

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 35 to 37 pounds).
- Iceberg and leafy green growers are beginning to transition production out of the Arizona/California desert region north to California's San Joaquin and Salinas Valley growing region. Arizona/California desert harvesting will continue through mid-to late April depending on weather conditions.
- Cantaloupe prices are climbing; honeydew markets are slightly higher than last week. Due to COVID-19, demand is shifting to retail.

Fresh Crop Report

WEEK OF MARCH 29, 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: Texture, whether it be creamy, crunchy, or surprising (caviar limes anyone?) can add craveability to recipes. What are your favorites?

A: I love the combination of crunchy and creamy, as in recipes like dilled cucumbers with sour cream, hummus topped with roasted chickpeas, and chia breakfast pudding topped with candied cashews and chopped mango.

- Top creamy dips like baba ghanoush and French onion with tart, crunchy pomegranate seeds.
- Give silky acai bowls texture with granola or toasted coconut.
- Serve coddled eggs and spinach in shells made of crunchy phyllo dough.
- Refreshing tomato gazpacho gets form and substance when served in edible cucumber cups.

*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.



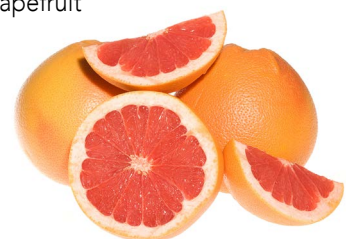
Butternut-Ricotta Crostini with Arugula

Creamy, crunchy, sweet, and bitter—this handheld is bursting with contrasting textures and flavors, making it a delicious choice.

Get the full recipe >

Tips for Serving Grapefruits

- Mix Ready-Set-Serve® (RSS) Chopped Romaine with RSS Grapefruit Sections, hearts of palm, chopped avocado, and lump crab meat.
- Serve seared halibut with beurre blanc made with RSS Grapefruit Juice; top with RSS Grapefruit Sections and fresh English peas.
- Marinate skewers of swordfish cubes and RSS Grapefruit Sections in mint vinaigrette; grill and serve on a bed of RSS Wild Arugula.



Browse additional usage tips >



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This Thai-inspired cold noodle salad combines RSS Color Shred Organic Carrots with zesty green onions, buckwheat pasta, and spicy peanut sauce—works as an entrée or accompaniment to grilled meats.

Produce Highlights

Bell Peppers

- Strong retail demand across the U.S. and rain in Mexico are pushing up prices.
- Expect elevated markets for the next two to three weeks.

Onions

- The onion market is active in all regions.
- Prices continue to rise due to excessive retail demand.

Potatoes

- Markets continue to rise as demand is shifting from cartons to retail bags.
- Strong demand will lead to a gap in Idaho potato supplies by late July.

Apples



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

Prices for large sizes (56- through 72-count packs) are up; storage supplies are tightening. Smaller fruit (100- to 138-count) is more abundant. Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available. Specialty varieties such as Autumn Glory, Braeburn, and Honeycrisp are also on the market. 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 up due to strong retail demand; Mexican volume is decreasing. Peruvian quality is good, but supplies are scarce. MFC Asparagus is on the market.

Avocados



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

Prices are inching up; 48-count and larger sizes are a bit more plentiful, but demand remains strong. Quality is very good: ripening continues to take 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	^^^	*****	\$\$\$

Expect elevated markets in all growing regions for the next two to three weeks. Strong retail demand across the U.S. and rain in Mexico are pushing up prices. 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 escalating; supplies are limited on both coasts. Quality is good: softness and scarring are occasional problems. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market continues to inch up due to the COVID-19 pandemic; although stocks are adequate, retail demand is strong. 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
CHILE	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
PERU	^^^	*****	\$\$\$

Prices are high; supplies are limited in every production region due to strong retail demand. 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 escalating. Suppliers are wrapping up harvesting in the Arizona/California desert region to make the seasonal harvesting transition north to the Salinas Valley. Early Salinas crops are limited due to cold weather. 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	▲▲▲	*****	\$\$\$

Prices are elevated; offshore supplies are tightening while retail demand soars. 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	▲▲▲	*****	\$\$\$

The market is rising. Growers are preparing for the seasonal transition from Yuma, Arizona north to California's Salinas Valley. Yields are low due to cold weather. Quality is good: creamy coloring is a slight problem. ESS Cauliflower is available.

Celery



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

Prices are up; the Coronavirus has greatly increased retail demand, depleting overall stocks. MFC Celery is available.

Cucumbers



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

Elevated markets persist; the pandemic and low temperatures are tightening supplies. MFC Cucumbers are available.

Grapes



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

Chilean green and red seedless prices are inching up. 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	▲▲▲	*****	\$\$\$

The market is high; retail demand continues to climb, reducing foodservice volume. Weather-related quality problems include minor frost damage, growth cracks, internal burn, mildew damage, and weak tips. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are a bit higher. Offshore stocks are sufficient; Mexican melons are limited. 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	▲▲▲	*****	\$\$\$

The market is up. Mildew damage persists, although once trimmed, only occasional growth cracks are present. The extra leaf removal is decreasing overall weights. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are stable. 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	▲▲▲	*****	\$\$\$

Expect rising markets for the next four to six weeks. Strong retail demand is reducing foodservice availability. MFC and ESS Limes are on the market.

Onions



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

Prices are active in all regions due to excessive retail demand. Limited supplies of Mexican red, yellow, and white onions are being shipped. The Texas-grown, fresh-run onion season has begun; yellow and white stocks are tight. Fresh-run MFC Onions will be available in California's Imperial Valley the week of April 27. MFC Onions are available in Idaho, Mexico, Oregon, Utah, and Washington. Quality is excellent.

Oranges



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

The market is steady. The crop is dominated by large sizes (56- and 72-count fruit). New crop California Valencia production will 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 starting to climb due to strong retail demand. 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 stable. 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	▲▲▲	*****	\$\$\$

Markets continue to rise as demand is shifting from cartons to retail bags; this will lead to a gap in Idaho potato supplies by late July. Orders are outpacing Idaho potato supply levels, especially of 100-count and smaller sizes. MFC Idaho Burbank and Norkotah Potatoes are available.

Raspberries



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

Price are up; strong retail demand is decreasing foodservice supplies. Quality is average: sugar levels range from 13 to 14 Brix.

Romaine



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

The market is high; retail demand continues to climb, reducing foodservice volume. Expect weather-related quality problems for the next two weeks, including 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	▲▲▲	*****	\$\$\$

Prices are unchanged. Retail demand for iceberg and romaine is strong. 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 level. Growers are also preparing for the seasonal transition from Yuma, Arizona to California's Salinas Valley. Quality is average: occasional problems 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 a bit lower than last week; supplies are adequate. Quality is good: scarring and mechanical damage are issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is elevated; rain is keeping volume low. The Florida season has ended. Expect limited Mexican stocks through mid-April. Quality problems include bleeding, bruising, decay, mold, and softness. MFC Strawberries are sporadic.

Tomatoes



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

Prices are steady to slightly lower than last week. Coronavirus is increasing retail demand for Mexican vine ripe supplies. Weak foodservice demand is easing Florida mature green markets. Overall quality is average.

Watermelon



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

The market is slightly lower than last week. Offshore supplies are sufficient, while Mexican stocks are starting to increase. Quality is average: low sugar levels, mild flavor, and soft spots are occasional problems.



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