

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (36 to 40 pounds compared with 34 to 37 pounds).
- Idaho Norkotah potatoes continue to wind down as more growers make the transition into the Burbank variety. Size remains dominated by 80-count and smaller packs.
- Lime prices remain high due to extremely limited supplies.

Fresh Crop Report

WEEK OF APRIL 25, 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: Bright, healthy carrots can be served raw or cooked in myriad ways. What are your favorite flavor combinations and preparations when using this product?

A: Raw, shaved carrots are delicious and add brilliant color to green salads. I add Ready-Set-Serve® (RSS) Shredded Carrots to mayonnaise-based dishes like chicken, potato, or shrimp salads. I prefer RSS Baby Carrots when serving these products cooked. They soak up pan juices and sauces while retaining their inherent sweetness.

- Top miso soup with RSS Color Shred Organic Carrots and chopped RSS Washed & Trimmed Green Onions.
- Pickle RSS Coin Cut Carrots with vinegar, sugar, and jalapeno chile peppers and serve with tacos, burgers, and sandwiches.

*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.



Lemony Dijon Potato-Shallot Salad

Skip the heavy mayo and opt for a light, citrus-y salad made with tender potatoes and zesty shallots.

Get the full recipe >

Tips for Serving Romaine

- Offer a traditional Caesar salad using chopped MFC Romaine, RSS Lemon Juice, RSS Peeled Garlic, olive oil, anchovies, and shaved Parmesan cheese.
- Top cucumber gazpacho with RSS Romaine Ribbons and drizzled creme fraiche.
- Grill MFC Romaine until slightly charred; serve with lemon-chive buttermilk dressing.
- Puree grilled jalapeno chile peppers, RSS Lime Juice, RSS Washed & Trimmed Cilantro, and RSS Chopped Romaine and toss with fried tortilla strips; serve on top of grilled fish such as mahi mahi.



Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com





Fresh Crop Report

WEEK OF APRIL 25, 2021



Bright citrusy flavors "cook" this tender shrimp group appetizer. Mint and cilantro complete the clean flavors of this updated Mexican classic starter.

Produce Highlights

Cauliflower

- The market is rising.
- Supplies are tightening.

Lettuces

- Green leaf and romaine prices will remain steady through the end of April.
- Iceberg markets are active but expected to stabilize next week as supplies increase in Salinas and Santa Maria, California.

Onions

- MFC Red and Yellow Onions remain readily available in the Northwest and South Texas. California-grown MFC Onions are now on the market.
- Expect prices to ease over the next several weeks as multiple regions will be shipping.

Apples



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

Prices are unchanged; storage supplies are meeting demand. 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
CA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
PERU/FL	▲▲▲	*****	\$\$\$

The market is steady; harvesting has moved to Central Mexico. Organic asparagus production has started in California. 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 elevated due to strong demand. Expect escalating markets through Cinco de Mayo. New crop California supplies are increasing; size is dominated by 48-count fruit. The crop will peak from May to July. The Peruvian season will begin in June. Quality is excellent. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are easing. California and Mexican stocks are adequate. Florida volume is a bit lower due to rain; muddy fields are delaying harvests. Quality is excellent: walls are thick, 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	▲▲▲	*****	\$\$\$

The market is up. Mexican production has dropped slightly as many growers harvested red pepper crops for the last two weeks and sold them on the high-priced green bell market. Canadian greenhouse growers are expecting lighter yields over the next two weeks further increasing demand in Mexico. California's Coachella Valley crop will begin in mid-May. MFC and ESS Red Bell Peppers are sporadic; packer label is being substituted as needed.

Blackberries



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

Prices are easing; volume is creeping up. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market will inch down in early May; stocks are extremely tight. The primary growing region of Central Mexico is past its peak. Florida volume will climb in May. New crop harvesting is expected to begin in Georgia and Southern California next week. The market will remain high until the Georgia, Southern California, and Florida seasons ramp up.

Broccoli



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$

Expect low markets for the next 7 to 10 days. Supplies are plentiful in California's Salinas Valley. Warm weather has aided growth in Mexico. Quality is very good: hollow core is a minor issue that is common at this time of year due to warm weather. MFC Broccoli is available.



Fresh Crop Report

WEEK OF APRIL 25, 2021

Cantaloupe



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

The market is level; offshore stocks are ample. The domestic season will begin in approximately three weeks. Quality is very good: sugar levels range from 11 to 12 Brix.

Cauliflower



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

Prices are rising; supplies are tightening. Cool weather has slowed growth in the Salinas Valley, lowering yields. The market should start easing over the next week. ESS Cauliflower is available.

