

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 33 to 38 pounds).
- Although many produce items are available year-round, most are not harvested in the same regions the entire time. West Coast broccoli, celery, lettuce, leafy greens, and strawberry growers make seasonal moves. See how this incredible move takes place in Markon's *Seasonal Transition* video.
- The Environmental Working Group has released its so-called "Dirty Dozen" list for 2021. In an effort to support facts, not fear, Markon encourages the consumption of fruits and vegetables both organic and conventional.

# Fresh Crop Report

WEEK OF MARCH 28, 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:** Brussels sprouts continue to sell well on menus. What are your creative ways of preparing them?

**A:** Roasting is always a good way to prepare them, but in the spring and summer months, I like to suggest lighter applications. Try tossing shredded sprouts with fennel and a creamy dressing, adding raw shreds to lettuce-based salads/slaws, and topping tacos with whole Brussels sprout leaves.

- Steam then brighten their earthy tones with Ready-Set-Serve® (RSS) Lemon Juice and fresh MFC Mint.
- Char par-boiled RSS Brussels Sprouts Halves on skewers. Alternate with chunks of MFC Onions, MFC Bell Peppers, and/or MFC Zucchini after basting with a garlicky marinade.
- Toss with baby red potatoes and black miso dressing for a umami-rich side that can be served hot or cold.

*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.



### Fennel-Brussels Sprouts Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with roasted poultry.

**Get the full recipe >**

## Tips for Serving Brussels Sprouts

- Finely dice and use to top tacos and tostadas.
- Add to stir-fries and curries.
- Shred and use to line sandwiches and burgers.
- Serve slaw made with shredded Brussels sprouts and spicy mustard dressing.
- Saute chopped Brussels sprouts with hazelnuts and bacon; deglaze with touch of cream; serve with roasted chicken.

**Browse additional usage tips >**





# Fresh Crop Report

WEEK OF MARCH 28, 2021



Tender spears of grassy asparagus are tossed with earthy, zesty herbs and garlic—great with steaks or fish.

## Produce Highlights

### Cucumbers

- Markets have fallen.
- The Florida season is in full swing, while production in mainland Mexico will run through late April.

### Grapes

- Chilean green grape prices are climbing.
- South American supplies be depleted by mid-May

### Strawberries

- The market is rising.
- Recent hail/rain has significantly reduced California supplies. Harvesting has ended in Mexico and Florida.

## Apples



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

Prices are stable; 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 steady. Warmer weather has increased spear production. Prices will inch up as Easter nears and Mexican growers transition to new growing regions. Quality is excellent. MFC Asparagus is available.

## Avocados



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

Prices are rising for all sizes and grades. Mexican imports are limited due to last month's low temperatures. Production will shut down in Mexico from March 28 to April 3 for Holy Week. California volume will start increasing through April. 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	^^^	*****	\$\$\$

The market is inching up. Growers are on the move in Mexico and Florida, but stocks remain sufficient. New crop California harvesting will begin in early April; jumbo, extra-large, and large sizes will dominate the crop at the beginning 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, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are weak; supplies are plentiful. Currently, Sinaloa, Mexico is the main growing region; stocks will remain ample through early May. California's Coachella season is forecast to begin 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	^^^	*****	\$\$\$

High markets persist but will ease over the next month. Supplies are limited, yet will increase week over week. Quality is very good: sugar levels range from 12 to 13 Brix.

## Blueberries



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

Prices are up. The South American seasons are nearly over, tightening stocks. 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	^^^	*****	\$\$\$

Despite the upcoming harvesting move to the Salinas Valley, the market remains stable. Growers are beginning to transition north from the Arizona/California desert region. Quality is very good: beads are tight and stalks are firm. MFC Broccoli is available.



# Fresh Crop Report

WEEK OF MARCH 28, 2021

## Cantaloupe



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

The market for small fruit (15-count) is much lower than prices for 9- and 12-count melons. Sugar levels range from 11 to 12 Brix.

## Cauliflower



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

Prices are inching down. The Salinas season has started; supplies will increase. Dark spots and small size are issues. ESS Cauliflower is available.

## Celery



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

The market is weak; West Coast stocks are ample. The Florida season will run through April. Quality is excellent: stalks are firm and juicy with zesty flavor. MFC Celery is available.

