

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 49 pounds compared with 40 to 44 pounds).
- California's garlic crop will experience a supply gap this spring due to reduced yields and increased foodservice demand over the past six weeks. Imported peeled garlic will be supplemented until the new crop California harvest begins in late June 2021.
- Strong strawberry markets persist as plants are still recovering from last month's hailstorms in Oxnard and Santa Maria, California. Tight supplies are expected for the rest of the month.

Fresh Crop Report

WEEK OF APRIL 18, 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: Tacos continue to please diners from coast to coast—what are your favorite fillings? Think produce!

A: The classics like carne asada and al pastor continue to reign supreme, but seafood and non-meat fillings are also extremely craveable. Fried sweet potatoes, charred octopus, black beans, fried cheese, roasted Delicata squash rings, and spice-rubbed cauliflower florets all make ideal taco fillings. Top with crunchy cabbage, roasted corn, pickled onions, and creamy guacamole.

- Create a taco bowl with layers of ground plant-based meat, chopped MFC Tomatoes, Ready-Set-Serve® (RSS) Romaine Ribbons, sour cream, and RSS Pico de Gallo Guacamole.

- Drizzle Mexican mole sauce over grilled vegetable tacos; garnish with MFC Cilantro.

*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.



Goat Cheese, Granny Smith, Watercress Salad

Sweet, tart, crunchy, peppery—this salad has it all.

Get the full recipe >

Tips for Serving RSS Avocado Products

- Stir together RSS Avocado Pulp, RSS Diced Red Onions, chopped MFC Tomatoes, grilled corn kernels, minced jalapeno chiles, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; serve with tortilla chips.
- Add sliced RSS Avocado Halves to fresh spring rolls and deep-fried egg rolls.
- Line warm corn tortillas with RSS Pico de Gallo Guacamole; top with batter-fried fish, RSS Shredded Red Cabbage, diced jicama, and chopped MFC Tomatoes; drizzle with crema.



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Fresh Crop Report

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The toothsome texture and earthy notes of RSS Kale is the perfect base for these spicy shrimp and creamy guacamole.

Produce Highlights

California Oranges

- The domestic Navel orange season is winding down; supplies of 113-count and smaller sizes are tightening.
- The new crop Valencia orange season is expected to start in mid-May.

Mixed Berries

- Blueberry supplies are extremely limited; markets are elevated.
- Raspberry and blackberry prices will begin to ease as volume gradually rises.

Tomatoes

- The market is weak. Roma and round tomato inventories are strong due to good weather in all growing regions.
- Grape tomatoes have rebounded; supplies are abundant.

Apples



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

The market is steady; storage stocks are sufficient. 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	▲▲▲	*****	\$\$\$

Prices have stabilized; production is increasing in 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, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

The market is escalating; demand is strong. Mexican growers are harvesting at higher elevation; No. 2 grade- and small-size supplies are becoming more plentiful. California volume has increased by 25%; size is dominated by 48- and 60-count fruit. The crop will peak from May to July. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is level. Mexican supplies are sufficient and meeting current demand. Florida production is increasing; Plant City harvesting will begin over the next 7-10 days. The California growing season has commenced in the Coachella Valley; extra-large and jumbo sizes are prevalent. Quality is excellent: 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, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Expect low markets this week. Mexico is the primary growing region; the Sinaloa harvest will continue until late May. California's Coachella Valley crop is expected to start in mid-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 will gradually decline over the next 10 to 14 days; supplies are slowly increasing in Central Mexico. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Blueberry supplies are extremely limited; markets are elevated. The primary growing region of Central Mexico is past its peak; stocks are diminishing. Florida production is getting started in a limited manner. New crop harvesting is expected to begin in Georgia and Southern California by the end of this month. Prices will remain elevated until the Georgia, Southern California, and Florida seasons ramp up in early May. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices have eased. Stocks are abundant in California's Salinas Valley. The Yuma, Arizona season has ended. Quality is very good: beads are tight, stalks are firm, and flavor is earthy. MFC Broccoli is available.



