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IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (36 to 39 pounds compared with 32 to 37 pounds).
- Quality and shelf-life will be impacted for remaining desert supplies of commodity and value-added broccoli, cauliflower, lettuces, and tender leaf items. Expect to see varying levels of heat stress and shortened shelf-life potential for these desert-based crops through this week.
- The Chilean grape market is up; offshore harvesting is wrapping up. Mexican stocks will start shipping in approximately four weeks.

Fresh Crop Report

WEEK OF APRIL 11, 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: Leeks are onions' milder cousin. Name a few great ways to menu them.

A: Leeks are traditionally used in soups and stocks, but these subtle-flavored onion cousins are breaking out on their own lately. I like to top pizzas and appetizers with charred leek rounds or bake creamy gratins with leeks and bits of bacon. A delicious side dish that has roots in classic French cuisine is leeks vinaigrette. I've seen many modern adaptations of this steamed dish made with miso, XO sauce, chili crisp, or Romesco in place of the mustard dressing.

- Saute chopped leeks, MFC Mushrooms, Ready-Set-Serve® (RSS) Diced Onions, and RSS Peeled Garlic; add chopped MFC Potatoes, MFC Thyme, and vegetable stock, then simmer until tender, puree and add touch of cream.

*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.



Braised, Charred Leeks with Peas and Caviar

Braising mellows this member of the onion family, while charring boosts smoky flavors. Try these leeks as light starter or serve as an accompaniment to meat or fish.

Get the full recipe >

Tips for Serving Leeks

- Add chopped leeks and smoked salmon while scrambling eggs and cream; serve with snipped MFC Chives.
- Steam halved leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and MFC Chervil.
- Mix chopped leeks, fresh peas, and MFC Mint into your favorite risotto recipe.
- Arrange halved leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese, then roast until tender.

Browse additional usage tips >





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Bar snacks continue to grow as a menu category. Add value to your Ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

Produce Highlights

Bell Peppers

- Ample supplies of red and yellow bell peppers are on the market.
- Prices are low.

Broccoli & Cauliflower

- Supplies are increasing in multiple growing regions.
- Both markets are easing.

Limes

- Prices are rising across all sizes; however, markets are considerably lower for 230- and 250-count fruit.
- Expect elevated markets through May due to bloom drop and low fruit set caused by a cold front in February.

Apples



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

Prices are unchanged; storage supplies are abundant. 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	^^^	*****	\$\$\$

The market is up a bit. Mexican growers are moving production to Central Mexico. 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	^^^	*****	\$\$\$

Prices are steady to slightly higher than last week. California volume is climbing; 48- and 60-count stocks dominate the crop. Mexican volume is down approximately 30% and expected to drop more this week. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



Bells: Green

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

The market is level. Mexican production has moved to Sonora; volume is increasing. Harvesting is in full swing in Florida. The new crop California season is ramping up; jumbo, extra-large, and large sizes dominate current supplies. 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
CAN	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Ample supplies of red and yellow bell peppers are on the market; prices are low. The Mexican season is winding down. California's Coachella Valley crop will start in mid-May. Canadian greenhouse volume is increasing. 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	^^^	*****	\$\$\$

The market will start inching down next week. Stocks will increase through the month, peaking in late April/early May. Sugar levels range from 12 to 13 Brix.



Blueberries

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

Prices are up. Mexico is the primary growing region; production will continue through spring. Domestic stocks will increase as weather warms. Sugar levels range from 12 to 16 Brix.



Broccoli

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

Supplies are increasing in multiple growing regions, easing markets. Most Salinas Valley growers have started harvesting. 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	^^^	*****	\$\$\$

The market is a bit lower than last week. The domestic season will begin in approximately one month. Quality is very good: sugar levels range from 11 to 12 Brix.

Cauliflower



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

Supplies are increasing in multiple growing regions, easing prices. Most Salinas Valley growers have started harvesting. ESS Cauliflower is available.

