



FRESH CROP REPORT

WEEK OF MAY 26, 2024

**RSS**

Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC

Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
Backed by 5-Star.

HIGHLIGHTS

IDAHO POTATOES

MFC Norkotah stocks are expected to be depleted by late June; MFC Burbanks will be the sole variety for the remainder of the season.

LETTUCES

After escalating at the end of last week, iceberg prices are inching back down; Salinas Valley supplies are increasing. Green leaf and romaine markets are slightly lower as supplies remain sufficient.

ASPARAGUS

Markets are up slightly as fewer fields are available in the Caborca region of Northern Mexico. Domestic seasons like California and the Pacific Northwest are winding down, but Michigan is in full swing.



STRAWBERRIES

- The Watsonville/Salinas strawberry growing region is in full production.
- Supplies are plentiful and quality is strong.

ONIONS

- The Texas onion season is coming to an end due to recent rain and hail; the New Mexico season is now underway.
- The California desert season will continue through the next few weeks; growers will transition to the San Joaquin Valley by mid-June.

CITRUS

- Expect elevated markets and tight lemon supplies, especially small sizes.
- The Navel orange season will end over the next several weeks; Valencia supplies are shipping.

FRESH CROP REPORT

WEEK OF MAY 26, 2024



apples

Granny Smith markets are down due to the end of most school seasons. Gala prices are rising; storage stocks are tight. 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 slightly as fewer fields are available in the Caborca region of Northern Mexico. Domestic seasons like California and the Pacific Northwest are winding down, but Michigan is in full swing. MFC Asparagus is available.

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



avocados

The market is level. Stocks are sufficient in 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 prices are weak. East Coast stocks are increasing in Georgia; growers will transition north to the Carolinas in mid-June. The Mexican season is ending, but Arizona-California desert production is underway. Red pepper volume is lower but increasing. MFC and ESS Green and Red Bell Peppers are readily available.

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



blackberries

The market is holding steady. Growers have begun harvesting in Watsonville, California. Quality is very good; berries are firm, yet juicy. Once temperatures rise, volume will increase.

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



blueberries

The Mexican blueberry season is winding down due to excessive heat, California's San Joaquin Valley harvest is in full swing. Supplies are ample and quality is excellent,

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

FRESH CROP REPORT



broccoli

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

West Coast markets are slightly higher than average. Quality is strong despite a recent rain event; sufficient supplies are expected this week. MFC Broccoli is available.



cantaloupe

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

Prices are a bit higher as the domestic season is getting a slow start; supplies are scarce. Fluctuating weather has impacted maturity. Expect more abundant stocks over the next ten days. MFC Cantaloupe Melons will start shipping out of the Arizona-California desert region once supplies increase.



cauliflower

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

Markets continue to fall; supplies are abundant and demand is weak. Ideal weather forecasts portend low prices and high yields for the next 7 to 10 days at minimum. Quality is very good. ESS Cauliflower is available.



celery

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

Prices are unchanged. Volume is average in Oxnard and Santa Maria, California. Salinas harvests will begin in June, followed by Michigan in July. Quality is very good; disease pressure is a minor issue. MFC Celery is available.



chile peppers

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

Markets are fairly steady. East Coast growers are moving north, increasing new crop volume; Serrano and Poblano supplies remain limited. Volume is inching up in California and Mexico. 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 stable. East Coast stocks are sufficient in Georgia; production will move to the Carolinas in June. Most West Coast orders will ship from Baja, Mexico through the summer. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The market is elevated. Mexican green seedless supplies are being shipped; seedless reds will hit the market this week. Chilean Lunch Bunch supplies will run through mid-June. MFC Green and Red Seedless Grapes are available.

FRESH CROP REPORT



green leaf

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

Prices remain stable at low levels; Salinas Valley stocks are sufficient. Quality is very good; defects are being trimmed in the fields. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Markets are inching up. Although Mexican stocks are average, the Arizona-California desert season is getting a slow start. Expect markets to ease once domestic volume gets back on track.



iceberg

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

After escalating at the end of last week, prices are inching back down; Salinas Valley supplies are increasing. 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	///	*****	\$\$\$

Prices for small and medium sizes are weak; expect to pay a bit more for larger limes (110- 175-count) as they are tightening. Quality is very good, but thinner rinds and lighter color may be on the horizon as dry, hot weather conditions are forecast in Mexico. MFC and ESS Limes are available.



onions

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

The Texas onion season is coming to an end due to recent rain and hail; the New Mexico season is now underway. Yellow and white prices are stable; red onions remain tight, 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	///	*****	\$\$\$

Markets 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	///	*****	\$\$\$

Prices remain higher than normal. Washington supplies are tight. Size is dominated by 70- through 90-count fruit; 110-count and smaller sizes are snug. MFC Pears are available.

