

CONFIDENCE
IN EVERY CASE.



Highlights

- The Arizona/California desert region had several rain events in November and more recently is experiencing freezing morning temperatures. Tender leaf items such as arugula, spinach, and spring mix are most sensitive to such weather events and are developing yellow leaves and decreased shelf-life potential.
- Expect elevated asparagus markets and limited supplies until harvesting in the Caborca, Sonora growing region of Mexico starts in early January.
- The tomato market remains elevated; stocks of all varieties are extremely limited. New crop Mexican stocks will hit the market in January, easing prices.

Fresh Crop Report

WEEK OF DECEMBER 29, 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: What produce dishes do you highlight for special New Year's Eve dinners?

A: With the emphasis on more plant-based foods being the norm now, my festive menus have a different spin. I create a reversal of Center of Plate—instead of a large portion of meat with a few vegetables on the side, I serve a large portion of vegetables with meat as an accent. In Canada it's deep winter, so root vegetables are a big focus. I love to roast big heads and chunks of produce—like sweet potatoes, parsnips, and kohlrabi. Other favorites include turmeric-roasted carrot rounds with sun-dried tomato vinaigrette, deep-fried avocado bombs, and whole roasted Moroccan-spiced cauliflower with blue cheese and buffalo crema.

Chef David Evans, 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.



Spinach Crepes with Scrambled Eggs and Smoked Salmon

Delicate scrambled eggs and smoky salmon slices add complementary flavors to these visually vibrant spinach crepes.

Get the full recipe >

Tips for Serving Apples

- Chop Markon First Crop® (MFC) Idaho Potatoes and MFC Gala Apples into cubes; mix with olive oil and salt; roast with MFC Rosemary.
- Accent brown rice or stuffing with fresh cranberries, sautéed mushrooms, and chopped MFC Granny Smith Apples.
- Toss ribbons of MFC Fuji Apples with Ready-Set-Serve® (RSS) Spring Mix and sesame-ginger dressing.
- Mix MFC Golden Delicious Apples into chicken or turkey salads.

Browse additional usage tips >





Develop more complexity in the classic drink named for Arnold Palmer with the balanced flavors of bitter ginger and sweet pear syrups. Garnish with fresh rosemary, sliced ginger, and candied pear slices.

Produce Highlights

Green Onions

- Cold weather is hindering plant maturity, reducing stocks.
- Volume is low; prices are starting to climb.

Strawberries

- California quality and supply levels will be fair, at best, due to rain.
- Mexican fruit will be available to load out of both Yuma, Arizona and South Texas. Florida berries will load in Plant City.

Sugar Snap Peas

- Stocks will be limited over the next two weeks.
- Expect elevated markets into early January.

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Apples



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

The market is unchanged. Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are ample. Specialty varieties like Autumn Glory, Envy, Honeycrisp, Jazz, and Sweetie are also on the market. The Cosmic Crisp variety will debut in January 2020. Quality is excellent: fruit is crisp, crunchy, and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Expect elevated asparagus prices and limited supplies until harvesting in the Caborca, Sonora growing region of Mexico starts in early January. Quality ranges from fair to average due to rain and low temperatures. MFC Asparagus is available.

Avocados



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

The market is steady; supplies are abundant, particularly 60-count and smaller sizes. Quality is very good: fruit is firm, yet creamy in texture with nutty flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are a bit higher than last week. Rainy, cold weather is reducing volume on both coasts. Quality is average: odd shape and scarring are minor problems. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is steady at high levels; supplies are tight. The California season is ending. Mexican production is getting a late start due to poor weather. Quality will improve once new crop Mexican supplies ramp up in another week or two. MFC and ESS Red Bell Peppers are limited.

Blackberries



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

Prices are level. Winter production is focused in Mexico. New crop quality is very good: flavor is mildly floral and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is stable; Mexican volume is high. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices will remain elevated through January. Intermittent rain in the Yuma, Arizona and Mexican growing regions have increased head size, but also caused decay, pin rot, and systemic mildew. Quality is poor: growers are culling damaged heads in the field. MFC Broccoli Crowns are sporadic.



