



FRESH CROP REPORT

WEEK OF MAY 12, 2024 - CANADIAN EDITION

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

LETTUCES

Green leaf, iceberg, and romaine lettuce markets are lower; quality has improved, increasing supplies in the Salinas Valley.

ASPARAGUS

Prices are elevated but steady amid weaker demand as fewer fields are available in Mexico's Caborca region. Domestic growers in the Pacific Northwest and Michigan are harvesting as well.

GRAPES

The Chilean/Peruvian offshore season will end next week. Grape shipments will transition to Mexican-grown product in mid- to late May. Expect markets to rise as the offshore season continues to wind down.



BELL PEPPERS

- Green bell peppers are abundant with supply available in multiple growing regions.
- Markets are low.

LIMES

- Prices are down a bit now that Cinco de Mayo demand has subsided.
- Current supplies are dominated by small, 200- to 250-count sizes; larger fruit (110- and 150-count sizes) remains limited.

STRAWBERRIES

- Clear, warm weather has aided growth in the Santa Maria, Oxnard, and Salinas/Watsonville growing regions.
- Supplies are abundant and markets are steady.

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apples

The market is level. Gala storage stocks continue to tighten; all other varieties are meeting demand. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

Prices are elevated but steady amid weaker demand as fewer fields are available in Mexico's Caborca region. Domestic growers in the Pacific Northwest and Michigan are harvesting as well. MFC Asparagus will be shipped out of Northern Mexico until late May when production shifts to Central Mexico.

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



avocados

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.

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



bell peppers green/red

Green bell supplies are abundant in multiple growing regions; prices have eased. East Coast production is ample out of Florida and Georgia. The Mexican season will run through late May. California desert stocks are increasing. Canadian greenhouse red pepper volume is high. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is steady. Stocks are average in Central Mexico due to ideal weather. Quality is very good; over ripeness is minor problems due to high temperatures.

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



blueberries

Prices are weak. Mexican volume is high; demand is steady. Quality is very good; slight dehydration is being reported due to hot weather.

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

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broccoli

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

Prices are a bit higher, but supply is meeting demand in the Salinas Valley. Quality is strong despite a recent rain event. Expect slightly lower volume out of Mexico. MFC Broccoli is available out of both regions.



cantaloupe

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

The market is steady to slightly lower. Mexican supplies are meeting demand. Quality is good; softness, bruising, and inconsistent ripeness are occasional issues. New crop, domestic MFC Cantaloupe Melon harvests will start shipping out of the Arizona-California desert region by the end of this week.



cauliflower

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

Prices are falling as ideal growing conditions persist. Expect high volume for the next 7-10 days at minimum. Quality is improving. ESS Cauliflower is available.



celery

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

Markets are steady. The majority of industry production is in Oxnard, California, although growers are also harvesting in Santa Maria. The Florida season has ended. Salinas production will start in June, followed by Michigan in July. Quality is very good in all regions; disease pressure is more prevalent than in prior weeks, but easily avoided at harvest points. MFC Celery is available.



chile peppers

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

Prices remain active, Jalapeno, Pasilla, and Serrano markets are especially high, while those for Anaheims are starting to inch down. Quality is good on both coasts. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Prices are unchanged. Growers are finishing up production in South Florida and starting to transition to Georgia over the next week. 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 Chilean/Peruvian offshore season will end next week. Shipments will transition to Mexican-grown product in mid- to late May. Expect markets to rise as the offshore season continues to wind down.

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green leaf

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

Markets are easing; quality has improved, increasing supplies in the Salinas Valley. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are steady to slightly lower. Mexican volume is meeting demand. Expect Central American shipments for another week. New crop, domestic MFC Honeydew Melon harvests will begin in the Arizona-California desert region by the end of this week.



iceberg

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

The market has stabilized. Salinas Valley volume is rising. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



lemons

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

Elevated prices persist. Small California lemons (165- and 200-count sizes) are limited; 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	///	*****	\$\$\$

Prices are down a bit now that Cinco de Mayo demand has subsided. Current supplies are dominated by small, 200- to 250-count sizes; larger fruit (110- and 150-count sizes) remains limited. Quality is good; growers are reporting occasional scarring, oil spotting, and styler during the grading process. MFC and ESS Limes are available.



onions

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

Yellow onion prices are steady; red onion markets are up. Fresh-run supplies are being shipped out of the California desert region, Mexico, and South Texas. Quality is very good: expect loose skins and juicy flesh from these crops. MFC Red and Yellow Onions are available.



