



FRESH CROP REPORT

WEEK OF MARCH 10, 2024 - CANADIAN EDITION

RSS



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

MFC



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

ESS



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

HIGHLIGHTS

ONIONS

Markets have stabilized but are expected to remain elevated through March as we transition to new growing regions. The Texas domestic season is set to start in mid-March while the Pacific Northwest, Colorado, Utah, and Canadian storage supplies are coming to an end.

MIXED BERRIES

The offshore blueberry season is winding down; raspberry supplies are limited. Mexican raspberry production is limited; prices are elevated. Blackberry yields are steady in Central Mexico; quality is very good. Peruvian and Chilean blueberry imports are declining as the season ends; Mexican supplies are ample.

GREEN LEAF, ROMAINE, & ICEBERG

Green leaf and romaine markets are on the rise; iceberg markets are steady/higher. Growth crack, fringe burn, mildew, and sun scalding are more prevalent due to past erratic weather. Huron, Oxnard, and Salinas production is set to begin in late March; all growing areas are forecasting good quality and yields.



POTATOES

- Expect markets to remain relatively steady for the remainder of the season.
- Overall quality is good; MFC Burbank and Norkotah Potatoes are readily available.

CITRUS

- California lemons (165- and 200-count) are limited; smaller (113- and 138-count) Navels remain extremely limited.
- Expect good quality and slightly elevated markets.

CUCUMBERS

- Prices are elevated; warmer weather in Florida and Mexico will help increase volume this month.
- MFC Cucumbers are limited; packer label is being substituted when needed.

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apples

Gala prices remain slightly higher with strong demand; markets are stable for all other varieties. 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, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$



asparagus

Supplies remain abundant in Mexico; prices are low. Peruvian supplies are limited. Quality is good; spears are straight. MFC Asparagus will ship out of Northern Mexico for the remainder of the winter season.

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



avocado

Pricing is stable. New crop harvesting is underway in California; the season will peak in May/June. Larger sized fruit dominates Mexican stocks. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Green bell markets are slightly lower due to favorable growing conditions in Florida and Mexico; expect lower markets and increased volume over the next week as more spring plantings begin. Quality is good; all sizes are available. Red bell supplies remain snug; markets are elevated. Quality is mixed depending on the suppliers; color, greening, and scarring are some main concerns. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Yields are steady in Central Mexico; markets are slowly increasing. Quality is very good; some softness and red cell have been reported.

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



blueberries

Peruvian and Chilean imports are declining as the season comes to an end; Mexican supplies are stable and demand is steady. Expect prices to rise come mid-March. Overall quality is good.

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

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broccoli

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

Pricing is low; supplies remain abundant in the Arizona-California desert and Mexican growing regions. MFC Broccoli Crowns are available.



cantaloupe

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

Markets are steady; imported supplies continue to arrive into domestic ports from Guatemala, Honduras, and Costa Rica. Quality and sizing vary by growing region; soft fruit, bruising, and breakdown are occasional issues caused by increased travel time. Central American melons are currently dominated by regular and jumbo (9-count) sizes; upcoming new crop stocks are projected to be on the smaller side.



cauliflower

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

Prices are projected to continue falling as supplies increase; expect prices to rise again as available acreage dwindles. Quality outlook is improving. Industry-wide quality issues may include dark spotting and mildew pressure as well as some inconsistently sized and off-color heads due to poor weather. ESS Cauliflower availability is sporadic but better than previous weeks.



celery

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

Markets remain level; volume is abundant in Oxnard and Santa Maria, California along with the desert growing regions. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Supply will remain limited until Plant City begins spring crop harvest in late March/early April. Moderate supply is coming out of Mexico; some quality concerns include scarring and rain-related issues. Production will continue in the Sinaloa region for another month before transitioning to Sonora and Central Mexico. MFC Anaheim, Jalapeno, Pasilla, Serrano, and Shishito Chile Peppers are available.



cucumbers

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

Prices are slightly lower. Warm weather in Florida and Mexico will increase volume this month. Mexican supplies are snug due to February's inclement weather; quality is good. The Florida domestic season is underway; production is limited. The import season is expected to finish in a few weeks; the transition will be smooth into the Florida growing region. MFC and ESS Cucumbers are available.



grapes

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

Markets will remain elevated over the next week or two. The Chilean and Peruvian seasons will continue through June. Mexican production is slated to start in late May. MFC and ESS Green, Red, and Lunch Bunch Grapes are available.

