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## Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (46 to 48 pounds compared with 44 to 46 pounds).
- Expect elevated avocado prices through June, when volume typically rises.
- The lime market is high. Border delays and last week's holiday delayed many crossings into the U.S.; 110- to 175-count sizes are especially tight.

# Fresh Crop Report

WEEK OF APRIL 28, 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:** Gluten-free foods continue to rank among popular food trends. What veg-forward dishes do you suggest for operators that want to meet the needs of these customers?

**A:** It's important to provide a balanced menu for all customers. Ensuring dishes are packed with plenty of fresh vegetable options will cut back on gluten-oriented ingredients. RSS Cauli Creations are an ideal substitute when making fried rice, pizza crusts, and risotto.

- Middle Eastern dips like hummus and baba ghanoush are hearty options that skip the wheat; top with grilled halloumi cheese to make it an entree.
- Wrap protein-rich fish and umami-packed MFC Shiitake Mushrooms in banana leaves, steam until tender.
- Asian bowls like bibimbap pack a variety of vegetables over rice.

*Chef Jack Bretzke,  
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.



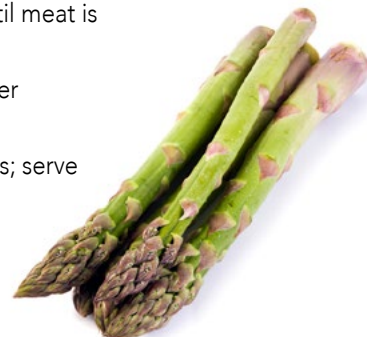
### Ravioli with Asparagus and Peas

Toss this blank-canvas pasta dish with rich brown butter and the verdant flavors of spring.

**Get the full recipe >**

## Tips for Serving Asparagus

- Wrap spears of asparagus in thinly sliced pancetta; grill until meat is crisp and asparagus is tender; serve with chicken breasts.
- Saute MFC Asparagus, fresh morels, and shallots; serve over polenta with snipped MFC Chives and edible nasturtiums.
- Lightly fry asparagus in buttermilk and panko bread crumbs; serve with spicy wasabi dipping sauce.
- Wrap a small bunch of MFC Asparagus with fillet of sole; bake until fish is cooked; drizzle all with tarragon cream sauce.



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# Fresh Crop Report

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Garnish this garlicky hummus dip with crunchy fresh, pickled, and sun-dried vegetables. Healthy and fun!

## Produce Highlights

### Celery

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

### Onions

- Ample supplies of MFC Onions are available.
- The market will ease as onions from several regions enter the market.

### Strawberries

- Ample supplies of excellent quality, large-size fruit are expected in the Santa Maria growing region for Mother's Day.
- Limited quantities of MFC Strawberries from Watsonville will enter the market in late April/early May.



### Apples

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

Golden Delicious and Granny Smith prices are high; storage stocks are tight. Braeburn supplies will be depleted this week. 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 vary from 14 to 18 Brix.



### Asparagus

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

Prices are low. Harvesting has moved to Central Mexico. Quality ranges from good to very good: tips are tight, stalks are firm, and flavor is pleasantly grassy. MFC Asparagus is available.



### Avocados

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

Expect elevated prices through June, when volume typically rises. Mexico's winter season is nearly over; stocks are limited. New crop California supplies are sufficient. Quality is very good: oil content is highest in Mexican fruit. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



### Bells: Green

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

The market is weak; supplies are abundant. California harvesting has moved to Coachella. Domestic 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	^^^	*****	\$\$\$

Although volume remains low, the market has dipped a bit. The Mexican season is winding down early, while the California season won't start until mid-May. Quality is fair: decay is a concern in some lots. MFC and ESS Red Bell Peppers are available.



### Blackberries

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

Prices are unchanged. The Mexican season is ending, but California stocks are 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 up. California production is past its prime; Mexican supplies are scarce. Quality is very good: fruit is plump and juicy.