oranges

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

Elevated markets persist. The California Navel orange season is expected to end in late June. California Valencia orange production is underway in a limited manner. Quality is very good in both varieties. MFC and ESS Navel and Valencia Oranges are available.



pears

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

Prices are high. Washington supplies are limited. 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	///	*****	\$\$\$

Prices are up, but may start to inch down in late May. Costa Rican and Mexican stocks are limited, especially larger sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Markets are elevated; supplies are tightening. The North Dakota storage season has ended. 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.



potatoes

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

Prices are low. MFC Norkotah storage supplies will be shipped through late June. MFC Burbanks will be the sole variety through the rest of the season in August. Markets will start inching up next month.



raspberries

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

Markets are stable. Mexican supplies are sufficient; production is underway in the Baja region. Quality is very good; berries are plump and sweet.



romaine

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

Markets are easing; supplies are increasing in the Salinas Valley. Anthracnose is still being found in some lots, but at a lower rate compared to prior weeks. Fringe burn is being found in some lots. MFC Premium Romaine Lettuce is available.



salads & blends

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

Prices are inching down due to weak demand and more abundant supplies in the Salinas Valley region. 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; Salinas Valley supply is meeting demand. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Round tomato prices are fairly steady. East Coast growers are now harvesting new crop fields in the Ruskin/Palmetto areas. Mexican supplies are tightening; the Sinaloa season will wind down through early June. Baja production will begin next week. Roma stocks are adequate in both regions. MFC Tomatoes are available.

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



squash

Prices are weak. Volume is high out of Florida and Georgia. Yields are ample in the Sonora region of Mexico. Quality is very good. MFC Yellow Squash and Zucchini are available.

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



tree fruit

The Chilean nectarine, peach, and plum seasons is ending. The California stone fruit season is approaching. 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.

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



strawberries

Clear, warm weather has aided growth in the Santa Maria, Oxnard, and Salinas/Watsonville growing regions. Supplies are abundant and markets are steady. MFC Strawberries are available.

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



watermelon

The market is steady at low levels; new crop supplies are plentiful 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

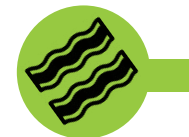


Q Collard greens have been traditionally associated with the American South but are also featured in many global and fusion dishes. How do you like to use RSS Chopped Collard Greens on the menu?

A The basic collard recipe I always use consists of sautéed onion, garlic, pepper flakes, cider vinegar, sugar, chicken stock smoked turkey leg, RSS Chopped Collard Greens, and bacon. I also like to sauté these nutrient-dense ingredients in butter with garlic, shallots, salt, pepper, and a squeeze of fresh lemon.



For a delicious Southern/Korean mashup, incorporate collard greens as a replacement for or an addition to cabbage in kimchee recipes.



I think they're perfect to incorporate into shrimp and grits or mac & cheese for that extra southern flair.

TIPS FOR SERVING MFC JALAPENO CHILE PEPPERS



- 1.** Stuff with grated cheddar, coat with batter, and deep fry for crunchy, gooey bar snacks.
- 2.** Mince and add to salsa, guacamole, and pico de gallo for a subtle hint of heat.
- 3.** Pickle sliced jalapenos and carrots; serve as a side to Mexican dishes such as enchiladas, tostadas, and burritos.



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.

Banh Mi

With its blend of French and Vietnamese cuisine, this delicious sandwich is accessible to most menus.

- 1 lb. ground pork
- 1 egg
- 1/4 cup panko breadcrumbs
- 1 Tbsp. fish sauce
- 1 Tbsp. Asian hot sauce
- 1 Tbsp. RSS Peeled Garlic, chopped
- 2 Tbsp. canola oil
- 1/4 cup soy sauce
- 4 French baguette rolls, split
- 1 cup RSS Matchstick Carrots, pickled
- 1/4 cup RSS Washed & Trimmed Green Onions, chopped
- 1/4 cup RSS Washed & Trimmed Cilantro
- 3 MFC Jalapeno Chile Peppers, sliced
- 4 RSS Green Leaf Fillets

Combine pork, egg, breadcrumbs, fish sauce, hot sauce, and garlic. Form into 12 small balls. Brown meatballs in hot oil. When all are nearly cooked through, deglaze with soy sauce, shaking pan to coat all. Turn off heat, cover skillet with lid, and allow to steam for three more minutes. Fill each baguette roll with three meatballs, pickled carrots, green onions, cilantro, Jalapeno chile peppers, and green leaf lettuce.



Add value to your ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

