



FRESH CROP REPORT

WEEK OF MARCH 24, 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

SPRING HARVESTING TRANSITION

Although many produce items are available year-round, most are not harvested in the same regions the entire time. West Coast lettuce and leafy green growers make seasonal moves in the fall and spring. Other high-use produce items that transition include broccoli, celery, and strawberries. A small number of growers have started the spring iceberg and leaf lettuce harvesting transition to Huron, California. Supplies will remain available in the Arizona-California desert growing region for another two to four weeks. Other areas such as Oxnard, California will also serve as a short bridge before the Salinas and Santa Maria Valley spring seasons begin. Markon inspectors travel with the seasons, monitoring product daily to ensure quality and food safety standards are met.

GRAPES

The Chilean/Peruvian offshore season will wrap up in late April. Grape shipments will transition to Mexican-grown product in mid-April. Expect pricing to gradually increase as the offshore season winds down.



ASPARAGUS

- Supplies of all sizes are widely available from Northern Mexico until mid- to late April when production moves to Central Mexico.
- The market is stable.

MELONS

- Honeydew supplies are limited; prices are climbing.
- Cantaloupe volume is adequate; markets are steady.

STRAWBERRIES

- Harvesting, in both Florida and Mexico, is finishing up for the season. California new crop berries are now being harvested in Oxnard and Santa Maria.
- Expect markets to remain steady.

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apples

Prices are stable at low levels with the exception markets for the Gala variety which are 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

The market is holding steady. Supplies of all sizes are widely available from Northern Mexico until mid- to late April when production moves to Central Mexico. MFC Asparagus is available.

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



avocados

Prices are level. Large sizes are most prevalent. The California season is underway and will hit its 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 prices are fairly average. Stocks are plentiful in Florida between the remaining winter crops and new spring fields. Quality issues include pitting and scarring, but both will improve as growers move into new crops over the next month. Mexican supplies are tight; Sinaloa production is past its peak. The red bell market is up; volume is low yet expected to rise later this week. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Markets are softening. Yields are sufficient in Central Mexico; production is slowly increasing. Quality is very good.

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



blueberries

Prices are steady. The Chilean and Peruvian seasons have ended. Mexican volume is high. Quality is very good: berries are plump and firm.

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

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broccoli

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

Prices are starting to inch higher as the Arizona-California desert season winds down. Quality has become challenged following erratic weather; brown bead, yellowing, and mildew pressure are issues. Growers will move back to the Salinas Valley soon. Mexican supplies are ample, but strong demand will push up markets. Domestic MFC Broccoli Crowns are sporadic; Markon Best Available® (MBA) will be shipped as needed.



cantaloupe

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

Volume is adequate; markets are steady. Guatemalan fruit is dominated by 12- and 15-count sizes; Honduras is harvesting larger, 9-count stocks. Sugar levels range from 12 to 15 Brix.



cauliflower

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

Growers are wrapping up production in the Arizona-California desert and moving to the Salinas Valley soon. Overlapping harvests, ample yields, and sunny weather forecasts indicate steady prices and plentiful supplies. ESS Cauliflower is available.



celery

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

Expect level pricing. Most industry production is taking place in Oxnard and Santa Maria, California. The Arizona-California desert season is winding down, but Florida production is 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	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are stable. East Coast production will increase in two to three weeks. Mexican supplies are adequate, yet demand is strong due to Lent. Quality is very good. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Markets are easing due to favorable growing conditions in Florida and Mexico. Domestic supplies are now shipping out of Florida; volume is increasing. Scarring and odd shape have been reported in early fields, but those issues should subside once growers move past the initial harvests. Volume is higher out of Sinaloa, Mexico. Sonora production will start in the next few weeks, followed by Baja. MFC and ESS Cucumbers are on the market.



grapes

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

The Chilean/Peruvian offshore season will wrap up in late April. Shipments will transition to Mexican-grown product in mid-April. Expect pricing to gradually increase as the offshore season winds down.