Celery



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

The market is weak. California stocks are abundant; Florida volume is average. Quality is excellent. MFC Celery is available.

Cucumbers



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

Prices are higher than last week. The Mexican season is off to a slow start. Cool weather also tightened Florida supplies, but they are starting to rebound. Quality is very good: texture is firm and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Expect high markets as the Chilean season wraps up. Mexican stocks will be shipped in early May. Quality concerns in late-season South American fruit include split skins, decay, and discoloration. Offshore MFC Lunch Bunch Grapes are on the market.

Green Leaf/Variety Lettuce



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

Prices will remain steady through the end of April; demand is moderate. Quality is very good: minor internal burn, sunscald, and wind damage are present in some lots. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is elevated. Stocks are limited due to a harvesting gap in Mexico. Quality is very good: sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

Strong demand has pushed up prices, but they should ease as stocks increase in Santa Maria and the Salinas Valley. Head weights are inconsistent but higher than in past weeks. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is steady. Stocks are adequate; size is dominated by 95- and 115-count fruit. Fancy grade stocks are limited. Quality is very good: wind scarring is a minor issue in California District Two fruit. MFC and ESS Lemons are on the market.

Limes



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

Prices will remain high through May due to extremely limited supplies. Demand has shifted to 175- and 200-count sizes. MFC and ESS Limes are sporadic; packer label is being substituted as needed.

Onions



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

MFC Red and Yellow Onions remain readily available in the Northwest and South Texas. California-grown MFC Onions are now on the market. Expect prices to ease over the next several weeks as multiple regions will be shipping.

Oranges



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

The domestic Navel orange season is nearly over; 113-count and smaller sizes are limited. The new crop Valencia orange season will begin in mid-May. Quality is good: fruit is starting to exhibit minor signs of maturity like minimal skin breakdown. Sugar levels range from 13 to 14 Brix. MFC and ESS Navel Oranges are available.

Pears



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

The market is unchanged. Washington D'Anjou pears will remain on the market through late summer. Size is dominated by 80- through 110-count fruit; 120- and 135- count supplies are tight. U.S. No. 1 grade supplies are plentiful; fancy grade pears are scarce. MFC Pears are available.

Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
ECUADOR	^^^	*****	\$\$\$

Prices are high; stocks are extremely tight. Large sizes will dominate availability through May, then shift to small fruit in June. Quality is very good: stocks are juicy with tangy flavor. Sugar levels average 15 Brix.



Fresh Crop Report

WEEK OF APRIL 25, 2021

Potatoes



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

Idaho Norkotah supplies continue to wind down as more growers make the transition into the Burbank variety. Size remains dominated by 80-count and smaller packs. Expect Norkotah stocks to be depleted by mid-May. Burbanks are typically smaller than the Norkotahs, with crops dominated by 80- and 90-count sizes MFC Potatoes are on the market.

Raspberries



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

Prices are starting to inch down. Central Mexico/Baja production is on the rise. These regions are rebounding later than usual this year due to the recent cool weather. Quality is good: Sugar levels range from 12 to 13 Brix.

Romaine



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

Markets will remain steady through the end of April; demand is moderate. Quality is very good: minor internal burn, sunscald, and wind damage are present in some lots. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are steady; iceberg and romaine stocks are abundant in the Salinas Valley. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is stable. Growers are now harvesting in 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 low; supplies are abundant in Florida and the Mexican growing region of Hermosillo. Yellow squash yields have returned to normal. MFC Squash is available on both coasts.

Strawberries



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

The market will remain high through the end of the month. More cool weather and rain are in the forecast for Oxnard and Santa Maria. Quality is good: fruit is taking longer than normal to reach full color specifications. MFC Strawberries are now available in our recyclable cardboard clamshells.

Tomatoes



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

Prices are low. Roma and round stocks are plentiful due to warm weather in all growing regions. Grape tomato volume is increasing. Cherry tomato quality is better in Florida than in Mexico. Overall quality ranges from very good to excellent: fruit is plump and juicy.

Watermelon



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

Elevated markets persist. Mexican supplies are extremely limited; large fruit is especially tight. Growers are transitioning to Northern Mexico. The market will inch down once new crop fields are in production. Sugar levels range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.



Markon Essentials (ESS).
No.2 grade value-focused brand. Quality, food safety, and consistency in every box. Backed by 5-Star.



5-Star Food Safety.
Addressing quality and safety at five key points.



To learn more about Markon brands, please contact your sales representative | markon.com