### Broccoli

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

Prices are near the bottom; West Coast volume continues to rise. Quality is very good: yellow discoloration and mildew are slight issues. MFC Broccoli Crowns are available.



# Fresh Crop Report

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## Cantaloupe



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

The market is up; supplies are tightening. Quality is very good. MFC Cantaloupes are not available during the import season.

## Cauliflower



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

Prices are low; supplies are ample. Quality is very good: slight discoloration, ricey texture, and uneven growth are occasional problems. ESS Cauliflower is available.

## Celery



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

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

## Cucumbers



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

Prices are weak; stocks are plentiful in both regions. Mexican quality is best: skin is smooth, flesh is firm, and flavor is refreshing. MFC Cucumbers are available.

## Grapes



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

Expect low markets until the Chilean season ends in early June. New crop Mexican fruit will be available in May; no product gaps are expected. 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
CA	^^^	*****	\$\$\$

Prices are weak; supplies are abundant. Quality is very good: discoloration and mildew are minor problems. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

The market is starting to inch up; volume is falling. Quality is very good: skin is smooth, flesh is juicy, and flavor is mildly sweet. MFC Honeydew Melons are not available during the import season.

## Iceberg Lettuce



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

Prices remain low; Salinas Valley supplies are abundant. Quality is very good: head weights are rising. MFC Premium Iceberg Lettuce is available.

## Lemons



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

The market is unchanged. Small lemons (165-count and smaller fruit) will be limited through June. Last month's California rains increased fruit size. MFC and ESS Lemons are available.

## Limes



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

Prices are high. Border delays and last week's holiday delayed many crossings into the U.S. Quality is very good: scarring and styler are occasional problems. MFC and ESS Limes are available.

## Onions



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

The market will ease as onions from several regions enter the market. Storage crop MFC Red and Yellow Onions from the Northwest will remain on the market through late April/early May. MFC Onions from California and Texas are also on the market. MFC Onions from New Mexico will start shipping in early June.

## Oranges



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

Prices are weak; California Navel supplies are ample. 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	^^^	*****	\$\$\$

The market is level. MFC D'Anjou Pears are available, as are packer label Bosc supplies. Sugar levels range from 12 to 14 Brix. California Bartletts will enter the market in June.

## Pineapple



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

Prices are steady; supplies are adequate. 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 are unchanged; storage stocks are sufficient. MFC Idaho Burbank Potatoes are available. White Russet potatoes and packer label stocks from Colorado and Texas are available. Quality ranges from good to excellent.

## Raspberries



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

The market is stable; stocks are adequate. 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
CA	^^^	*****	\$\$\$

Prices remain weak; Salinas Valley volume is high. Quality is very good: wind burn is a slight issue, but head weights are increasing. MFC Premium Romaine is available.

## Salads & Blends



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

The market is unchanged. Iceberg and romaine supplies are ample. Quality is good: Markon inspectors are closely monitoring finished cartons for chunks and core material to achieve the best packs.

## Spring Mix



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

Prices are stable; supplies are adequate. Quality is very good: discoloration and mildew are minor problems. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

The zucchini market is level, but yellow squash prices are higher due to tight stocks. Warm weather should increase volume of both squashes by the weekend. Quality is good: scarring and softness are occasional problems. MFC Squash is available.

## Strawberries



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

Prices are easing. Ample supplies of excellent quality, large-size fruit are expected in the Santa Maria growing region for Mother's Day. Berry size is dominated by medium to large fruit. Quality is very good: scarring is a minor problem that crews are culling as much as possible. Limited quantities of MFC Strawberries from Watsonville will enter the market in late April/early May.

## Tomatoes



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

Prices are weak; supplies are plentiful. Domestic stocks are shipping out of Florida, but Mexico is the prime growing region at this time. Quality is very good: fruit is plump, texture is firm, and skin is smooth.

## Watermelon



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

Prices have eased; Mexican stocks are increasing. Quality ranges from very good to good: fruit is juicy and bright red. Sugar levels are rising.



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