



FRESH CROP REPORT

WEEK OF MARCH 17, 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

BROCCOLI

Quality is declining through the tail end of the Yuma, Arizona and Imperial Valley growing seasons; expect supplies to be depleted by the third week of March. Overall supply is abundant as regions overlap with the Salinas Valley new crop production. Product from Central Mexico is available; quality is good.

CILANTRO

Several low-pressure systems have moved through the Oxnard, California and Yuma, Arizona growing regions this month, bringing low temperatures, gusty winds, and precipitation; cumulative stress over the growth cycle has reduced shelf-life. Expect improved quality in Southern California as rain subsides.

STRAWBERRIES

The Santa Maria/Oxnard, California and Florida growing regions are experiencing ideal growing conditions; berry quality is good. Production is increasing in Central Mexico; warmer temperatures have been reported in Maravatio. Quality is good; bruising has been reported due to warmer weather.



LIMES

- Lime markets are slightly lower following a decrease in demand; MFC and ESS Limes are available.
- Quality is good out of both Mexico and Columbia; markets are comparable.

ICEBERG

- Markets are spiking again as suppliers manage remaining acreage in the Arizona/California desert prior to transition.
- Huron, Oxnard, and Salinas production will begin mid-March to mid-April.

CAULIFLOWER

- ESS Cauliflower is available; expect markets to remain steady to slightly higher through mid-March.
- Production in the Salinas Valley has begun for most suppliers; steady markets and strong supplies are expected.

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apples

Markets are stable; Gala prices remain slightly elevated. Michigan and Washington storage supplies are adequate; 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 remain steady; supplies are abundant out of Mexico. Quality remains good; spears are straight. Yields are ample on all sizes. Peruvian supplies are limited; quality is fair. MFC Asparagus is available from Northern Mexico for the remainder of the winter season.

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



avocados

Markets remain steady. New crop harvesting continues for California growing regions; expect the season to peak in May/June. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Green and red bell supplies are snug; prices are steady to slightly elevated. Green bell quality is good out of Mexico. Florida spring crop production has begun; ideal growing conditions are aiding growth. Expect red bell volume to remain limited until Canadian greenhouses start production. MFC and ESS Red and Green Bell Peppers are available.

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



blackberries

Yields are steady out of Central Mexico; markets are slowly increasing. Quality is very good; some red cell has been reported.

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



blueberries

Prices are beginning to rise; demand is steady. Mexican supplies are stable while Peruvian and Chilean imports are declining as their seasons come to an end. Overall quality is good.

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

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broccoli

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

Markets remain steady; overall supply is abundant as regions overlap with Salinas new crop production. Quality is declining through the end of the desert growing season due to sporadic weather. Central Mexico grown product is available; quality is very good due to dry, temperate weather. MFC Broccoli is only available out of South Texas until late March; Markon Best Available (MBA) is being substituted as needed.



cantaloupe

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

Volume is ample; markets are beginning to rebound after a few weeks of lower demand. Quality and sizing vary by growing region; soft fruit, bruising, and breakdown are occasional issues caused by increased travel time. Expect markets to rise over the next week.



cauliflower

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

Markets are rising slightly; overall supply is abundant. Overlapping growing regions, good yields, and fair-weather forecasts are good indications of continued steady markets and strong supplies. Production in the Salinas Valley has begun for most suppliers. ESS Cauliflower is available.



celery

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

Supplies remain abundant; markets are steady at low levels. Most production is from Oxnard, California; Santa Maria production will continue year-round. The Arizona-California desert region is in full swing; stocks are also available from Florida. The Salinas season will start in early June. Quality remains very good in all regions. MFC Celery is on the market.



chile peppers

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

Prices are rising. The Sinaloa season is off to a slow start while older crops out of the Sonora growing regions have low yields and quality. Plant City begins spring crop harvest in late March/early April; supplies will remain limited until then. MFC Anaheim, Jalapeno, Pasilla, Serrano, and Shishito Chile Peppers are available.



cucumbers

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

Markets are steady. The Honduran import season is coming to an end and spring crop production is starting in South Florida. Quality has been good; expect supplies to increase over the next few weeks. Mexico volume remains snug but is expected to increase this week; quality is good. MFC and ESS Cucumbers are on the market.



grapes

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

Markets are still elevated. Mexican production is expected to start in late May; the Chilean and Peruvian seasons will continue through June. MFC and ESS Green, Red, and Lunch Bunch grapes are available.

