

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 26, 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: Winter is citrus season—how do you suggest featuring it on menus?

A: Saute citrus with other ingredients to create a sauce for steamed fish. I prefer Dover sole with grapefruit and Navel orange beurre blanc. I incorporate the citrus slices into the sauce made with white wine, butter, and shallots.

- Roast Markon First Crop® (MFC) Shiitake Mushrooms with miso butter; add balance by deglazing with Ready-Set-Serve® (RSS) Lime Juice.
- Toss RSS Orange Sections with RSS Grapefruit Sections, sliced MFC Fennel, diced RSS Avocado Halves, RSS Wild Arugula, and a peppery vinaigrette.
- Top pancakes, waffles, and Dutch puffs with lemon curd and fresh blackberries.

*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.



Garbanzo-Mushroom Meatballs

Serve as a shareable appetizer or add to pasta and pizza—everyone loves meatballs. Great for vegans and vegetarians too!

Get the full recipe >

Highlights

- Iceberg supplies are increasing; the market is starting to ease. Weather is warming in the Arizona/California desert regions. Head weights remain lower than normal; however, higher temperatures are increasing yields.
- California Navel oranges will be available through late May. New crop California Valencia production is expected to start late in April/early May.
- Cucumber prices are rising; unfavorable weather has drastically reduced Mexican supplies. East Coast stocks are adequate, but availability is tightening due to shifting demand.

Tips for Serving Cabbage

- Make the popular Asian condiment kimchi by pickling RSS Green Cabbage with RSS Sliced Onions, RSS Peeled Garlic, RSS Washed & Trimmed Green Onions, ginger, and cayenne.
- Top Baja-style fish tacos with RSS Shredded Cabbage, RSS Pico de Gallo Guacamole, and RSS Washed & Trimmed Cilantro.
- Braise RSS Cabbage in brown butter and freshly cracked black pepper; serve with pork.

Browse additional usage tips >





This shareable side dish is roasted on high heat to blister the carrots' skins while keeping the inside sweet and tender.

Produce Highlights

Broccoli

- Prices are easing
- Supplies are increasing in the Arizona and California growing regions.

Brussels Sprouts

- Stocks are tightening; prices are climbing.
- California production is winding down while Mexican production is behind schedule due to low temperatures over the past six weeks.

Tomatoes

- Round tomato prices are inching down; as expected, the market has peaked.
- The market will continue to ease for the next few weeks.

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Apples



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

The market is unchanged; stocks are plentiful. Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty varieties like Autumn Glory, Cosmic Crisp, Envy, Honeycrisp, and Jazz are also available. Quality is excellent: fruit is crisp, crunchy, and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices will remain elevated for another week at least; volume is low. Mexican harvesting is ending due to cold weather; winter production will begin in Mexicali next week. Quality will improve when new crop supplies become available. MFC Asparagus is on the market.

Avocados



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

The market is steady. Mexican supplies are abundant, 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	^^^	*****	\$\$\$

Prices are starting to level off; stocks are beginning to increase on both coasts. Quality is good: scarring and softness are minor problems. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is slightly higher than last week; supplies are adequate. 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	^^^	*****	\$\$\$

Prices are level. Mexican stocks are adequate; 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	^^^	*****	\$\$\$

The market is unchanged; Mexican supplies (into Texas) are ample. 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	^^^	*****	\$\$\$

The market is easing. Supplies are increasing in the Arizona and California growing regions. Quality is improving. MFC Broccoli Crowns are available.



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Cantaloupe



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

Prices are unchanged; volume is high in Costa Rica and Honduras. Quality is good: sugar levels are rising. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



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

The market is elevated; yields are low. Quality is fair: discoloration is a persistent problem. ESS Cauliflower is sporadic.

Celery



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

Prices have eased; supplies are limited. Quality is very good. MFC Celery is available.

Cucumbers



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

The market is rising; unfavorable weather has drastically reduced Mexican supplies. East Coast stocks are adequate, but availability is tightening due to shifting demand. Quality is average: soft tips and yellowing are issues. MFC Cucumbers are sporadic.

