

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (46 to 50 pounds compared with 38 to 43 pounds).
- The domestic MFC Cantaloupe and Honeydew Melon seasons have ended. Fruit is shipping from Mexico and offshore locations.
- Green leaf, iceberg, and romaine lettuce markets remain weak due to ample supplies in the Arizona/California desert region.

Fresh Crop Report

WEEK OF DECEMBER 20, 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: How do you incorporate international flavors into holiday recipes?

A: I like to use a variety of sweet and hot chile peppers and global spices. Fruits, purees, and herbs like MFC Rosemary, Marjoram, and Thyme are also great to impart unique flavor notes.

- Add a bit of heat to mellow classics like mashed potatoes, baked winter squashes, and cranberry relishes with finely diced Serrano or Jalapeno chile peppers.
- Tamales are a traditional Christmas treat. Offer with a variety of vegetable fillings like roasted MFC Portabella Mushrooms, charred MFC Strawberries, or spicy corn and tomatillos.

*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.



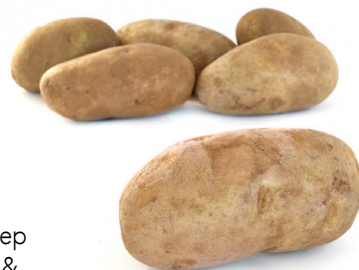
Eggs in Acorn Squash Rings

A great recipe for when your customers want to skip the toast, boost flavor, and increase nutrition.

Get the full recipe >

Tips for Serving Potatoes

- Boil MFC Idaho Potatoes and parsnips; mash with olive oil, cream, and finely minced MFC Sage; serve with roasted meats.
- Toss thinly sliced MFC Idaho Potatoes with salt and chopped Ready-Set-Serve® (RSS) Peeled Garlic, then bake until crisp; serve chips with curry-lime yogurt dip.
- Cut skin-on MFC Idaho Potatoes into shoestring strips; deep fry and serve with garlicky aioli and chopped RSS Washed & Trimmed Italian Parsley.



Browse additional usage tips >



Unctuous lamb pairs divinely with the mellow flavor of mashed potato and the licorice-like bite of celeriac. This family-style portion works well for delivery and holiday meal kits.

Produce Highlights

Cauliflower

- Strong demand and slow plant growth are causing markets to climb.
- Yields are down; recent cold temperatures have hindered crop maturity.

Lemons

- Expect to see markets inch up as the Arizona/California desert growing region wraps up.
- Fancy grade fruit is starting to outweigh choice grade stocks.

Oranges

- The California Navel orange season is in full swing.
- Stocks are ample. Cool nights are deepening color.

Fresh Crop Report

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Apples



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

The market is stable; storage supplies are ample. 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	^^^	*****	\$\$\$

Prices are inching up. Mexican volume is low; cold weather is hindering growth. Peruvian stocks are also on the market. Quality is excellent: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

The market is level. Mexican supplies are abundant, especially 40-, 48-, and 60-count sizes. Imports from Colombia and Chile are also on the market. California volume is low. 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	^^^	*****	\$\$\$

Prices are fairly steady; stocks are sufficient. 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	^^^	*****	\$\$\$

The market is level; stocks are adequate on both coasts as well as Mexico (into Nogales, Arizona). Quality is very good: skins are smooth, walls are thick, and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Warmer weather has increased berry size; prices are a bit lower than last week. Quality is excellent: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is low; expect high volume through the end of the year. The Chilean season is ramping up. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Expect high prices through the holidays. Cold weather is hindering growth, while demand is strong; supplies are limited. Quality is very good. MFC Broccoli is available.



Fresh Crop Report

WEEK OF DECEMBER 20, 2020

Cantaloupe



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

The market is elevated; supplies are limited, particularly 15- and 18-count fruit. Offshore melons are available on both coasts, but yields are low due to recent hurricanes. 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 climb. Yields are down; recent cold temperatures have hindered crop maturity. ESS Cauliflower is available.

Celery



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

The market is slightly higher due to holiday demand, but prices should stabilize soon. Quality is excellent. MFC Celery is available.

Cucumbers



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

The market is a bit higher than last week. Stocks are ample in Florida and Mexico. 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	^^^	*****	\$\$\$

Expect prices to inch up as suppliers shift from domestic to offshore seedless stocks. Offshore green stocks are hitting the market; red seedless supplies will be available by early January. Domestic MFC Red Seedless and MFC Lunch Bunch Grapes are still being shipped.

Green Leaf/Variety Lettuce



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

Markets continue to decrease due to an abundance of product. Quality is excellent: weights are increasing. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are steady to slightly higher than last week. Offshore fruit is tight due to recent hurricanes. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

The market remains weak; supplies are ample. Low temperatures are causing sporadic issues like epidermal blistering and peeling. MFC Premium Iceberg Lettuce is available.

Lemons



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

Expect to see prices inch up as the Arizona/California desert growing region wraps up. MFC and ESS Lemons are available.

Limes



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

Prices are slightly lower than last week due to weak demand and abundant stocks. Large sizes are lighter in color and thin-skinned. Small sizes are darker in color with thick skins. Prices are expected to inch up over the next three weeks as expected rain will reduce harvesting hours. MFC and ESS Limes are available.

Onions



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

Prices are level; storage supplies are sufficient. Quality is excellent: stocks will possess solid, cured skins. MFC Red and Yellow Onions are available in Idaho, Oregon, Utah, and Washington. Packer label supplies from Colorado are also on the market.

Oranges



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

The California Navel orange season is in full swing; stocks are ample. Cool nights are deepening color, reducing gas times to 48 hours and less. Quality is excellent: sugar levels range from 11.5 to 12 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 readily available; 110- and 120-count sizes dominate both crops. Quality is very good: skins are smooth and flavor is mildly sweet with spicy undertones.

Pineapple



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

The market is weak. Supplies are abundant in both harvesting regions; large sizes dominate availability. Quality is very good: fruit is juicy with tangy, sweet flavor. Sugar levels are averaging 15 Brix.



Fresh Crop Report

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Potatoes



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

Prices are unchanged. MFC Norkotah Potatoes dominate shipments. Small sizes are most plentiful as 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 stable. Expect volume to start declining into the new year. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Markets continue to decrease due to an abundance of product. Quality is excellent: weights are increasing. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine stocks are plentiful. 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 steady. Arizona/California desert stocks are abundant. Quality is excellent: all mix varieties are being harvested. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The yellow squash market is a bit higher than prices for zucchini; supplies are abundant. Quality is very good. MFC Squash is available.

Strawberries



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

The California market is two tiered; the Santa Maria season is ending, while production is ramping up in Oxnard. Low temperatures are tightening supplies in Florida, but Mexican stocks are increasing. Quality is very good. MFC Strawberries are available.

Tomatoes



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

Prices are climbing due to strong demand and limited supplies. Florida volume is below normal. The crop is dominated by small sizes; large sizes are scarce. Mexican stocks remain tight; the winter season has started in Culiacan, Sinaloa, but significant volume is not forecast until early January. Quality is very good.

Watermelon



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

The market is elevated; volume is low. Mexican growers are harvesting in southern regions, adding to freight costs. Quality is very good: color is deep red, texture is firm, and flavor is sweet. Sugar levels are range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
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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.