

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 29 to 36 pounds).
- The AZ/CA desert lettuce growing region experienced three separate heat spikes throughout March, yet Markon inspectors have not observed as many serious heat-related defects as expected. Sun scalding and sunburn are sporadic issues as well as varying amounts of insect pressure in commodity and lightly prepped value-added items.
- Expect green bell pepper prices to remain elevated over the next two weeks; red bell markets will hold steady.

Fresh Crop Report

WEEK OF APRIL 3, 2022 | 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?

A: I like using roasted Ready-Set-Serve® (RSS) Cauliflower Florets for a hearty, satisfying vegetarian taco. Their firm, chewy texture serves a good platform for a variety of more traditional toppings such as rich Oaxacan mole sauce, RSS Pico de Gallo Guacamole, RSS Shredded Cabbage, pickled MFC Red Onions, and spicy salsas.

- Crunchy fried mushrooms add texture and umami flavors to either meat- or veg-based tacos.
- Classic fried fish tacos are always on-trend; fill tortillas with crisp RSS Shredded Cabbage and chopped MFC Tomatoes.
- Pickled RSS Sliced Red Onions make an ideal topper for savory birria and pollo asada tacos.

*Chef Vic "Vegas" Moea,
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.



Leek Asparagus Omelet

Spring vegetables and luxurious cheese add verdant, fresh flavor to this beloved egg dish.

Get the full recipe >

Tips for Serving RSS Wild Arugula

- Use this versatile leafy green as an herb to give complexity to appetizers and soups; great on crostini, in dumplings, quiches, and spring rolls.
- Pair the zesty flavor of RSS Wild Arugula with sweeter lettuces like green leaf and romaine or fruits such as apples, pears, and figs. It also pairs quite well with salty hams, toasted nuts, and roasted vegetables such as beets, carrots, and winter squashes.
- RSS Wild Arugula is no stranger to entrées—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.



Browse additional usage tips >



Bright citrusy flavors, tender shrimp, mint, and cilantro complete the clean flavors of this updated Mexican ceviche starter.

Produce Highlights

Broccoli

- Expect tighter supplies and higher prices through the end of seasonal transition (mid-April).
- Mexican-grown supplies are winding down sooner than expected, putting increased pressure on domestic growers.

Romaine

- Expect slightly lower prices as growers continue to transition from the Arizona/California desert to the Salinas Valley.
- Desert supplies will be depleted by mid-April.

Strawberries

- Expect strong markets and tight supplies over the next 7-10 days.
- Recent California rain curtailed harvesting and lowered volume.

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Apples



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

Prices are unchanged. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market; 88- to 113-count sizes dominate storage stocks. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

The market is beginning to inch up as the season in Caborca, Mexico winds down. Production will start in Central Mexico in mid-April. Although Peruvian imports are increasing, overall volume remains low. Quality is very good: spear and tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.

Avocados



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

Prices are stable. Mexican stocks are dominated by 48-count and larger sizes. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bell Peppers - Green/Red



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

Expect green bell markets to remain elevated over the next two weeks. Florida volume is tight due to erratic weather while Mexican fields are past peak production. California's desert region will experience start-up delays (late April/early May) as fewer acres were planted due to limited water availability and labor shortages. Red bell prices are fairly steady. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

Blackberries



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

Prices are level. Mexican stocks are sufficient. New crop volume is rising in Oxnard, California. Quality is very good: berries are plump and juicy with deep purple color.

Blueberries



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

The market is steady. Mexican new crop stocks are adequate. Quality is very good.

Broccoli



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

Expect tighter supplies and higher prices through the end of seasonal transition (mid-April). Mexican-grown supplies are winding down sooner than expected, putting increased pressure on domestic growers. Quality is very good: head size is consistent. MFC Broccoli is available.

Cantaloupe



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

Expect elevated markets through mid-April; demand is strong. Arizona/California desert production will begin in early May. Sugar levels range between 10 and 14 Brix.

Cauliflower



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

The market is high; desert region supplies are limited. Head size is small due to varying weather. The Salinas, California season is behind schedule but should ramp up soon. ESS Cauliflower is available.



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Celery



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

The market is up slightly. The Arizona/California desert season will end this week. Yields are increasing in Oxnard and Santa Maria, California. Florida supplies are ample; the season will run through late April. MFC Celery is available.