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green leaf

Markets are rising; supplies are light due to challenged quality. The presence of growth crack, fringe burn, mildew, and sun scalding has increased due to erratic weather. The desert season will begin to wind down in mid- to late March; Huron, Oxnard, and Salinas are expected to begin come late March. Good quality and yields are expected. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Supplies are adequate; markets are steady. 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; smaller eight- and nine-count sizes are limited.

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



iceberg

Markets are steady to slightly higher. Quality is improving. The Arizona/California desert season will begin to wind down in mid- to late March; Huron, Oxnard, and Salinas production is set to begin in late March/early April. All growing areas are forecasting good quality and yields. MFC Premium Iceberg is available.

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



lemons

Expect a slow yet steady price climb as demand increases over the next six to eight weeks. The San Joaquin Valley and Southern California growing regions are currently in production. 165- and 200-count sizes are limited; sizing is dominated by 95- through 140-count lemons. MFC and ESS Lemons are available.

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



limes

Markets are slightly lower; demand has decreased. Mexico quality is good; occasional oil spotting and scarring have been reported. Colombian markets are like Mexico's, but overall quality is significantly better. Expect pricing to remain steady for the next two weeks but rise towards the end of March. MFC and ESS Limes are on the market.

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



onions

Pricing has stabilized but is expected to remain elevated through March as we transition to new growing regions. Mexico supplies are very limited; product is only shipping in bags. The Texas domestic season is set to start in mid-March; a normal crop is expected but demand will be stronger due to Mexican onion shortages. MFC Onions are available.

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



oranges

Small sizes (113- through 138-count) remain extremely limited in California. Stocks are currently being shipped from California, Arizona, Texas, and Florida. California Valencias are expected to begin in mid-April; South Texas is expected to end in late March. Mexican Valencias are expected to run into June. Expect good quality and elevated markets. MFC and ESS Navel Oranges are available.

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



pears

The Washington Barlett season has finished; D'Anjou and Bosc pears are available. D'Anjou sizing is dominated by larger sized fruit (70- to 90-Count); Bosc is leaning towards the smaller side (110- to 135-count). Overall quality is good. MFC D'Anjou Pears will remain on the market through June.

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



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pineapples

Pricing is stable; supplies are coming from Mexico, Costa Rica, and South America. Fruit is firm and juicy with tangy flavor; overall quality remains excellent. RSS Pineapple Chunks are available.

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



raspberries

Demand currently exceeds supply; prices are elevated. Mexican production is limited; expect higher volume in two weeks. Overall quality is good.

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



red / yellow potatoes

Markets remain steady; Red B-grade supplies are slightly higher. Volume is abundant in Idaho, North Dakota, and Wisconsin. MFC Red and Yellow Potatoes are available in Idaho and North Dakota. Quality remains strong.

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



romaine

Markets are on the rise. Growth crack, mildew, fringe burn, and sun scalding are more prevalent following erratic weather patterns. Insect pressure has also been found in some lots. Supplies are limited due to quality issues. The Arizona/California desert season will begin to wind down in mid- to late March; Huron, Oxnard, and Salinas production is set to begin in late March/early April. All growing areas are forecasting good quality and yields. MFC Premium Romaine Lettuce is available.

