

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 19, 2020

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: Brunch shows no sign of slowing as a profitable segment. What produce-rich recipes do you suggest?

A: Salads have always been a great brunch option, but we can elevate this category to a whole new level by roasting root vegetables and tossing in a spicy vinaigrette or grilling asparagus, zucchini, yellow squash, and cauliflower, then drizzling with a creamy sauce. One example is roasted cauliflower, grilled asparagus, peppers, and zucchini with coconut-curry cream sauce that's topped with currants.

- Pump up classic oatmeal, granola, and ancient grains with berries, chopped melons, bananas, seeds, and nuts.
- Top the ever-popular avocado toast with crunchy greens like frisee or romaine and sweet grape tomatoes.
- Give pancakes and waffles vibrant color with beet or carrot juice.

*Chef Patrick Mitchell,
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.



Jian Bing with Shredded Pork and Cabbage

China's favorite late night or early breakfast treats, these hand-held crepes are made with egg and tangy-spicy sauces—stuff them with craveable ingredients like tender pulled pork, crunchy cabbage, and zesty scallions.

Get the full recipe >

Highlights

- Persistently cold night-time temperatures in the mid-30s and high winds up to 30 mph have dominated the weather cycle, causing harvesting delays and frost-related defects in commodity and value-added lettuces and leafy greens.
- Expect high asparagus markets and limited supplies for the next two weeks.
- California strawberry prices are up; more rain later this week will further weaken yields. Stocks are a bit more plentiful in Florida and Mexico, but demand is strong.

Tips for Serving Oranges

- Mix couscous with chopped Markon First Crop® (MFC) Oranges, sliced MFC Red Onions, torn mint leaves, and sliced green olives; drizzle with olive oil and serve with grilled lamb.
- Sprinkle sugar on rounds of MFC Oranges; broil until caramelized; drizzle crème anglais made with ginger and the zest of MFC Oranges over all.
- Spread citrus custard (made with Ready-Set-Serve® (RSS) Lemon and RSS Orange Juice) over baked puff pastry squares; top with RSS Orange Sections and chopped pistachios.



Browse additional usage tips >

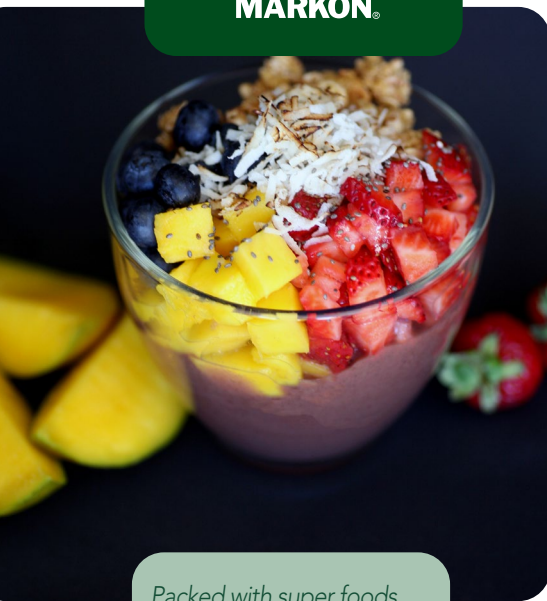
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Packed with super foods like berries, mango, and coconut, these fruity acai breakfast bowls are fresh and light.

Produce Highlights

Potatoes

- Freezing weather is forecast for this week.
- Supplies will further tighten.

Tender Leaf Items

- Leafy greens (particularly arugula and spinach) are limited.
- Erratic weather patterns over the past several weeks continue to reduce supply levels.

Tomatoes

- Round tomato prices remain elevated; the market has peaked.
- The market is expected to slowly ease through the rest of January.

Apples



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

Prices are unchanged; supplies are ample. Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty varieties like Autumn Glory, Envy, Honeycrisp, and Jazz are also available. Showcased at the Anaheim PMA this past October, the Cosmic Crisp is available in limited numbers. 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 high markets and limited supplies for the next two weeks. Mexico's fall production is ending due to cold weather; winter harvesting will start in Mexicali by late January. Quality will improve when new crop supplies become available. MFC Asparagus is on the market.

Avocados



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

Prices are stable. Mexican stocks are plentiful, especially 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	^^^	*****	\$\$\$

The market is elevated; supplies are extremely tight on both coasts. Quality is average: scarring and softness are occasional issues. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are level; volume is average. Mexican production is increasing. Quality is good: peppers have smooth, vibrant skins, and subtly sweet flavor. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is unchanged. Mexican supplies are a bit tighter, but demand is weak. 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	^^^	*****	\$\$\$

Prices are steady; Mexican stocks (into Texas) are plentiful. 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	^^^	*****	\$\$\$

Expect high prices and tight stocks through January. Poor weather slowed growth and affected quality, reducing overall volume; pin rot, mildew, uneven size, and decay may be present in finished broccoli packs. Quality is poor: growers are removing damaged heads at the field level. MFC Broccoli Crowns are sporadic.



