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## Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 39 pounds compared with 33 to 37 pounds).
- Several crops will be impacted by freezing weather in Texas, including cabbage, cilantro, parsley, grapefruit, onions, oranges, and watermelons.
- Round and Roma tomato prices are low due to ample supplies out of Florida and Mexico. The grape and cherry tomato seasons are also in full swing for late winter; yields are high. It's an excellent time to promote the tomato category.

# Fresh Crop Report

WEEK OF FEBRUARY 28, 2021

## 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:** Although kale's heyday was years ago, this item continues to outperform most other salad greens. What's your favorite kale salad combo?

**A:** I love to make this salad for my daughter. I massage kale with white balsamic vinaigrette, MFC Thyme, garlic-roasted sweet potatoes, grilled Halloumi cheese, and pomegranate seeds. I marry the flavors of earthy kale with sweet apples and crunchy nuts, like walnuts or pecans.

- Other combinations I recommend include caramelized onions with blue cheese, quinoa with avocado, and goat cheese with fried chickpeas.
- With any of these, I like to dress with a bright, citrusy vinaigrette using blood orange, grapefruit, or ginger notes.
- Creamy dressings with a horseradish kick work too. And don't forget to top these salads with crunchy bits of prosciutto or crumbled bacon.

*Chef David Evans, 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.



### Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entree. Great for delivery!

**Get the full recipe >**

## Tips for Serving Kale

- Brown bacon in a saute pan; hand-mix Ready-Set-Serve® (RSS) Baby Kale Mix in dripping, then toss all with crumbled bacon, hard-boiled egg, and house-made Parmesan croutons.
- Form patties with mashed MFC Potatoes and sauteed RSS Shredded Kale Blend; fry until browned; serve with breakfast entrees.
- Stir-fry RSS Washed & Trimmed Green Kale with RSS Peeled Garlic, MFC Mushrooms, and curry paste; stir in cooked Basmati rice and serve with tandoori chicken.



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# Fresh Crop Report

WEEK OF FEBRUARY 28, 2021



Chefs love this recipe as it puts kitchen odds and ends to good use. Customers love it for the rich flavors and healthy nutrients. It's a delicious, sustainable win!

## Produce Highlights

### Asparagus

- Expect low markets through March.
- Mexican production is in full swing.

### Cucumbers

- Poor weather in Mexico has slowed growth and reduced yields.
- Snow and ice in Texas have caused major delays that are affecting crossings from Mexico.

### Onions

- Texas-grown onions are currently scheduled to start shipping the week of March 1, but could be delayed due to recent freezing temperatures.
- MFC Onions remain readily available in Idaho, Oregon, Utah, and Washington.

## Apples



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

Prices are steady; storage supplies are ample. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious varieties are available. Quality is excellent: sugar levels range from 12 to 14 Brix.

## Asparagus



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

Expect low markets through March. The Caborca season will begin to wind down in late March; production will transition to Central Mexico in early to mid-April. Peruvian production is minimal, but volume will increase in April. Quality is excellent: stalks are uniform and tips are firm. MFC Asparagus is available.

## Avocados



Region	Supplies	Quality	Price
CHILE	^^^	*****	\$\$\$
COLOMBIA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are unchanged. Mexican stocks are abundant, especially 48-, 60-, and 70-count sizes. Colombian and Chilean imports are limited due to port delays. New crop harvesting will begin in California by mid-March. Texture is creamy, while flavor is subtly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

## Bells: Green



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

The market is low; stocks are plentiful in all production regions. Harvesting is in full swing in Sinaloa, Mexico, and Florida. Quality is very good: skins are smooth, color is bright, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

## Bells: Red and Yellow



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

Prices are low; yields are high. Yellow bell volume continues to increase, but growers planted fewer acres than red bells. Quality is very good: flavor is subtly sweet with hints of zest. MFC and ESS Red Bell Peppers are available.

## Blackberries



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

High markets persist. Stocks will remain limited through early March; supplies will peak in late March/early April. Quality is very good: sugar levels range from 12 to 13 Brix.

## Blueberries



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

Prices are rising. Production is wrapping up in South America; volume is falling. Quality is very good: berries are plump and tangy-sweet. Sugar levels range from 12 to 16 Brix.

## Broccoli



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

Weak markets persist; stocks are ample in the Arizona/California desert growing area. Quality is very good: sporadic bracketing is being found in some lots due to recent warm weather, but harvesting crews are culling in the fields. MFC Broccoli is available.



# Fresh Crop Report

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## Cantaloupe



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

The market is steady to slightly lower. Imported supplies remain tight but are expected to increase in early March. Quality is average: sugar levels range from 11 to 12 Brix.

## Cauliflower



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

Prices have eased; stocks are plentiful. Quality has improved. ESS Cauliflower is available.

## Celery



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

The market has fallen; supplies are abundant. Processing varieties are now also at normal levels. MFC Celery is available.

