



FRESH CROP REPORT

WEEK OF APRIL 21, 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

STRAWBERRIES

Warm, sunny weather should aid growth this week, increasing yields and deepening color. Prices will start inching down from recent elevated levels.

LETTUCES

Green leaf, iceberg, and romaine markets are expected to climb this week the first rain event of the spring season occurred this past weekend.

CAULIFLOWER

Prices are expected to remain low this week but are forecast to rise by the middle of next week. Recent rain is aiding growth.



LIMES

- Markets are trending downward and will remain low through spring.
- Supplies are dominated by small sizes (175- to 250-count fruit).

BROCCOLI

- Overall supplies are abundant; prices are trending down.
- Domestic quality is good; next week's rain followed by warm weather may lead to increased occurrences of pin rot/brown bead, yellowing, and mildew pressure.

MELONS

- Honeydew supplies remain tight; markets are climbing.
- Cantaloupe volume is average; prices are steady.

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apples

Prices are holding steady. Gala storage volume is diminishing. 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 stable to slightly higher; yields are limited in Caborca, Mexico. Small size dominates availability; jumbo and extra-large stocks are scarce. MFC Asparagus is available.

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



avocados

Prices are level. Mexican supply is meeting demand. California volume will climb through April. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

The market is stable but should begin inching down next week when Florida growers harvest out of Plant City. Mexican stocks are sufficient. Quality is good: shriveling and pitting are occasional problems. The California desert season will begin later next week, further increasing availability. Canadian greenhouse red pepper yields are increasing. MFC and ESS Green and Red Bell Peppers are on the market.

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



blackberries

Prices are elevated. Yields have tightened in Central Mexico; demand is strong. Quality is very good; some red cell has been reported.

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



blueberries

Markets are high. Stocks are adequate, but demand is strong. Quality is average; slight dehydration is being reported due to high temperatures.

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

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broccoli

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

Supplies are abundant; prices are trending down. Domestic quality is good; next week's rain followed by warm weather may lead to increased occurrences of pin rot/brown bead, yellowing, and mildew pressure. Expect Mexican markets to remain at low levels through late April. MFC Broccoli is available.



cantaloupe

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

Volume is average; the market is steady. 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 mid-May.



cauliflower

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

Prices are expected to remain low this week but are forecast to rise by the middle of next week. Recent rain is aiding growth. Quality issues are minimal but include dark spotting, mildew pressure, and off-color heads. ESS Cauliflower is available.



celery

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

The market is fairly steady but may inch up in late April/early May when the Florida season ends. The Salinas Valley season isn't set to start until early to mid-June. Production will continue in Oxnard and Santa Maria, California. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are up; Mexican supplies are limited. The season in Chihuahua, Mexico ended early due to cool weather and low yields that usually keep markets level at this time of year. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

The market is unchanged. South Florida production will remain steady for another few weeks. Domestic growers will transition to Georgia in mid-May. Mexican suppliers are harvesting in multiple regions, keeping supply levels high. 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	///	*****	\$\$\$

Chilean-Peruvian imports will ship for another two weeks. Growers will transition to Mexican-grown product in mid- to late May. Expect elevated pricing as the offshore season wraps up.

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green leaf

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

Prices will inch up this week as the Salinas Valley experienced the first rain event of the season this past weekend. Markon growers packed ahead, preventing shortages. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Expect elevated markets to persist for the next one to two weeks. Honduran yields are down. Mexican supplies are tight but expected to increase over the next two weeks. New crop, domestic MFC Honeydew Melon harvests will begin in the Arizona-California desert region in mid-May.



iceberg

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

Prices are bit higher as the Salinas region experienced the first rainstorm of the season. Quality is good; harvesting crews are trimming defects in the field. 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 steady at high levels. San Joaquin Valley and Southern California stocks are tight; small sizes are especially limited. The offshore season will get underway in early June. MFC and ESS Lemons are available.



limes

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

Prices 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 markets are level; red onion prices are high. The storage season will end over the next week. Fresh-run onions from Mexico and Texas are on the market. The California desert season will begin this week. MFC Red and Yellow Onions are available.



oranges

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

Prices are elevated. The Navel season is expected to end in three to four weeks. Domestic growers have begun shipping limited quantities of California Valencia oranges. Mexican Valencias will remain on the market until June. MFC and ESS Navel Oranges are available.



pears

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

The market is rising. Washington supplies are tighter-than-normal this season. Size is dominated by 70- through 90-count fruit; 110-count and smaller sizes are scarce. MFC Pears are available.