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green leaf

Markets are slightly elevated; expect markets to remain this way through transition and until Salinas production is in full swing. The Arizona/California desert season will start to wind down come mid-March; Huron, Oxnard, and Salinas will begin production next week. Defects are being trimmed at harvest. MFC Premium Green Leaf is available; MBA is being substituted as needed.



honeydew

Supplies are tightening due to limited volume out of Mexico; expect markets to rise. Quality and sizing are mixed depending on the growing region and supplier; ground spotting, bruising, and soft fruit are occasional issues. Imported supplies are shipping from Guatemala, Honduras, Costa Rica, and Mexico.



iceberg

After a recent decline, iceberg markets are spiking again as suppliers manage remaining acreage in the Arizona/California desert region prior to transition. Huron, Oxnard, and Salinas production is scheduled to start next week. Overall quality is good; light weights, growth crack, and mildew are present in some lots. MFC Iceberg is on the market.



lemons

Prices are elevated; supplies remain tight. The San Joaquin Valley and Southern California growing regions are currently in production; exported fruit is expected to start in early June. The San Joaquin season is expected to finish in late April. 165- and 200- count sizes are limited; sizing is dominated by 95- through 140-count lemons. MFC and ESS Lemons are on the market.

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

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

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

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



limes

Markets are slightly lower following a decrease in demand. Crossings from Mexico into South Texas are lighter; supplies remain dominated by larger sizes (110- and 150-count). Colombian limes are arriving in New Jersey and Florida; quality and color are good. MFC and ESS Limes are available.



onions

Pricing is steady to slightly higher. The Pacific Northwest season will come to an end in mid- to late April; white onions remain scarce. Colorado supplies have been depleted; Utah's season will come to an end next week. The Canadian season is winding down; supplies are limited with low pack-out due to poor quality. Mexico's overall crop is 30-40% lower than last year; yellow and white onion volume has improved. Red onions will begin shipping out of Texas today; due to a marketing order #2 grade onions will not be available from this region. MFC Onions are available.



oranges

Markets are elevated; small sizes (113- through 138-count) remain extremely limited in California. California Valencia production is expected to begin in mid-April while the South Texas region is expected to end in late March. Mexican Valencias crossing into Nogales, Arizona are expected to run into June. Quality is good. MFC and ESS Navel Oranges are available.



pears

Pricing is steady. D'Anjou and Bosc pears are available. D'Anjou sizing leans towards the larger end while Bosc is towards the smaller. Overall quality is good. MFC D'Anjou Pears will remain available through June.

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

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

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

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



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pineapples

Markets are stable. Stocks are currently shipping from Mexico, Costa Rica, and South America. Quality is excellent; fruit is firm and juicy. RSS Pineapple Chunks are on the market.

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



raspberries

Mexico production is limited; expect higher volume next week. Demand is exceeding supply; prices are elevated. Overall quality is good.

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



red/yellow potatoes

Pricing is stable; quality remains good. Red premium and A-grade stocks are limited. North Dakota red and yellow supplies are expected to wrap up in May. MFC Red and Yellow Potatoes are available.

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



romaine

Prices continue to rise; expect elevated markets through transition and until Salinas production is in full swing. Overall quality is good; light fringe and internal burn have been present due to erratic weather. MFC Premium Romaine Lettuce is available; MBA is being substituted as needed.

