

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (23 to 26 pounds compared with 20 to 23 pounds).
- Iceberg and leafy greens growers will start transitioning production from the Arizona/California desert region north to the Salinas Valley in mid-March. Arizona/California desert harvesting will continue through mid- to late April, depending on weather conditions.
- All tomato varieties are extremely tight, especially Romas. Expect high prices until mid- to late March when Mexican supplies increase.

Fresh Crop Report

WEEK OF FEBRUARY 23, 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 is your favorite MFC product? How do you prepare/serve it?

A: I'm a big fan of the Ready-Set-Serve® (RSS) Sweet Baby Broccoli. I can use it as a sautéed side dish, add it to salads, drop into stir-fries, wrap it in prosciutto for an appetizer, or use in warm salads.

- Bake with potatoes in a creamy gratin to add color and texture.
- Lightly steam until al dente; serve with radishes, baby carrots, and dips such as French onion, hummus, or baba ghanouj.
- Roast with mushrooms and serve on top of polenta or bake with potatoes in a creamy gratin to add color and texture.

*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.



Khatchapuri with Tomatoes

This Georgian-Russian "pizza bread" is a decadent comfort food that can be served for breakfast, lunch, or a late-night snack.

Get the full recipe >

Tips for Serving Broccoli

- Stir steamed and chopped MFC Broccoli Crowns, cooked and chopped chicken breasts, and crispy bits of pancetta into your favorite macaroni and cheese recipe.
- Make broccoli pesto by combining steamed and chopped MFC Broccoli Crowns, RSS Peeled Garlic, pine nuts, Parmesan cheese, and olive oil; toss with orecchiette.
- Toss RSS Triple-Washed Spinach with RSS Orange Rounds, MFC Broccoli Crowns, candied walnuts, and crumbled blue cheese.



Browse additional usage tips >



Chinese steamed buns, bao, are small, fluffy meat- and vegetable-stuffed treats that lend themselves to many variations.

Produce Highlights

Avocados

- Mexican growers are in between seasons; the market is starting to climb.
- Supplies of 48-count and larger sizes are beginning to tighten.

Lettuces & Leafy Greens

- Expect sporadic quality and shelf-life challenges over the next two weeks due to recent freezing temperatures and rain.
- Potential problems include frost damage, mildew, and discoloration.

Strawberries

- The market remains elevated due to weeks of cold, wet weather.
- Supplies are limited, but will start to increase as temperatures rise.

Fresh Crop Report

WEEK OF FEBRUARY 23, 2020

Apples



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

The market is level; storage stocks are abundant, particularly 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	^^^	*****	\$\$\$

Although Peruvian volume remains low, prices are weak due to ample new crop Mexican supplies. Quality is average: stalks are straight and firm with pleasantly grassy flavor. MFC Asparagus is available.

Avocados



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

Mexican growers are in between seasons; the market is starting to climb. Supplies of 48-count and larger sizes are beginning to tighten. Quality is very good: fruit is creamy in texture with mildly nutty flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices have fallen; stocks are plentiful. Quality is very good: softness and scarring are occasional problems. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is slightly lower than last week; Mexican supplies are adequate and should continue to increase. Quality is good: flavor is subtly sweet, but softness and scarring are slight issues. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are level; Mexican volume is sufficient. 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	^^^	*****	\$\$\$

The market is steady; yields are rebounding after last week's rain and cool weather. 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	^^^	*****	\$\$\$

Expect stable prices for several weeks; dry, warm weather is in the forecast; stocks are abundant in both growing regions. Quality is very good: florets are deep green with earthy flavor. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF FEBRUARY 23, 2020

Cantaloupe



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

The market is unchanged; offshore supplies are ample on both coasts. Quality is very good: sugar levels range from 12 to 13 Brix. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



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

Prices are up; last week's cold, rainy weather conditions tightened stocks. Quality is average: creamy coloring is a slight issue. ESS Cauliflower is on the market.

