

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 34 to 38 pounds).
- Lettuce prices remain low due to ample supplies and weak demand in the Arizona/California desert region. Quality is very good, but expected to degrade in the coming weeks: epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists.
- The yellow squash market remains slightly higher than prices for zucchini. Quality is very good: skins are smooth and flavor is pleasantly bitter.

Fresh Crop Report

WEEK OF DECEMBER 27, 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 see New Year's Eve dinners playing out this year during the pandemic? What dishes do you suggest offering?

A: New Year's Eve and Day will be focused on small groups and outdoor dining (where possible). People will still want to have high end dishes to celebrate—meals that will travel well for catered parties and small groups.

- Pate made with MFC Mushrooms, herbs, and walnuts makes an ideal appetizer for home get togethers. Easily made, packed, and delivered, it's as savory and umami-rich as liver pate, but completely plant based.
- Red wine-poached MFC Pears have glamorous color and sweet, tangy flavor—healthy 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.



Cranberry-Pomegranate Lemonade

A holiday favorite, cranberry-pomegranate lemonade has vibrant color and bright flavor. Garnish with fresh cranberries and pomegranate seeds.

Get the full recipe >

Tips for Serving Apples

- Accent brown rice or stuffing with fresh cranberries, sauteed MFC Mushrooms, and chopped MFC Gala Apples.
- Layer thin slices of MFC Granny Smith Apples, MFC Fennel, and MFC Idaho Potatoes; pour Béchamel sauce over top and bake until browned and bubbly.
- Deep fry slices of MFC Gala Apples, MFC Idaho Potatoes, parsnips, and sweet potatoes; sprinkle with salt and serve with hummus.
- Toss ribbons of MFC Golden Delicious Apples with Ready-Set-Serve® (RSS) Spring Mix and sesame-ginger dressing.



Browse additional usage tips >



Tender pork loin stuffed with soft, nutty cornbread and tangy pomegranate seeds, apples, and cranberries, then wrapped in crispy bacon—what a holiday dish!

Produce Highlights

Celery

- Elevated markets are expected for the next two weeks (until industry supplies increase).
- Cold weather has slowed growth; disease pressure, such as fusarium, is also reducing yields.

Melons

- Offshore cantaloupe and honeydew melon prices are elevated due to inclement weather during the hurricane season in Central America.
- Expect high prices for the next three weeks.

Strawberries

- Expect tight California supplies for two weeks.
- Oxnard's winter harvesting is just getting started.

Fresh Crop Report

WEEK OF DECEMBER 27, 2020

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 elevated. Mexican supplies remain tight; low temperatures are hindering growth. Peruvian supplies are being supplemented as needed. Quality is excellent: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are stable. Mexican stocks are plentiful, particularly 40-, 48-, and 60-count sizes. California supplies are limited. Imports from Colombia and Chile are also available. 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 holding steady; volume will remain average through early January. 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	^^^	*****	\$\$\$

Prices are level; supplies are sufficient 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	^^^	*****	\$\$\$

The market is stable; volume is average and demand is weak. 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	^^^	*****	\$\$\$

Weak prices persist; expect ample stocks through early to mid-January. Chilean supplies continue to increase. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

The market has started to ease; demand has relented while supplies are beginning to increase. Quality is very good: color is deep green with tight crowns and firm stalks. MFC Broccoli is available.



Fresh Crop Report

WEEK OF DECEMBER 27, 2020

Cantaloupe



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

Expect high prices for the next three weeks. Inclement weather during the hurricane season hindered growth in Central America. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

The market is elevated due to strong demand and slow plant growth. Supplies are tight; low temperatures are delaying crop maturity. ESS Cauliflower is available.

Celery



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

Elevated prices are expected for the next two weeks (until industry supplies increase). Cold weather has slowed growth; disease pressure, such as fusarium, is also reducing yields. Quality is excellent. MFC Celery is available.

Cucumbers



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

The market is level; stocks are adequate in Florida and Mexico. Quality is very good. MFC Cucumbers are available.

Grapes



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

Prices are up a bit. Offshore green stocks are now available; red seedless supplies will hit the market in 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	^^^	*****	\$\$\$

The market is low; supplies are ample. Quality is very good, but expected to degrade in the coming weeks: epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Expect high prices for the next three weeks. Inclement weather during the hurricane season hindered growth in Central America. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

The market is weak; stocks are plentiful. Quality is very good, but expected to degrade in the coming weeks: epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are level; volume is meeting demand. MFC and ESS Lemons are available.

Limes



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

Rain is expected to push up markets over the next two weeks. Quality is very good: small sizes are darker in color with thick skins. MFC and ESS Limes are available.

Onions



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

Prices are unchanged; storage stocks are meeting demand. Quality is excellent: supplies 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 market is steady; volume is high. Low temperatures are deepening color, reducing gas times. 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 level. MFC Washington Bartlett and D'Anjou Pears are on the market; 110- and 120-count sizes dominate supplies. 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 low; volume is high in both growing 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

WEEK OF DECEMBER 27, 2020

Potatoes



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

Prices are stable. MFC Norkotah Potatoes dominate availability. Small sizes are most abundant; growers are packing from lots geared toward 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 starting to tick up. Volume has begun to decline. Quality is very good: berries are plump and sweet with deep red color. Sugar levels range from 12 to 13 Brix.

Romaine



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

Prices are weak; stocks are ample. Quality is very good, but expected to degrade in the coming weeks: epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Although iceberg and romaine supplies remain abundant, low temperatures are increasing incidences of epidermal blistering and peeling. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

Prices are holding steady; stocks are ample. Quality is beginning to diminish due to more cold mornings and frost. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The yellow squash market remains slightly higher than prices for zucchini; overall stocks are plentiful. Quality is very good: skins are smooth and flavor is pleasantly bitter. MFC Squash is available.

Strawberries



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

Prices are up. Expect tight California supplies for two weeks. Volume will increase in mid-January. Cold weather is reducing stocks in Florida, but Mexican volume is stable. Quality is good: cold-chain management remains a vital component in maximizing shelf-life. MFC Strawberries are available.

Tomatoes



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

The market is elevated due to strong demand and tight stocks. Florida supplies are limited. The crop is dominated by small sizes; large sizes are scarce. Mexican volume is low; the winter season is getting a slow start, but stocks will increase in January. Quality is very good.

Watermelon



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

Prices are up; Mexican fruit is limited. 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 range from 11 to 12 Brix.



READY-SET-SERVE
by MARKON

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



Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.

MARKON ESSENTIALS

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.