

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (22 to 24 pounds compared with 18 to 23 pounds).
- The Texas/Mexico border was slowed by enhanced security checks last week. All border crossings in the state are back to standard operating procedures.
- Cauliflower supplies are increasing; prices are easing.

Fresh Crop Report

WEEK OF APRIL 24, 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: Breakfast has progressed beyond our borders to include dishes from across the globe. What are your favorite recipes and where are they from?

A: Shakshuka, the Middle Eastern egg dish with tomatoes and red peppers, Brazilian acai bowls topped with granola and fruit, and croque madame sandwiches with spinach and tomato are all great breakfast dishes that combine familiar ingredients in exciting ways. And don't forget the breakfast burrito—a perennial favorite that can be stuffed with eggs, chorizo, potatoes, onions, cheese, and avocado.

- Throughout Asia the jian bing is a favorite breakfast treat. These hand-held crepes are stuffed with egg, meat, Ready-Set-Serve® (RSS) Shredded Cabbage, RSS Green Onions, and tangy-spicy sauces.
- Give French crepes a colorful makeover with RSS Triple-Washed Spinach; stuff with eggs and smoked salmon.

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.



Grilled, Stuffed Avocados

Skip the bread and use everyone's favorite ingredient, the avocado, as a platform for this protein-rich filling. Ideal as a light salad or appetizer. Vegetarian, vegan, and paleo—this one has something for everyone.

Get the full recipe >

Tips for Serving Squash

- Purée MFC Zucchini, MFC Cucumbers, MFC Red Bell Peppers, RSS Lime Juice, RSS Diced Red Onions, RSS Washed & Trimmed Cilantro, tomatillos, olive oil, rice wine vinegar, and vegetable stock; serve this gazpacho chilled.
- Dip strips of MFC Zucchini in egg whites, then coat with breadcrumbs; deep fry and serve with roasted tomato coulis.

Browse additional usage tips >





Fresh Crop Report

WEEK OF APRIL 24, 2022

Apples



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

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

Asparagus



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

Prices are up slightly; production is wrapping up in Caborca, Mexico, but new crop harvesting is getting underway in Central Mexico. Baja supplies are available to bridge any gaps. Peruvian 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	▲▲▲	*****	\$\$\$

Expect elevated markets for the next 7 to 10 days due to harvesting delays caused by Holy Week. 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
CA, USA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
FL, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Green bell prices are high. Expect tight East Coast stocks until Georgia production ramps up in mid-May; Florida volume is low. The season in mainland Mexico is in its last stretch. California harvesting is slowly increasing. Red bell markets are level. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

Blackberries



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

The market is stable. Mexican supplies are sufficient. 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 stocks are adequate. Quality is very good.

Broccoli



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

The market is level. Salinas Valley harvesting is fully underway. The Baja, Mexico season has ended. Quality is very good: head size is consistent. MFC Broccoli is available.

Cantaloupe



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

High prices and strong demand persist; production will start in the Arizona/California desert in early May. Sugar levels range between 10 and 14 Brix.

Cauliflower



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

Overall supplies are increasing as more growers begin harvesting in the Salinas Valley; markets are easing. Cooler weather, specifically nighttime lows near 40 degrees, continues to impede head growth, but color and density are good. ESS Cauliflower is available.

Skip the heavy mayo and opt for a light, citrus-y salad made with tender potatoes and zesty shallots.

Produce Highlights

California Strawberries

- Rain will impede harvests this week.
- Volume is anticipated to decrease this week but quickly rebound through the month.

Cucumbers

- Although supplies remain snug, Mexican volume to rise this week.
- Florida's spring crops remain tight due to limited acreage and past poor weather.

Oranges

- The California Navel orange season is winding down; prices are climbing.
- The Valencia harvest has begun in a limited manner; supplies will ramp up over the next three weeks and run into October.



Fresh Crop Report

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Celery



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

Prices are steady. Although stocks are abundant in Oxnard and Santa Maria, California the Florida season is ending. Salinas production will start in mid-June, easing markets. Quality is excellent. MFC Celery is available.

