

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 39 pounds compared with 33 to 37 pounds).
- MFC Norkotah Potatoes are the primary variety on the market. Small sizes dominate the crop; suppliers are packing from lots geared toward holiday retail demand.
- The Brussels sprouts market is elevated. Prices are expected to remain at these levels through the holidays.

Fresh Crop Report

WEEK OF DECEMBER 13, 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: December holidays are often the year's highlight. Which ingredients should be showcased this season? How will Covid-19 restrictions play into holiday meals?

A: This holiday I am looking at beets, squash, brussels sprouts, and braised collard greens. With the pandemic still in full swing everywhere I am looking at planning meals for small groups.

- Layer roasted, sliced ruby red and yellow beets with an herbal goat cheese; chill, slice, and serve as a portable appetizer or salad topper.
- Ready-Set-Serve® (RSS) Chopped Collard Greens are ideal for off-premise salads—their hearty texture holds up to delivery times. They can be stewed and sauteed for delicious Kwanzaa dishes too.

*Chef Brandon Biederman,
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.



Roasted Carrot-Kale Stuffed Shells

Sweet, roasted carrots take the place of traditional tomatoes in this surprising, yet delicious pasta dish.

Get the full recipe >

Tips for Serving Carrots

- Plate MFC Carrots, RSS Broccoli and Cauliflower Combo, and halved MFC Baby Squash with dips such as hummus, spinach and cheese, or roasted red bell pepper mayonnaise.
- RSS Color Shred Organic Carrots are a crunchy, vibrant ingredient in many Asian recipes such as spring rolls and lettuce wraps, as well as Hispanic dishes like burritos and tacos.
- RSS Matchstick Carrots give green lettuce and mayonnaise-based salads texture contrast and sweet flavor.

Browse additional usage tips >





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Using pureed broccoli stems for hummus and other dips (especially during these C-19 times) is a great way to reduce waste and utilize more of your ingredients. It's a delicious, sustainable win!

Produce Highlights

Bell Peppers

- Red and yellow bell supplies are sufficient; prices remain steady.
- Green bell pepper stocks are abundant.

Onions

- MFC Red and Yellow Onions are readily available in Idaho, Oregon, Utah, and Washington.
- With uncertain foodservice and strong retail demand, steady markets are expected through the holidays.

Tomatoes

- Stocks remain limited; however, weak demand is pushing prices downward.
- The market is easing.

Apples



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

Prices are unchanged; storage stocks are abundant. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious varieties are available. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

The market is stable. Mexican and Peruvian yields are meeting demand. Quality is excellent: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

Ample stocks continue to cross from Mexico; 40-, 48-, and 60-count sizes dominate the market. Select growers are importing from Colombia and Chile. California supplies are limited. Quality is excellent: fruit is firm, yet creamy in texture and mildly nutty in flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

The market is low due to weak demand; volume is high in all growing regions. Quality is very good: skins are smooth, texture is crunchy, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Supplies are sufficient; prices remain steady. The Mexican season (crossing into Nogales, Arizona) is underway. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable; stocks are sufficient. Quality is excellent: night temperatures have risen in Mexico, allowing berry size to increase. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are weak; volume is high in Baja, Mexico and Peru. New crop Chilean supplies are starting to increase. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Strong demand and slow plant growth are causing markets to inch up. Yields are down; recent cold temperatures have hindered crop maturity. Demand has rebounded faster than was forecast, putting a strain on availability. Mexican supplies are plentiful and being used to supplement Arizona/California desert programs. Demand is expected to stay strong through the holiday loading window, pending any COVID disruptions. MFC Broccoli is available.



Fresh Crop Report

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Cantaloupe



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

Prices are up; stocks are tightening, especially 15- and 18-count sizes. Offshore melons are available on both coasts. Domestic MFC Cantaloupe Melons are not on the market. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

Strong demand and slow plant growth are causing markets to rise. Prices will stay high through the holidays. Quality is very good. ESS Cauliflower is available.

Celery



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

Prices are starting to inch up; demand is getting stronger. Quality is excellent: stalks are straight and firm. MFC Celery is available.

Cucumbers



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

Prices are level. Mexican supplies are abundant; Florida production continues to increase. Quality is very good: skins are smooth, flesh is firm, and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Suppliers are shifting from domestic to offshore green seedless stocks. Offshore red seedless supplies will be available in mid-January. MFC Red Seedless and MFC Lunch Bunch Grapes are on the market.

Green Leaf/Variety Lettuce



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

Prices are low and supplies are abundant, but demand is poised to increase as the holidays near. Quality is excellent: weights are increasing. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is a bit higher than last week. Offshore fruit is available on the East Coast and will hit the West Coast soon. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are not on the market.

Iceberg Lettuce



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

Prices are weak; the Arizona/California desert season is in full swing. Demand will start increasing as the holidays near. Quality is very good: recent freezing temperatures are causing sporadic issues like blistering and peeling. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is level; 115-, 140-, and 165-count sizes dominate California supplies. Quality is excellent. MFC and ESS Lemons are available.

Limes



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

Prices are slightly lower than last week due to weak demand; stocks are dominated by small sizes. MFC and ESS Limes are available.

Onions



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

With uncertain foodservice and strong retail demand, steady markets are expected through the holidays. Quality is excellent: stocks will possess solid, cured skins. MFC Red and Yellow Onions are available in Idaho, Oregon, and Washington. Packer label supplies from Colorado are also on the market.

Oranges



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

Prices are level; California Navel supplies are dominated by 72-, 88-, and 113-count sizes. Quality is excellent: sugar levels range from 10.5 to 12 Brix. MFC and ESS Navel Oranges are available.

Pears



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

The market is unchanged. MFC Washington Bartlett and D'Anjou Pears are readily available; 110- and 120-count sizes dominate supplies. Quality is very good: skins are smooth and flavor is mildly sweet.

Pineapple



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

Weak demand is keeping prices low. Volume is elevated in both production areas; large sizes are abundant. Quality is very good: fruit is juicy with tangy, sweet flavor. Sugar levels are averaging 15 Brix.



Fresh Crop Report

WEEK OF DECEMBER 13, 2020

Potatoes



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

Prices are steady. MFC Norkotah Potatoes are the primary variety on the market. Small sizes dominate the crop; suppliers are packing from lots geared toward holiday retail demand. Norkotah quality is excellent, while Burbank quality is average. Idaho White Russet potatoes are also available.

Raspberries



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

The market is unchanged. Volume is forecast to gradually increase through the end of the year. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Prices are low, but may start to inch up as holiday demand increases. Quality is very good: blistering and peeling are sporadic problems being caused by recent freezing temperatures. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine supplies are ample. Recent cold weather has caused some epidermal blistering and peeling, but Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

Prices are level. Arizona/California desert supplies continue to increase. Quality is excellent: all/most mix varieties are being harvested. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market has fallen; supplies are abundant. Quality has improved on both coasts, but rain later this week in Mexico could slow production. MFC Squash is available.

Strawberries



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

Prices are a bit higher; demand is starting to rebound. Low temperatures are hindering growth and color in some regions. In California, the Santa Maria season is winding down, while the Oxnard harvest is ramping up. Volume is forecast to increase over the next two weeks. Quality is good. MFC Strawberries are available.

Tomatoes



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

Prices continue to inch down. Stocks are increasing; demand is weak. Florida production is recovering from the most recent hurricane. Quality is very good.

Watermelon



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

Prices are up. Mexican growers are moving south to new production areas, adding to freight costs. Quality is very good: color is deep red, texture is firm, and flavor is sweet. Sugar levels are averaging 11 Brix.



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