Fresh Crop Report

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Cantaloupe



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

Prices are stable; offshore volume is high. The domestic season is forecast to start in a month. Quality is very good: sugar levels range from 11 to 12 Brix.

Cauliflower



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

The market has eased. Stocks are abundant in California's Salinas Valley. The Yuma, Arizona season has ended. ESS Cauliflower is available.

Celery



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

Prices are low; supplies are plentiful on both coasts. Quality is excellent: stalks are firm and straight, while flavor is refreshingly zesty. MFC Celery is available.

Cucumbers



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

Strong demand is starting to push up markets. Mexican production is getting a slow start due to weather. Lower temperatures have also reduced Florida volume. Quality ranges from good to very good: texture is firm and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Prices are elevated; the Chilean season is winding down. Mexican fruit will be shipped in approximately three weeks. Quality concerns in South America include split skins, decay, and discoloration. Offshore MFC Lunch Bunch Grapes are on the market.

Green Leaf/Variety Lettuce



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

The market is weak. The Yuma, Arizona season has ended. Growers are harvesting ample stocks in the Huron and Salinas, California regions. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are rising. Supplies have tightened 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, USA	^^^	*****	\$\$\$

The market is low. Growers have completed the transition from Yuma, Arizona to California's Salinas Valley. 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, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are steady. Supplies are sufficient; size is dominated by 95- and 115-count fruit. Fancy grade stocks are tightening. Quality is very good: wind scarring is an occasional problem in California District Two fruit. MFC and ESS Lemons are on the market.

Limes



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

Expect high markets through the month. Mexican stocks (into Texas) are limited at this time of year. MFC and ESS Limes are sporadic; packer label is being substituted as necessary.

Onions



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

Texas-grown MFC Red and Yellow Onions are sufficient. California spring harvesting will start later this week. The New Mexico season should begin by early June. MFC Red and Yellow Onions will remain readily available in the Northwest. White onions are nearly depleted; the season is ending.

Oranges



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

The domestic Navel orange season is winding down; supplies of 113-count and smaller sizes are tightening. The new crop Valencia orange season is expected to start 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, USA	^^^	*****	\$\$\$

Prices are stable. Washington D'Anjou pears will remain available through late summer. Size is dominated by 80- through 110- count fruit; 120- and 135- count stocks are limited. U.S. No. 1 grade stocks are abundant; fancy grade pears are tight. MFC Pears are available.

Pineapple



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

Th market is elevated but starting to inch down. Large sizes will dominate availability in May, then shift to small fruit in June. Quality is very good: sugar levels average 15 Brix.



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Potatoes



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

Norkotah supplies 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, USA	^^^	*****	\$\$\$
MEX/CA	^^^	*****	\$\$\$

Markets will begin to decrease slowly as Central Mexico/Baja production increases. 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, USA	^^^	*****	\$\$\$

Prices are weak. The Yuma, Arizona season has ended. Growers are harvesting ample stocks 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
CA, USA	^^^	*****	\$\$\$

The market is unchanged; iceberg and romaine supplies are ample in the Salinas Valley. Growers have completed the seasonal harvesting transition from Yuma, Arizona to Salinas, California.

Spring Mix



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

Prices are level. Growers have 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, USA	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

The market has eased; stocks are adequate in Florida and the Mexican growing region of Hermosillo. Yellow squash volume has returned to normal. MFC Squash is available on both coasts.

Strawberries



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

Prices remain elevated. Fields in Oxnard and Santa Maria are still recovering from last months' strong winds and cool weather. Quality is average: fruit is taking longer than normal to reach full color specifications. MFC Strawberries are available.

Tomatoes



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

The market is weak. Roma and round tomato inventories are strong due to good weather in all growing regions. Grape tomatoes have rebounded; supplies are abundant. 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	^^^	*****	\$\$\$

Prices are up. Mexican volume is extremely low; large fruit is especially scarce. 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.



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