



# FRESH CROP REPORT

WEEK OF APRIL 7, 2024

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.  
Backed by 5-Star.

# HIGHLIGHTS

## SQUASH

Zucchini and yellow squash supplies are abundant. Low prices are expected for the next two weeks.

## GREEN ONIONS

Strong demand, diminished labor capacity during Holy Week, and reduced border crossings between the U.S. and Mexico have all pushed markets higher. Expect prices to return to normal levels over the next week or so.

## POTATOES

Expect relatively steady markets through the next few months. Idaho MFC Norkotah Potatoes are expected to be depleted by late June; MFC Burbank Potatoes will be the sole variety for the remainder of the season.



## LIMES

- Expect markets to slowly inch down over the next two to three weeks.
- Increased import volume (out of South America) has weakened Mexican prices.

## LEMONS

- California lemons continue to tighten, especially small fruit (165- and 200-count sizes).
- Expect elevated pricing.

## PEARS

- Overall Washington supplies are tighter-than-normal this season.
- Markets are climbing, especially for small sizes.



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## apples

Prices are level. Gala supplies are tightening. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market.

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



## asparagus

The market is inching up; stock will continue to tighten as the Mexican season winds down. Quality is average. MFC Asparagus is available.

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



## avocados

Prices are high but should stabilize over the next week. Mexico stocks are limited due to curtailed harvests throughout Holy Week but will increase as production returns to normal. The California season is underway; volume will rise through the month. 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 markets are steady. Mexican stocks are limited as Sinaloa fields are past their peak; the harvesting transition to Sonora is underway. Florida supplies are sufficient. Mexican red bell volume is increasing; prices will inch down. MFC and ESS Green and Red Bell Peppers are available.

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



## blackberries

The market is average. Yields are increasing in Central Mexico. Quality is very good; fruit is plump and juicy.

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



## blueberries

Prices are stable. Peak volume will be reached in Florida by mid- to late April. Production will begin in Georgia and North Carolina over the next few weeks. Mexican berries are abundant. California's Central Valley season will run from mid-May through mid- to late June.

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

# FRESH CROP REPORT



**broccoli**

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

Prices are elevated. The Arizona-California desert season has ended. The Salinas crop is getting a slow start. Mexican supplies are plentiful, but strong demand is keeping markets high. Domestic MFC Broccoli Crowns are sporadic; Markon Best Available® (MBA) will be shipped as needed.



**cantaloupe**

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

The market is unchanged. Imported melons are shipping from Guatemala, Costa Rica, and Honduras. Crops are dominated by 9-count melons; smaller 12- and 15-count sizes are tight. Quality is good; soft fruit and bruising are issues in some lots due to increased travel times.



**cauliflower**

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

Prices are up slightly. The Arizona-California desert growing season has ended. Supply is meeting demand despite the harvesting transition; the Salinas Valley season has begun. ESS Cauliflower is available.



**celery**

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

The market is elevated. Supplies are snug; the Arizona-California season has ended. Harvesting continues in Oxnard and Santa Maria, California and Florida. Quality is very good in all regions; disease pressure is an occasional concern. MFC Celery is available.



**chile peppers**

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

Prices are stable. East Coast stocks are increasing. Mexican supply is meeting demand despite strong demand. Quality is very good. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



**cucumbers**

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

The market is starting to inch down. Ideal weather is aiding growth in South Florida. Mexico's Baja season will get underway in mid-April, weather permitting. MFC and ESS Cucumbers are available.



**grapes**

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

Chilean and Peruvian green and red grapes will ship through late April. The industry will begin transitioning to Mexican-grown product next week. Prices will remain high until new crop Mexican volume increases.

# FRESH CROP REPORT



## green leaf

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

Prices are weak. The Arizona-California desert season has ended. Growers are harvesting in Huron, California but will transition to California's Salinas Valley soon. 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 starting to stabilize. Volume is inching up; growers are now harvesting new crops in Northern Mexico. Quality is improving.



## iceberg

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

Prices are easing. Growers are harvesting in Huron and Oxnard, California but will move to California's Salinas Valley soon. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



## lemons

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

Expect elevated markets and tight supplies. The San Joaquin Valley and Southern California growing regions are currently in production; small sizes are extremely limited. The offshore season is expected to start in early June. MFC and ESS Lemons are available.



## limes

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

Expect prices to slowly inch down over the next two to three weeks. Increased import volume (out of South America) has weakened Mexican markets. New crop supplies are dominated by 230- and 250-count sizes; 110- through 175-count sizes will be limited for the next three to four weeks. MFC and ESS Limes are available.



## onions

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

Pacific Northwest yellow onion markets are steady; red onion prices are elevated. The storage season will end in mid- to late April. Fresh-run supplies from Mexico and Texas are available. The higher water content and lower acids in new crop onions tend to shorten shelf-life. MFC Red and Yellow Onions are available.



## oranges

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

Prices are high. California Navel stocks are tight; 113- and 138-count sizes will remain extremely limited through the end of the season. Growers have begun shipping limited quantities of California Valencia oranges; volume will increase in mid-April. Mexican Valencia supplies will be shipped into June. MFC and ESS Navel Oranges are available.