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



potatoes

Markets are expected to remain stable for the rest of the season. 40- through 50-count supplies are limited in all growing regions; 90- through 120-count potatoes are readily available. Norkotah stocks are expected to be depleted in the Idaho growing region come late June; Burbanks will be the sole variety for the rest of the season. Washington Norkotah stocks will continue to ship from storage until mid-July while Colorado and Wisconsin stocks will wrap up mid-August. Michigan supplies will be depleted by mid-April. MFC Burbank and Norkotah potatoes are on the market.

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



salads & blends

The market is steady; overall quality remains good. Some low weights continue to be reported. Markon's Quality Assurance team continues to monitor quality and processing for best packs.

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

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spring mix

Pricing remains steady as supplies are readily available. Overall quality is good. RSS Arugula, Spinach, and Spring mix are on the market.

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



squash

Demand is light; markets are slightly lower. Zucchini spring crops are beginning in Florida and Mexico; prices are dropping with this increase in supply. Overall quality is good; some wind scaring has been reported. Yellow squash prices are slightly lower and supply is increasing. MFC and ESS Zucchini and Yellow Squash are available.

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



strawberries

Markets remain steady. The Santa Maria/Oxnard, California and Florida growing regions are experiencing ideal growing conditions; berry quality is good. Production is increasing in Central Mexico; warmer temperatures have been reported in Maravatio. Quality is good; bruising has been reported due to warmer weather. The Mexico and Florida growing seasons will come to an end by late March/early April. MFC Strawberries are available.

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



tomatoes

Prices are lower; demand is light. The Naples and Estero areas are the primary growing regions in Florida currently; the Ruskin Palmetto area is expected to start this week. Expect a slow start but increased volume by the end of the month. Growing conditions have been ideal in the Culiacan, Mexico growing region; supply and quality are improving. MFC Tomatoes are available.

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



tree fruit

Import volume is increasing. Chilean white and yellow nectarines and peaches along with black and red plums are on the market. Expect volume to slow come late March.

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



watermelon

Markets are elevated but this is to be expected for this time of year. Quality is struggling out of Mexico and supplies are limited in Central America. Expect markets to remain this way for the next couple of weeks.

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

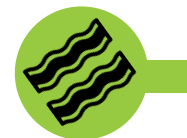
Shelf-life is of utmost concern to foodservice operators as inflation has tightened budgets. Which produce items do you suggest to customers that want to make the most of every ingredient?

A

I recommend versatile produce like RSS Carrots, RSS Onions, and MFC Potatoes. They can serve as a base for various dishes and have a longer shelf-life.



Additionally, consider using hearty greens such as RSS Kale and RSS Collard Greens, which tend to hold up well and can be used in a variety of recipes.



RSS Avocado products outlast whole avocados with none of the mess or labor costs of peeling, pitting, and mashing.



TIPS FOR SERVING RSS AVOCADO PRODUCTS:



- 1.** For smooth texture and fresh flavor, spread RSS Avocado Chunks on wraps, tortillas, and sandwich bread.
- 2.** Line soft, warm corn tortillas with RSS Pico de Gallo Guacamole; top with batter-fried fish, RSS Shredded RedCabbage, diced jicama, chopped MFC Tomatoes, and crema.
- 3.** Cut RSS Avocado Halves in slices, dip each in egg wash, then panko breadcrumbs, and deep fry. Serve with dipping sauces.

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.

Roasted Asparagus with Yellow Bell Peppers

Roasting brings out the inherent grassy flavors of asparagus spears—top them with sweet yellow bell peppers and oniony fresh chives.

16 spears of Markon First Crop Asparagus
2 Markon First Crop Yellow Bell Peppers
1/4 cup olive oil
1 tsp. kosher salt
1/4 tsp. black pepper
2 Tbsp. Markon First Crop Chives, chopped

Toss asparagus and bell peppers with oil; place on a baking sheet and sprinkle with salt and pepper.

Bake at 400° F until all are starting to brown. Dice bell peppers and arrange atop asparagus spears. Top all with chives.



Steel-cut oats and plump raspberries make this a vibrant breakfast, brunch, or lunch dish.