Chile Peppers



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

The Mexican market is a bit lower; the mainland regions are meeting demand. Baja supplies will dominate by mid-May. Florida volume is expected to rise over the next ten days. 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 high. Although supplies remain snug, Mexican volume to rise this week. Florida's spring crops are tight due to limited acreage and past poor weather. New crop quality is very good. MFC and ESS Cucumbers are available.

Grapes



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

Expect elevated markets as the Chilean season wraps up. Stocks will continue to tighten over the next several weeks. The transition to Mexican-grown fruit will begin 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, USA	▲▲▲	*****	\$\$\$

Prices are inching up as tighter Salinas Valley supplies are forecast for the next two to three weeks. Quality is excellent: insect pressure is improving. 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. Arizona/California production 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 are stable. Harvesting is increasing in the Salinas Valley, but rain may cause mildew pressure. MFC Premium Iceberg Lettuce is sporadic due to low head weights; Markon Best Available® (MBA) is being packed as needed.

Lemons



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

The market is unchanged. Prices for fancy grade supplies are inching up; choice grade fruit dominates California coastal crops. Mexican fruit will become available in mid-August. MFC and ESS Lemons are on the market.

Limes



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

Prices are up. Stocks will remain limited through this week (due to Holy Week), but slowly increase. The Texas border problems have ended. MFC and ESS Limes are sporadic; packer label substituted as necessary.

Onions



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

High prices persist. The Northwest storage season will wind down over the next few weeks. The Idaho/Oregon season has ended. Washington supplies will be shipped another week or so. Quality is weak in remaining storage stocks. Texas-grown MFC Onions will remain available through mid-May. The California Imperial Valley season will get underway later this week. MFC Red and Yellow Onions are available.

Oranges



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

The California Navel orange season is winding down; prices are climbing. Small sizes (113- and 138- count) are snug. Sugar levels range from 10 to 12 Brix. The Valencia harvest has begun in a limited manner; supplies will ramp up over the next three weeks and run into October. Sugar levels are forecast to range from 10.5 to 12 Brix. MFC Navel Oranges are available.

Pears



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

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

Prices are steady; supplies 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	▲▲▲	*****	\$\$\$

The market is high. Supplies are quite snug; 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 occasional problems. MFC Burbank and Norkotah Potatoes are available.

Raspberries



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

Prices are unchanged; stocks are sufficient in both growing areas. Quality is very good: berries are plump, deep red, and tangy sweet.

Romaine



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

The market is low; Salinas Valley supplies are ample. Quality is very good, although minor fringe burn persists in some fields. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Raw product iceberg and romaine prices are level; industry volume continues to rise in the Salinas Valley. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

Spring Mix



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

The market is stable. The Arizona/California desert season is over. Production has moved to 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	▲▲▲	*****	\$\$\$

Prices have eased. Spring harvests are underway in Florida; the Georgia season will start in May. Mexican production is focused in Guaymas and Hermosillo; volume is climbing. Growers will move to Baja in late May. The Santa Maria, California season will start in mid-May. Quality is very good. MFC Zucchini and Yellow Squash are available.

Strawberries



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

Rain will impede harvests; the market is up. Volume is anticipated to decrease this week but quickly rebound through the month. Production is underway in Georgia; stocks will increase in early May. MFC Strawberries are available.

Tomatoes



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

Round and Roma prices are steady. Florida growers are harvesting in the Ruskin/Palmetto region; volume is rising. Western Mexico's mature green, vine ripe, and round harvests are consistent. Jumbo and extra-large size fruit dominates the Roma crop. 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
CA, USA	▲▲▲	*****	\$\$\$
CHILE	▲▲▲	*****	\$\$\$

The market is elevated. The Chilean white and yellow nectarine and peach seasons have essentially ended; any remaining supplies are extremely limited. The new crop California season is starting to get underway. Apricots, cherries, nectarines, and peaches are tight but will ramp up through May. Quality is very good: sugar levels range from medium to high.

Watermelon



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

Prices are high. Offshore stocks are snug. Mexican supplies 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.
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Markon First Crop (MFC).
Whole fresh fruits &
vegetables. Backed by 5-Star.

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Markon Essentials (ESS).
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brand. Quality, food safety,
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5-Star Food Safety.
Addressing quality and
safety at five key points.