## pears

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

The market is climbing. Washington supplies are tighter-than-normal this season. D'Anjou and Bosc shortages are pushing up prices. Size profile is large (70- through 90-count fruit); 110-count and smaller sizes are snug. MFC Pears are available.

# FRESH CROP REPORT



## pineapples

Prices are steady; 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

Markets have stabilized. Volume will continue to climb in Mexico throughout the month. Quality is good.

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



## red/yellow potatoes

The market is firming up. The Washington season will wrap up in mid-April. Wisconsin production has ended. North Dakota storage stocks will be depleted in May. Idaho growers will ship through July. Harvesting is off to a slow start in Florida; supplies should increase in mid-April. The California season will start in May. Arizona and Texas production will get underway in early July. MFC Red and Yellow Potatoes are available. Quality is very good.

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



## romaine

Prices are easing. The Arizona-California desert season has ended. Growers are harvesting in Huron and Oxnard, California but will move to California's Salinas Valley soon. Any defects are currently minimal and being trimmed in the fields. MFC Premium Romaine Lettuce is available; MBA will be substituted when weights don't meet Markon specifications.

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



## potatoes

Expect relatively steady prices through the next few months. Idaho MFC Norkotah Potatoes are expected to be depleted by late June; MFC Burbanks will be the sole variety for the remainder of the season. Large sizes (40- through 50-count stocks) continue to tighten; smaller sizes (60- through 100-count supplies) are abundant.

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



## salads & blends

The market is level; iceberg and romaine raw product yields are adequate. The Arizona-California desert season has ended; growers have moved to the Salinas Valley. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

# FRESH CROP REPORT



## spring mix

Prices are stable. The Arizona-California desert season has ended; growers will harvest in the Salinas Valley through spring and summer. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



## squash

Low markets are expected for the next two weeks. Mexican volume is high; production is overlapping as growers transition from Sinaloa to Sonora. Stocks are ample in Florida. MFC Yellow Squash and Zucchini are available.

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



## strawberries

Prices are up. Last week's rainy weather curtailed harvesting in Oxnard and Santa Maria, California. More rain is forecast later this week, further tightening stocks. Quality is average: bruising is a concern in some lots. MFC Strawberries are available.

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



## tomatoes

The Florida market remains high, but will ease once the harvesting transition to the Ruskin/Palmetto region occurs. Growers will move grape/cherry tomato production this week; rounds and Romas will ship from the new crop region next week. Reduced labor during Holy Week tightened Mexican supplies, but volume is returning to normal. Quality is very good. MFC Tomatoes are available.

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



## tree fruit

Chilean white and yellow nectarines, peaches, as well as red and black plums are tightening as the offshore season wraps up. Expect prices to climb until the California season begins in late May. Quality is very good.

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



## watermelon

Prices are high, but starting to inch down now that growers have started new crop production in Northern Mexico. The domestic season will begin soon, further increasing overall volume and easing markets.

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  
CODY MIDDLETON  
MARKON MEMBER CHEF

# Q

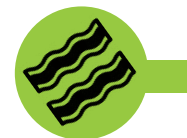
What are some of your favorite recipes to put on brunch menus?

# A

Two ingredients I love to use on brunch menus are grilled artichokes and asparagus.



Springtime artichokes are sure to please with their sweet, tender, and meaty characteristics.



Charred asparagus with Parmesan and lemon make a bright, balanced dish.



# TIPS FOR SERVING RSS WILD ARUGULA:



- 1.** Use this versatile leafy green as an herb to give appetizers and soups complexity; great on crostini, in dumplings, quiches, and spring rolls.
- 2.** Pair the zesty flavor of RSS Wild Arugula with sweeter lettuces like green leaf and romaine or fruits such as apples, pears, and figs. It also pairs quite well with salty hams, toasted nuts, and roasted vegetables such as beets, carrots, and winter squashes.
- 3.** RSS Wild Arugula is no stranger to entrées—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.

# EARTH DAY SPOTLIGHT:

SEE HOW MARKON CELEBRATES EARTH  
DAY ALL YEAR LONG IN THE BELOW  
SUSTAINABILITY REEL!



To learn more, please contact your sales representative.

## 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.

## Lime-Avocado-Shrimp Ceviche

Bright citrusy flavors "cook" this tender shrimp group appetizer. Mint and cilantro complete the clean flavors of this updated Mexican classic starter.

- 1 lb. raw shrimp, peeled and cleaned
- 1 C Ready-Set-Serve Lime Juice, split
- 2 tsp. kosher salt, split
- 4 tomatillos, charred and chopped
- 1/4 C lime sorbet
- 1/4 C Markon First Crop Cilantro
- 1/4 C Markon First Crop Mint
- 1 jalapeno chile pepper, seeds removed
- 2 Ready-Set-Serve Avocado Halves, sliced
- 1/2 C Markon First Crop Red Onions, sliced
- Edible petals and micro greens, to garnish

Marinate shrimp in half of the lime juice and half of the salt; refrigerate until chilled. In a food processor, combine remaining salt, tomatillos, sorbet, cilantro, mint, and jalapeno. Blend until semi-smooth. Pour mixture into marinating shrimp and continue to chill for 30 minutes. Serve family-style, topped with avocado and onion slices. Garnish with edible petals and micro greens.

Spring vegetables and luxurious cheese add verdant, fresh flavor to this beloved egg dish.

