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IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (36 to 39 pounds compared with 30 to 37 pounds).
- High temperatures are forecast for the Arizona and California growing regions. Markon Inspectors have not observed serious heat-related defects as of yet, but will continue monitors crops and value-added items closely.
- The California Navel orange season is expected to end in late May; expect elevated prices through that time.

Fresh Crop Report

WEEK OF APRIL 10, 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: Crunchy and refreshing, iceberg lettuce is a classic from wedges to burger and taco toppers. What innovative ways do you reinvent this green?

A: Iceberg lettuce is a champion in the kitchen. It's mellow flavor and refreshing crunch give texture and height to so many dishes. It's typically used raw but can be braised with wine and flavorful stock or charred to add smokiness. I like to reduce kitchen waste by cross utilizing this ingredient in broth-based soups, stir-fries, and rice dishes.

- Slather whole wheat bread with RSS Avocado Pure Pulp; top with sliced heirloom tomatoes, crisp bacon strips, and Ready-Set-Serve® (RSS) Shredded Lettuce.
- Mix together bulgur wheat, chopped MFC Tomatoes, RSS Washed & Trimmed Green Onions, RSS Lemon Juice, roasted RSS Peeled Garlic, RSS Washed & Trimmed Parsley, MFC Mint, and MFC Iceberg; serve tabbouleh with pita triangles.

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.



Braised, Charred Leeks with Peas and Caviar

Braising mellows this member of the onion family, while charring boosts smoky flavors. Try these leeks as light starter or serve as an accompaniment to meat or fish.

Get the full recipe >

Tips for Serving RSS Margarita Mix

- Garnish margaritas with colorful fresh fruit: MFC Strawberries, RSS Pineapple Sections, raspberries, kiwifruit, cantaloupe, or papaya.
- In a blender, mix sweetened condensed milk, RSS Margarita Mix, and frozen strawberries; fold in whipped cream; pour into graham cracker crust and freeze pie.

Browse additional usage tips >





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Bar snacks continue to grow as a menu category. Add value to your Ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

Produce Highlights

Limes

- Large sizes continue to tighten.
- Markets for 250- to 275-count fruit are slightly lower.

Strawberries

- Prices will remain elevated through next week.
- California supplies are limited due to last week's rainfall but anticipated to increase quickly.

Tomatoes

- Volume will shift from Mexico to Florida during the month of April.
- The California summer season, which typically begins mid-June, will continue to be challenged by drought concerns this year.

Apples



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

The market is stable. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market; 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	▲▲▲	*****	\$\$\$

Prices are slightly higher than last week; production is wrapping up in Caborca, Mexico. New crop harvesting will begin in Central Mexico in mid-April. Peruvian volume is slowly rising. 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	▲▲▲	*****	\$\$\$

The market is level. Mexican supplies 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	▲▲▲	*****	\$\$\$

Green bell prices will remain elevated for at least another week. Erratic weather caused Florida supply levels to dip. New crop Mexican fields are not yielding as much volume as expected. California's desert region will ramp up by early May. Red bell markets have eased a bit. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

Blackberries



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

The market is steady. Mexican supplies are adequate. New crop stocks are increasing in Oxnard, California. Quality is very good: berries are plump and juicy with deep purple color.

Blueberries



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

Prices are unchanged. Mexican new crop volume is average. Quality is very good.

Broccoli



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

The market is up a bit; growers are moving from the Arizona/California desert to the Salinas Valley. The Mexican season is wrapping up sooner than expected, putting increased pressure on domestic supplies. Quality is very good: head size is consistent. MFC Broccoli is available.

Cantaloupe



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

Prices are high; demand is strong. Arizona/California desert harvesting will start 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. Quality is very good. ESS Cauliflower is available.



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Celery



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

Prices are starting to ease. Production is climbing in Oxnard and Santa Maria, California. Florida stocks are abundant; the season will run through late April. Salinas harvests will begin in mid-June. MFC Celery is available.

