



FRESH CROP REPORT

WEEK OF APRIL 14, 2024



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

GRAPES

The Chilean-Peruvian offshore season will wrap up in three weeks. Grapes will transition to Mexican-grown product in mid- to late May. Expect pricing to increase as the offshore season continues to wind down.

PINEAPPLES

Costa Rican and Mexican pineapple supplies are extremely scarce. Volume will remain limited through the Mother's Day holiday, especially larger sizes (five- through seven-count).

BRUSSELS SPROUTS

Prices are forecast to rise gradually through July as demand strengthens and harvesting begins to transition north.

ZUCCHINI & YELLOW SQUASH

- Prices remain weak.
- Stocks are abundant in Mexico and Florida.

RASPBERRIES

- Mexican production is limited; expect volume to decrease.
- Demand exceeds supply; markets are elevated.

STRAWBERRIES

- Prices are up.
- Last week's rain and cooler weather increased issues like white shoulders and bruising, reducing California volume.

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apples

The market is level. Gala stocks have started to decline for the season. 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 are slightly elevated but stable amid weak demand; fewer fields are available in Caborca, Mexico. Small size dominates availability; jumbo and extra-large stocks are tight. MFC Asparagus is available.

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



avocados

The market is steady. Production has returned to normal in Mexico after Holy Week reduced labor availability. California supplies will increase 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

Prices are level. Yields are sufficient out of South Florida; large sizes dominate these fields. The Plant City harvest will start in 10 days. Mexican supplies are average. Quality is good: shriveling and pitting are sporadic issues. The California desert season is expected to start April 22. Canadian greenhouse red pepper volume is rising. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are rising. Yields are fairly steady in Central Mexico; demand exceeds supply. Quality is very good; some red cell has been reported.

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



blueberries

Markets are rising. Mexican supplies are adequate. Quality is average; slight dehydration is being reported due to warmer weather.

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

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broccoli

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

Prices are falling; yields are increasing in California's Salinas Valley. The Arizona-California desert season has ended. Quality is excellent. MFC Broccoli is available.



cantaloupe

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

Prices are stable. Imported melons are shipping from Guatemala, Costa Rica, and Honduras. Stocks are dominated by 9-count melons; smaller 12- and 15-count sizes are scarce. Quality is good; soft fruit and bruising are issues in some fields due to increased travel times. New crop, domestic MFC Cantaloupe Melon harvests will begin in the Arizona-California desert region in mid-May.



cauliflower

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

Markets are expected to remain steady for several weeks. Salinas Valley supplies are ample; some growers continue to harvest in the Arizona-California desert region, increasing overall volume. Quality is very good. ESS Cauliflower is available.



celery

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

Prices have stabilized. The majority of industry production is in Oxnard, California; Santa Maria harvests will continue year-round. Florida production will end in late April. The Salinas Valley season will start in early to mid-June. Quality is very good in all regions; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Habanero, Jalapeno, and Pasilla markets are slightly higher. Red Fresno prices are down a bit. Harvests were skipped in Chihuahua, Mexico due to cooler weather and low yields that typically would have softened markets at this time of year. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Production should continue at a steady pace through April in South Florida. Domestic growers will transition to Georgia in mid-May. Mexican growers are harvesting in multiple areas. Baja will become the dominant region by late May/early June. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The Chilean-Peruvian offshore season will wrap up in three weeks. Grapes will transition to Mexican-grown product in mid- to late May. Expect pricing to increase as the offshore season continues to wind down.

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green leaf

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

The market is low. The Salinas Valley season is off to a great start; supplies are abundant. Defects are currently minimal and being trimmed at harvest. Quality is very good. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are fairly level. Mexican supplies remain limited but are expected to increase later this week. Quality is very good. New crop, domestic MFC Honeydew Melon harvests will begin in the Arizona-California desert region in mid-May.



iceberg

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

Markets are lower as the Salinas season ramps up; stocks are also available in Huron and Oxnard. Quality is very good, although low weights are present in many lots. Mildew, growth cracks, and sun scalding are minor issues. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



lemons

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

Prices are high. San Joaquin Valley and Southern California volume is low; small sizes are scarce. The offshore season will begin in early June. MFC and ESS Lemons are available.



limes

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

Markets are trending downward and will remain low through spring. Supplies are dominated by small sizes (175- to 250-count fruit). Quality is very good. MFC and ESS Limes are available.



onions

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

Pacific Northwest yellow and white onion prices are unchanged; red onion markets are high. The storage season will end over the next 10 to 14 days. 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, but quality is great. The California desert season will start the week of April 22. MFC Red and Yellow Onions are available.



oranges

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

Elevated markets persist. California Navel supplies are tightening up; 113- and 138-count sizes will remain extremely scarce through the end of the season. Growers are also shipping California Valencia oranges; volume is rising. Mexican Valencia supplies will be shipped into June. MFC and ESS Navel Oranges are available.



pears

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

Prices are up. Washington volume is lower-than-normal this season. D'Anjou and Bosc shortages are increasing markets. Crop size is dominated by 70- through 90-count fruit; 110-count and smaller sizes are tight. MFC Pears are available.