FRESH CROP REPORT



pineapples

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

The market remains above-normal levels. Costa Rican and Mexican supplies are snug, especially large sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Prices are up; supplies are tight. 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 start in early July. Most Northwest new crop production will get underway in mid- to late August. MFC Red and Yellow Potatoes are available. Quality is very good.



potatoes

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

The market is steady at low levels. MFC Norkotah storage supplies will be shipped through late June. MFC Burbanks will ship through August. Expect prices to start increasing later in summer.



raspberries

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

Prices are unchanged. Mexican volume is high; most supplies are shipping out of Mexico's Baja region. Quality is very good; berries are plump and sweet.



romaine

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

The market is steady to slightly lower; Salinas Valley stocks are adequate. Quality is very good; defects are being trimmed in the fields. MFC Premium Romaine Lettuce is available.



salads & blends

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

Prices are level; iceberg supplies are tightening but romaine volume is stable. 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. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini and yellow squash prices are starting to climb. Rain has diminished volume out of Georgia, but growers will move to North Carolina over the next few weeks. West Coast stocks are tightening. The California season is getting underway. Quality is very good; scarring is minimal. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is weak. The Watsonville/Salinas strawberry growing region is in full production. Supplies are plentiful and quality is strong; harvesting crews are culling varying levels of wind scarring and odd-shaped fruit. The majority of orders for MFC Strawberries are now shipping from Watsonville, although a small amount will still come from Santa Maria where quality is also great.

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



tomatoes

Prices are low. Florida round supplies are abundant. Recent heat has increased yields, but because harvests are a week ahead of schedule the season will end by the last week of May. Growers are set to start harvesting in Quincy, Florida and South Carolina in early June. Many West Coast regions are in transition, but volume will ramp up over the next few weeks. MFC Tomatoes are available.

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



tree fruit

Markets are high but will inch down as volume rises. California nectarines and peaches will ship from mid-May to mid-September; supplies are increasing. The plum season will start in early June and wind down in mid-October.

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



watermelon

The market is weak; stocks are increasing in both regions. 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

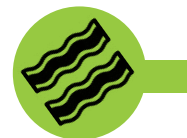
Fresh juices like RSS Orange, Lemon, and Lime can brighten flavors in a variety of beverages and dishes. How do you suggest operators use them in innovative ways?

A

You can taste the difference when using RSS Fresh Juice in your beverage program and it's an easy way to elevate the overall experience in the restaurant. I use them in a variety of cocktails and mocktails.



They add brightness to pico de gallo and in-house salad dressings. You can add them to marinades or savory sauces like a classic Bigarade sauce for duck a l'orange.



And to add innovation to a dish, make fruit juice caviar with agar agar—this elevates dishes and gives diners a surprising burst of flavor.



TIPS FOR SERVING RSS ORANGE JUICE



- 1.** Use RSS Orange Juice to flavor cocktails, enhance marinades and sauces, and give complexity to chutneys.
- 2.** Serve with breakfast and brunch dishes, add to smoothies and other beverages, and use to deglaze fish and vegetable sautés.
- 3.** RSS Orange Juice makes a great stand-alone beverage, but can also be blended with macerated fruits (think citrus and berries) and frozen into sorbets and granitas.

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.

Avocado, Fennel, and Orange Salad

Nutty avocado balances the citrusy orange and anise flavors of fennel—great as a stand-alone salad or a base for grilled fish.

12 Ready-Set-Serve Orange Rounds
12 Cara Cara or blood orange rounds
4 Ready-Set-Serve Avocado Halves, sliced
1 Markon First Crop Fennel bulb, thinly shaved with reserved fronds
Fresh cracked black pepper, to taste

On four serving plates, arrange three Navel orange rounds and three Cara Cara orange rounds. Top with equal portions of avocado slices and shaved fennel.

Garnish with fennel fronds and freshly cracked black pepper.

Earthy spinach pairs well with the bright flavors of oranges and the crunch of whole almonds.

