

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 49 pounds compared with 44 to 47 pounds).
- Lettuce and tender leaf items in the Yuma, Arizona and Imperial Valley, California growing districts will be exhibiting sporadic quality and shelf-life challenges over the next week, including mildew, discoloration, and mechanical damage.
- Lime prices are beginning to rise; supplies are tightening, especially small sizes.

Fresh Crop Report

WEEK OF MARCH 1, 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: Irish menus are perfect for St. Patrick's Day. How do you upgrade traditional dishes for modern menus?

A: Colcannon traditionally combines mashed potatoes and cabbage. I like adding horseradish root to spice it up. Guinness-spiked, mustard-brined corned beef and punchy horseradish cream will take your St. Patty's meal to a new level.

- Anything green and spring-like is ideal. Try using ingredients such as asparagus, cabbage, kale, green beans, and broccoli.
- Offer plant-based sausage over pickled Ready-Set-Serve® (RSS) Cabbage to please your vegan and vegetarian customers.
- Irish nachos are a fun dish that substitutes potatoes for the chips!

Chef Gary Hill, 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.



Beet Pancakes

Give classic flapjacks a bit of flair with bright pink beet juice. The flavor is a bit earthier, but remains sweet. Top with vibrant fruits and edible flowers for a crowd-pleasing presentation.

Get the full recipe >

Tips for Serving Iceberg Lettuce

- Use MFC Trimmed Iceberg to top tacos, tostadas, burgers, and sandwiches.
- Serve thinly sliced gyro lamb meat, chopped MFC Tomatoes, sticks of MFC Cucumbers, and dill tzatziki sauce over MFC Trimmed Iceberg.
- Mix together bulgur wheat, chopped MFC Tomatoes, RSS Washed & Trimmed Green Onions, RSS Lemon Juice, roasted RSS Peeled Garlic, RSS Washed & Trimmed Parsley, MFC Mint, and MFC Trimmed Iceberg; serve tabbouleh with warm pita triangles.



Browse additional usage tips >



Chefs love this broccoli-stem hummus recipe as it puts kitchen odds and ends to good use. Customers love it for the rich flavors and healthy nutrients.

Produce Highlights

Avocados

- Prices are rising; 48-count and larger supplies are tightening.
- Ripening is currently taking three to four days.

Potatoes

- Idaho potato supply levels are not meeting demand, especially for 40- to 70-count stocks.
- Smaller sizes (80- through 100-count cartons) are more readily available.

Strawberries

- Prices are easing.
- Supplies are increasing. Higher temperatures in both California and Florida are increasing yields.

Fresh Crop Report

WEEK OF MARCH 1, 2020

Apples



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

Prices for large sizes (56- through 72-count packs) are starting to climb; storage supplies are tightening. Smaller fruit (100- to 138-count) is more plentiful. Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty varieties such as Autumn Glory, Braeburn, and Honeycrisp 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 weak; new crop Mexican supplies are ample. Although Peruvian quality is better, stocks are limited. MFC Asparagus is available.

Avocados



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

Prices are rising; 48-count and larger supplies are tightening. The California season is just getting started. Quality is very good, but ripening is currently taking three to four days. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is low; volume is high. Quality is very good: issues with softness and scarring are minimal. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices have stabilized; stocks will continue to become more abundant as weather warms. Quality is very good: skins are smooth and vibrant, while flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is steady; supplies are adequate. Quality is average: 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 starting to increase; stocks are tightening as demand exceeds supply. 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 is easing; stocks are increasing in the Arizona/California desert region. Expect low prices for several more weeks if weather holds. Quality is very good: florets are deep green with earthy flavor. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF MARCH 1, 2020

Cantaloupe



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

Prices are slightly lower than last week; offshore stocks are plentiful 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	^^^	*****	\$\$\$

The market has stabilized; this week's warmer, dryer weather conditions are aiding growth. Quality is improving: creamy coloring is an occasional issue. ESS Cauliflower is available.

Celery



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

Prices are weak; supplies are ample 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	^^^	*****	\$\$\$

The market is elevated; volume is low, but starting to increase now that temperatures are rising. Quality is good: skins are evenly colored and smooth, while flavor is refreshing. MFC Cucumbers are available.

Grapes



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

The Chilean green and red seedless markets are level. MFC Lunch Bunch Grapes and Grape Escape stemless stocks are on the market. 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	^^^	*****	\$\$\$

The market is weak; stocks are abundant. Recent rain and freezing morning temperatures combined with warmer weather this week will cause minor frost damage, growth cracks, internal burn, sporadic mildew damage, and weak tips. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market has eased; Mexican supplies are plentiful. 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	^^^	*****	\$\$\$

Prices are stable; stocks are increasing. Problems include minor frost damage, growth cracks, internal burn, sporadic mildew, and weak tips; field crews are trimming damaged leaves. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is low. Quality is very good: fruit is extremely juicy with intensely sour flavor. MFC and ESS Lemons are available.

Limes



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

Prices are beginning to rise; supplies are tightening, especially small sizes. Overall volume is lower than normal. Larger sizes (100- and 150-count limes) are more readily available. Markets will continue to rise through April. MFC and ESS Limes are available.

Onions



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

The market is near the bottom. Fresh-run red, yellow, and white onions from Mexico (into South Texas) and the Northwest are on the market. The Texas season will start 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	^^^	*****	\$\$\$

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

Pears



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

The market is steady. Washington D'Anjou pears are dominated by 110- through 120-count sizes. Sugar levels range from 12 to 14 Brix. MFC Pears are available.

Pineapple



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

The market has stabilized; supplies are sufficient. Quality is very good: fruit is juicy with tangy, yet sweet flavor. Sugar levels are over 13 Brix.



Fresh Crop Report

WEEK OF MARCH 1, 2020

Potatoes



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

Idaho potato supply levels are not meeting demand, especially for 40- to 70-count stocks. Expect both the Idaho and Washington markets to continue climbing through the rest of the season. There is a wide range of quality on the market. MFC Idaho Burbank and Norkotah Potatoes are available.

Raspberries



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

The market is inching up; supplies are tightening in both harvesting areas. Quality is good: sugar levels range from 13 to 14 Brix.

Romaine



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

Although prices remain weak, recent cold, wet weather followed by higher temperatures are causing quality problems such as frost damage, growth cracks, internal burn, sporadic mildew, and weak tips. Harvesting crews are trimming damaged leaves at the field level. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is level. 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 holding steady; supplies are average. Lettuce and tender leaf items in the Yuma, Arizona and Imperial Valley, California growing districts will be exhibiting sporadic quality and shelf-life challenges over the next week, including mildew, discoloration, and mechanical damage. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices have jumped; supplies are extremely limited. Quality is average: scarring and mechanical damage are occasional problems. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices are easing; supplies are increasing. Higher temperatures in both California and Florida are increasing yields. The Mexican season is past its peak; volume will decline weekly moving forward. Quality ranges from good to very good: fruit is firmer and sweeter than in weeks past. MFC Strawberries are available from California and Florida.

Tomatoes



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

Although supplies remain limited, prices have peaked and will start to inch down in mid- to late March when Mexican volume rises. Quality is starting to improve with warmer weather.

Watermelon



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

The market is level; stocks are adequate. Although flavor is mild, texture is firm and color is vibrant. Sugar levels range from 11 to 12 Brix.



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