## Cucumbers



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

Prices are elevated. Poor weather in Mexico has slowed growth and reduced harvestable yields. Snow and ice in Texas have caused major delays that are affecting crossings from Mexico. MFC Cucumbers are available.

## Grapes



Region	Supplies	Quality	Price
CHILE	^^^	*****	\$\$\$
PERU	^^^	*****	\$\$\$

The market is currently two-tiered. Stocks are tight; heavy rains damaged many Chilean crops. Offshore MFC Red Seedless and MFC Lunch Bunch Grapes will hit the market in mid-March.

## Green Leaf/Variety Lettuce



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

Prices are weak; supplies are ample. Quality is very good: mildew pressure issues are diminishing. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

The market is steady; offshore stocks will start increasing next week. Quality is good: sugar levels range from 11 to 13 Brix.

## Iceberg Lettuce



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

Prices are low. Overall quality is very good; however, sporadic growth cracking, mildew damage, and uneven weights are present in some lots following inconsistent temperatures and rain events. MFC Premium Iceberg Lettuce is sporadic due to uneven head size and fluctuating densities.

## Lemons



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

The market is stable. Quality is very good: wind damage and scarring are being culled. MFC and ESS Lemons are available.

## Limes



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

Expect elevated markets through March. Mexican crossings are below normal levels, tightening supplies. Rain in Veracruz is forecast to further lower volume. MFC and ESS Limes are available.

## Onions



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

The market is level. Mexican red, white, and yellow supplies are tight (into South Texas). Texas-grown onions are currently scheduled to start shipping the week of March 8, but could be delayed due to recent freezing temperatures. Northwest MFC Onions will be readily available through May. Packer label stocks are being shipped from Colorado. Quality is excellent: Mexican onions will have feathery skins and light color/exterior compared to Northwest storage stocks.

## Oranges



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

Prices are steady to slightly higher than last week, particularly for 113- and 138-count fruit. Quality is excellent: sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.

## Pears



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

The market is unchanged. D'Anjou pears will be available in Washington and Oregon through August. Size is dominated by 80- through 110-count fruit; small sizes (120- and 135- count pears) are tighter. U.S. No. 1 grade volume is high; fancy grade pears are limited. The Washington Bartlett season is ending.

## Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

Prices are stable; supplies are sufficient. Quality is very good: translucency incidences are falling. Sugar levels average 15 Brix.



# Fresh Crop Report

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## Potatoes



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

The market is steady. MFC Norkotah Potatoes are the main variety being shipped. Small sizes are the most abundant. Norkotah quality is excellent, while Burbank quality is average. Idaho White Russet potatoes are also on the market.

## Raspberries



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

Prices are up; recent inclement weather has reduced supplies. Central Mexico will help supplement as harvesting ramps up. Expect stocks to incrementally increase each week until stocks hit their peak in mid-March. Sugar levels range from 12 to 13 Brix.

## Romaine



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

The market is weak. Quality is very good; mildew pressure issues are diminishing. MFC Premium Romaine Lettuce is available.

## Salads & Blends



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

Prices are unchanged. Iceberg and romaine stocks are ample. Overall quality is very good, incidences of mildew and mildew pressure are falling. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

## Spring Mix



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

The market is level; supplies are plentiful in Yuma, Arizona. Quality is excellent in all varieties. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

Prices are low. Mexican stocks are abundant; harvesting is increasing in Florida. Quality is very good: skins are smooth, color is deep, and flavor is pleasantly bitter. MFC Squash is available on both coasts.

## Strawberries



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

The market is high, but is starting to ease. Although strong demand persists, warm, sunny weather is aiding growth. The Mexican season is nearly over; expect more orders to ship from Oxnard and Santa Maria, California in March. Florida berries remain snug due to sporadic rain. Cold-chain management remains a vital component in maximizing shelf-life.

## Tomatoes



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

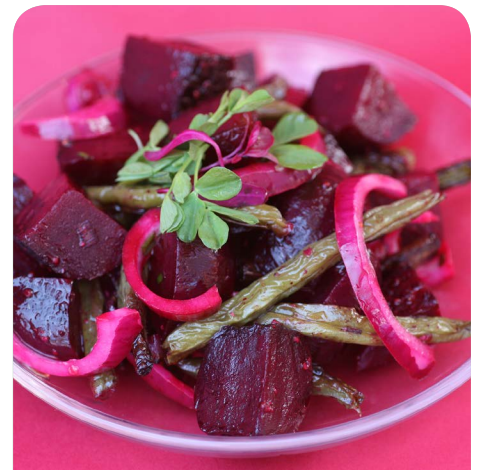
Round and Roma prices are low due to ample supplies out of Florida and Mexico. The grape and cherry tomato seasons are also in full swing for late winter; yields are high. Quality is very good: fruit is plump and juicy. It's an excellent time to promote the tomato category.

## Watermelon



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

The market is level; Mexican supplies are sufficient. Quality is excellent: color is deep red, texture is firm, and flavor is sweet. Sugar levels range from 11 to 12 Brix.



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