



FRESH CROP REPORT

WEEK OF APRIL 28, 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

ORANGES

The California Navel season will wrap up in late June. California Valencia production has started in a limited manner. Small sizes (113- and 138-count oranges) are expected to remain extremely tight for both varieties.

LETTUCES

Markets continue to rise. Green leaf and romaine prices are starting the week much higher; iceberg is slightly above last week's levels. Expect tight supplies and volatile markets for the rest of April.

MIXED BERRIES

Central Mexico is currently the main growing region in North America. Hot weather has affected growers' ability to harvest and diminished quality. Transportation is challenged due to delayed border crossing. Despite various challenges, the market should hold fairly steady.



ONIONS

- The Pacific Northwest storage onion season is ending this week.
- Fresh-run supplies are shipping from the California desert region. Fresh-run onions are also available in South Texas.

BROCCOLI

- Prices are easing; supplies are abundant.
- California-grown quality is improving; occurrences of pin rot/ brown bead, bracketed structure, hollow core, and mildew pressure are decreasing.

CHILE PEPPERS

- Chile pepper markets are active, especially prices for the Jalapeno and Serrano varieties.
- Mexican supplies are extremely limited.

FRESH CROP REPORT

WEEK OF APRIL 28, 2024



apples

The market is level. Gala storage stocks are tightening; all other varieties are sufficient. 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 up a bit; supplies are scarce 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 unchanged. California and Mexican yields are adequate. 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 starting to inch down as Florida growers are now harvesting out of Plant City. The Mexican season is winding down. Quality is good; shriveling and pitting are minor issues. The California desert season is underway; expect higher volume in May. Canadian greenhouse red pepper supplies are ample. MFC and ESS Green and Red Bell Peppers are on the market.

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



blackberries

Expect markets to remain steady. Yields are steady in Central Mexico; supplies are meeting demand. Quality is very good; some over ripeness has been reported.

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



blueberries

Prices are expected to inch down slightly. Mexican supplies are ample; demand is steady. Quality is good; slight dehydration is being reported due to high temperatures.

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

FRESH CROP REPORT



broccoli

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

Prices are easing; supplies are abundant. California-grown quality is improving; occurrences of pin rot/brown bead, bracketed structure, hollow core, and mildew pressure are decreasing. MFC Broccoli is available.



cantaloupe

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

Markets are stable. Warmer weather is aiding growth; large sizes dominate this crop. Quality ranges from fair to good; softness, bruising, and inconsistent ripeness are occasional issues. New crop, domestic MFC Cantaloupe Melon harvests will begin in the Arizona-California desert region in the week of May 6.



cauliflower

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

The market is climbing. Yields are down amid cooler weather, overcast skies, and drizzling precipitation. Quality issues are also on the rise, further reducing yields at the field level. Prices should peak early next week before easing with warmer, drier weather on the way. ESS Cauliflower is available.



celery

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

Prices are rising due to strong demand and limited supplies. The Florida season will end in early May; stocks are tightening. Production will continue in Oxnard and Santa Maria, California. The Salinas Valley season isn't set to start until early to mid-June. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Markets remain extremely high. Mexican supplies are extremely limited. Baja production is expected to start in early May, easing prices. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Prices are stable. Domestic production is focused in South Florida, but will transition to Georgia in mid-May. Mexican growers are harvesting in multiple regions; 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 market is elevated. Chilean-Peruvian imports will start to wind down this week. Growers will transition to Mexican-grown product in mid- to late May.

FRESH CROP REPORT



green leaf

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

Markets are starting the week much higher than last week's levels. Expect tight supplies and volatile prices for the rest of April. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are inching down; Mexican production is increasing. Expect steady volume out of Central America for at least the next two weeks. New crop, domestic MFC Honeydew Melon harvests will begin in the Arizona-California desert region the week of May 13.



iceberg

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

Markets are slightly above last week's levels. Expect low volume and active prices for the rest of April. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



lemons

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

High prices persist. San Joaquin Valley and Southern California yields are low; small sizes are especially tight. The offshore season will start in early June. MFC and ESS Lemons are available.



limes

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

Expect higher markets for large sizes and low prices for smaller fruit over the next two to three weeks. This year's increased exports are preventing Mexican markets from reaching seasonal highs. Quality is very good. MFC and ESS Limes are available.



onions

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

Yellow and white onion prices are level; red onion markets are rising. The Pacific Northwest storage onion season is ending this week. Fresh-run supplies are shipping from the California desert region. Fresh-run onions are also available in South Texas. MFC Red and Yellow Onions are available.



oranges

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

The market is high. The California Navel season will wrap up in late June. California Valencia production has started in a limited manner. Small sizes (113- and 138-count oranges) are expected to remain extremely tight for both varieties. MFC and ESS Navel Oranges are available.



pears

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

Prices are elevated. Washington yields are lower-than-normal this season. Size is dominated by 70- through 90-count fruit; 110-count and smaller sizes are limited. MFC Pears are available.