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pineapples

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

High prices persist. Costa Rican and Mexican volume is low. Expect tight stocks 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	///	*****	\$\$\$

The market is up. The Washington season has ended. 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	///	*****	\$\$\$

Expect weak prices for the next few months. 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 tight; smaller sizes (60- through 100-count supplies) are more plentiful.



raspberries

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

The market continues to inch up. Mexican volume has fallen. Quality is average; warmer weather is impacting fruit quality and size.



romaine

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

Prices will inch up this week as the Salinas Valley experienced the first rain event of the season this past weekend. Markon growers packed ahead, preventing shortages. MFC Premium Green Leaf Lettuce is available. MFC Premium Romaine Lettuce is available.



salads & blends

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

Markets are steady; iceberg and romaine raw product yields will tighten a bit this week as the Salinas Valley experienced the first rainstorm of the season. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Prices are fairly stable. The Salinas Valley season experienced its first rainfall; growers are culling any damaged supplies in the field. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Round tomato markets are elevated in Florida; yields are significantly lower than last year at this time. Volume will increase once the Ruskin and Palmetto regions begin harvests in a couple of weeks. Production will continue in Western Mexico into late May/early June. Expect smaller sizes as these crops age. The Baja season will get underway in mid- to late May, lowering prices. MFC Tomatoes are available.

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



squash

Low markets persist. Supplies are ample in Mexico and Florida. Quality is very good. Production will start in Georgia next week. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Supplies of Chilean white and yellow nectarines, peaches, as well as red and black plums are tightening; the offshore season is wrapping up. Prices will remain elevated until the California season starts in late May. Quality is very good.

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



strawberries

Prices are up; demand is strong. This week's warm, sunny weather should aid growth, increasing yields and deepening color. Prices will start inching down by next week. MFC Strawberries are available.

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



watermelon

Prices have begun to inch down; new crop stocks are increasing in Northern Mexico. Quality has improved.

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

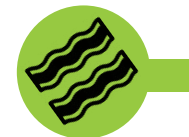
Earth Day is a great time to celebrate sustainability on menus. How do you suggest operators do so?

A

Earth Day is an opportunity to educate diners on good agricultural practices. My favorite Earth Day dish is a crisp salad with hearty greens, melon, and tomatoes.



Using produce items that are not water intensive can be a great way to support growers and deliver flavors to diners.



RSS Urban Blend is an ideal mix of chard, kale, and arugula that pairs well with RSS Cantaloupe or Honeydew.

TIPS FOR SERVING GREEN LEAF LIMES:



- 1.** Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- 2.** Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- 3.** Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.



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.

Lemony Dijon Potato-Shallot Salad

Skip the heavy mayo and opt for a light, citrus-y salad made with tender potatoes and zesty shallots.

- 2 Tbsp. white wine vinegar
- 3 Tbsp. extra virgin olive oil
- 1 Tbsp. Dijon mustard
- 1 tsp. sugar
- 1 tsp. kosher salt
- 1/4 tsp. black pepper
- 1 tsp. zest of Markon First Crop Lemons
- 2 lbs. tiny potatoes, boiled until tender
- 1 C Ready-Set-Serve Peeled Shallots, cut into thin rings
- 1/4 C Ready-Set-Serve Italian Parsley, chopped

Whisk together the first seven ingredients. Toss warm potatoes, shallots, and parsley in this vinaigrette. Serve warm or chilled.



Sweet, tart, crunchy, peppery—this watercress, Granny Smith apple, goat cheese salad has it all.

