

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 39 pounds compared with 34 to 37 pounds).
- California Navel oranges will be available through late May. New crop California Valencia production is expected to start in late April/early May.
- The cucumber market has jumped; rain is reducing yields in Mexico.

Fresh Crop Report

WEEK OF FEBRUARY 16, 2020

Ask a Markon Chef

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.

Ask us your most challenging cooking inquiries online >

FEATURED QUESTION

Q: What suggestions do you give operator customers for healthy, fun kids' menu items?

A: Many of today's kids have much more sophisticated palates and want what their parents are eating. I suggest offering smaller versions of adult entrees while also pumping up the vegetable component for good health. Vegetarian sushi is an excellent example of this, because kids want to eat with chopsticks and enjoy the interactive meal with their family, but may want to start with more familiar fillings like avocado and cucumber than raw fish.

- Delicious, nutritious snacks are critical for families staying in hotels. Try substituting almond butter for peanut butter paired with crunchy produce like sliced apples, celery, grapes, and baby carrots.
- Pile creamy avocado, crunchy lettuce, and chopped MFC Tomatoes into grilled chicken or beef tacos.

Chef Victor "Vegas" Moea,
Markon member chef



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.

Get the full recipe >

Tips for Serving Frisee

- Frisee is a hearty green that can stand up to creamy dressings. Use it in spring mix, toss with romaine, or serve on its own for a peppery, bitter salad.
- Heat mellows its flavor. Try sauteing with pork belly or red onions for a balanced, rich side dish.
- Toss with ancient grains like freekeh, quinoa, spelt, or farro; add in roasted mushrooms, minced shallots, and Dijon mustard vinaigrette for an ideal winter salad.



Browse additional usage tips >



Fresh Crop Report

WEEK OF FEBRUARY 16, 2020



Tender spears of grassy asparagus are tossed with earthy, zesty herbs and garlic—great with steaks or fish.

Produce Highlights

Garlic

- Prices for domestic and imported garlic are rising, especially Chinese supplies.
- Volume is low; expect active markets for the coming months.

Seedless Lemons

- Supplies are available in 10- and 40-pound packs.
- This product will be on the market year-round; however, stocks will be limited from April through August.

Tomatoes

- Extreme rain and cold weather are affecting all tomato varieties in Mexico's primary growing regions; prices are rising.
- Expect limited supplies through February.

Apples



Region	Supplies	Quality	Price
MI	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Expect steady prices through the month; storage supplies are ample, especially small fruit (100- to 138-count sizes). Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty varieties such as Autumn Glory, Cosmic Crisp, Envy, Honeycrisp, and Jazz are also available. Quality is excellent: fruit is crisp, crunchy, and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$
PERU	^^^	*****	\$\$\$

The market is low despite limited Peruvian supplies as new crop Mexican volume is climbing. Quality ranges from good to very good: stalks are straight and firm with pleasantly grassy flavor. MFC Asparagus is on the market.

Avocados



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$

Prices are unchanged. Mexican stocks are abundant, particularly 60-count and smaller sizes. Quality is very good: fruit is creamy in texture with mildly nutty flavor. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is fairly steady. Overall supplies are ample, but recent rain may cause prices to inch up due to delayed harvesting hours. Quality is average: softness and scarring are minor issues. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

Prices are up. Mexico has experienced cold, rainy weather, lowering volume. Quality is good: flavor is subtly sweet, but softness and scarring are occasional problems. MFC and ESS Red Bell Peppers are available.

Blackberries



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$

The market is slightly higher than last week; Mexican stocks are tightening. Quality is good: color is deep indigo and flavor is mildly floral and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



Region	Supplies	Quality	Price
MEX/TX	^^^	*****	\$\$\$

Prices are slightly higher than last week; rain and cool weather have reduced yields. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

The market has started inching off the bottom due to rain and low temperatures, but supplies remain abundant in the Arizona and California growing areas. Quality is average: incidences of decay, pin rot, mildew, and yellowing are rare. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF FEBRUARY 16, 2020

Cantaloupe



Region	Supplies	Quality	Price
OFFSHORE	^^^	*****	\$\$\$

Prices are stable; offshore stocks are plentiful on both coasts. Quality is average: sugar levels range from 10 to 13 Brix. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$
CA	^^^	*****	\$\$\$

The market has inched up a bit; volume is average, but lower than last week due to rainy weather conditions. Quality is good: creamy coloring is an occasional issue. ESS Cauliflower is on the market.

Celery



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$

Prices are weak; supplies are ample. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

The market has jumped; rain is reducing yields in Mexico, shifting demand to the East Coast. Quality is good: skins are smooth. MFC Cucumbers are available.

Grapes



Region	Supplies	Quality	Price
OFFSHORE	^^^	*****	\$\$\$

The Chilean green and red seedless markets are unchanged. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are available. Quality is very good: fruit is firm and sweet.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$

The market is forecast to remain low through the month; stocks are abundant. Quality is good: epidermal blistering and peeling may become more prevalent due to recent rain and freezing weather. MFC Premium Green Leaf Lettuce is available.