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



potatoes

Expect steady markets for the remainder of the season. 40- through 50-count supplies are limited in all growing regions; 90- through 120-count potatoes are readily available. Overall quality is good; air checks, pressures, and shoulder bruising will be seen sporadically in remaining storage supplies (both Norkotahs and Burbanks). 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, USA	///	*****	\$\$\$
ID, USA	///	*****	\$\$\$
WA, USA	///	*****	\$\$\$



salads & blends

Pricing remains fairly steady. Low weights continue to impact the industry due to epidermal blistering and peeling. Overall quality is good. 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

Supplies are abundant; markets remain steady. Overall quality is good. RSS Arugula, Spinach, and Spring Mix are on the market.

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



tomatoes

Prices are lower for rounds while Roma prices remain steady. Florida round tomato volume remains tight as limited suppliers are in production. Volume is expected to increase come mid-March. Vine-ripe and mature green tomato volume is increasing as weather in Western Mexico improves. MFC Tomatoes are on the market.

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



squash

Demand is light; markets are slightly lower. Zucchini volume is slowly increasing as the spring Florida crop comes online. Production will remain steady for the next few weeks; expect adequate volume come mid-March. Yellow squash remains very snug. Quality is a challenge, especially out of the Homestead growing region. Mexico zucchini volume is strong but yellow squash is limited. Expect quality to improve as more new crop production begins in Sonora. MFC and ESS Zucchini and Yellow Squash are available.

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



tree fruit

Import volume will continue to increase over the next week. Chilean white and yellow nectarines and peaches, as well as black and red plums, are available. Expect volume to start to wind down in late March.

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



strawberries

Expect markets to lower as production increases in Santa Maria and Oxnard, California. The Florida and Mexico growing season will wrap up in late March/early April. Quality remains good; issues may include green shoulder, pin rot, and bruising. MFC Strawberries are available out of Santa Maria/Oxnard and Florida.

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



watermelon

Quality remains good; markets are steady. The Arizona-California desert growing region will begin production in May.

REGION	SUPPLIES	QUALITY	PRICE
EAST COAST, USA	///	*****	\$\$\$
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

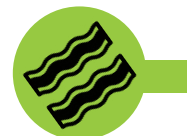
What are some of your favorite St. Patrick's Day recipes that showcase the color green?

A

For St. Patrick's Day, vibrant green recipes are a must. One of my favorites is spinach and artichoke dip with a hint of green onions for color.



Another option is a green goddess salad featuring crisp romaine lettuce, cucumbers, avocado slices, and herby dressing.



A creamy pea and mint soup is also a delightful green option for the occasion.



TIPS FOR SERVING POTATOES:



- 1.** Chop MFC Red Potatoes, MFC Red Bell Peppers, and MFC Yellow Onions; toss with olive oil, Thai chili paste, MFC Oregano, and salt; roast until tender and browned.
- 2.** Toss boiled and chopped MFC Red Potatoes with melted butter and chopped MFC Tarragon; serve with grilled or steamed fish.
- 3.** Chop boiled MFC Red Potatoes; mix in minced shallots, chopped egg, crumbled bacon, and MFC Chervil mayonnaise. Serve chilled.

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.

Soba Noodle Salad with Peas and Bacon

Serve this salad as a shareable appetizer or main course. The tender buckwheat pasta is tossed with sugar snap and English peas, salty bacon, silken tofu, and the "it" condiment, XO sauce.

- 12 oz. soba noodles, boiled
- 1 C English peas, steamed
- 2 C Markon First Crop Sugar Snap Peas, steamed
- 8 oz. thick-cut bacon, cooked
- 12 oz. block of silken tofu, steamed
- 3 T XO sauce
- 1/2 C Ready-Set-Serve Green Onions, chopped
- Microgreens and edible flowers, to garnish

Lightly toss noodles with one teaspoon of XO sauce. Arrange in bowls and top with equal portions English peas, snap peas, bacon, and tofu. Drizzle two teaspoons XO sauce over tofu and garnish with green onions and microgreens.

This twist on the traditional mayonnaise-based potato salad is packed with umami flavors.