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Cantaloupe



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

The market is level; supplies from Costa Rica and Honduras are ample. Quality is good: sugar levels are rising. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



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

Prices continue to climb; erratic weather has reduced yields. Quality is fair: discoloration is a persistent problem. ESS Cauliflower is available.

Celery



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

The market has inched down; stocks have increased after weeks of cold weather. Quality is good. MFC Celery is available.

Cucumbers



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

Prices have escalated; volume is low. Quality is average, although soft tips and yellowing are minor problems. MFC Cucumbers are sporadic.

Grapes



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

The market is a bit higher than last week; growers are transitioning from California fruit to supplies from Chile and Peru. ESS Red Seedless Grapes are available. MFC Lunch Bunch Grapes and Grape Escape stemless supplies will enter the market next week. ESS Green Seedless Grapes will begin shipping in early to mid-February.

Green Leaf/Variety Lettuce



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

High prices persist; yields are tightening. Quality is good, but erratic weather has caused quality problems like epidermal blistering and peeling, large ribs, brittle texture, mildew, and mechanical damage. Crews are trimming leaves to reduce defects. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market remains firm; supplies are scarce. 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	▲▲▲	*****	\$\$\$

Prices remain elevated; volume is low. Freezing, rainy weather has decreased supplies. Quality is fair: bottom rot, epidermal blistering and peeling, and decay are industry-wide problems. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is weak; supplies are plentiful in the California desert, Bakersfield, and San Joaquin Valley regions. Quality is very good: size profile is dominated by large fruit. MFC and ESS Lemons are available.

Limes



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

Prices are a bit lower than last week. Mexican stocks are sufficient. Quality is very good: stylar and scarring are minor issues. MFC and ESS Limes are available.

Onions



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

The market will remain elevated until Mexican supplies enter the market in a week or two. The Texas season will begin in mid-March. 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 also on the market.

Oranges



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

Prices are starting to rise. California Navel 113- and 138-count sizes are tightening. Quality is very good: sugar levels average 11.5+ Brix. MFC and ESS Navel Oranges are available.

Pears



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

The market is unchanged. Washington MFC Bartlett and D'Anjou Pears are available; the crop is dominated by 110- through 120-count sizes. Quality is excellent: pears have firm texture, smooth skins, and mildly sweet flavor. Sugar levels range from 12 to 14 Brix. The Bartlett season will run through February.

Pineapple



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

Expect prices to inch up over the next few weeks; supplies are limited in Costa Rica and Mexico (into Texas). Quality is very good: fruit is juicy and sweet, yet 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 climbing. Freezing temperatures are forecast this week; supplies will further tighten. Norkotahs and Burbanks will need to be shipped to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available; 40- to 50-count Burbanks are extremely tight.

Raspberries



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

The market is stable. The Mexican season is ending soon. California production will run a few more weeks. Quality is very good: sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are elevated. Several weeks of rain and freezing temperatures are causing quality problems like epidermal blistering and peeling, large ribs, brittle texture, mildew, and mechanical damage. Harvesting crews are trimming leaves to reduce defects as much as possible. MFC Premium Romaine Lettuce is limited.

Salads & Blends



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

The market is high. Iceberg and romaine value-added salads and blends are exhibiting sporadic pinkening and shelf-life challenges due to weeks of rain and low temperatures. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

The market is high. Leafy greens (particularly arugula and spinach) are limited. Erratic weather patterns over the past several weeks continue to reduce supply levels. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

Prices remain high; supplies are tight in Florida and Mexico. Quality is good: scarring and mechanical damage are occasional problems. MFC Yellow Squash and Zucchini are sporadic.

Strawberries



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

California markets are up; more rain later this week will further weaken yields. Stocks are a bit more plentiful in Florida and Mexico, but demand is strong. Quality is good: problems include bleeding, bruising, and softness. MFC Strawberries are on the market.

Tomatoes



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

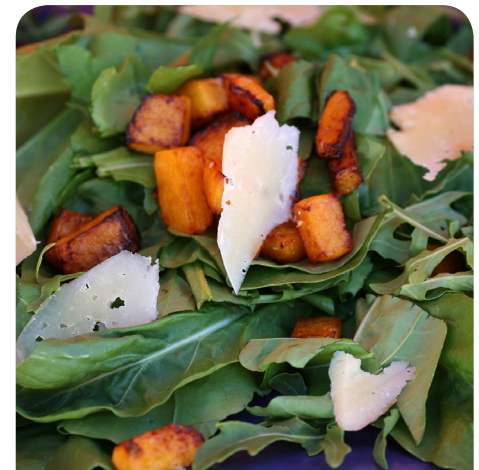
Round tomato prices remain elevated; the market has peaked and is expected to slowly ease through the rest of January. Quality is improving.

Watermelon



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

The market is level. Mexican and offshore stocks are adequate. Quality is good: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



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