

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon and all of our member companies are taking the **Coronavirus (COVID-19)** very seriously. The situation is rapidly evolving, for current and up to date information refer to the **CDC** and **FDA** websites.
- In general, prices for most items will climb due to the pandemic. Retail demand is increasing, depleting overall availability.
- Markon First Crop® (MFC) Premium Green Leaf weights are higher on average than the rest of the industry (23 to 25 pounds compared with 21 to 23 pounds).

Fresh Crop Report

WEEK OF MARCH 22, 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: Morels, ramps, peas...delicate flavors are ripe for spring. Which do you use and how?

A: All three ingredients are hallmarks of the spring season. I use them in risotto. The delicate peas and earthy morels play off each other, while the ramps add a punch of flavor. This recipe works well with shrimp or chicken or as a vegetarian dish. Other spring items I like to use on menus include fiddlehead ferns, fava beans, and leeks.

- Braise **trimmed leeks** until tender, then char the edges for smoky notes; serve with spring peas and caviar.
- Add sauteed ramps to egg dishes like omelets, scrambles, and huevos rancheros.
- Toss delicate fiddlehead ferns and/or fava beans with leafy greens, ancient grains, and bits of citrus for a seasonal salad.

*Chef Marcus Calderon,
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.



Butterfly Pea Rice with Coconut and Fruit

Delight your customers with this vibrant blue rice bowl served in a coconut shell—chopped fruit, nuts, and toasted coconut add flavor and texture. Serve with side of yogurt or granola.

Get the full recipe >

Tips for Serving Radishes

- Line egg salad sandwiches with thinly sliced red radishes and Ready-Set-Serve® (RSS) Chopped Green Leaf Lettuce.
- Stir chopped radishes and RSS Shredded Carrots into turkey salad; serve on pumpernickel bread.
- Toss thinly sliced radishes and MFC Cucumbers with shiso vinaigrette; serve with skewered, grilled meats.
- Combine watercress, sliced radishes, and chopped mango; dress with rice wine vinaigrette.

Browse additional usage tips >





A fresh take on classic pizza recipes, this version combines earthy Brussels sprouts, sweet figs, creamy Ricotta cheese, nutty Parmesan, and tangy Balsamic syrup.

Produce Highlights

Brussels Sprouts

- Prices will continue to climb.
- Rain and muddy fields are slowing harvests and tightening stocks; insect pressure is a quality problem.

Potatoes

- The market continues to rise.
- Demand is outpacing Idaho potato levels, especially 40- to 70-count stocks.

Strawberries

- Supplies will remain tight. Rain persists in Oxnard and Santa Maria, California.
- Harvests are winding down in Florida and Mexico.

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Apples



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

The large-size market (56- through 72-count packs) is climbing; storage volume is falling. 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	^^^	*****	\$\$\$

Prices are weak; supplies are ample from Mexico, Mexico. Peruvian quality is good, but stocks are limited. MFC Asparagus is available.

Avocados



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

The market is high; 48-count and larger sizes are beginning to increase. Quality is very good, but ripening is taking longer than normal (three to five days). RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are slightly higher than last week; more rain is in the West Coast forecast which will likely tighten supplies. Quality is average: 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 a bit higher than last week; Mexican stocks (into Nogales, Arizona) are tightening due to more rain. Quality is good: softness and scarring are minor issues. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are steady; supplies are sufficient. Most orders are being shipped from Mexico, but California growers are also packing in Oxnard and Santa Maria. 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
CHILE	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
PERU	^^^	*****	\$\$\$

The market is elevated; volume is low in all growing regions. 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 high; stocks are diminishing in the Arizona/California desert region as growers ready for the seasonal harvesting transition north to Salinas. Quality is very good: florets are deep green with earthy flavor. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF MARCH 22, 2020

Cantaloupe



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

The market is climbing; offshore stocks are ample, but demand is strong. 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 up; the seasonal transition from Yuma, Arizona north to California's Salinas Valley is imminent. More rain is in the forecast as well. Quality is good: creamy coloring is a slight problem. ESS Cauliflower is available.

Celery



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

The market is rising; due to the Coronavirus, retail demand has skyrocketed, depleting overall supplies. MFC Celery is available.

Cucumbers



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

Prices are much higher; the pandemic and this week's rain will further reduce volume. MFC Cucumbers are available.

Grapes



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

Chilean green and red seedless markets are steady to a bit higher. 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 up; retail demand is strong, reducing foodservice supplies. Weather-related quality problems include minor frost damage, growth cracks, internal burning, mildew damage, and weak tips. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is slightly higher than last week; Offshore supplies are adequate, but there are few Mexican melons being shipped. Quality is good: sugar levels range from 10 to 13 Brix. MFC Honeydews are not available during the import season.

Iceberg Lettuce



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

Prices are elevated. Fields have been hit hard with mildew damage, but once trimmed, only occasional growth cracks are present. The extra leaf removal is reducing overall weights. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is holding steady. 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 climbing. As retail demand continues to increase, foodservice availability will fall. 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	▲▲▲	*****	\$\$\$

The market has started to inch up; demand is strong. MFC Onions are available in Idaho, Mexico, Oregon, Utah, and Washington. The Colorado season has ended. Quality is excellent.

Oranges



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

Prices are high. Stocks are dominated by large sizes (56- and 72-count fruit); 113-count and smaller sizes are diminishing. New crop California Valencia harvesting will begin 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	▲▲▲	*****	\$\$\$

The market is up slightly. 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 is beginning to climb again; although supplies are sufficient, retail demand is reducing availability. Quality is very good: fruit is juicy with tangy, yet sweet flavor. Sugar levels are over 13 Brix.



Fresh Crop Report

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Potatoes



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

Prices continue to climb; orders are outpacing Idaho potato levels, especially 40- to 70-count stocks. Demand is shifting to Washington's Norkotah market, but prices will keep rising 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 back up as strong retail demand is reducing foodservice supplies. Quality is average: sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are up; retail demand is strong, reducing foodservice supplies. Weather-related quality problems include minor frost damage, growth cracks, internal burning, mildew damage, and weak tips. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is beginning to rise. Iceberg and romaine supplies are being shifted for strong retail demand. 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 slightly higher; demand is strong. Quality is good: issues include mildew, discoloration, and mechanical damage. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

Prices are escalating; stocks are extremely limited. More rain this week will further challenge supply levels. Quality is fair: scarring and mechanical damage are problems. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is elevated; supplies will remain tight. Rain persists in Oxnard and Santa Maria, California. The Florida season will end next week. Mexican stocks will remain tight through late March. Quality problems include bleeding, bruising, decay, mold, and softness. MFC Strawberries are sporadic.

Tomatoes



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

Prices are up; Coronavirus has driven up retail demand, reducing availability. Quality is average: this week's West Coast rain could cause minor issues.

Watermelon



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

The market is elevated; Mexican and offshore stocks are limited. Imports into Nogales, Arizona are down as spring production is just getting started. Quality is average: low sugar levels, mild flavor, and soft spots are issues.



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.

MARKON ESSENTIALS

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.