



FRESH CROP REPORT

WEEK OF MAY 5, 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

POTATOES

MFC Norkotah storage stocks are expected to be depleted by late June. MFC Burbanks will be the sole variety through the end of the season in August.

ONIONS

The Pacific Northwest storage crop season has ended. Moving forward, fresh-run supplies will be shipped out of the California desert region. Fresh-run onions are also available out of Mexico and South Texas.

RED & YELLOW POTATOES

Red and yellow potato supplies are tightening; the market is rising. Most Northwest new crop seasons will begin in late summer.



STRAWBERRIES

- Supplies are abundant due to favorable weather conditions.
- The market should remain low for the next week.

CITRUS

- Small California lemons (165- and 200-count sizes) continue to tighten; the crop is dominated by large sizes (95- through 140-count fruit).
- The California Navel orange season is projected to wrap up in late June. California Valencia orange production has started in a limited manner.

LIMES

- Expect higher markets for the next 7-10 days.
- Last week's sporadic rains limited harvests in Veracruz, Mexico.

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WEEK OF MAY 5, 2024



apples

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

Prices are fairly steady. Gala storage supplies are becoming limited; all other varieties are meeting demand. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

The market is up; stocks continue to tighten in Caborca, Mexico. Small size dominates availability; jumbo and extra-large supplies are limited. MFC Asparagus is available.



avocados

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

Prices are stable. California and Mexican volume is average. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Markets have eased; Florida production has increased in Plant City. The Mexican season is winding down. New crop quality is very good. The California desert season is underway; supplies will increase through May. Canadian greenhouse red pepper stocks are abundant. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Level prices persist. Volume is average in Central Mexico due to ideal weather. Quality is very good; over ripeness is an occasional issue.



blueberries

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

The market is low. Mexican volume is climbing; demand is steady. Quality is very good; slight dehydration is being reported due to hot weather.

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broccoli

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

The market is weak; stocks are plentiful. Quality is very good; occurrences of pin rot/brown bead, bracketed structure, hollow core, and mildew pressure are minimal. MFC Broccoli is available.



cantaloupe

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

Prices are unchanged. High temperatures are increasing growth; large sizes dominate this crop. Quality ranges from fair to good; softness, bruising, and inconsistent ripeness are minor problems. New crop, domestic MFC Cantaloupe Melon harvests will start shipping out of the Arizona-California desert region next week.



cauliflower

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

High prices persist due to tight supplies in the Salinas Valley but should start inching down later this week as weather warms. Quality issues are further reducing yields at the field level. ESS Cauliflower is available.



celery

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

The market is rising; demand is strong and stocks are tightening. The Florida season will end this week. Production will continue in Oxnard and Santa Maria, California. The Salinas Valley season will get underway in early to mid-June, keeping industry volume low until that time. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are elevated. Mexican stocks are extremely scarce, but growers are set to begin Baja production over the next week or two; expect markets to ease later in the month. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

The market is level. Domestic production is centered in South Florida but will transition to Georgia in approximately two weeks. 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	///	*****	\$\$\$

Prices remain high. The Chilean-Peruvian import season is ending. Growers will transition to Mexican-grown product over the next few weeks, easing markets.

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green leaf

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

Prices remain elevated; Salinas Valley supplies are limited. Quality problems are being trimmed in the fields, but head weights are falling due to trimmed leaves. MFC Premium Green Leaf Lettuce is available.



honeydew

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

The market is stable; Mexican supply is meeting demand. Expect Central American shipments for at least another week or two. 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	///	*****	\$\$\$

Prices are steady to slightly higher than last week. Salinas Valley volume is low. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



lemons

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

The market is high. Small California lemons (165- and 200-count sizes) continue to tighten; the crop is dominated by large sizes (95- through 140-count fruit). MFC and ESS Lemons are available.



limes

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

Expect higher prices for the next 7-10 days. Last week's sporadic rains limited harvests in Veracruz, Mexico. Quality is good; growers are reporting occasional scarring, oil spotting, and stylar during the grading process. MFC and ESS Limes are available.



onions

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

Markets are stable. The Pacific Northwest storage crop season has ended. Moving forward, fresh-run supplies will be shipped out of the California desert region. Fresh-run onions are also available out of Mexico and South Texas. MFC Red and Yellow Onions are available.



