



# FRESH CROP REPORT

WEEK OF MAY 19, 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

## CILANTRO

Production has slowed, causing markets to rise. Though crops have seen dry and relatively mild temperatures since early May, persistent cloud cover is slowing maturity.

## STRAWBERRIES

Warm, sunny weather is increasing supplies and improving quality in the Oxnard, Santa Maria, and Salinas/Watsonville, California growing regions. Prices are easing.

## CAULIFLOWER

Volume is escalating in the Salinas Valley. Expect weak prices for the next two weeks, at minimum.



## ONIONS

- Fresh-run onions are available in California and South Texas.
- Yellow and white varieties are meeting demand; red onions remain scarce, especially larger sizes.

## CHILE PEPPERS

- Prices are slowly easing as new growing regions open on both coasts.
- Serrano and poblano supplies remain snug.

## CITRUS

- Small California lemons continue to tighten; the crop is dominated by large sizes.
- The California Navel orange season will wrap up in late May. California Valencia production has started.

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## apples

Granny Smith prices are inching down as the school season concludes. Gala markets are up; storage supplies are limited. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



## asparagus

The market is poised to inch down in the coming weeks. Mexico's Caborca season is ending but production is moving to Central Mexico. Domestic growers are harvesting in the Pacific Northwest and Michigan. MFC Asparagus is available.

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



## avocados

Prices are steady. Supply is meeting demand in both California and Mexico. Quality is very good. 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 remain low. East Coast supplies are abundant in Florida and Georgia. The Mexican season will wind down over the next few weeks, but production is up and running in the Arizona-California desert region; red bells will ship from this region in two weeks. Canadian greenhouse red pepper volume is high. MFC and ESS Green and Red Bell Peppers are readily available.

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$



## blackberries

Prices are level. Supplies are sufficient out of Central Mexico; ideal weather is aiding growth. Quality is very good; over ripeness is an occasional issue.

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



## blueberries

The market is low. Mexican stocks are plentiful; demand is steady. Quality is very good; slight dehydration is a minor problem.

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

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## broccoli

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

The market is fairly steady; Salinas Valley stocks are adequate. Mexican supplies are a bit tighter than last week. Quality is very good; no major issues are being reported. MFC Broccoli is available.



## cantaloupe

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

Prices are stable. Mexican stocks are sufficient. New crop, domestic production has begun; small sizes dominate early harvests. MFC Cantaloupe Melons will start shipping out of the Arizona-California desert region next week.



## cauliflower

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

Volume is escalating in the Salinas Valley. Expect weak markets through the next two weeks at minimum. Quality issues are minimal but include dark spotting, off-color, and oversized heads. ESS Cauliflower is available.



## celery

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

Prices are level. Stocks are adequate in Oxnard and Santa Maria, California. Salinas production will start in June, followed by Michigan in July. Quality is very good; disease pressure is an occasional problem. MFC Celery is available.



## chile peppers

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

Markets are slowly easing as new growing regions open on both coasts. Serrano and Poblano supplies remain snug. Quality is good on both coasts. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



## cucumbers

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

Prices are unchanged. East Coast growers are harvesting in Georgia and will soon move up to the Carolinas. Baja, Mexico is the dominant region on the West Coast, but Central Mexico production is underway as well. Quality is very good. MFC and ESS Cucumbers are available.



## grapes

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

Mexican green seedless supplies will start shipping this week, followed by seedless reds next week. Chilean Lunch Bunch stocks will run through mid-June. MFC Green and Red Seedless Grapes are available.

# FRESH CROP REPORT



**green leaf**

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

Prices are weak; Salinas Valley volume is high. Quality is very good; defects are being trimmed in the fields. MFC Premium Green Leaf Lettuce is available.



**honeydew**

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

The market is stable. Mexican supplies are sufficient. The offshore season will end this week. New crop, domestic stocks will start shipping from the Arizona-California desert region next week.



**iceberg**

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

Prices are climbing. Salinas Valley supplies are tightening. 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 elevated. Small supplies (165- and 200-count sizes) are scarce; 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	///	*****	\$\$\$

Low prices are forecast through next week. Stocks are dominated by small, 200- to 250-count sizes; larger fruit (110- and 150-count sizes) are a bit tighter. Hot, dry weather in Veracruz, Mexico is expected to lead to increased oil spotting and blanching, but so far reports are positive. MFC and ESS Limes are available.



**onions**

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

Markets are fairly stable. Fresh-run onions are available in California and South Texas. Yellow and white varieties are meeting demand; red onions remain scarce, especially larger sizes. Quality is very good: expect loose skins and juicy flesh. 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 May. California Valencia production has started. Overall quality is very good. MFC and ESS Navel and Valencia Oranges are available.



