

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (43 to 49 pounds compared with 40 to 45 pounds).
- Asparagus prices are weak. Although Peruvian stocks remain tight, harvesting has increased in Mexico.
- Bell pepper markets are low, but poised to start rising again due to cold, wet weather in Mexico; yields will decrease due to fewer available harvesting hours.

Fresh Crop Report

WEEK OF FEBRUARY 9, 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: What is your favorite plant-based dish for winter?

A: Hearty, umami-rich wild mushrooms do it for me. I use them in many ways—an ancient grain salad with Oyster mushrooms and frisee, a creamy Chanterelle sauce served over roasted carrots and beets, or a noodle bowl filled with udon or ramen and multiple types of mushrooms.

- Simmer a variety of wild mushrooms as well as MFC Mushrooms with MFC Onions, MFC Potatoes, and Ready-Set-Serve® (RSS) Peeled Garlic; puree, add cream, and serve with toasted bread.
- Stuff MFC Portabella Mushrooms with sauteed kale, rainbow chard, crunchy pine nuts, and creamy Fontina cheese.

*Chef Victor "Vegas" Moea,
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.



Black Bean Nachos

Give your patrons a healthier version of this beloved guilty pleasure with a fiber-rich, vitamin-packed appetizer for two.

Get the full recipe >

Tips for Serving Orange Juice

- Whisk RSS Orange Juice with eggs, brown sugar, and a dash of cinnamon; dip challah slices into mixture; cook on a hot griddle until browned; serve with maple syrup, RSS Orange Sections, and chopped pecans.
- Saute RSS Cauliflower Florets and hazelnuts until browned; deglaze with RSS Orange Juice; add RSS Orange Segments and simmer until liquid is reduced, then serve with pork loin.
- Dress steamed MFC Asparagus with vinaigrette comprised of RSS Orange Juice, shallots, avocado oil, Dijon mustard, and snipped MFC Chives.

Browse additional usage tips >





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Delicate pink, pillowy pasta filled with soft cheese and umami-rich mushrooms can be served as a unique appetizer or visually appealing entrée. Crispy prosciutto adds crunch and saltiness.

Produce Highlights

Colored Potatoes

- Flooding and cold weather have diminished Midwest potato volume. Limited supplies and elevated prices are predicted until production resumes in the Midwest in early August.
- Florida-grown stocks will hit the market the week of February 17.

Idaho Potatoes

- Cold weather is forecast in Eastern Idaho this week.
- Expect loading and packing delays.

Onions

- Fresh-run yellow onions from Mexico are now available in South Texas.
- Mexican red and white onions will hit the market later this week.

Apples



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

The market is stable; storage stocks are plentiful, especially small fruit (100- to 138-count sizes). Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty varieties such as 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 are weak. Although Peruvian stocks remain tight, harvesting has increased in Mexicali, Mexico. New crop Mexican quality is very good: stalks are straight and firm with pleasantly grassy flavor. MFC Asparagus is on the market.

Avocados



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

The market is level. Mexican supplies are ample, especially 60-count and smaller sizes. Quality is very good: fruit is 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 low, but poised to start rising again due to cold, wet weather in Mexico; yields will decrease due to fewer available harvesting hours. Quality is very good: walls are thick and texture is crunchy. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

This week's cold, rainy weather in Mexico will push markets even higher. Expect tight supplies. Quality is average: color is vibrant and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Weak demand is keeping prices steady; volume ranges from low to average. 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 has started to inch up; cooler weather has tightened supply levels. 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	^^^	*****	\$\$\$

Steady markets are forecast for February. Stocks are becoming more plentiful in the Arizona and California growing regions. Quality is good and continues to improve with better weather: incidences of decay, pin rot, mildew, and yellowing have greatly decreased. MFC Broccoli Crowns are available.



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Cantaloupe



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

The market is steady to slightly higher than last week; supplies are ample on both coasts. Quality is good: sugar levels range from 10 to 13 Brix. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



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

Prices have fallen; supplies continue to increase due to better weather conditions. Quality is good: heads are snowy white and flavor is subtly earthy. ESS Cauliflower is on the market.

Celery



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

The market is low; stocks are abundant. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

Prices are weak; supplies are increasing, especially in Mexico. Quality is very good: skins are smooth and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Prices are level. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are available as well as ESS Red Seedless Grapes. ESS Green Seedless Grapes will enter the market by next week. Quality is very good: fruit is firm and sweet.

Green Leaf/Variety Lettuce



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

Expect weak prices through February; volume is rising. Quality will continue to improve due to better weather. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are slightly lower than last week; availability is starting to increase. 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 continues to inch down; supplies are ample. Expect comparable prices through February. Warmer, drier weather is improving quality. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are near the bottom. Winter is peak season; supplies are plentiful, especially large sizes. Quality is very good: fruit is extremely juicy due to rain earlier in the season. MFC and ESS Lemons are available.

Limes



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

The market has fallen; demand is weak. Volume is high, especially large sizes. Quality is average: stylar is a minor issue. MFC and ESS Limes are available.

Onions



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

Fresh-run yellow onions from Mexico are now available in South Texas. Mexican red and white onions will hit the market later this week. Expect Northwest prices to ease as new crop Mexican stocks increase. 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.

Oranges



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

Navel stocks will be on the market through late May; prices are inching up. California fruit is dominated by large sizes (56- and 72-count fruit); smaller sizes (113-count and smaller) will remain tight until new crop California Valencia production begins in late April/early May. MFC and ESS Navel Oranges are available.

Pears



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

Washington Bartlett and D'Anjou supplies are dominated by 110- through 120-count sizes. The Bartlett season will run through February then return in July once the California season begins. MFC Pears are available.

Pineapple



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

Tight stocks have driven up prices; volume will decrease for several weeks. Quality is very good: sugar levels range from 13 to 16 Brix.



Fresh Crop Report

WEEK OF FEBRUARY 9, 2020

Potatoes



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

The market is up. Cold weather is forecast for Idaho this week; temperatures must be above 18 degrees F for potatoes to be delivered without freezing; expect loading and packing 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 70-count Burbanks are extremely limited.

Raspberries



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

Prices are stable; volume is average in California and Mexico. Quality is good: sugar levels range from 13 to 14 Brix.

Romaine



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

The market is low; dry, warm weather is increasing stocks and improving quality. Expect weak prices through February. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are weak. Iceberg and romaine supplies are abundant. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

Prices are steady; volume is rising. Quality is very good: discoloration and bruising are minimal. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

Although the market dipped, prices are poised to rise again due to this week's forecast of low temperatures and rain in Mexico. Harvesting hours, hence yields, will decrease. 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	^^^	*****	\$\$\$

Expect prices to remain elevated for several weeks due to strong Valentine's Day demand and low volume. Stocks are limited in all growing regions. Cold weather and rain will further reduce Mexican supplies. Quality is average: industry-wide problems include bleeding, bruising, and softness. MFC Strawberries are sporadic.

Tomatoes



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

The market has fallen. Expect easing prices and ample supplies (with the exception of large sizes) through this month. Quality ranges from good to very good: skins are smooth and flavor is subtly sweet.

Watermelon



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

Strong demand is keeping Mexican and offshore prices high despite average supply levels. Quality is good: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



READY-SET-SERVE
by MARKON

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