

**CONFIDENCE**  
IN EVERY CASE.



## Highlights

- The COVID-19 situation is rapidly evolving. Markon will continue to post up-to-date information and links to resources on our website's homepage.
- Markon First Crop® (MFC) Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (23 to 27 pounds compared with 21 to 24 pounds).
- Rain caused harvesting and loading delays in green leaf, iceberg, and romaine fields; prices will inch up as a result.

# Fresh Crop Report

WEEK OF APRIL 12, 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:** Customizable dishes like bowls, flatbreads, and tacos are ideal for take-out and delivery shifts during the COVID-19 crisis. Which mix-and-match ingredients do you think are most important?

**A:** As operations pivot to shorter menus and/or more delivery-friendly options during this unprecedented time, implementing small, flavorful details can differentiate you from others.

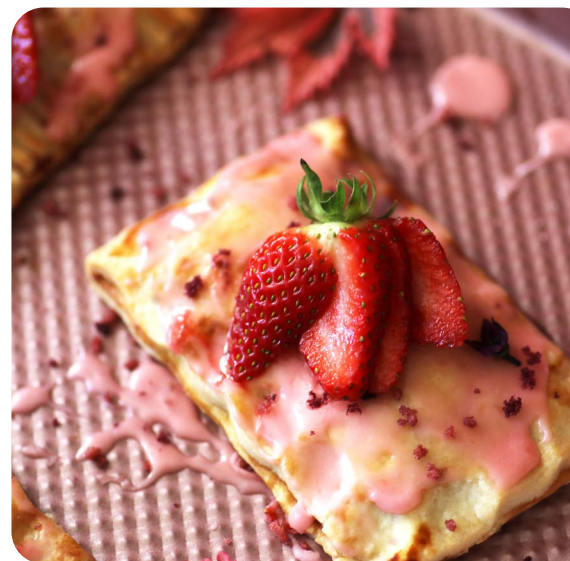
- Don't forget to include a pop of flavor from acidity. Grapefruit and lemon (juice or zest) can brighten many dishes.
- Many mix and match dishes vary in flavor, but not always texture. Add fresh radish for bite on flatbreads or fried onion strings on soft tacos and poke for good crunch!

*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.



### Strawberry Pop Tarts

Skip the processed box types and serve these house-made, retro treats filled with real fruit jam. Perfect for this trying time when customers are craving nostalgic comfort foods that hold up well in delivery.

**Get the full recipe >**

## Tips for Serving Green Bell Peppers

- Fill roasted green bell peppers with basil-flavored quinoa salad—holds up well in transport!
- Comfort foods are in high demand; add minced MFC Green Bell Peppers and corn kernels to corn bread batter.
- Sauté Ready-Set-Serve® (RSS) Sliced Onions, MFC Green and Red Bell Peppers, and Serrano ham; cool and mix into beaten eggs and cream; bake in crust for quiche or in oiled pan for frittatas.
- Shred MFC Green and Red Bell Peppers into cole slaw.

**Browse additional usage tips >**





Piled high with fruits, nuts, and seeds, chia pudding is a healthy comfort food choice and an ideal substitute for oatmeal (that may get lumpy during delivery). Great for breakfast, lunch, or dessert!

## Produce Highlights

### Idaho Potatoes

- Markets for 40- to 70-count stocks are weak.
- 5/10-, 10/5-, and 6/8-pound retail bales are available.

### Melons

- Domestic MFC Cantaloupe and Honeydew Melons will be available in early May.
- Current prices are low.

### Onions

- Supplies of MFC Onions are readily available.
- Prices are easing.

# Fresh Crop Report

WEEK OF APRIL 12, 2020

## Apples



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

Prices for large fruit (56- through 72-count packs) are inching up; 100- to 138-count sizes are more abundant. The Michigan season is winding down. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are readily available; Fuji and Golden Delicious are tight. 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 low. The COVID-19 crisis continues to weaken foodservice demand. Mexican growers have moved to the Baja growing region; volume is sufficient. Peruvian quality is good, but stocks are tight. MFC Asparagus is on the market.

## Avocados



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

Prices are slightly lower than last week; 48-count and larger sizes are the most plentiful, yet demand remains strong. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

## Bells: Green



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

The market is slightly higher than last week despite adequate stocks. The Coachella, California season will start next week. There is a wide range of quality on the market at this time. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

## Bells: Red and Yellow



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

Prices are inching up; supplies are sufficient. The California season will begin in mid-May. There is a wide range of quality on the market. MFC and ESS Red Bell Peppers are available.

## Blackberries



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

The market is steady; volume is average. 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   | ^^^      | *****   | \$\$\$ |

Prices have ticked up. Although stocks are tight, Mexican fruit is starting to increase. 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 | ^^^      | *****   | \$\$\$ |

Weak demand is keeping the market stable. The Arizona/California desert season will end this week. Mexican supplies (into McAllen, Texas) are tight. New crop Salinas Valley yields were curtailed by rain, but will increase once the season ramps up. Arizona quality is fair, but new crop California quality will improve as harvesting progresses. MFC Broccoli Crowns are available.