**pears**

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

The market is up. Washington volume is low. 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	///	*****	\$\$\$

Prices are elevated. Costa Rican and Mexican volume is low, especially large sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



raspberries

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

Markets are steady. Mexican stocks are ample; most volume is shipping out Mexico's Baja region. Quality is very good; berries are plump and sweet.



red/yellow potatoes

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

High markets persist; stocks are limited. Idaho growers will ship through July. California and Florida potatoes will remain on the market 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.



romaine

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

Prices are level; Salinas Valley supplies are average. Quality is very good; defects are being trimmed in the fields. MFC Premium Romaine Lettuce is available.



potatoes

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

Prices are weak. MFC Norkotah storage stocks will be shipped through late June. MFC Burbanks will ship through August. Expect markets to begin inching up in June.



salads & blends

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

The market has stabilized; iceberg and romaine supplies are increasing in the Salinas Valley region. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

# FRESH CROP REPORT



## spring mix

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

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



## tomatoes

The market is level. Florida's Ruskin/Palmetto spring season is at its peak. East Coast growers will move to Quincy, Florida and the Carolinas by early June. Mexican round supplies are diminishing in Sinaloa; Baja supplies are increasing. Roma stocks are adequate in both areas. Quality is very good; large size dominates most crops. MFC Tomatoes are available.

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



## squash

Zucchini and yellow squash supplies are transitioning to new growing regions during the month of May; markets are low but poised to rise in the coming weeks. Domestic stocks are shipping from the Coachella Valley; production will start in Santa Maria in a few weeks. Quality is very good; scarring is minimal. MFC Yellow Squash and Zucchini are available.

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



## tree fruit

The Chilean nectarine, peach, and plum seasons have ended. The California stone fruit season is underway. Domestic peaches will ship from mid-May to mid-September. Nectarines will hit the market in late May and run through mid-September. The plum season will start in early June and wind down in mid-October. Prices will ease as supplies increase.

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



## strawberries

Warm, sunny weather is increasing supplies and improving quality in the Oxnard, Santa Maria, and Salinas/Watsonville, California growing regions. Prices are easing. MFC Strawberries are available.

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



## watermelon

Prices are low; new crop stocks are increasing; warmer summer weather is aiding growth. 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

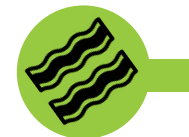
RSS Urban Blend combines baby red chard, wild arugula, and baby kale that results in a versatile salad mix. What other ways do you suggest operators use this ingredient to cross utilize it throughout the menu?

# A

This blend works perfect as a component to entrée bowls, wraps, on burgers, sandwiches, and even in spring rolls.



Add to a smoothie or make a salad with a lemon yogurt dressing that you can eat instead of drinking.



Sauté or stir-fry this mix on its own or with ingredients like garlic, ginger, mushrooms, and onions for a delicious side dish.



# TIPS FOR SERVING COLLARD GREENS



- 1.** Sauté RSS Collard Greens until tender and serve with mashed sweet potatoes and cornmeal-fried shrimp.
- 2.** Add RSS Collard Greens to slow-and-low braises like pork shoulder or beef brisket so they soak up the flavor-packed juices; serve as a side dish and/or garnish.
- 3.** Fry RSS Collard Greens and RSS Sliced Onions in pork fat; deglaze with stock and simmer until tender, then stir in barbecue sauce. Great with ribs, potato salad, and pulled pork.

# 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.

## Chopped Collard Greens and Soba Noodle Salad

A cold preparation of our chopped collard greens in an Asian inspired, hearty and healthy, soba noodle salad.

- 4 C Ready-Set-Serve Chopped Collard Greens
- 1/2 C Markon First Crop Carrots, julienned
- 1/2 C Markon First Crop Red Bell Peppers, julienned
- 1/4 C English Cucumbers, julienned
- 8 each Ready-Set-Serve Washed & Trimmed Green Onions, sliced thin
- 1/4 C Ready-Set-Serve Washed & Trimmed Cilantro
- 12 oz. cooked buckwheat/soba noodles
- 1 T sesame seeds, toasted
- 6 oz. rice wine vinegar
- 1 tsp. maple syrup
- 2 T ginger, grated
- 2 T tamari or soy sauce
- 2 tsp. sambal/chili garlic paste
- 1 T sesame oil
- 1/4 C canola oil
- 2 T creamy peanut butter
- 3 T water

Cook soba noodles according to directions on package and cool. Using a blender, add rice wine vinegar, tamari, maple syrup, sambal, ginger, sesame oil, and peanut butter. Blend, adding water, and then slowly add canola oil to incorporate. Set aside. In a bowl, combine chopped collard greens, vegetables, and noodles. Reserve green onions. Toss with dressing and mound on plate. Top with green onions and sesame seeds.



Earthy, yet fresh, this cauliflower purée makes a great starter or soup. Garnish with spring peas and fried basil!