Celery



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

The market is weak. West Coast stocks are ample. The Florida season will run through April. MFC Celery is available.

Cucumbers



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

Prices are steady to slightly higher. Mexican volume is low due to the recent holiday. Supplies are increasing in Florida. MFC Cucumbers are available.

Grapes



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

The Chilean market is up; offshore harvesting is wrapping up. Mexican stocks will start shipping in approximately four weeks. Current quality concerns include: split skins, decay, and discoloration. Offshore MFC Lunch Bunch Grapes are on the market.

Green Leaf/Variety Lettuce



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

Prices are low; volume is high. The Arizona/California desert season is ending. Growers are harvesting in the Huron and Salinas, California regions. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market has eased; new crop Mexican melons are increasing. Offshore fruit will ship for another month. Quality is very good: sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

Prices are fairly steady. The transition from Yuma, Arizona to California's Salinas Valley is nearly complete. Quality is very good: head weights are inconsistent but increasing. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being substituted as needed.

Lemons



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

Size is dominated by 95- and 115-count sizes. Expect tighter fancy grade fruit in the coming weeks. MFC and ESS Lemons are on the market.

Limes



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

Prices are rising across all sizes; however, markets are considerably lower for 230- and 250-count fruit. MFC and ESS Limes are limited; packer label is being substituted as needed.

Onions



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

Prices are stable. Texas-grown MFC Red and Yellow Onions are increasing. California spring harvesting will begin the week of April 19. The New Mexico season should start by early June. MFC Red and Yellow Onions remain readily available in the Northwest. White onions are nearly depleted; the season is winding down.

Oranges



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

Prices are unchanged; stocks are adequate. California Navel supplies are dominated by 56-, 72-, and 88-count sizes. Quality is good: fruit is starting to exhibit minor signs of maturity like minimal skin breakdown. The Valencia season will start in early May. 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 late summer. Size is dominated by 80- through 110- count fruit; 120- and 135- count supplies are tightening. U.S. No. 1 grade stocks are ample; fancy grade pears are limited.

Pineapple



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

Expect high prices for another week or so. Large sizes will dominate availability in May, then shift to small fruit in June. 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	^^^	*****	\$\$\$

The market is elevated. Norkotah stocks are diminishing weekly and will be depleted by mid- to late May. Availability is 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	^^^	*****	\$\$\$

Prices are starting to inch down. Stocks are beginning to rebound in Baja, Mexico and Oxnard, California. The market will ease as production ramps up in Central Mexico. Quality is good: Sugar levels range from 12 to 13 Brix.

Romaine



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

The market is weak; volume is high. The Arizona/California desert season is ending. Growers are harvesting in the Huron and Salinas, California regions. Quality is very good: sporadic wind/fringe burn is being detected on outer leaves in some lots. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are steady; iceberg and romaine stocks are plentiful. Growers have nearly completed the seasonal harvesting transition from Yuma, Arizona to Salinas, California.

Spring Mix



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

The market is unchanged. Growers have nearly completed the seasonal harvesting transition from Yuma, Arizona to California's Salinas Valley. Quality is very good: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are stable. Warm weather has aided growth in Florida. Mexican growers are harvesting in Hermosillo; supplies are sufficient. Zucchini quality is a bit higher than that for yellow squash; growers are finishing up final fields and moving to the Plant City, Florida region. MFC Squash is available on both coasts.

Strawberries



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

The market should start to inch down this week. Production has ended in Florida and Mexico. This week's warm California 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	^^^	*****	\$\$\$

Roma and round tomato prices are easing; the crop is dominated by large fruit. Mexican vine-ripe supplies are ample; however, size is in the mid-range. The Baja season will start in a few weeks. Grape tomato volume has returned to normal levels. Overall quality ranges from very good to excellent: fruit is plump and juicy.

Watermelon



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

High markets persist. Mexican stocks are extremely limited, especially large sizes. Growers are moving to northern harvesting regions. Prices will start easing once new crop fields are in production. Sugar levels range from 11 to 12 Brix.



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