

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (33 to 39 pounds compared with 31 to 37 pounds).
- Salinas Valley lettuce growers are reporting sporadic sightings of Impatiens Necrotic Spot Virus in their upcoming spring/early summer crops. This news causes concern, as this is the same virus which reduced crop yields and increased prices in late summer/fall 2020. There is no official notice on how many fields have been affected but Markon Inspectors are monitoring the situation thoroughly.
- Avocado markets are climbing for all sizes and grades.

Fresh Crop Report

WEEK OF MARCH 21, 2021 | 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: What seasonal specialty produce do you recommend for spring?

A: My two choices would be ramps and spring (or green) garlic, which both have short windows, but have such intense oniony flavor that they are worthy to be specials or Limited Time Offers.

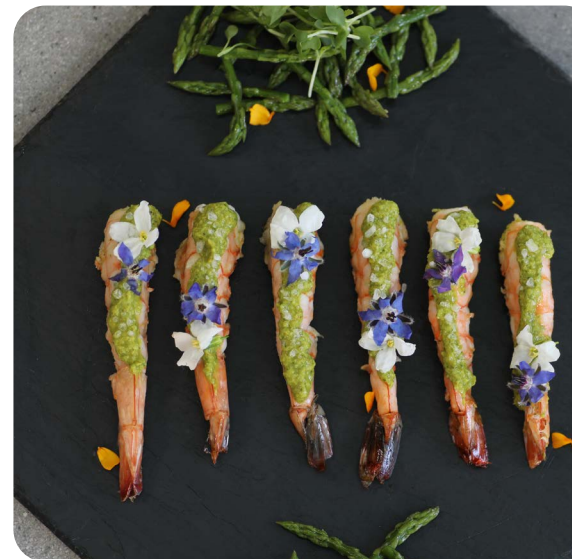
- Try them in omelets, mashed potatoes, stir-fries, pasta dishes, pizzas, and shredded vegetable pancakes.
- Grilled or charred ramps give fajitas, tacos, sandwiches, and burgers a punch of oniony flavor.
- Green garlic gives zesty bite to potato and egg salads, vinaigrettes, and seafood marinades.

*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.



Oil-Poached Shrimp with Asparagus and Chermoula

The delicate, spring flavors of asparagus and chervil make this light seafood dish ideal for warm-weather months.

Get the full recipe >

Tips for Serving Asparagus

- Wrap spears of MFC Asparagus in thinly sliced pancetta; grill until meat is crisp and asparagus is tender; serve with chicken breasts.
- Lightly fry asparagus in buttermilk and panko breadcrumbs; serve with spicy wasabi dipping sauce.
- Toss soba noodles with roasted MFC Asparagus and miso dressing; top with pan-seared scallops.
- Sauté MFC Asparagus, fresh morels, and shallots; serve over polenta with snipped MFC Chives and edible nasturtiums.



Browse additional usage tips >



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



Fresh Crop Report

WEEK OF MARCH 21, 2021



The pleasantly bitter notes of citrus balance the grassy asparagus and peppery arugula in this healthy spring salad.

Produce Highlights

Asparagus

- Prices are starting to rise.
- Recent low temperatures in Caborca, Mexico limited spear production.

Bell Peppers

- Green bell peppers are transitioning to northern growing regions in Mexico and Florida; supplies are adequate.
- Red and yellow bell peppers are ample.

Iceberg Lettuce

- Markets are active.
- Demand is strong; field weights are low, tightening supplies.

Apples



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

The market is unchanged; storage stocks are ample. 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	^^^	*****	\$\$\$

Prices are starting to rise. Recent low temperatures in Caborca, Mexico limited spear production. Despite the cold weather, quality is excellent: spears are uniform and tips are firm. MFC Asparagus is available.

Avocados



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

Markets are climbing for all sizes and grades. Mexican imports have tightened; last month's freezing weather reduced volume. Harvesting will not take place in Mexico from March 28 to April 3 due to Holy Week. The California season is getting started. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are steady. Production is transitioning to northern growing regions in Mexico and Florida; supplies are adequate. New crop California production will start in early April; the bulk of the crop will consist of jumbo, extra-large, and large sizes at the start of the season. Quality is very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is low; volume is high. Sinaloa, Mexico is the primary growing region; supplies will remain abundant through early May. California's Coachella crop is expected to start in early 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, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are up. Cold weather is tightening stocks; expect limited supplies until late March/early April. Quality is very good: sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is elevated. The South American seasons are winding down, lowering overall volume. Quality is very good: berries are plump and tangy-sweet. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are stable. The Arizona/California desert season is nearly over, but Salinas Valley production continues to ramp up. Quality has improved. MFC Broccoli is available.