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pineapples

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

Markets are elevated. Costa Rican and Mexican supplies are extremely scarce. Volume will remain limited through the Mother's Day holiday, especially larger sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Prices are high. The Washington season will end in late April. North Dakota storage stocks will be depleted by mid-May. Idaho growers will ship through July. Harvesting is underway in Florida; volume is climbing. The California season will start in early May. Arizona and Texas production will begin in early July. MFC Red and Yellow Potatoes are available. Quality is very good.



potatoes

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

Comparable markets are predicted for 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) are diminishing; smaller sizes (60- through 100-count supplies) are ample.



raspberries

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

Demand exceeds supply; prices are elevated. Mexican production is limited; expect volume to decrease. Quality is average; warmer weather is impacting fruit quality and size.



romaine

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

Prices are low. The Salinas Valley season is off to a great start; stocks are plentiful. Defects are currently minimal and being trimmed at harvest. Quality is very good. MFC Premium Romaine Lettuce is available.



salads & blends

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

The market is weak; iceberg and romaine raw product yields are abundant. The Salinas Valley season is underway. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

The market is level. The Salinas Valley season is underway and will run through fall. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices remain weak. Stocks are abundant in Mexico and Florida. Quality is very good. Production will begin in Georgia in two weeks. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is elevated. Last week's rain and cooler weather increased issues like white shoulders and bruising, reducing California volume. MFC Strawberries are available.

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



tomatoes

Round tomato prices are up in Florida; past rain has reduced yields. Volume is down significantly compared to last year at this time. Stocks should increase once the Ruskin and Palmetto regions get underway in a couple of weeks. Growers will harvest in Western Mexico into late May/early June. Expect smaller sizes as these crops age. The Baja season will begin in mid-to late May, easing markets. 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 diminishing; the offshore season is winding down. Markets will rise until the California season starts in late May. Quality is very good.

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



watermelon

Markets remain elevated in both growing regions. Supplies are tightening due to inconsistent ripeness. Volume should increase over the next several weeks as weather warms. Quality is average.

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

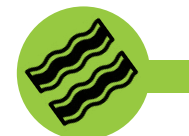
Although available year-round, berries are a symbol of spring. What are some original ways you use them on your menus?

A

Berries are one of my favorite items for all menu day parts. Using berries to complement savory dishes is a great surprise for diners. Blackberries and candied jalapeno make delicious toppers for deviled eggs.

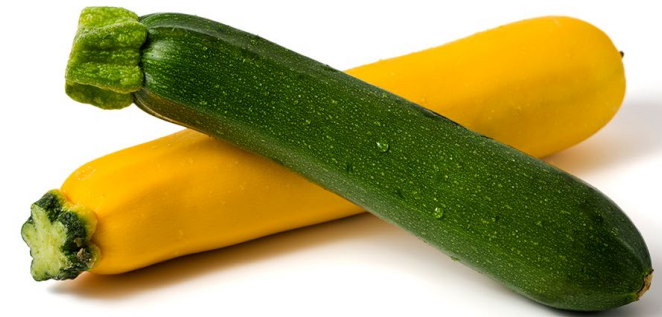


Try a smear of raspberry jam on English muffins paired with red chile hollandaise eggs benedict.



Top sweet corn soufflés with mixed berry compote for a versatile dish that works as a dessert, breakfast entrée, or brunch set.

TIPS FOR SERVING SQUASH:



- 1.** Skewer chopped MFC Zucchini Squash, MFC Cherry Tomatoes, and lamb; grill and serve with herbed rice.
- 2.** Add black beans, RSS Green Onions, and julienned MFC Yellow Squash to breakfast chilaquiles.
- 3.** Top focaccia dough with thin slices of MFC Zucchini, RSS Sliced Red Onions, and sun-dried tomatoes; brush with olive oil; bake and serve with soup or pasta.



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

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.



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.

Cauliflower Steaks

On-trend and healthy, cauliflower steaks have a smoky, nutty flavor. Top them with umami-rich mushrooms, crispy fried shallots, and the bitter notes of radicchio.

3 Tbsp. canola oil
1 head Markon Essentials Cauliflower
3/4 cup radicchio, chopped
6 oz. Markon First Crop Mushrooms, sliced
1 Ready-Set-Serve Shallot, sliced into rings
Salt and pepper, to taste
Markon First Crop Thyme, to garnish

Slice cauliflower lengthwise to get a thin slab, a.k.a. steak. Heat 1 Tbsp. oil in large skillet; add cauliflower and season with salt and pepper. When seared on both sides, remove from pan. Heat remaining 2 Tbsp. oil in skillet. Add mushrooms and saute until browned; season with salt and pepper. Add shallot rings to remaining oil in pan and cook until golden brown. Arrange plate with cauliflower steak at bottom, topped with sauteed mushrooms, chopped radicchio, shallot rings, and fresh thyme garnish. Serve immediately.



Crispy on the outside, tender on the inside, these red potatoes are tossed with bright lemon and umami-rich nutritional yeast!