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green leaf

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

Prices range from low to average. The Arizona-California desert season is winding down; growers will move north to the Salinas Valley for spring and summer. Defects are currently minimal and being trimmed at harvest. MFC Premium Green Leaf Lettuce is available.



honeydew

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

The market is climbing; supplies are limited. 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	///	*****	\$\$\$

Prices are elevated but will start easing once the Huron, California season hits its stride. The Arizona-California desert season is ending. Quality is good, though weights are low in many lots. Mildew, growth cracks, and sun scalding are being reported. Growers will move to the Salinas Valley in late March/early April. MFC Premium Iceberg Lettuce is available; Markon Best Available® (MBA) will be shipped as needed.



lemons

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

The market is steady to slightly higher as growers recover from last week's rains. MFC and ESS Lemons are available.



limes

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

Prices are starting to climb due to seasonal highs. Quality is good; fruit is juicy with smooth skins. MFC and ESS Limes are available.



onions

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

The yellow onion market is level, but prices for red and white onions are up. The Northwest season will run through mid-April. Although the Mexican season is underway, volume is 30% to 40% lower than last year due to water shortages. The Texas season has begun but rain has slowed production, keeping supplies limited this week. Demand is strong due to Mexican onion shortages. MFC Red and Yellow Onions are available.



oranges

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

Prices are up as growers recover from last week's rains. Small-size Navels are especially tight. MFC and ESS Navel Oranges are available.



pears

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

The market is weak. 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

Prices are stable; stocks 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

Despite moderate demand, prices are starting to soften. Production has increased over the past week. Quality is good.

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



red/yellow potatoes

The market is unchanged. Supply is meeting demand 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	///	*****	\$\$\$
MIDWEST	///	*****	\$\$\$



romaine

Prices are high. The Arizona-California desert season is winding down; growers will move north to the Salinas Valley for spring and summer. Quality is good: light fringe and internal burn are being found in some lots. 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

The market is level; iceberg and romaine raw product yields are tightening as growers move from the Arizona-California desert to the Salinas Valley over the next few weeks. 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 holding firm although rain and cold weather have decreased industry yields. Quality has suffered: 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	///	*****	\$\$\$



squash

Expect fairly steady markets in Florida. Supplies of both yellow and zucchini squashes are increasing. Quality is average: quality issues include scarring, and scuffing. Mexican growers are shipping out of Sinaloa and Sonora; stocks are ample. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices have stabilized. Harvesting is finishing up for the Florida and Mexican seasons. California new crop berries are being harvested in Oxnard and Santa Maria. MFC Strawberries are available.

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



tomatoes

Supplies are sufficient in South Florida. Production has started in the Estero region and will continue for another six weeks before transitioning up to Ruskin. Growers will continue to harvest in Western Mexico into late May/early June. Overall yields are lower than last year as multiple growers did not plant for this season. Quality is good although fruit size is down slightly. MFC Tomatoes are available.

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



tree fruit

Chilean white and yellow nectarine and peach supplies are meeting demand. Chilean red and black plums are also available. Quality is very good. Expect adequate stocks through late March.

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



watermelon

Prices have leveled out. 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
JONATHON MERRICK
MARKON MEMBER CHEF

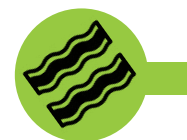
Q Brussels sprouts continue their popularity, especially as appetizers and side dishes. What ingredients do you pair them with for a pop of brightness?

A

Brussels sprouts pair wonderfully with a variety of ingredients. Serve a Brussels sprouts salad with MFC Apples, dried cranberries, and a zesty vinaigrette.



Roasting Brussels sprouts with the zest of MFC Lemons, RSS Peeled Garlic, and pine nuts can also add a pop of flavor.



Incorporating pomegranate seeds or a light citrus glaze can enhance the overall brightness of the dish.

TIPS FOR SERVING ASPARAGUS:



- 1.** Lightly fry asparagus in buttermilk and panko breadcrumbs; serve with spicy wasabi dipping sauce.
- 2.** Wrap spears of asparagus in thinly sliced pancetta; grill until meat is crisp and asparagus is tender.
- 3.** Toss soba noodles with roasted MFC Asparagus and miso dressing; top with pan-seared scallops.

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.

Basil-Garlic Asparagus

Tender spears of grassy asparagus are tossed with earthy, zesty herbs and garlic—great with steaks or fish.

1 Tbsp. olive oil
8 spears of Markon First Crop Asparagus, bottom of stalks trimmed
2 Tbsp. basil pesto sauce
2 Tbsp. Ready-Set-Serve Peeled Garlic, roasted and chopped
Salt and pepper, to taste

Heat oil; add spears, tossing until cooked/tender; mix in pesto, tossing until well coated. Arrange four spears per serving plate. Top each plate with one tablespoon garlic.

Season with salt and pepper; garnish with edible flowers if desired.

Get ready for warmer weather with the delicate, spring flavors of asparagus and chervil that make up this light poached shrimp dish.

