

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 30 to 37 pounds).
- Strawberry prices will remain elevated through this week; California supplies are limited due to recent warm weather.
- The South Texas border (with Mexico) is experiencing long delays after the governor of Texas issued an inspection enforcement action. Expect ongoing delays; Markon will continue to update as more information becomes available.

Fresh Crop Report

WEEK OF APRIL 17, 2022

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: Mexican food is one of the top cuisines in the U.S. and Canada. What are some newer flavors that chefs can incorporate into their dishes?

A: Avocados, tomatoes, beans, cilantro, rice, tortillas, stewed meats, and limes are traditional ingredients that pair well with perhaps lesser-known products like huitlacoche, nopales, and red cactus fruit. These exciting flavors can add texture, color, and unique flavor to a wide range of beloved dishes.

- Toss peeled and cooked nopales (cactus paddles) into Ready-Set-Serve® (RSS) salad blends like Hearts & Hearts or Heritage Blend; drizzle with creamy avocado-jalapeno dressing.
- Add huitlacoche to cheesy quesadilla recipes.
- Layer vanilla ice cream and peeled/chopped red cactus fruits in parfait glasses for a refreshing spring/summer dessert.

*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.



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

- Purée RSS Avocado Pulp with peeled MFC Cucumbers, RSS Washed & Trimmed Green Onions, MFC Mint, buttermilk, salt, and pepper; serve as chilled soup or salad dressing.
- 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.



Browse additional usage tips >



The crunch and subtle sweetness of Ready-Set-Serve Kale Color Crunch is the perfect base for these spicy shrimp and creamy guacamole.

Produce Highlights

Bell Peppers

- Markets remain elevated.
- Transitions to new growing regions in Florida and California will begin in late April/early May.

Brussels Sprouts

- Prices are rising.
- Production is limited as a result of lower yields and reduced harvesting capacity.

Limes

- Reduced harvesting later this week due to Mexico's Holy Week will keep supplies extremely tight through the week.
- The issue is now being compounded by Texas border crossing delays causing Mexican lime growers to halt harvesting earlier than expected.

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Apples



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

Prices are level. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are readily available; 88- to 113-count sizes dominate remaining storage supplies. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

The market is starting to climb; harvesting is winding down in Caborca, Mexico. New crop production will start in Central Mexico by next week. Baja supplies will also be on the market for a few weeks to bridge any gaps. Peruvian stocks remain tight. 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	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Prices are fairly steady. 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	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Markets remain elevated. Transitions to new growing regions in Florida and California will begin in late April/early May. Expect prices to remain elevated until California crops ramp up later this month. Red bell prices are slightly lower. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

Blackberries



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

Prices are stable. Mexican stocks are meeting demand. 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 level. Mexican new crop supplies are adequate. Quality is very good.

Broccoli



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

Prices are inching down. Salinas Valley production is ramping up. The Baja, Mexico season is ending earlier than normal. Quality is very good: head size is consistent. MFC Broccoli is available.

Cantaloupe



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

Expect elevated market and strong demand until production gets underway in the Arizona/California desert in early May. Sugar levels range between 10 and 14 Brix.

Cauliflower



Region	Supplies	Quality	Price
AZ	▲▲▲	*****	\$\$\$
CA	▲▲▲	*****	\$\$\$

Prices are high, but will inch down as Salinas production gets fully underway. Some lots are small due to varying growing conditions, but overall quality is very good. ESS Cauliflower is available.



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Celery



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
FL	▲▲▲	*****	\$\$\$

The market is easing. Supplies are increasing in Oxnard and Santa Maria, California. Florida supplies are plentiful; the season will run through late April. Salinas production will start in mid-June. MFC Celery is available.

Chile Peppers



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

High prices persist. Although spring production has begun in Sonora, Mexico, border crossing problems are delaying shipments. The Florida season is getting started, but many fields experienced bloom drop during the February freeze. Overall quality is very good: skins are smooth and deeply colored, while flavor is intense.