# Fresh Crop Report

WEEK OF APRIL 12, 2020

## Cantaloupe



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

Prices have eased; foodservice and retail demand are weak. Imported supplies are ample. Quality is very good: sugar levels range from 11 to 13 Brix. Domestic MFC Cantaloupe Melons will become available in early May.

## Cauliflower



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

The market is active. The Arizona season will end this week. Yields in California's Salinas Valley were curtailed by rain, but will increase as the new crop season progresses. Quality is good: creamy coloring is a minor issue. ESS Cauliflower is available.

## Celery



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

Prices are low; both foodservice and retail demand are weak due to the effects of the Coronavirus. MFC Celery is available.

## Cucumbers



| Region  | Supplies | Quality | Price  |
|---------|----------|---------|--------|
| FL, USA | ^^^      | *****   | \$\$\$ |
| MEX/AZ  | ^^^      | *****   | \$\$\$ |

The market is inching up; supplies are tightening. MFC Cucumbers are available.

## Grapes



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

Chilean green and red seedless prices 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     | ^^^      | *****   | \$\$\$ |
| CA     | ^^^      | *****   | \$\$\$ |

Rain has caused harvesting and loading delays; markets will inch up as a result. Growers are now harvesting in Huron and Salinas, California; the Arizona season will end this week. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

Prices are low due to weak demand; offshore melons are abundant. Quality is good: sugar levels range from 10 to 13 Brix. Domestic MFC Honeydew Melons will become available in early May.

## Iceberg Lettuce



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

Wet weather has caused harvesting and loading delays; markets are climbing. Growers have begun production in the Huron and Salinas, California region. Quality is average; weights are increasing. MFC Premium Iceberg Lettuce is available.

## Lemons



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

Prices are unchanged. 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 near the bottom; stocks are more abundant than normal for this time of year. Quality is very good. MFC and ESS Limes are on the market.

## Onions



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

Prices are easing. Storage crop stocks from the Northwest will remain on the market through April. Texas-grown supplies are being shipped; fresh-run onions will have feathery skins and light color. Fresh-run stocks will be available in California's Imperial Valley the week of April 27. The season in New Mexico will start the week of May 18. Supplies of MFC Onions are readily available. Quality is excellent.

## Oranges



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

The market is steady. Large sizes (56- and 72-count fruit) are most abundant. 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     | ^^^      | *****   | \$\$\$ |

Prices are level; demand is weak and storage stocks are sufficient. 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; supplies are ample in both growing regions. Quality is excellent: fruit is juicy with tangy, yet sweet flavor. Sugar levels are over 13 Brix.



# Fresh Crop Report

WEEK OF APRIL 12, 2020

## Potatoes



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

Demand for 40- to 70-count stocks is weak; 5/10-, 10/5-, and 6/8-pound retail bales are available. Expect a gap in Idaho potato stocks by late July. Orders are outpacing Idaho supply levels, especially of 100-count and smaller sizes. Quality is very good, but pressure bruising and hollow heart will become more prevalent in potatoes weighing 10 ounces and more. MFC Idaho Burbank and Norkotah Potatoes are on the market.

## Raspberries



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

Prices have eased; supplies are plentiful. Quality is average: sugar levels range from 13 to 14 Brix.

## Romaine



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

Rain has caused harvesting and loading delays; markets will inch up as a result. Growers have begun harvesting in Huron and Salinas, California. The Arizona season will end this week. MFC Premium Romaine Lettuce is available.

## Salads & Blends



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

Prices are unchanged. The Arizona season will wrap up this week, but growers have started production in Huron and Salinas, California.

## Spring Mix



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

The market is stable. The Yuma, Arizona season will end this week. Growers are harvesting in 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    | ^ ^ ^    | *****   | \$\$\$ |

Prices are inching up; volume is lower compared to the last several weeks. Expect volatile markets for several weeks due to COVID-19. Quality is good: scarring and mechanical damage are occasional problems. MFC Yellow Squash and Zucchini are available.

## Strawberries



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

This week's California rain will limit harvests and reduce yields; expect higher markets. The Mexican season is ending, while growers in California's Salinas/Watsonville region will start production soon. Quality is average: bleeding and softness will be problems caused by wet weather. MFC Strawberries are available.

## Tomatoes



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

Prices are low. Supplies of Florida mature greens and Mexican vine ripers are abundant. The ongoing COVID-19 pandemic is keeping demand weak. Quality is very good.

## Watermelon



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

The market has dipped; foodservice and retail demand are both weak. Stocks are plentiful in all growing regions. Overall quality is good.



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