

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (37 to 39 pounds compared with 32 to 34 pounds).
- The avocado market is elevated; 48-count and larger fruit is tightening.
- Watermelon prices are higher than last week; Mexican and offshore stocks are limited.

Fresh Crop Report

WEEK OF MARCH 8, 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: Soups are cost-effective menu items that are a sustainable way to prevent in-house food waste. Which soups do you see as on-trend this season?

A: House-made vegetable, cream of Cremini and Shiitake mushroom, sweet corn with roasted artichokes and Poblano chiles, and onion soup made with Yukon Gold potatoes, leeks, and roasted garlic are some of my favorites.

- Jewish cuisine is having a resurgence. Try updating the traditional **matzo ball soup** with herbs, fresh ginger, and house-made noodles.
- Add ginger and creme fraiche to **roasted carrot soup** for brightness and complexity.
- Top a **hearty bean and squash soup** with a lamb-stuffed Savoy cabbage roll—ideal for lunch or dinner entrees.

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.



Charred Jalapeno-Caramelized Onion Ranch Dip

Bar snacks continue to grow as a menu category. Add value to your Ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

Get the full recipe >

Tips for Serving Asparagus

- Toss cooked linguine, grilled MFC Asparagus, MFC Shiitake Mushrooms, and MFC Chervil with lemon cream sauce.
- Wrap a small bunch of MFC Asparagus with fillet of sole; bake until fish is cooked; drizzle all with sesame-garlic-soy sauce.
- Toss soba noodles with roasted MFC Asparagus and miso dressing; top with pan-seared scallops.
- Lightly fry asparagus in buttermilk and panko breadcrumbs; serve with spicy wasabi dipping sauce.



Browse additional usage tips >



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As delicious in taste as they are beautiful in presentation, these blossomed onions are a healthier version of the fried favorite.

Produce Highlights

Bell Peppers

- Green bell prices are rising; Mexican volume is decreasing.
- Red bell markets are lower; Mexican yields are increasing.

Onions

- Texas-grown MFC Onions will enter the market the week of March 16.
- The Colorado season will end next week.

Oranges

- California Navel supplies will be available through late May.
- New crop California Valencia production is expected to start in late April/early May.

Apples



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

The large size market (56- through 72-count packs) is inching up; storage volume is decreasing. Smaller fruit (100- to 138-count) is more abundant. 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	^^^	*****	\$\$\$

Prices are low; stocks are plentiful from Mexicali, Mexico. Peruvian quality is good, but supplies are tight. MFC Asparagus is available.

Avocados



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

The market is elevated; 48-count and larger fruit is limited. California supplies will increase this month. Quality is very good, but ripening is taking longer than normal (three to four days). Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Expect rising prices over the next 7 to 10 days. Mexican volume is decreasing; growers in Culiacan, Sinaloa are between plantings. Florida rain and cold weather are limiting East Coast supplies. Quality is good: 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	^^^	*****	\$\$\$

The market is inching down; Mexican yields are up. 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	^^^	*****	\$\$\$

Prices are unchanged; volume is average. 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 up; demand exceeds supply in Mexico due to recent rain and low temperatures. 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	^^^	*****	\$\$\$

Prices are low; supplies are ample in the Arizona/California desert region. Weak prices will persist if this warm, dry weather continues. Quality is very good: florets are deep green with earthy flavor. MFC Broccoli Crowns are available.



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Cantaloupe



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

The market is low; offshore supplies are abundant on both coasts. Quality is very good: sugar levels range from 11 to 13 Brix. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



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

Prices are steady; warm, dry weather conditions are increasing yields. Quality is good: creamy coloring is a slight problem. ESS Cauliflower is available.

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	^^^	*****	\$\$\$

High prices persist; although supplies are tight, they are beginning to increase with warmer weather. 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 supplies 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 remain weak; volume is high. Warm weather has aided growth. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices have dropped; Mexican and offshore stocks are ample. Quality is average: sugar levels range from 10 to 13 Brix. MFC Honeydews are not available during the import season.

Iceberg Lettuce



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

The market is steady; warm weather is aiding growth. Possible problems include minor frost damage, growth cracks, internal burn, sporadic mildew, and weak tips; harvesting crews are trimming damaged leaves at the field level. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are stable at low levels. 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	^^^	*****	\$\$\$

The market is elevated. Volume is low, especially small sizes; large sizes (110- and 150-count limes) are more abundant. Expect climbing prices for the next four to six weeks. MFC and ESS Limes are available.

Onions



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

Prices are weak. Fresh-run red, yellow, and white onions from Mexico (into South Texas) and the Northwest are plentiful. MFC Onions are available in Idaho, Mexico, Oregon, Utah, and Washington. Texas-grown MFC Onions will enter the market the week of March 16. The Colorado season will end next week. Quality is excellent.

Oranges



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

The market is elevated. California Navel stocks will be available through late May. Supplies are dominated by large sizes (56- and 72-count fruit); 113-count and smaller sizes are tight. New crop California Valencia production is expected to start in late April/early May. Quality is very good: sugar levels range from 12 to 12.5 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Prices are unchanged. 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	^^^	*****	\$\$\$

Prices are level; stocks are adequate. Quality is very good: fruit is juicy with tangy, yet sweet flavor. Sugar levels are over 13 Brix.



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Potatoes



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

High markets persist in Idaho, especially for 40- to 70-count supplies. Washington's Norkotah market is steady; demand is shifting, but all prices are forecast 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	^^^	*****	\$\$\$

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

Romaine



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

The market is low; supplies are abundant. Quality is very good, but occasional problems may include frost damage, growth cracks, internal burn, sporadic mildew, and weak tips. Production crews are trimming damaged leaves in the fields. 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 are stable; stocks are sufficient. Quality is average; potential problems include mildew, discoloration, and mechanical damage. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

High markets persist; supplies are extremely tight. Quality is good: scarring and mechanical damage are minor issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The domestic market is poised to rise; more rain is in the forecast. The Mexican season is winding down; supplies are limited. Quality ranges from good to very good: sugar levels are rising. MFC Strawberries are available from California and Florida.

Tomatoes



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

The market has fallen; Mexican supplies continue to increase. Quality ranges from good to very good due to drier weather and higher temperatures.

Watermelon



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

Prices are higher than last week; Mexican and offshore stocks are tightening. Although flavor is mild, texture is firm and color is vibrant. 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.



5-Star Food Safety.
Addressing quality and safety at five key points.