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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 37 to 42 pounds).
- Green bell pepper prices are climbing; demand is strong, while supplies are tightening. Red and yellow bell pepper stocks are ample. Due to lower prices, many growers kept peppers on plants longer, causing them to ripen and turn red.
- Expect high lime prices through April. Mexican stocks remain limited; all sizes are tightening, especially 110- and 150-count fruit.

Fresh Crop Report

WEEK OF MARCH 14, 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: As spring weather approaches, salads are becoming more dominant on menus. Which do you suggest for areas that are crossing over into warmer weather, but might still have some cold days?

A: Until summer, I like to bulk up lettuce salads with grains such as quinoa, couscous, wild rice, or farro. Roasted vegetables, especially winter squashes and cubed potatoes, but also eggplant, beets, and avocados, give dressed greens added texture, flavor, and color.

- Toss cooked lentils with Ready-Set-Serve® (RSS) Baby Spinach, RSS Sliced Red Onions, and goat cheese.
- Mix together fonio, RSS Wild Arugula, roasted MFC Tomatoes, and crumbled Feta cheese.

*Chef Shane Henderson,
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.



Roasted Asparagus with Yellow Bells

Roasting brings out the inherent grassy flavors of asparagus spears—top them with sweet yellow bell peppers and oniony fresh chives.

Get the full recipe >

Tips for Serving Red Bell Peppers

- Toss RSS Triple-Washed Spinach with thinly sliced MFC Red Peppers, grated red beets, and sunflower seeds; drizzle with grapefruit vinaigrette made with RSS Grapefruit Juice.
- Stir-fry calamari with MFC Red Bell Peppers, MFC Tomatoes, RSS Peeled Garlic, and MFC Opal Basil; deglaze with dash of soy sauce and serve with short-grained rice.
- Add minced MFC Red Bell Peppers and corn kernels to corn bread batter; bake and serve.

Browse additional usage tips >





Fresh Crop Report

WEEK OF MARCH 14, 2021



Steel-cut oats and plump berries make this a vibrant breakfast dish.

Produce Highlights

Cauliflower

- Prices are up.
- Recent cold weather has slowed growth in the Arizona/California desert growing region, lowering yields.

Onions

- Texas-grown MFC Yellow Onions entered the market on March 11. Texas-grown MFC Red Onions will become available at the end of the week.
- Expect elevated prices for Texas-grown onions through the entire season (March through May) due to the recent freeze.

Strawberries

- Markets are poised to increase due to wet weather in the California growing regions.
- Supplies in Mexico and Florida are winding down as those seasons come to a close.

Apples



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

Prices are stable; storage supplies remain plentiful. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious varieties are on the market. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

The market is low. Production will move from Caborca to Central Mexico in early to mid-April. Peruvian supplies are limited but will become more abundant in April. Quality is excellent: stalks are uniform and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are inching up. Mexican imports have tightened due to last month's freezing weather reduced volume. New crop is underway in California; small sizes dominate as growth was hindered by low temperatures and strong winds. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is climbing; demand is strong, while supplies are tightening. Due to lower prices, many growers kept peppers on plants longer, causing them to ripen and turn red. New crop California production will start in early April. Quality is very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Low prices persist; stocks are ample. Warm, sunny weather has been consistent through Mexico's late winter season. California harvesting will begin in May. 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; expect limited supplies for the next ten days. Availability 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. Cold weather has impeded growth in regions of California and Mexico. South American stocks are tight; the Chilean and Peruvian seasons are wrapping up. Overall 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	^^^	*****	\$\$\$

The market is inching up. The Arizona/California desert season is winding down. Early season harvesting has begun in Salinas, California. Quality is very good: bracketing remains a sporadic issue, but production crews are culling in the fields. MFC Broccoli is available.



Fresh Crop Report

WEEK OF MARCH 14, 2021

Cantaloupe



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

The market is easing; imported stocks will increase through March. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

Prices are up. Recent cold weather has slowed growth in the Arizona/California desert growing region, lowering yields. Salinas production will begin in mid-March; expect tight supplies until for the next two weeks. ESS Cauliflower is available.