FRESH CROP REPORT



pineapples

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

The market is high. Costa Rican and Mexican stocks are tight. Expect low yields 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	///	*****	\$\$\$

High prices persist. North Dakota storage stocks will be depleted by mid-May. Idaho growers will ship through July. Supplies are ramping up in Florida. 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	///	*****	\$\$\$

The market is low. Idaho MFC Norkotah Potatoes will be depleted by late June; MFC Burbanks will be the sole variety for the rest of the season. Large sizes (40- through 50-count stocks) are limited; smaller sizes (60- through 100-count supplies) are more abundant.



raspberries

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

Prices should remain steady. Mexican supplies are sufficient and expected to increase; production is starting in the Baja region. Quality is good.



romaine

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

Markets are starting the week much higher than last week's levels. Expect tight supplies and volatile prices for the rest of April. MFC Premium Romaine Lettuce is available.



salads & blends

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

Prices are up due to much tighter iceberg and romaine raw product supplies. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

FRESH CROP REPORT



spring mix

The market is level; Salinas Valley supplies are sufficient. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Florida round tomato production is down as growers work through the transition between the South Florida and Ruskin/Palmetto areas. Mexican supplies are also snug; the Sinaloa season will end by early June. Baja production will begin in mid-May. The Roma variety is a bit more plentiful in both regions. MFC Tomatoes are available.

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



squash

Prices are weak. Stocks are abundant in Plant City, Florida; production will start in Georgia this week; volume levels will be reached in mid-May. Supplies are increasing in the Sonora region of Mexico. Quality is very good. MFC Yellow Squash and Zucchini are available.

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



tree fruit

The Chilean nectarine, peach, and plum seasons are winding down. Prices will remain elevated until the California season begins in late May. Quality is very good.

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



strawberries

The market is starting to inch down a bit despite strong demand for the Mother's Day holiday. Current sunny weather is aiding growth, increasing yields, and deepening color. MFC Strawberries are available.

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



watermelon

The market has eased; new crop supplies are ample in Northern Mexico. Quality is very good.

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

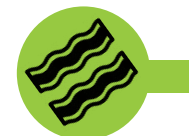
Which dishes do you like to feature for Cinco de Mayo LTOs?

A

RSS Avocado products bring flavor and fun to Cinco de Mayo menus. I like to serve black bean tostadas with sliced RSS Avocado Halves and blistered MFC Jalapeno Peppers.



Fill roasted MFC Poblano Peppers with artichoke hearts for a tasty relleno.



Mix up fast and easy guacamole with RSS Avocado Chunks, RSS Lime Juice, and diced pico de gallo.

TIPS FOR SERVING RSS KALE COLOR CRUNCH:



- 1.** Serve with burgers, barbecued chicken, or on top of pulled pork sandwiches.
- 2.** Saute for a side dish or stir-fry with other vegetables like garlic, ginger, mushrooms, and onions; delicious when stewed in soups and chowders.
- 3.** Mix shredded rotisserie chicken, mayonnaise, spicy mustard, and diced onions; serve chicken salad on toasted bread.



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.

RSS Kale Color Crunch and Shrimp Tostadas

The crunch and subtle sweetness of Ready-Set-Serve Kale Color Crunch is the perfect base for these spicy shrimp and creamy guacamole.

- 4 tostada rounds
- 16 large shrimp, peeled and cleaned
- 1 tsp. cumin, ground
- 1 tsp. cayenne
- 1 tsp. salt
- 1/2 cup Ready-Set-Serve Washed & Trimmed Cilantro, split in two portions
- 1/4 cup Canola oil
- 1 cup Ready-Set-Serve Kale Color Crunch
- 4 Tbsp. Ready-Set-Serve Pico de Gallo Guacamole

Arrange tostada rounds on serving plates. Hand mix Ready-Set-Serve Kale Color Crunch with house-made lime vinaigrette; set aside. Toss shrimp with cumin, cayenne, salt, and 1/4 cup of cilantro. Heat oil in large skillet then add shrimp. Cook until just done (make sure not to overcook). Top tostada rounds with heaping portion of RSS Kale Color Crunch, then four shrimp, and finally one tablespoon of guacamole. Sprinkle remaining cilantro over tostadas. Serve immediately.



Skip the bread and use everyone's favorite ingredient, the avocado, as a platform for this protein-rich filling.