oranges

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

Prices are up. The California Navel orange season is projected to wrap up in late June. California Valencia orange production has started in a limited manner. MFC and ESS Navel Oranges are available.



pears

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

The market is elevated. Washington volume is lower-than-normal this season. 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	///	*****	\$\$\$

Elevated markets persist. Expect Costa Rican and Mexican supplies to remain scarce 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	///	*****	\$\$\$

Supplies are tightening; the market is rising. North Dakota storage stocks will be depleted by mid-May. Idaho growers will ship through July. California and Florida potatoes will ship through late June. New crop Arizona and Texas production will begin in early July. Most Northwest new crop production will start in mid- to late August. MFC Red and Yellow Potatoes are available. Quality is very good.



potatoes

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

MFC Norkotah storage stocks are expected to be depleted by late June. MFC Burbanks will be the sole variety through the end of the season in August. Prices will rise.



raspberries

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

Markets are level. Mexican stocks are increasing; new crop production is underway in the Baja region. Quality is very good; berries are plump and sweet.



romaine

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

Prices remain elevated; Salinas Valley supplies are limited. Quality problems are being trimmed in the fields, but head weights are falling due to trimmed leaves. MFC Premium Romaine Lettuce is available.



salads & blends

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

Limited iceberg and romaine are keeping markets up. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Prices are unchanged; Salinas Valley stocks are adequate. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Florida growers are moving from South Florida to new crop fields in the Ruskin/Palmetto areas. Mexican stocks are tight; the Sinaloa season will wrap up in early June. Baja production will start in a week or two, increasing industry volume. Roma supplies are sufficient in both regions. MFC Tomatoes are available.

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



squash

The market is low. Supplies are ample in Plant City, Florida; volume is rising in Georgia as well. Yields are abundant 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 ending. Expect elevated markets until the California season starts in late May. Quality is average.

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



strawberries

Expect low prices for the next week. Supplies are abundant due to favorable weather conditions. Production has started in Salinas/Watsonville. MFC Strawberries are available.

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



watermelon

Prices have stabilized; new crop stocks are abundant in Northern Mexico. Quality is very good; melons are juicy and sweet.

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.



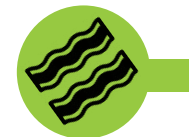
CHEF
BILL PILGRIM
MARKON MEMBER CHEF

Q Mother's Day is the biggest foodservice holiday of the year and delicious strawberries play a big part on menus. How do you incorporate them in dishes across all day parts?

A

Think pancakes, French toast, overnight oats, parfaits, pastries, and breads. I love to add them to biscuits and glaze with vanilla icing or incorporate into sweet yeast dough as a delicious alternative to cinnamon rolls.

They do well with a sautéed chicken breast, balsamic glaze, fresh basil, and mozzarella. I also like to make strawberry salsa that can cool down a spicy dish or add a nice accompaniment to any fish item on the menu.



One of my favorites to make is a Schaum torte—with hard meringue, vanilla ice cream, and fresh strawberries.

TIPS FOR SERVING STRAWBERRIES



- 1.** Mix chopped MFC Strawberries, cubed RSS Avocado Halves, RSS Diced Red Onions, minced MFC Jalapenos, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; serve with grilled snapper.
- 2.** Purée MFC Strawberries, buttermilk, and sugar; pour through a sieve, sprinkle with gelatin, pour into molds, and chill. Serve panna cotta with sliced MFC Strawberries.
- 3.** Marinate sliced MFC Strawberries in balsamic vinegar and sugar; serve with Amaretti cookies.

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.

Strawberry Shortcake

Buttery, flaky biscuits, sweet whipped cream, and delicious strawberries combine to create this classic American dessert that's perfect for Mother's Day.

1 cup heavy whipping cream
 1/4 cup sugar
 4 buttermilk biscuits, split
 1 cup Markon First Crop Strawberries, sliced
 Markon First Crop Mint, to garnish

In a standing mixer, whip cream until soft peaks form; add sugar and continue beating until stiff.

Place bottom layer of biscuit on a serving plate; top with whipped cream and strawberries. Cover with biscuit top and repeat with cream and more strawberries.

Garnish with sliced whole strawberries and mint sprig.



Vibrant colors and intense vegetal flavors make this shareable salad the best of spring. Add fish, tofu, or poultry to convert into a light, healthy entree.

