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## Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (43 to 45 pounds compared with 40 to 43 pounds).
- California strawberry prices are steady. Supplies are increasing to meet Easter and Mother's Day demand. MFC Strawberries are available in both the Oxnard and Santa Maria regions.
- MFC and Ready Set Serve® (RSS) Lettuce and Leafy Greens are transitioning from the Arizona/California desert growing region to the Salinas Valley. MFC and RSS Celery and Herbs are being packed in Oxnard.



# Fresh Crop Report

WEEK OF APRIL 14, 2019

## 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:** Texture, especially crunch, is something diners seek. What are your favorite crunchy, produce-centric recipes?

**A:** Texture is so important—it can make or break a dish. I especially like when the same vegetable is used to create different textures. For instance, cauliflower can be smoked and left crunchy, pureed with some honey and apples for a sauce, and riced for a couscous texture—all on one dish. Charring vegetables is another easy way to bring in added texture. You can char a carrot for smoky flavors, puree it for sweet notes, and use the tops to make a pesto. Try dehydrating, roasting, making use of the peels, frying, etc. By getting more from less you create new and unusual combinations that will elevate your dishes.

*Chef Shane Henderson,  
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.



## Jackfruit Tacos with RSS Heart-Y Slaw

Spicy jackfruit mimics pulled pork without all of the fat and cholesterol. Top these on-trend tacos with crunchy, creamy slaw for the perfect hand-held treat.

**Get the full recipe >**

## Tips for Serving Limes

- Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- Use in ceviches, crudos, and poke recipes—they are also the star ingredient of the Peruvian super sauce, leche de tigre.
- Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.
- Puree coconut milk, lime juice and pulp, and pineapple chunks; freeze in paleta molds—add tequila for an adult dessert!



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This panna cotta combines earthy greens and refreshing celery for a mid-course palate cleanser or a savory dessert.

## Produce Highlights

### Apples

- Golden Delicious and Granny Smith prices are rising; storage supplies are diminishing.
- Braeburn volume will be depleted over the next two weeks.

### Avocados

- The market is expected to remain elevated into June, when summer crop volume increases.
- Mexico's winter season is wrapping up; stocks are limited.

### Onions

- The season for Texas-grown, fresh-run MFC Onions has begun.
- Storage crop MFC Red and Yellow Onions from the Northwest will remain on the market through late April/early May.

### Apples



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

Golden Delicious and Granny Smith prices are rising; storage supplies are diminishing. Braeburn volume will be depleted over the next two weeks. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available. Packer label Autumn Glory, Envy, Honeycrisp, Jazz, Pacific Rose, and Pink Lady stocks are on the market. Quality is excellent: fruit is crisp and juicy. Sugar levels range from 14 to 18 Brix.

### Asparagus



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

High markets persist. Mexican growers are in transition from Baja to Central Mexico. Quality is fair: expect better quality when production has moved. MFC Asparagus is available.

### Avocados



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

Prices are expected to remain elevated into June, when summer crop volume increases. Mexico's winter season is wrapping up; stocks are limited. New crop California volume is low, but increasing. Quality is very good: oil content is highest in Mexican product. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

### Bells: Green



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

Prices are steady. Supplies are adequate; the California season is ramping up. Expect active markets into May as the crop transitions north. Quality is very good: bruising and mechanical damage are minor issues. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

### Bells: Red and Yellow



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

Prices are escalating; supplies are extremely limited. Quality is good: scarring is minimal. MFC and ESS Red Bell Peppers are available.

### Blackberries



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

Prices are stable. The Mexican season is ending, but California production is increasing. Quality is very good: berries are deeply colored, juicy, and sweet. Sugar levels range from 12 to 13 Brix.

### Blueberries



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

The market is inching up. The California season is at its peak; Mexican stocks are starting to tighten. Quality is very good: fruit is plump and juicy.

### Broccoli



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

Prices are level; stocks are plentiful even though the seasonal harvesting transition from the Arizona/California desert north to the Salinas Valley is underway. Quality is very good: yellow discoloration is a slight problem. MFC Broccoli Crowns are available.



# Fresh Crop Report

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## Cantaloupe



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

The market is level; supplies are sufficient. Quality is very good: melons are juicy and sweet. MFC Cantaloupes are not available during the import season.

## Cauliflower



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are steady. Harvesting is in transition from the Arizona/California desert region to the Salinas Valley. Quality is excellent. ESS Cauliflower is available.