Grapes



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

Prices are up; growers have transitioned from California to Chile and Peru. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are available as well as ESS Red Seedless Grapes. ESS Green Seedless Grapes will start shipping in early to mid-February.

Green Leaf/Variety Lettuce



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

The market is beginning to inch down; yields are increasing. Quality is good: epidermal blistering and peeling will remain an issue for several more weeks. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are firm at high levels; stocks are tight. 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	^^^	*****	\$\$\$

Supplies are increasing; the market is starting to ease. Weather is warming in the Arizona/California desert regions. Head weights remain lower than normal; however, higher temperatures are increasing yields. Quality is improving: bottom rot, epidermal blistering and peeling, and decay are issues. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are near the bottom; stocks are ample, especially large sizes. Quality is very good: fruit is extremely juicy due to weeks of rainfall. MFC and ESS Lemons are available.

Limes



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

The market is steady. Mexican supplies are adequate. Quality is very good: styler and scarring are occasional problems. MFC and ESS Limes are available.

Onions



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

Prices will remain high for another week or so when Mexican stocks become available. The Texas season will start 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	^^^	*****	\$\$\$

The market is inching up, especially prices for small sizes. California Navel oranges will be available through late May. New crop California Valencia production will start in late April/early May. Florida stocks will be available through May. MFC and ESS Navel Oranges are available.

Pears



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

Prices are level. Washington MFC Bartlett and D'Anjou Pears are available; the crop is dominated by 110- through 120-count sizes. Quality is excellent: sugar levels range from 12 to 14 Brix. The Bartlett season will continue through February.

Pineapple



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

The market is up; volume is low. 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	^^^	*****	\$\$\$

The market is high. Freezing weather is causing loading and delivery delays. Norkotahs and Burbanks will need to be shipped from all areas to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available; 40- to 50-count Bur-banks are extremely limited.

Raspberries



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

Prices are starting to inch up; Mexican supplies are limited. Quality is good: sugar levels range from 13 to 14 Brix.

Romaine



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

The market is starting to inch down; yields are increasing. Quality is good: epidermal blistering and peeling will remain an issue for several more weeks. Harvesting crews are trimming leaves to reduce defects as much as possible. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices have eased. Iceberg and romaine supplies are increasing. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

Prices are stable; volume is starting to rise. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

The market is elevated; stocks are limited in Florida and Mexico. Quality is good: scarring and mechanical damage are minor issues. MFC Yellow Squash and Zucchini are sporadic.

Strawberries



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

Prices are escalating; last week's rain slowed growth in California. Florida volume is well-below projections, driving demand to Mexico. Quality is good: industry-wide problems include bleeding, bruising, and softness. MFC Strawberries are available.

Tomatoes



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

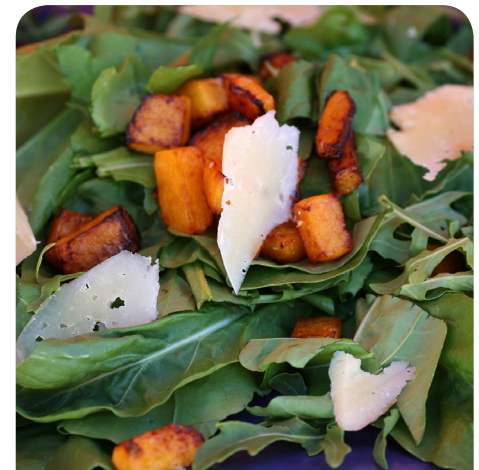
Round tomato prices are inching down; as expected, the market has peaked. Mexican stocks are becoming more plentiful; however, prices remain high for large sizes. Florida volume is slowly rising; West Coast demand is keeping availability tight. Quality is improving.

Watermelon



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

Prices are high. Mexican and offshore supplies are average. Quality is good: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



READY-SET-SERVE
by MARKON

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

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