Chile Peppers



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

The market is elevated, but beginning to inch down. Spring production is getting started in Sonora, Mexico, increasing volume. The Florida season is behind schedule; many crops 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, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Prices are stable at high levels. Although new crop harvesting has begun in Florida, up to 50% of yields have been designated as off-grade due to scarring, impacting availability. The Georgia season will begin in mid-May. Mexican new crop production is getting underway in Sinaloa and Sonora; expect volume to rise. New crop quality is very good. MFC and ESS Cucumbers are available.

Grapes



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

The offshore market is level. The Mexican season will get started in mid-April and run until the California season begins in June. 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, USA	▲▲▲	*****	\$\$\$

Prices are low; Salinas Valley supplies are increasing. Quality is excellent although insect pressure persists in some lots. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is high; 8- and 9-count sizes are limited. The Arizona/California season will start in mid-May. Quality is very good: sugar levels range between 10 and 14 Brix.

Iceberg Lettuce



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

Prices will ease as volume rises 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, USA	▲▲▲	*****	\$\$\$

The market is unchanged. Choice grade fruit dominates harvests in the California coastal region. MFC and ESS Lemons are available.

Limes



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

Large sizes continue to tighten; prices are high. The market for 250- to 275-count fruit is a bit lower. Expect elevated prices through April. 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	▲▲▲	*****	\$\$\$

The market is elevated. The Northwest storage season will wrap up over the next few weeks. Quality is weak in remaining supplies. The Mexican season will end this week. Texas-grown MFC Onions will remain available through April. 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 California Navel orange season is expected to end in late May; expect elevated prices through that time. Small sizes (113- and 138-count) are tightening. California's Valencia harvest will begin in early May and run through September. MFC Navel Oranges are available.

Pears



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

The market is low; storage stocks remain abundant. 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	▲▲▲	*****	\$\$\$

Prices are unchanged; supplies are meeting demand 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	▲▲▲	*****	\$\$\$

High markets persist; supplies are tight as Norkotah storage stocks 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, USA	▲▲▲	*****	\$\$\$
MEX/CA	▲▲▲	*****	\$\$\$

Prices are unchanged; volume is average. Quality is very good: berries are plump, deep red, and tangy sweet.

Romaine



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

The market continues to inch down as supplies increase in the Salinas Valley. Quality is very good: epidermal blistering and peeling, fringe burn, and insect pressure are problems in some lots. 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
CA, USA	▲▲▲	*****	\$\$\$

Raw product iceberg and romaine prices are inching down; industry stocks are increasing in the Huron and the Salinas Valley. 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	▲▲▲	*****	\$\$\$

The market is level. The Arizona/California desert season is nearly finished. Harvesting will be fully moved to the Salinas Valley 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	▲▲▲	*****	\$\$\$

Weak demand has stabilized markets. Spring production has begun in Plant City, Florida; stocks will increase through the month. Mexican harvesting is underway in Sonora. The California season will start in Santa Maria by mid-May. Quality is very good. MFC Zucchini and Yellow Squash are available.

Strawberries



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

Markets will remain elevated through next week. California supplies are limited due to last week's rain but Oxnard and Santa Maria volume is anticipated to rise quickly. Salinas/Watsonville harvests will ramp up in late April. Light production has started in Georgia; stocks will increase in early May. MFC Strawberries are available.

Tomatoes



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

Volume will shift from Mexico to Florida during the month of April. Expect prices to remain relatively steady this week. Florida growers have started to transition to the Ruskin/Palmetto region; overall volume is low. 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	▲▲▲	*****	\$\$\$

The market is steady. Chilean white and yellow nectarine and peach supplies are sufficient. Imported plums are also available. Quality is very good: sugar levels range from medium to high.

Watermelon



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

High prices persist. Offshore stocks are limited. Mexican volume will increase in mid-April. Quality is very good: sugar levels range between 10 and 14 Brix.



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