Chile Peppers



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

High prices persist; supplies are tight in both growing regions. Spring crops will start in Sonora, Mexico next week, increasing supplies. The Florida season is behind schedule; many crops experienced bloom drop during the February freeze.

Cucumbers



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

Markets remain steady at high levels, but should start easing as new crop production increases in both regions. Quality is average: growers are culling wind-scarred product. MFC and ESS Cucumbers are available.

Grapes



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

Prices are unchanged; imported supplies are sufficient. Storage quality is average. MFC and ESS Green and Red Seedless Grapes as well as Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

The market continues to inch down; Volume is climbing. Harvesting is transitioning from the desert to Salinas, California. Quality is excellent despite insect pressure issues that are being culled. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Expect elevated prices through mid-April; 8- and 9-count sizes are snug. The domestic season will begin in mid-May. Quality is very good: sugar levels range between 10 and 14 Brix.

Iceberg Lettuce



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

The market is easing; stocks have increased in both the Arizona/California desert and Huron. The Salinas season will get started next week. MFC Premium Iceberg Lettuce is sporadic due to light head weights; Markon Best Available® (MBA) is being packed as needed.

Lemons



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

Prices are level. Choice grade fruit dominates harvests in the California coastal region. MFC and ESS Lemons are available.

Limes



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

Elevated markets persist. Volume is low; 230- and 250-count fruit dominates availability. MFC and ESS Limes are sporadic; packer label substituted as needed.

Onions



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

Prices are high. Quality is suffering as the Northwest storage onion season winds down. Defects include both dry and watery scale, along with translucency. The Mexican season will end next week. Demand is strong for Texas-grown MFC Onions. The California Imperial Valley season will begin the week of April 25. MFC Red and Yellow Onions are available.

Oranges



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

The market is level. Large sizes (56- to 88-count packs) are the most prevalent in the California Navel crop; smaller sizes (113- and 138-count) are tight. Quality is very good: sugar levels range from 10 to 13 Brix. MFC Navel Oranges are available.

Pears



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

Weak prices persist; storage supplies are plentiful. MFC D'Anjou Pears are available; 80- to 110-count fruit dominate availability. California Bartletts will enter the market in June.

Pineapple



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

The market is stable; stocks are adequate in both growing regions. Quality is very good: fruit is sweet and tangy.



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Potatoes



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

Prices are elevated. Norkotah stocks will be depleted by mid-April; Burbanks will be shipped through the rest of the season. Quality is good: pressure and shoulder bruising, along with hollow heart, are issues. MFC Burbank and Norkotah Potatoes are available.

Raspberries



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

The market is level; supplies are adequate. Quality is very good: berries are plump, deep red, and tangy sweet.

Romaine



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

Expect slightly lower prices as growers continue to transition from the Arizona/California desert to the Salinas Valley. Desert supplies will be depleted by mid-April. Although MFC Premium Romaine Lettuce is being packed more regularly, MBA is being substituted in lots where weights are not meeting specifications.

Salads & Blends



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

Raw product iceberg and romaine markets are easing; industry stocks are increasing in the Huron. The Salinas season will get started next week. Processors will start northern production on April 18. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

Spring Mix



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

Prices are steady. The Arizona/California desert season is ending. The seasonal transition will be complete by the week of April 18. Quality is very good: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



Region	Supplies	Quality	Price
EAST COAST	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

The market is high. Florida supplies are limited; scarring is reducing volume. Spring production will get started soon. Mexican volume is starting to tick up. Quality ranges from good to very good. MFC Zucchini and Yellow Squash are available.

Strawberries



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

Expect strong prices and tight supplies over the next 7-10 days; demand is strong. Recent California rain curtailed harvesting and lowered volume. Quality is average. The spring seasons have ended in Florida and Mexico. MFC Strawberries are available.

Tomatoes



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

The Roma, round, and grape tomato markets are rising; many growers are in transition, but yield will increase once new crop harvesting increases in Florida and Mexico. Quality is very good. MFC Tomatoes are available.

Tree Fruit



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

Prices are level. Chilean white and yellow nectarine and peach stocks are meeting demand. Imported plum volume is average. Quality is very good: sugar levels range from medium to high.

Watermelon



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

The market is elevated. Offshore supplies are tight. Mexican growers are transitioning to northern harvesting regions; expect more abundant stocks in mid-April. Quality is very good: sugar levels range between 10 and 14 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.

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Markon Essentials (ESS).
No.2 grade value-focused
brand. Quality, food safety,
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safety at five key points.