Celery



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

The market is low; stocks are plentiful on both coasts. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

Prices are climbing; last week's rain diminished overall volume. Quality is good: skins are evenly colored and smooth, while flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Chilean green and red seedless prices are stable. MFC Lunch Bunch Grapes and Grape Escape stemless stocks are available. Quality is very good: fruit is firm and sweet. Green seedless sugar levels range from 18 to 19 Brix, while red seedless vary from 18 to 20.

Green Leaf/Variety Lettuce



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

Prices are low; supplies are ample. Quality is average: residual dirt/mud, minor frost damage, and sporadic mildew are issues due to last week's rain and freezing weather. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices range from steady to slightly lower; Mexican stocks have increased. Quality is good: sugar levels range from 10 to 14 Brix. MFC Honeydews are not available during the import season.

Iceberg Lettuce



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

The market is level; volume is starting to rebound from last week's poor weather. Quality is average: residual dirt/mud, minor frost damage, and sporadic mildew are issues. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are near the bottom. Quality is very good: fruit is extremely juicy with intensely sour flavor. MFC and ESS Lemons are available. Seedless lemons are on the market in 10- and 40-pound packs.

Limes



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

The market is rising; volume is low, especially small sizes. Quality is good: stylar is a slight issue. MFC and ESS Limes are available.

Onions



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

Prices have eased. Fresh-run red, yellow, and white onions from Mexico (into South Texas) and the Northwest are on the market. The Texas season will begin in mid-March. MFC Onions are available in Idaho, Mexico, Oregon, Utah, and Washington. Packer label supplies are being shipped from Colorado. Quality is excellent.

Oranges



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

Expect the market to inch up until the Navel season ends in late May. California stocks are dominated by large sizes (56- and 72-count fruit); smaller sizes (113-count and smaller) are tight. Quality is very good: sugar levels range from 12 to 12.5 Brix. New crop California Valencia production will begin in late April/early May. MFC and ESS Navel Oranges are available.

Pears



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

Prices are level; supplies are adequate. Washington Bartlett and D'Anjou pears are dominated by 110- through 120-count sizes. The Bartlett season will finish up in late February. MFC Pears are available.

Pineapple



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

Prices are elevated; stocks are scarce. Quality is very good: sugar levels are over 13 Brix.



Fresh Crop Report

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Potatoes



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

The Idaho market is expected to remain high through this year. Freezing temperatures during the growing, harvesting, and shipping stages have diminished available stocks. Norkotahs and Burbanks will need to be ordered from all growing areas to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available; 40- to 70-count Burbanks are limited.

Raspberries



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

Prices are a bit higher than last week; volume is falling in both harvesting regions. Quality is good: sugar levels range from 13 to 14 Brix.

Romaine



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

The market is low; supplies are ample. Quality is average: residual dirt/mud, minor frost damage, and sporadic mildew are issues due to last week's rain and freezing weather. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are unchanged. Iceberg and romaine stocks are plentiful. Markon inspectors are closely monitoring finished cartons for chunks and cores to achieve the best packs.

Spring Mix



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

Prices have stabilized; volume is average. Freezing temperatures have caused quality issues such as mildew, discoloration, mechanical damage, and reduced shelf-life in arugula, spinach, and other spring mix varieties. Despite a thorough wash process, light amounts of residual dirt/mud may be present in products that were harvested right after the rain last week. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is a bit lower than last week; warm Florida weather is increasing stocks. Quality is starting to improve, but scarring and mechanical damage remain occasional issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market remains elevated due to weeks of cold, wet West Coast weather and strong demand. Supplies are limited in all growing regions, but will start to increase as temperatures rise. Quality is average: incidences of bleeding, bruising, and softness are decreasing. MFC Strawberries are available.

Tomatoes



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

The market continues to rise; demand exceeds supply. All varieties are extremely tight, especially Romas. Expect high prices until mid- to late March when Mexican supplies increase. Quality is fair: rain damage is present in most lots.

Watermelon



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

Prices are steady; supplies are sufficient. Although flavor is mild, quality is good. Sugar levels range from 11 to 12 Brix.



READY-SET-SERVE
by MARKON

Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.

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Markon Essentials (ESS).
No.2 grade value-focused brand. Quality, food safety, and consistency in every box. Backed by 5-Star.



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Addressing quality and safety at five key points.