

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 38 pounds compared with 34 to 36 pounds).
- Prices for imported garlic are easing, however, domestic prices are holding firm. Overall volume remains lower than normal. Ready-Set-Serve® (RSS) Peeled Garlic from California is available.
- Markon's RSS lettuce processors have completed the seasonal production move from Yuma, Arizona to Salinas, California.

Fresh Crop Report

WEEK OF APRIL 19, 2020 | CANADIAN EDITION

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: How are chefs reworking their menus through the COVID-19 crisis?

A: Chefs are facing unprecedented challenges in order to stay open during the pandemic.

- Condense your menus in ways that make the most financial sense.
- Now is the time for delivery and take away friendly dishes that withstand transport times; test these dishes to be sure quality remains consistent.
- Cross-utilize as many ingredients as possible while still offering choices that customers crave (and can't easily replicate at home).
- Comfort foods like potatoes and breads are popular during this time, but don't forget to offer healthy, fresh produce dishes as well.

*Chef Jack Johnson,
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.



Cauliflower Tacos with Mole Sauce

A delicious vegetarian option that packs the earthy flavors of cumin-roasted cauliflower, pickled red onions, and Oaxacan mole. Great for delivery or pick up—just serve sauce on the side!

Get the full recipe >

Tips for Serving Carrots

- Healthy snacks with craveable dips are popular take-away options. Serve MFC Carrots, RSS Broccoli and Cauliflower Combo, and halved MFC Baby Squash with dips such as hummus, French onion, spinach and cheese, or roasted red bell pepper muhammara.
- Slowly cook lamb meatballs and MFC Carrots in a creamy Bechamel sauce accented with MFC Baby Dill; serve over egg noodles.
- Stew MFC Carrots with beef cheeks, the zest of MFC Oranges, balsamic vinegar, and red wine—this sort of comfort food is what customers are craving during the pandemic.



Browse additional usage tips >



These crisp yet tender potatoes smothered in a vibrant chimichurri sauce are a step above frozen fries and can stand up to take-away and delivery procedures.

Produce Highlights

California Strawberries

- The Oxnard and Santa Maria growing regions received between .75" - 1.50" of rain this past week.
- Quality problems such as elevated bruising, decay, uneven color, and water damage are expected.

Onions

- The MFC California onion season will begin April 27.
- Northwest storage crop onions will remain on the market through April.

Potatoes

- The Idaho market has stabilized.
- Increased carton sales are predicted when restaurants reopen.

Fresh Crop Report

WEEK OF APRIL 19, 2020

Apples



Region	Supplies	Quality	Price
MI, USA	▲▲▲	*****	\$\$\$
WA, USA	▲▲▲	*****	\$\$\$

Markets for large fruit (56- through 72-count packs) are slightly higher than prices for 100- to 138-count sizes. The Michigan season is ending. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are readily available; Fuji and Golden Delicious are limited. Specialty varieties such as Autumn Glory, Braeburn, and Honeycrisp are also on the market. Quality is excellent: fruit is crisp, crunchy, and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices are climbing; retail demand remains strong. Mexican growers are transitioning to the Baja growing region; supplies are tight. Peruvian quality is good, but volume is low. MFC Asparagus is on the market.

Avocados



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

The market has eased slightly; 48-count and larger sizes are the most abundant. Quality is very good: fruit may require longer-than-normal ripening time. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are up; stocks are tight. The Coachella, California season has begun in a limited manner. There is a wide range of quality on the market at this time. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is rising; volume has fallen. The California season will start in mid-May. There is a wide range of quality on the market. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are stable; supplies are adequate. Quality is very good: color is deep indigo and flavor is mildly floral and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



Region	Supplies	Quality	Price
CHILE	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$
PERU	▲▲▲	*****	\$\$\$

The market is slightly lower than last week. Mexican stocks are increasing. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are inching down; new crop Salinas Valley yields have increased. The Arizona/California desert season has ended. Mexican supplies (into McAllen, Texas) are scarce. Quality is very good: color is deep green, texture is firm, and flavor is fresh, yet earthy. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF APRIL 19, 2020

Cantaloupe



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

The market is near the bottom despite the impending close of the import season. Quality is very good: sugar levels range from 11 to 13 Brix. Domestic MFC Cantaloupe Melons will hit the market in early May.

Cauliflower



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

Prices are up. The Arizona season has ended. California's Salinas Valley season has begun, but yields are low. Quality is good: creamy coloring is an occasional problem. ESS Cauliflower is available.

Celery



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

The market is weak. Although supplies have diminished in Southern California, volume has increased in the central part of the state. MFC Celery is available.

Cucumbers



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

Prices have stabilized; stocks are sufficient on both coasts due to weak demand. Quality is average. MFC Cucumbers are available.