Cucumbers



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

The market is elevated. Florida volume is low; demand is strong. The Georgia season will start in mid-May. Mexican new crop are limited in Sinaloa and Sonora. New crop quality is very good. MFC and ESS Cucumbers are available.

Grapes



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

Prices are elevated as the Chilean season winds down. Supplies are meeting demand but will tighten over the next few weeks. The transition to Mexican-grown fruit will start in mid-May. The Mexican season will run until California production starts in early to mid-July. MFC and ESS Green and Red Seedless Grapes as well as Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

The market is weak; Salinas Valley stocks are abundant. Quality is excellent although insect pressure persists in some fields. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Elevated prices persist; 8- and 9-count sizes are tight. The Arizona/California season will begin in mid-May. Quality is very good: sugar levels range between 10 and 14 Brix.

Iceberg Lettuce



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

The market is inching down. Huron harvests will end this week. Production is increasing in the Salinas Valley. 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	▲▲▲	*****	\$\$\$

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

Limes



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

The market is elevated. Reduced harvesting (due to Holy Week) will keep supplies extremely tight. The issue is now being compounded by Texas border crossing delays causing Mexican lime growers to halt harvesting earlier than expected as they cannot get fruit across the border. MFC and ESS Limes are sporadic; packer label substituted as needed.

Onions



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

High prices persist. The Northwest storage season is ending. Quality is weak in remaining storage stocks. Texas-grown MFC Onions will remain available through April. The California Imperial Valley season will get underway the week of April 25. MFC Red and Yellow Onions are available.

Oranges



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

California Navel orange harvesting will wrap up in late May; expect elevated markets through that time. Small sizes (113- and 138- count) are scarce. Sugar levels range from 10 to 12 Brix. California's Valencia season will start in early May and run through September. Sugar levels are forecast to range from 10.5 to 12 Brix. MFC Navel Oranges are available.

Pears



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

Prices remain weak; storage supplies are plentiful. MFC D'Anjou Pears are on the market; 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 sufficient in both growing areas. Quality is very good: fruit is sweet and tangy.



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Potatoes



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

Prices remain elevated. Stocks are limited; Norkotahs are nearly depleted. 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	▲▲▲	*****	\$\$\$
MEX/CA	▲▲▲	*****	\$\$\$

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

Romaine



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

Prices are weak; Salinas Valley stocks are abundant. Quality is excellent although fringe burn, epidermal blistering/peeling, and insect pressure persist in some fields. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted in lots where weights are not meeting specifications.

Salads & Blends



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

Raw product iceberg and romaine markets are easing; industry supplies are becoming more plentiful in the Salinas Valley. Processors will start northern production this week. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

Spring Mix



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

Prices are steady. The Arizona/California desert season has ended. Harvesting is fully underway in the Salinas Valley. Quality is very good: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Markets are level. Spring production is hitting its stride in Plant City, Florida. Mexican harvesting is underway in Sonora. The California season will begin in Santa Maria in mid-May. Quality is very good. MFC Zucchini and Yellow Squash are available.

Strawberries



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$

Prices will remain elevated through this week; California stocks are limited due to recent warm weather. Salinas/Watsonville harvests will ramp up in late April. Light production has begun in Georgia; supplies will increase in early May. MFC Strawberries are available.

Tomatoes



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

The market is stable; demand is moderate. Florida growers have moved to the Ruskin/Palmetto region; volume is increasing. The California summer season, which typically begins mid-June, will continue to be challenged by drought concerns this year. MFC Tomatoes are available.

Tree Fruit



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

Prices are high. The Chilean white and yellow nectarine and peach seasons are ending; stocks are extremely tight. Imported plums are nearly depleted. Quality is very good: sugar levels range from medium to high. The domestic season is expected to start in early May.

Watermelon



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

The market is elevated. Offshore supplies are scarce. Mexican stocks are starting to increase. 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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