

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 48 pounds compared with 40 to 44 pounds).
- For some desert crops such as iceberg lettuce, this week's warm weather will spur growth and help increase case weights, but Markon Inspectors will be monitoring all commodities and value-added items for any heat-related concerns.
- A small amount of leaf lettuce production began in the Huron, California region last week. Romaine and green leaf crops in the area are exhibiting very good quality and excellent yields.

Fresh Crop Report

WEEK OF APRIL 4, 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: Ready-Set-Serve® (RSS) Avocado products save back of house labor and prep time. What are your favorite ways to incorporate these products into recipes?

A: For Mexican and Tex-Mex restaurants, using RSS Avocado Pure Pulp or Chunks means no more peeling, scooping, mashing, or waste. They can customize the dip to their flavor specifications by adding herbs, spices, and other vegetables (tomatoes, tomatillos, onions, etc.) and make it their own. I also like the RSS Avocado Halves for a quick slice to top burgers, sandwiches, and a variety of appetizers.

- Add bright flavor and vibrant gem tones to your house guacamole recipe by combining RSS Avocado Pure Pulp with pomegranate seeds.
- Add RSS Pico de Gallo Guacamole to poke, rice, and grain bowls.

*Chef Kelli Welby,
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.



Leek Asparagus Omelet

Spring vegetables and luxurious cheese add verdant, fresh flavor to this beloved egg dish.

Get the full recipe >

Tips for Serving Wild Arugula

- Line meatloaf sandwiches with RSS Wild Arugula, roasted MFC Tomatoes, and roasted red pepper aioli.
- Toss RSS Wild Arugula with chopped squid, cooked cannellini beans, chopped hearts of palm, and cherry tomatoes; serve with creamy lemon dressing.
- Serve open-faced BLTs with applewood bacon, RSS Wild Arugula, and purple heirloom tomatoes; top with a fried egg.
- Arrange watermelon chunks and RSS Wild Arugula in the center of a salad plate; top with crumbled goat cheese, minced MFC Red Onions, and cubed mango then drizzle with a thick balsamic vinaigrette.



Browse additional usage tips >

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Great as a bright salad or on-trend side, this beta carotene-rich tikka masala dish combines Indian flavors with sweet carrots and zesty parsley.

Produce Highlights

Green Leaf, Iceberg, & Romaine

- Prices are expected to remain fairly steady as the Arizona/California desert season ends.
- Growers are transitioning to Huron and Salinas, California regions.

Limes

- Markets remain elevated; supplies are tight.
- 110- and 150-count sizes are tightening with the size curve favoring 200-count and smaller sizes.

Potatoes

- Idaho potato demand continues to outpace supply levels, pushing up prices.
- Norkotah stocks will be depleted by mid- to late May.

Apples



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

The market is steady; storage stocks 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	^^^	*****	\$\$\$

Prices are starting to inch up as Mexican growers transition from the Caborca area to Central Mexico regions. Quality is excellent: shape is uniform, tips are firm, and flavor is pleasantly grassy. MFC Asparagus is available.

Avocados



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

The market is a bit higher than last week. The California season is fully underway; volume will rise through the month. Mexican stocks are tight and dominated by No. 2 grade fruit. Quality is very good: oil content will increase (improving flavor) as the domestic season unfolds. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are higher than last week. Growers in Florida and Mexico are transitioning to new production areas; supplies are average. The new crop California season will start over the next few weeks; jumbo, extra-large, and large sizes will dominate the crop at the start of the season. Quality is very good: skins are smooth and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is weak. Mexican stocks are abundant; production will run through early May. California's Coachella season is set to start at that time. 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	^^^	*****	\$\$\$

Prices are up. Supplies will remain tight for the next two weeks; cold weather has hindered growth in the main growing region of Mexico. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Expect high markets for the next 10 to 14 days while the South American seasons wind down. Mexico is the primary growing region, but the Florida season is getting started. Stocks will increase. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are level. Growers are transitioning north from the Arizona/California desert region to the Salinas Valley, but supplies remain plentiful. Quality is very good: beads are tight and stalks are firm. MFC Broccoli is available.



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Cantaloupe



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

Prices are average. Quality is very good; sugar levels range from 11 to 12 Brix.

