

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (40 to 44 pounds compared with 38 to 42 pounds).
- Markon Inspectors are seeing [premature breakdown and yellowing](#) in tender leaf items such as arugula, spring mix, and spinach, shortening shelf-life. Maintaining the cold chain is essential for shelf-life longevity.
- Bell pepper, cucumber, and squash [prices](#) are [falling](#); foodservice demand is at an all-time low.

Fresh Crop Report

WEEK OF APRIL 5, 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: Foodservice demand has dropped dramatically due to the COVID-19 pandemic. How can operators convert and/or add menu items that are take-out friendly?

A: My favorite to-go dishes include dips like hummus, baba ghanoush, guacamole, and muhammara. Upgrade their delivery presentation by garnishing with delicious pomegranate arils, grilled Halloumi cheese, roasted Ready-Set-Serve® (RSS) Peeled Garlic, passion fruit seeds, fresh herbs, chopped nuts, or pickled veggies such as okra, carrots, and tomatoes.

- Bump up portion salad size to serve entire families or groups using RSS salad blends like RSS American Blend, RSS Hearts & Hearts, and RSS Chopped Romaine.
- Hand-helds like empanadas, Cornish pasties, tacos, flatbreads, and doner kebabs are ideal for delivery; use grilled meats and charred onions, leeks, or Brussels sprouts.

*Chef Jack Johnson,
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.



Bibimbap

This Korean dish with a whimsical name is chock full of healthy, delicious ingredients—making it ideal for to-go and delivery options.

Get the full recipe >

Tips for Serving Limes

- Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- Add a pleasantly sour bite to cakes, cookies, puddings, and scones.
- Limes are integral to many Mexican dishes, including tortilla soup, corn con crema, fresh salsa, and street tacos.



Browse additional usage tips >

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Fresh Crop Report

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Serve everyone's favorite BLT sandwich as a crunchy, delicious romaine salad.

Produce Highlights

Broccoli & Cauliflower

- Markets are declining as demand decreases and supplies increase.
- Product is available in multiple growing regions.

Limes

- Expect lower prices through April.
- Crossings into the U.S. are above normal for this time of year.

Tomatoes

- Markets are falling.
- Florida mature greens are ample; foodservice demand has diminished due to COVID-19, while retail demand for mature greens is minimal.

Apples



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

The Washington market for large fruit (56- through 72-count packs) is slightly higher; 100- to 138-count sizes are more plentiful. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are readily available; Fuji and Golden Delicious are diminishing. Specialty varieties such as Autumn Glory, Braeburn, and Honey-crisp 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	^^^	*****	\$\$\$

Prices have eased due to weak foodservice demand. Mexican stocks are tightening as growers transition to Baja. Peruvian quality is good, but stocks are tight. MFC Asparagus is on the market.

Avocados



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

The market is high; 48-count and larger sizes are more readily available, but demand remains strong. Quality is very good: ripening is taking longer than normal (three to five days), depending on levels needed. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

Prices have dropped; demand is weak and weather is warm, aiding growth. Volume is high. Mexican peppers are shipping into both Arizona and Texas. Quality is very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is much lower; stocks are abundant in all growing regions. Mexican peppers are shipping into both Arizona and Texas. Quality is good: softness and scarring are slight issues. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices have stabilized; supplies are sufficient despite strong retail demand. Quality is very 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 has leveled; demand has fallen, increasing availability. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are declining as demand decreases and supplies increase. Suppliers are ending production in the Arizona/California desert region and moving north to the Salinas Valley. Early Salinas crops are limited due to cold weather, but temperatures are rising along with yields. 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 has stabilized; offshore stocks are adequate. Quality is very good: sugar levels range from 11 to 13 Brix. MFC Cantaloupe Melons are not available during the import season. The domestic season will start in May.

Cauliflower



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

Prices are declining as demand decreases and supplies increase. Growers are beginning the seasonal transition from Yuma, Arizona north to California's Salinas Valley. Quality is good: creamy coloring is a minor issue. ESS Cauliflower is available.

Celery



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

The market is steady; foodservice demand is weak due to the effects of the Coronavirus. MFC Celery is available.

Cucumbers



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

Prices are falling; foodservice demand is at an all-time low. MFC Cucumbers are available.

Grapes



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

Chilean green and red seedless markets are level. 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	▲▲▲	*****	\$\$\$
CA	▲▲▲	*****	\$\$\$

Prices are easing; demand has plummeted due to COVID-19. Growers have begun harvesting in Huron, California. Expect quality and shelf-life challenges over the next two weeks. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is steady. Offshore supplies are adequate; Mexican melons are tight. Quality is average: sugar levels range from 10 to 13 Brix. MFC Honeydew Melons are not available during the import season.

Iceberg Lettuce



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

Prices have fallen; demand is weak. Growers have begun production in the Huron, California region. Late-season weights are lower in the Arizona desert area. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is 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	▲▲▲	*****	\$\$\$

Mexican volume is higher than normal for this time of year; low prices are forecast through April. Quality is very good. MFC and ESS Limes are on the market.

Onions



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

The market has stabilized; storage stocks are sufficient. The Texas-grown, fresh-run onion season is underway. 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	▲▲▲	*****	\$\$\$

Prices are unchanged. The crop is dominated by large sizes (56- and 72-count fruit). 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 level; demand is weak and supplies are adequate. 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 steady; volume is average despite strong retail demand. 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	^^^	*****	\$\$\$

Although overall prices remain elevated, the 40- to 70-count market is a bit lower due to weak foodservice demand. Expect a gap in Idaho potato stocks by late July. Orders are outpacing Idaho supply levels, especially of 100-count and smaller sizes. MFC Idaho Burbank and Norkotah Potatoes are available.

Raspberries



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

The market has leveled; demand has fallen, increasing availability. Quality is average: sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are easing; demand has plummeted due to COVID-19. Growers have begun harvesting in Huron, California. Expect quality and shelf-life challenges over the next two weeks. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is level. Retail demand for iceberg and romaine remains strong. Markon inspectors are closely monitoring finished cartons for chunks and cores to achieve the best packs.

Spring Mix



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

Prices are unchanged. Growers have started the harvesting transition from Yuma, Arizona to Huron and Salinas, California. Quality is better in the new crop regions. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

Markets are falling; foodservice demand is at an all-time low. Quality is good: scarring and mechanical damage are minor issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices have stabilized; foodservice demand is weak due to COVID-19. California growers are harvesting out of Oxnard and Santa Maria. Quality has improved due to warm, dry weather. MFC Strawberries are available.

Tomatoes



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

Markets are at the bottom. Florida mature greens and Mexican vine ripers are ample; foodservice/retail demand is weak this week due to COVID-19. Quality is very good.

Watermelon



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

Prices are steady; demand is weak. Offshore stocks are adequate, while Mexican supplies continue to increase. Quality is average: low sugar levels, mild flavor, and soft spots are concerns in some lots.



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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).
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