## Celery



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

Expect high celery prices and tight supplies through May 2019. The Salinas Valley is on schedule to start harvests in early June; stocks will increase at that time. MFC Celery is available.

## Cucumbers



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

Prices are low; volume is increasing on both coasts. Mexican quality is very good: skins are smooth, flesh is firm, and flavor is refreshing. MFC Cucumbers are available.

## Grapes



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

The Chilean season will end in early June; expect markets to increase. Mexican fruit will enter the market in May. Quality is very good. MFC Lunch Bunch Grapes are on the market, but ESS Grapes are not available at this time.

## Green Leaf/Variety Lettuce



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

Although the seasonal harvesting transition is underway, prices are weak. Quality is good: discoloration and insect pressure are problems. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

The market is unchanged; supplies are abundant. Quality is very good: skins are smooth, flesh is juicy, and flavor is mildly sweet. MFC Honeydew Melons are not available.

## Iceberg Lettuce



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

Prices are low; although recent warm weather is creating some heat-related problems, yields are increasing. Quality is good. MFC Premium Iceberg Lettuce is available.

## Lemons



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

The market is level; Oxnard and San Joaquin Valley stocks are ample. Supplies are dominated by 140-count and larger fruit; 165- and 200-count sizes are tight. MFC and ESS Lemons are available.

## Limes



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

Prices are starting to climb; Mexican crossings are down this week. Quality is very good. MFC and ESS Limes are available.

## Onions



Region	Supplies	Quality	Price
ID	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
UT	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Prices are steady. The season for Texas-grown, fresh-run MFC Onions has begun. Storage crop MFC Red and Yellow Onions from the Northwest will remain on the market through late April/early May. The Southern California season will start in late April.

## Oranges



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$

The market is weak; California Navel volume is high. Sugar levels range from 11 to 12 Brix. Packer label Valencia stocks from Florida, Mexico, and Texas are also available. MFC and ESS Navel Oranges are on the market.

## Pears



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

Prices are stable. MFC D'Anjou Pears are available, as are packer label Bosc stocks. Sugar levels range from 12 to 14 Brix. California Bartletts will hit the market in June.

## Pineapple



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

Prices are steady. Supplies are adequate, but demand is strong due to the upcoming Easter holiday. Quality is very good: fruit is juicy and tangy. Sugar levels range from 13 to 16 Brix.



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## Potatoes



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

Prices range from stable to high, depending on region. MFC Idaho Burbank Potatoes are available. MFC Norkotah Potatoes will remain on the market through this week or so. White Russet potatoes and packer label supplies from Colorado and Texas are available.

## Raspberries



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

The market is unchanged; stocks are sufficient. Quality is very good: berries are plump and juicy with sweet flavor. Sugar levels range from 13 to 14 Brix.

## Romaine



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

Prices are weak. Supplies remain plentiful despite the seasonal harvesting transition that is underway. Quality is good: fringe burn and mildew are slight problems. MFC Premium Romaine is available.

## Salads & Blends



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

The market is low. Iceberg and romaine stocks are ample. Quality is good: Markon Inspectors are closely monitoring finished cartons for the highest quality product to achieve the best packs.

## Spring Mix



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

Prices are level; volume is average. Quality is very good: discoloration and mildew are minor issues. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

The yellow squash and zucchini markets are steady to slightly lower than last week; stocks are plentiful. Quality ranges from average to very good: scarring and softness are slight problems. MFC Squash is available.

## Strawberries



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

California prices are steady. Supplies are increasing to meet Easter and Mother's Day demand. Mexican stocks are tight; many growers have ended harvesting for the season. MFC Strawberries are available out of the Oxnard and Santa Maria, California growing regions. Size is dominated by medium to large berries. Quality is very good in California.

## Tomatoes



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

Prices have inched up despite ample supplies. Although stocks are available on both coasts, Mexico is the prime growing region at this time. Quality is very good: fruit is plump, texture is firm, and skins are smooth.

## Watermelon



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

Prices are up; stocks are tightening. Quality is good: fruit is juicy and bright red. Sugar levels are average for this time of year.



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Table-ready fruits & vegetables.  
Backed by 5-Star.



Markon First Crop (MFC).  
Whole fresh fruits & vegetables. Backed by 5-Star.



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No.2 grade value-focused brand. Quality, food safety, and consistency in every box. Backed by 5-Star.



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