Honeydew



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$
OFFSHORE	^^^	*****	\$\$\$

The market is slightly lower than last week; Mexican volume is high. Quality is good: sugar levels range from 11 to 12 Brix. MFC Honeydews are not available.

Iceberg Lettuce



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$

Prices inched up slightly; desert rain affected production, reducing volume a bit. Quality is average: pinking is a minor issue due to wet weather. MFC Premium Iceberg Lettuce is available.

Lemons



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market is weak. Quality is very good: fruit is extremely juicy due to rain earlier in the season. MFC and ESS Lemons are available. Seedless lemons are available in 10- and 40-pound packs. This product will be on the market year-round; however, stocks will be limited from April through August.

Limes



Region	Supplies	Quality	Price
MEX/TX	^^^	*****	\$\$\$

Prices are low; stocks are ample, especially large sizes. Quality is good: stylar is an occasional problem. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CO	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
UT	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Fresh-run red, yellow, and white onions from Mexico are now available in South Texas. The Northwest market has inched down as new crop Mexican stocks are increasing overall industry volume. Harvesting will start in Texas by mid-March. MFC Onions are available in Idaho, Mexico, Oregon, Utah, and Washington. Packer label stocks are being shipped from Colorado. Quality is excellent.

Oranges



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CHILE	^^^	*****	\$\$\$

Prices are a bit higher than last week. Navel stocks will be on the market through late May. California fruit is dominated by large sizes (56- and 72-count fruit); smaller sizes (113-count and smaller) will remain limited until new crop California Valencia harvesting starts in late April/early May. MFC and ESS Navel Oranges are available.

Pears



Region	Supplies	Quality	Price
WA	^^^	*****	\$\$\$

Washington Bartlett and D'Anjou pears are dominated by 110- through 120-count sizes. The Bartlett season will run through February then return in July once the California season starts. MFC Pears are available.

Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

The market is up; volume is low. Quality is very good: sugar levels range from 13 to 16 Brix.



Fresh Crop Report

WEEK OF FEBRUARY 16, 2020

Potatoes



Region	Supplies	Quality	Price
CO	^ ^ ^	*****	\$\$\$
ID	^ ^ ^	*****	\$\$\$
OR	^ ^ ^	*****	\$\$\$
TX	^ ^ ^	*****	\$\$\$
WA	^ ^ ^	*****	\$\$\$
WI	^ ^ ^	*****	\$\$\$

Prices are elevated. Freezing temperatures are causing loading and packing delays. Norkotahs and Burbanks will need to be shipped from all growing regions to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available; 40- to 70-count Burbanks are extremely tight.

Raspberries



Region	Supplies	Quality	Price
CA	^ ^ ^	*****	\$\$\$
MEX	^ ^ ^	*****	\$\$\$

The market is stable; stocks are starting to tighten in both harvesting regions. Quality is good: sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
AZ	^ ^ ^	*****	\$\$\$

Prices remain weak despite this week's rain and cold weather; supplies are plentiful. MFC Premium Romaine Lettuce is available.

Salads & Blends



Region	Supplies	Quality	Price
AZ	^ ^ ^	*****	\$\$\$

The market is unchanged. Iceberg and romaine supplies are ample. Markon inspectors are closely monitoring finished cartons for chunks and cores to achieve the best packs.

Spring Mix



Region	Supplies	Quality	Price
AZ	^ ^ ^	*****	\$\$\$

The market is steady although volume has dipped slightly. Freezing temperatures have diminished quality a bit: discoloration and bruising are occasional problems. RSS Conventional and Organic Spring Mixes are on the market.

Squash



Region	Supplies	Quality	Price
FL	^ ^ ^	*****	\$\$\$
MEX	^ ^ ^	*****	\$\$\$

Prices are up due to low temperatures and rain in Mexico. Harvesting hours and yields have decreased. Quality is average: scarring and mechanical damage are slight problems. MFC Yellow Squash and Zucchini are sporadic.

Strawberries



Region	Supplies	Quality	Price
CA	^ ^ ^	*****	\$\$\$
FL	^ ^ ^	*****	\$\$\$
MEX	^ ^ ^	*****	\$\$\$

Cold, wet West Coast weather combined with strong demand have driven up the market and tightened supplies. Expect comparable prices for several more weeks. Volume is low in all growing areas. Quality is average: industry-wide problems include bleeding, bruising, and softness. MFC Strawberries are sporadic.

Tomatoes



Region	Supplies	Quality	Price
FL	^ ^ ^	*****	\$\$\$
MEX	^ ^ ^	*****	\$\$\$

Extreme rain and cold weather are affecting all tomato varieties in Mexico's primary growing regions; prices are rising. Expect limited supplies through February. Quality is average: skins are smooth and flavor is subtly sweet.

Watermelon



Region	Supplies	Quality	Price
MEX	^ ^ ^	*****	\$\$\$
OFFSHORE	^ ^ ^	*****	\$\$\$

The market has stabilized; volume is average. Quality is good, but flavor remains mild. Sugar levels range from 11 to 12 Brix.



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by MARKON

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