Cauliflower



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

Markets are inching down; supplies are increasing. The Salinas season is underway. Dark spots and small size are occasional quality problems. ESS Cauliflower is available.

Celery



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

Prices are low; West Coast supplies are abundant. MFC Celery is available.

Cucumbers



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

Expect active markets through mid-April. Supplies are tightening; cool temperatures have been hindering growth in Mexico. Florida crops remain limited, but increased yields are expected in one to two weeks. MFC Cucumbers are available.

Grapes



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

Chilean prices are rising; the offshore season is winding down. Mexican fruit will begin shipping in a few weeks. Quality concerns include: split skins, decay, and discoloration. Offshore MFC Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

Markets are expected to remain fairly steady as the Arizona/California desert season ends. Growers are transitioning to Huron and Salinas, California regions. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are elevated but starting to ease. Offshore fruit will ship for another month; new crop Mexican stocks are increasing. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

The market is forecast to remain stable through the transition from Yuma, Arizona to California's Salinas Valley. Quality is very good: head weights are increasing. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being substituted as necessary.

Lemons



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

Prices are level. Stocks are sufficient; large sizes dominate availability. MFC and ESS Lemons are on the market.

Limes



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

Markets remain elevated. Supplies are tight; 110- and 150-count sizes are tightening with the size curve favoring 200-count and smaller sizes. MFC and ESS Limes are sporadic.

Onions



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

The market is unchanged. Texas-grown MFC Red and Yellow Onion volume is rising despite widespread damage caused by last month's freeze. The California spring season will start the week of April 26. Harvesting will begin in New Mexico by early June. MFC Onions remain readily available in the Northwest.

Oranges



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

The market is steady; supplies are sufficient. The California Navel crop is dominated by 56- and 72-count sizes. Quality is excellent: sugar levels range from 13 to 14 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Prices are average. Washington and Oregon D'Anjou pears will ship through late summer. Size is dominated by 80- through 110- count fruit; 120- and 135- count stocks are limited. U.S. No. 1 grade volume is high; fancy grade pears are tight. The Washington Bartlett season has ended.

Pineapple



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

The market is climbing due to strong Easter demand. By May, the size curve will shift to small sizes and overall supplies will increase. Quality is very good: fruit is juicy and tangy-sweet. Sugar levels average 15 Brix.



Fresh Crop Report

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Potatoes



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

Idaho Norkotah demand continues to outpace supply levels, pushing up prices. Norkotah stocks are diminishing weekly and will be depleted by mid- to late May. Current lots are dominated by 80-count and smaller sizes. Burbanks will be shipped once the Norkotah season ends. MFC Potatoes are on the market.

Raspberries



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

The market is elevated. Recent cold, wet weather has greatly reduced supplies in Baja, Mexico and Oxnard, California. Prices will inch down as harvesting ramps up in Central Mexico. Sugar levels range from 12 to 13 Brix.

Romaine



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

Prices are expected to remain fairly steady as the Arizona/California desert season ends. Growers are transitioning to Huron and Salinas, California regions. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is level. Supplies are abundant as growers prepare to make the seasonal harvesting transition from Yuma, Arizona to Salinas, California. Markon Inspectors move with the crops, ensuring quality is maintained at all points.

Spring Mix



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

Prices are stable. The harvesting transition from Yuma, Arizona to California's Salinas Valley is underway. Quality is very good: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is up a bit. Florida zucchini supplies are adequate, but yellow squash volume is low. Mexican growers are moving to northern production regions, tightening stocks slightly. 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	^^^	*****	\$\$\$

Prices have peaked and should start easing in the coming weeks. Harvesting is nearly finished in Mexico and Florida, shifting more orders to California regions. This week's warm weather should aid growth and improve color. As seasonal temperatures rise, cold-chain management will increasingly be a vital component in maximizing shelf-life. MFC Strawberries are available.

Tomatoes



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

The round, Roma, and cherry tomato markets are up slightly due to strong demand. Grape tomato stocks are increasing; prices are easing. Overall quality ranges from very good to excellent: fruit is plump and juicy.

Watermelon



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

Prices are elevated. Mexican supplies are extremely tight, particularly large sizes. Growers are moving to northern harvesting regions. The market will fall once new crop fields are in production. Sugar levels range from 11 to 12 Brix.



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by MARKON

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