Fresh Crop Report

WEEK OF MARCH 21, 2021

Cantaloupe



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

Prices are a bit lower than last week; offshore yields will increase through March. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

The market has stabilized. Salinas production is underway; stocks will increase over the next two weeks. Quality is very good: dark spots and small size are minor issues. ESS Cauliflower is available.

Celery



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

Prices are low; West Coast supplies are ample. Florida production will run through April. Quality is excellent. MFC Celery is available.

Cucumbers



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

The market has eased. Supplies are plentiful, but super selects and 24-count are tighter. MFC Cucumbers are available.

Grapes



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

Green grape prices are two-tiered; the red grape market is stable. Chilean supplies are tight; heavy rains caused decay and split skins. Quality varies. Offshore MFC Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

The market is weak; stocks are plentiful. Harvesting is underway in Huron, California. Salinas Valley production will begin in late March/early April. Quality is very good. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are high. Mexican growers experiencing a supply gap for two weeks as they move to new crop regions. Offshore supplies are limited. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

Markets are active; demand is strong. Harvesting crews are culling frost, mildew, and wind-damaged outer leaves at the field level; density, size, and weights are inconsistent following low temperatures. Salinas, California production will start by early April. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market has peaked; volume remains low. Quality is average: oil spotting and yellowing are concerns. MFC and ESS Limes are sporadic.

Onions



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

Prices are climbing. Demand has increased as the U.S. moves forward with restaurant re-openings. Suppliers in the Northwest continue to react to the uncertainty of the Texas crop. Growers are taking measures to ensure supplies last through April. Texas-grown MFC Yellow Onion supplies are ramping up. Texas-grown MFC Red Onions will hit the market next week. MFC Onions remain readily available in the Northwest.

Oranges



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

The market is steady; supplies are adequate. The 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, USA	^^^	*****	\$\$\$

Prices are unchanged. Washington and Oregon D'Anjou pears will be available through August. Size is dominated by 80- through 110- count fruit; 120- and 135- count pears are limited. U.S. No. 1 grade stocks are plentiful; fancy grade pears are scarce. The Washington Bartlett season is ending.

Pineapple



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

The market is stable but will inch up as Easter demand approaches. Quality is very good: sugar levels average 15 Brix.



Fresh Crop Report

WEEK OF MARCH 21, 2021

Potatoes



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

Prices are slightly higher than last week. MFC Norkotah Potatoes will be on the market through mid- to late May. As Norkotah stocks are depleted in late March and suppliers switch to Burbanks, larger sizes will become limited and markets will climb. Idaho White Russet potatoes are also on the market.

Raspberries



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

The market is inching down; California volume is at normal levels. Stocks in Central Mexico are being supplemented if needed. Sugar levels range from 12 to 13 Brix.

Romaine



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

Prices are a bit higher than last week. Production is winding down in the Arizona/California desert. Harvesting has begun in Huron, California. The Salinas Valley season will start in late March/early April. Quality is very good: fringe/wind burn is a sporadic issue. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is unchanged. Iceberg stocks are sufficient, while romaine supplies are ample. 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, USA	^^^	*****	\$\$\$

Prices are stable. Harvesting continues in Yuma, Arizona, but suppliers are preparing for the spring harvesting transition to the Salinas Valley in early to mid-April. 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, USA	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

The market is steady despite rebounding demand. Florida weather has warmed, but rain is forecast; expect average volume. Mexican growers are in full production. 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, USA	^^^	*****	\$\$\$
FL, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Expect tight stocks through Easter. Recent rain and hail storms have decreased volume and pushed up prices. Growers are stripping damaged fruit. Cool weather is preventing some berries from reaching full color potential. Uneven size and green shoulders are issues that Markon Inspectors are reviewing. This is the last week of production in Florida. The Mexican season will end soon as well. Cold-chain management remains a vital component in maximizing shelf-life.

Tomatoes



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

The round, Roma, and cherry tomato markets are level; supply is meeting demand. Grape tomato stocks are limited due to bloom drop in February; prices are skyrocketing. Overall quality is very good: fruit is plump and juicy.

Watermelon



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

The market is high. Mexican supplies are extremely tight, particularly large sizes; cold weather is inhibiting growth. Production is moving to Northern Mexico. Prices will escalate until the new crop season ramps up in two to three weeks. 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.