Fresh Crop Report

WEEK OF DECEMBER 29, 2019

Cantaloupe



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

Prices are slightly lower than last week; stocks are ample. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



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

Expect high markets through January; volume is low. Quality is fair: decay, small size, and creamy color are problems that harvesting crews are culling in the fields. ESS Cauliflower is available.

Celery



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

Prices are high. Supplies are tight in California, but volume is beginning to increase in Florida. MFC Celery is sporadic.

Cucumbers



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

The market is firm; rain and low temperatures have tightened stocks. Quality ranges from fair to average: soft tips and yellowing are minor problems. MFC Cucumbers are sporadic.

Grapes



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

The market is starting to climb; growers will transition from California fruit to grapes from Chile and Peru. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes will enter the market the week of January 13, 2020. ESS Green Seedless Grapes and Grape Escape stemless supplies will begin shipping the week of January 20, 2020.

Green Leaf/Variety Lettuce



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

The market is level; stocks are a bit tighter due to persistent rain and harvesting/loading delays. Quality is good: epidermal blistering and peeling will be problems moving forward. Harvesting crews are trimming leaves to reduce defects. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are elevated; volume is low. Quality is good: sugar levels range from 11 to 12 Brix. MFC Honeydews are not available during the import season.

Iceberg Lettuce



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

The market is inching up; supplies are tightening. Quality is average: epidermal blistering and peeling will be issues moving forward. Crews are removing damaged leaves in the fields. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are low; stocks are plentiful in all California growing areas. Quality is very good: rain has increased the crop's size profile. MFC and ESS Lemons are available.

Limes



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

The market is level. Mexican stocks (into South Texas) will decrease through the holiday weeks and into January. Quality is good: styler and scarring are minor problems. MFC and ESS Limes are available.

Onions



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

Prices are steady; storage supplies are ample. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Packer label stocks are being shipped from Colorado. Quality is excellent. Sunions, a tearless variety, are now available.

Oranges



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

The market is unchanged. California Navel supplies are abundant. Quality is very good: sugar levels are averaging 11 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Prices are stable. MFC Washington Bartlett and D'Anjou Pears are available; fruit is dominated by 110- through 120-count sizes. Quality is excellent: stocks have firm texture, smooth skins, and sweet flavor. Sugar levels range from 12 to 14 Brix. The Bartlett season will continue through February 2020.

Pineapple



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

Weak markets persist; supplies are ample. Quality is very good: fruit is juicy and sweet, yet tangy. Sugar levels range from 13 to 16 Brix.



Fresh Crop Report

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Potatoes



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

Markets will remain above normal through the 2020 season; Idaho's October freeze damaged much of the Burbank crop. Both Norkotahs and Burbanks will need to be ordered to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available; 40- to 50-count Burbanks are limited.

Raspberries



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

Prices are steady. Mexican stocks are sufficient. California growers will ship through January. More rain this week will further reduce volume. Quality is very good: sugar levels range from 13 to 14 Brix.

Romaine



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

The market is inching up; supplies are tightening. Quality is average: epidermal blistering and peeling will be problems moving forward. Harvesting crews are removing damaged leaves in the fields. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are poised to rise; volume is being affected by more rain. Markon inspectors are closely monitoring finished cartons for chunks and cores to achieve the best packs.

Spring Mix



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

The Arizona/California desert region had several rain events in November and more recently is experiencing freezing morning temperatures. Tender leaf items such as arugula, spinach, and spring mix are most sensitive to such weather events and are developing yellow leaves and decreased shelf-life potential. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is level; stocks are sufficient. Quality is average: scarring and mechanical damage are issues in some zucchini lots. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices have inched down despite low volume; demand is weak. California quality and supply levels will be fair, at best, due to rain. Mexican fruit will be available to load out of both Yuma, Arizona and South Texas. Florida berries will load in Plant City. MFC Strawberries are limited.

Tomatoes



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

The market remains elevated; stocks of all varieties are extremely limited. New crop Mexican stocks will hit the market in January, easing prices. Quality ranges from fair to good: rain-related issues and shortened shelf-life remain concerns.

Watermelon



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

Prices are stable. Mexican supplies are adequate, while offshore volume is rising. Quality is good: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



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



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



5-Star Food Safety.
Addressing quality and safety at five key points.