Celery



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

The market is weak; West Coast volume is high. Quality is excellent. MFC Celery is available.

Cucumbers



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

Prices are steady to slightly lower; supplies are becoming more plentiful. Quality is very good. MFC Cucumbers are available.

Grapes



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

Green grape markets will climb until May, when Mexican production starts. Stocks are limited due to heavy rains that caused problems such as decay and split skins. Offshore MFC Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

Prices are low; supplies are ample. Production is getting started in Huron, California. Quality is very good. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is up. The Mexican season will be in a gap for two to three weeks while growers move to new crop areas. Offshore supplies are limited. Quality is very good: sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

Prices are climbing. Freezing temperatures followed by heat caused cosmetic and internal quality issues that are being trimmed in the field, reducing head weights. The season in Huron, California is getting started. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is unchanged. Supplies are adequate; large sizes are abundant. MFC and ESS Lemons are available.

Limes



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

Expect high prices through April. Mexican stocks remain limited; all sizes are tightening, especially 110- and 150-count fruit. MFC and ESS Limes are available.

Onions



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

The overall market is rebounding. Texas-grown MFC Yellow Onions entered the market on March 11. Texas-grown MFC Red Onions will become available at the end of the week. Expect elevated markets for Texas-grown onions through the entire season (March through May) due to the recent freeze. Mexican red, white, and yellow supplies remain tight (into South Texas). Northwest MFC Onions will be readily available through May. Packer label supplies are being shipped from Colorado.

Oranges



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

Prices are a bit higher than last week; stocks are sufficient, but demand is strengthening. Quality is excellent: sugar levels range from 13 to 14 Brix. MFC and ESS Navel Oranges are available.

Pears



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

The market is level. Washington and Oregon D'Anjou pears will be on the market through August. Availability is dominated by 80- through 110- count sizes; small fruit (120- and 135- count pears) is tight. U.S. No. 1 grade supplies are abundant; fancy grade pears are limited. The Washington Bartlett season is ending.

Pineapple



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

Prices are average; supply is meeting demand. Quality is very good: fruit is juicy and tangy-sweet. Sugar levels average 15 Brix.



Fresh Crop Report

WEEK OF MARCH 14, 2021

Potatoes



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

The market has inched up a bit. MFC Norkotah Potatoes will be shipped through mid- to late May. As Norkotah supplies begin to diminish in late March and Burbanks become the primary variety, supplies of larger sizes will tighten further and pricing will strengthen. Idaho White Russet potatoes are also on the market.

Raspberries



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

Prices are high but starting ease; supply will return to normal levels by next week. Stocks in Central Mexico are being supplemented as needed. Sugar levels range from 12 to 13 Brix.

Romaine



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

The market is inching up; the Arizona/California desert season is waning. Early harvesting is beginning in the Huron, California region next week. Quality is very good. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are level. Iceberg supplies are average, but romaine volume is high. Overall quality is very good. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is unchanged; stocks are ample in Yuma, Arizona. Growers are preparing for the spring harvesting transition to the Salinas Valley. Quality is excellent in all varieties: yellowing is minimal. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

Prices are steady to slightly higher than last week; demand is rebounding due to more states allowing restaurants to open. Chilly Florida weather is reducing volume slightly. Mexican supplies are plentiful. 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	^^^	*****	\$\$\$

Markets are poised to increase due to wet weather in the California growing regions. Supplies in Mexico and Florida are winding down as those seasons come to a close. Quality is very good: berries are firm and sweet. Cold-chain management remains a vital component in maximizing shelf-life.

Tomatoes



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

Round and Roma prices are weak; stocks are adequate. Cherry tomato markets are stable. Grape tomatoes are tightening due to bloom drop in February; prices will climb. Overall quality is very good: fruit is plump and juicy.

Watermelon



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

Prices are escalating. Mexican volume is low, especially large sizes. Harvesting is in transition to Northern growing areas. Expect rising markets and fair quality for several weeks (until the new crop season ramps up). Sugar levels range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
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Markon First Crop (MFC).
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