Grapes



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

Chilean green and red seedless markets are steady. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are available. Quality is very good: fruit is firm and sweet. Green seedless sugar levels range from 18 to 19 Brix, while red seedless vary from 18 to 20.

Green Leaf/Variety Lettuce



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

Prices are weak. The Arizona/California season has ended; Huron production will end this week. Growers are now harvesting in Salinas, California. Quality is average: bottom rot, decay, and mildew are occasional issues. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market has eased a bit. The offshore season is starting to wind down, but Mexican stocks are ample. Sugar levels range from 10 to 13 Brix. Domestic MFC Honeydew Melons will become available in early May.

Iceberg Lettuce



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

Prices are level. The Arizona desert season has ended; Huron production will wrap up this week too. The Salinas Valley season is getting underway. Quality is very good: heads have great shape and density. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is steady; stocks are adequate. Quality is very good: fruit is extremely juicy with intensely sour flavor. MFC and ESS Lemons are available.

Limes



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

Prices are a bit higher than last week; overall supplies are abundant, but crossings from Mexico have been less frequent. Quality is very good. MFC and ESS Limes are on the market.

Onions



Region	Supplies	Quality	Price
ID, USA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
OR, USA	^^^	*****	\$\$\$
UT, USA	^^^	*****	\$\$\$
TX, USA	^^^	*****	\$\$\$
WA, USA	^^^	*****	\$\$\$

The market is weak. Northwest storage crop onions will remain on the market through April. Texas-grown supplies are being shipped; fresh-run onions have feathery skins and light color. The MFC California onion season will begin April 27. The season in New Mexico will start the week of May 18. Supplies of MFC Onions are available. New crop quality is best.

Oranges



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

Prices are unchanged. Most supplies are sufficient, but 113-count and smaller sizes will remain tight until the California Valencia season starts in early May. Quality is very good: sugar levels range from 12 to 12.5 Brix. MFC and ESS Navel Oranges are available.

Pears



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

The market is level; demand is weak and storage supplies are adequate. Washington D'Anjou pears are dominated by 110- through 120-count sizes. Sugar levels range from 12 to 14 Brix. MFC Pears are available.

Pineapple



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

Prices are stable; stocks are plentiful in both production areas. Quality is excellent: fruit is juicy with tangy, yet sweet flavor. Sugar levels are over 13 Brix.



Fresh Crop Report

WEEK OF APRIL 19, 2020

Potatoes



Region	Supplies	Quality	Price
CO, USA	▲▲▲	*****	\$\$\$
ID, USA	▲▲▲	*****	\$\$\$
OR, USA	▲▲▲	*****	\$\$\$
TX, USA	▲▲▲	*****	\$\$\$
WA, USA	▲▲▲	*****	\$\$\$
WI, USA	▲▲▲	*****	\$\$\$

Idaho prices have stabilized. Retail sales are forecast to slump while consumers use the potatoes they purchased in bulk in March. Increased carton sales are predicted when restaurants reopen. New crop planting is wrapping up; harvesting is scheduled to start in early August. Quality is very good, but pressure bruising and hollow heart will become more prevalent in potatoes weighing 10 ounces and more. MFC Idaho Burbank and Norkotah Potatoes are available.

Raspberries



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

The market is weak; stocks are ample. Quality is very good: sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$

Prices are level; supplies are sufficient. The Arizona/California desert season has ended; Huron production will end this week. Growers are harvesting in the Salinas Valley. MFC Premium Romaine Lettuce is available.

Salads & Blends



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$

The market is average. The Arizona season has ended; production has begun in Salinas, California. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$

Prices are stable. The Yuma, Arizona season has ended. New crop supplies are increasing in California's Salinas Valley. Quality is very good. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

The market is steady to slightly higher than last week; stocks are adequate on both coasts. Quality is good: scarring and mechanical damage are minor issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices are elevated; supplies are limited. California's Oxnard and Santa Maria growing regions received between .75"-1.50" of rain this past week. Quality problems such as elevated bruising, decay, uneven color, and water damage are expected. This week's warm, dry weather will aid volume. Growers in the Salinas/Watsonville region will begin harvesting soon. MFC Strawberries are sporadic.

Tomatoes



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

The market has inched up a bit; stocks are tightening. Slow border inspections are also slowing the flow of product from Mexico. Quality is average.

Watermelon



Region	Supplies	Quality	Price
FL, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
OFFSHORE	▲▲▲	*****	\$\$\$
TX, USA	▲▲▲	*****	\$\$\$

Prices are weak despite the impending close of the offshore season. Mexican volume is high. Production has begun in a limited manner in Florida and Texas. Quality ranges from good to very good.



READY-SET-SERVE
by MARKON

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

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.