## Cucumbers



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

Prices have fallen. The Florida season is in full swing; production in mainland Mexico will run through late April. MFC Cucumbers are available.

## Grapes



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

The green grape market is climbing. South American supplies will be depleted by mid-May; Mexican fruit will start shipping at that point. Quality concerns include: split skins, decay, and discoloration. Offshore MFC Lunch Bunch Grapes are available.

## Green Leaf/Variety Lettuce



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

Prices are unchanged; supplies are abundant. Production is underway in Huron, California. The Salinas Valley season will begin next week. Quality is very good. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

The market is high but will inch down next week when Mexican growers start harvesting new crop regions. Offshore stocks are tight. Sugar levels range from 11 to 13 Brix.

## Iceberg Lettuce



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

Prices are steady; demand is strong. Field crews are culling frost, mildew, and wind-damaged outer leaves in Arizona; density, size, and weights remain inconsistent. The Salinas Valley season will begin next week. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being substituted as needed.

## Lemons



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

The market is unchanged. Supplies are adequate; large sizes are most abundant. MFC and ESS Lemons are on the market.

## Limes



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

Prices will remain elevated into April; imports are tight. Oil spotting and yellowing are minor issues. MFC and ESS Limes are sporadic.

## Onions



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

Expect steady markets through next week; demand has leveled because the Texas crop has entered the market. Texas-grown MFC Yellow Onions are increasing despite widespread damage caused by last month's freeze. MFC Red Onions will hit the market next week. The California spring season will begin the week of April 26. Production will start in New Mexico by early June. MFC Onions remain readily available in the Northwest.

## Oranges



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

Prices are stable to slightly higher than last week; stocks are average. 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, USA	^^^	*****	\$\$\$

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 tight. U.S. No. 1 grade volume is high; fancy grade pears are limited. The Washington Bartlett season has ended.

## Pineapple



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

Despite sufficient stocks, prices are starting to inch up due to Easter demand. By May, the size curve will shift to more plentiful small fruit and overall volume will rise. Quality is very good: sugar levels average 15 Brix.



MARKON®

# Fresh Crop Report

WEEK OF MARCH 28, 2021

## Potatoes



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

The market is starting to inch up. MFC Norkotah Potatoes will be on the market through mid- to late May. As Norkotah supplies diminish and suppliers transition to Burbanks, larger sizes will tighten and prices will rise. Idaho White Russet potatoes are also on the market.

## Raspberries



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

Prices have stabilized; California stocks are sufficient. Supplies from Central Mexico can be supplemented as necessary. Sugar levels range from 12 to 13 Brix.

## Romaine



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

The market is steady to slightly higher than last week. The Arizona/California desert season is ending. Production has started in Huron, California. The Salinas Valley season will begin next week. Quality is very good: fringe/wind burn is an occasional problem. MFC Premium Romaine Lettuce is available.

## Salads & Blends



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

Prices are level. Iceberg supplies are average, while romaine volume is high. 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	^^^	*****	\$\$\$

The market is unchanged. Suppliers are preparing to move harvesting from Yuma, Arizona to the Salinas Valley over the next few weeks. Quality is excellent in all varieties: yellowing is a minor issue. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

Prices are steady. Florida zucchini stocks are sufficient, but yellow squash production is behind schedule. The Mexican season is fully underway; supplies are ample. 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	^^^	*****	\$\$\$

The market will continue rising through Easter. Recent hail/rain has significantly reduced California supplies. Harvesting is winding down in Mexico and Florida, increasing West Coast demand. Although quality is good, fruit color is taking longer than normal to reach specification levels. As we move into the warmer months, cold-chain management will increasingly be a vital component in maximizing shelf-life. MFC Strawberries are available.

## Tomatoes



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

Round, Roma, and cherry tomato prices have eased. Grape tomato volume remains low due to bloom drop in February but the crop is starting to rebound. Overall quality is very good: fruit is plump and juicy.

## Watermelon



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

Prices are up. Mexican stocks are extremely limited, especially large sizes. Growers are in transition to Northern Mexico. Expect high market while the new crop season ramps up over the next couple of weeks. Sugar levels range from 11 to 12 Brix.



**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.