are stable despite tightening stocks. 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, USA	///	*****	\$\$\$

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spring mix

Prices are level; volume is returning to normal levels. Quality is improving; yellowing leaves and product breakdown are minor issues. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are fairly stable; volume will gradually increase over the next few weeks as more spring crops start production in South Florida. Quality has improved. Mexican growers will transition to new crop regions in early March. MFC Yellow Squash and Zucchini are available.

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



strawberries

Rain is forecast in California and Florida, reducing yields and quality. The Mexican season is past its peak. **Expect elevated prices.** MFC Strawberries are available out of Mexico.

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



tomatoes

Markets are inching up. Prior cloudy, rainy weather has impacted Florida's round tomato crops, tightening yields. Supplies should increase considerably once spring production starts in March. Lower temperatures have slowed growth in Mexico. Quality is very good. MFC Tomatoes are available.

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



tree fruit

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

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



watermelon

The market is unchanged. 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

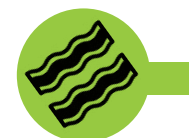
Q What's your favorite kale salad combo?

A

I really love RSS Super Slaw. It contains four superfoods: kale, Brussels sprouts, broccoli, and cabbage. It's nutritious, delicious, and versatile—you can sauté, roast, steam, stir-fry, or serve it raw.



Toss with buttermilk-peppercorn dressing; serve with barbecue ribs or pulled pork sandwiches.



Add cubed RSS Avocado Halves and Chipotle mayonnaise to slaw mixture; use to top fish tacos and add to burritos.

TIPS FOR SERVING BROCCOLI:



- 1.** Use raw and cooked, as a stand-alone side dish and an ingredient in any number of recipes including salads, soups, pizza, pasta, and stir-fries.
- 2.** Perfect as an ingredient in almost any savory dish or serve blanched as a unique crudité.
- 3.** Brush with olive oil and salt/pepper before cooking to add flavor to any side dish or roasted vegetable medley.

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.

Blistered Broccoli and Seared Scallops

The Asian flavors of lemongrass and ginger add contrast to this entrée of seared scallops and blistered broccoli.

2 Tbsp. grape seed oil
2 lbs. large sea scallops
Coarse salt and ground pepper (to taste)
2 1/2 lbs. Ready-Set-Serve Bite-Size Broccoli Florets
1 Tbsp. lemongrass
1 Tbsp. ginger
1 tsp. chili paste
1/4 cup Ready-Set-Serve Lemon Juice
1/4 cup low-sodium soy sauce
2 Tbsp. rice vinegar
2 Tbsp. Sambal sauce (optional)

In a large skillet, heat 1 Tbsp. grape seed oil over medium-high heat. Season scallops with salt and pepper; sear in a very hot pan for approximately two minutes on each side. Remove from pan and allow to rest in a warm place. Pour remaining oil into pan and immediately add broccoli; sear for one minute then incorporate lemongrass, ginger, chili paste, and lemon juice. To deglaze pan, add soy sauce, vinegar, and Sambal sauce; toss to combine. Serve immediately with two or three seared scallops on each plate.



A healthy option to oatmeal and other warm breakfast cereals...chia pudding is piled high with fruits, nuts, and seeds.

