

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 17, 2021

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: Many states have relaxed alcohol delivery rules during Covid-19, to help boost sales and keep restaurants open. What winter cocktails do you suggest? What produce do you like to incorporate?

A: Customers want adventurous, fun cocktails that aren't easily replicated at home. We send house-made mixers and alcohol in separate containers and in larger quantities to serve larger at-home groups. Fun additions like flavored crystals, edible flowers, herbs, and logoed swizzle sticks and cups are popular too.

- Combine Ready-Set-Serve® (RSS) Lemonade with cranberry juice cocktail and pomegranate syrup; pack pomegranate seeds, candied whole cranberries, and fresh herbs as at-home garnishes.
- Mix RSS Lemonade and brewed black tea with pear and ginger syrups; send sprigs of MFC Rosemary and candied pear slices as garnishes.

Chef Vic 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.



Winter Barley Salad

This hearty grain salad gets umami from mushrooms, sweetness from Kabocha squash, and bright notes from lemon. Serve warm for cold months or chilled when it starts to heat up.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 40 pounds compared with 34 to 38 pounds).
- Low night and early morning temperatures are causing lettuce ice in the Arizona/California desert region, delaying some harvests. The overall quality for lettuce items remains very good despite some recent frost events.
- Squash prices are up. Low temperatures have reduced yields and slowed production in both growing regions.

Tips for Serving Oranges

- Toss MFC Oranges, RSS Baby Spinach, and toasted pecans; serve with creamy gorgonzola dressing.
- Stew sliced MFC Oranges with Spanish chorizo, lentils, RSS Sliced Onions, RSS Peeled Garlic, and rich stock; when lentils are tender, serve in bowls.
- Mix couscous with chopped MFC Oranges, sliced MFC Red Onions, torn MFC Mint, sliced green olives; drizzle with olive oil and serve with grilled lamb.



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Mild, yet meaty, halibut gets a flavor boost from French-inspired caper sauce and RSS Rio Citrus Salad.

Produce Highlights

Limes

- Prices are climbing.
- Rain is hindering harvests in Veracruz, Mexico.

Onions

- Translucent layers may be seen occasionally in the latter part of the Northwest onion storage season.
- Translucency is characterized by a grayish, watery texture within the outer layer(s) of onions when cut in half.

Strawberries

- The market is rising.
- Growers in California, Florida, and Mexico continue to battle cold weather.

Apples



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

The market is level; storage supplies 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	^^^	*****	\$\$\$

Expect elevated prices through late January when production increases in Caborca, Mexico. The market should inch down in early February. Although Peruvian supplies are being supplemented, this season is winding down. Quality is excellent. MFC Asparagus is available.

Avocados



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

The market is stable. Mexican volume is high; 48-count sizes are diminishing. California stocks are tight. Colombian and Chilean imports are also on the market. Quality is very good: texture is creamy, while flavor is subtly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are a bit higher than last week. Cold weather is slowing growth on both coasts. Quality is 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
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Elevated markets persist. Mexico is the primary growing region (into Nogales, Arizona); production has been delayed by consistently low temperatures. Florida volume is low. Quality is good despite slow growth. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are unchanged; supplies are starting to increase with warmer nighttime temperatures. 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; stocks are plentiful in all harvesting areas. Quality is very good: issues such as wetness, attached dry blossoms, and under ripe fruit are minimal. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are starting to ease; volume is increasing in the Arizona/California desert region. Quality is very good: color is deep green with tight crowns and firm stalks. MFC Broccoli is available.



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Cantaloupe



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

Elevated markets persist; stocks are tight, especially nine-count melons. This season's hurricanes impeded growth in Central America. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

Prices are easing; stocks are increasing in the Arizona/California desert region. Quality is very good: heads with brown spotting are being culled. ESS Cauliflower is available.

Celery



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

The market will remain above normal for several weeks. Supplies are below normal levels in California due to persistently low temperatures. The Florida season started late, but volume is starting to rise. MFC Celery is available.

Cucumbers



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

Prices are stable. Mexican stocks are abundant. MFC Cucumbers are on the market.

Grapes



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

The California season has ended. Chilean green and red seedless supplies will enter the market this week. MFC Red Seedless and MFC Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

Prices are weak; despite recent frosts, supplies are ample. Quality is very good: next week's warm weather will promote growth. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is inching up; volume is low. Rainy, windy 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	^^^	*****	\$\$\$

Prices are low. Sporadic blistering/peeling and uneven weights are present in some lots due to recent freezing temperatures. MFC Premium Iceberg Lettuce is available.

Lemons



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

Stocks are sufficient; 115- and 140-count sizes are most plentiful. Quality is excellent. MFC and ESS Lemons are available.

Limes



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

Prices are climbing; supplies are extremely limited. Rain is hindering harvests in Veracruz, Mexico. Quality is good: small sizes (175-, 200-, and 230-count fruit) have a higher percentage of blanching. MFC and ESS Limes are available.

Onions



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

The market is stable; supplies are sufficient. Quality is good: translucent layers may be seen occasionally in the latter part of the Northwest onion storage season. MFC Red and Yellow Onions are available in Idaho, Oregon, Utah, and Washington. Packer label stocks from Colorado are also on the market.

Oranges



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

Prices are unchanged. Stocks are abundant, especially sizes. Cool weather is deepening color and reducing gas times. Quality is excellent: sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.

Pears



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

The market is steady. The Washington Bartlett season will end in early February. MFC D'Anjou Pears are on the market; 80- and 100-count sizes dominate availability. Quality is very good: skins are smooth and flavor is mildly sweet with spicy undernotes.

Pineapple



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

Weak prices persist. Volume is high in all growing regions; large sizes dominate the market. Quality is very good: fruit is juicy with tangy, sweet flavor. Sugar levels are averaging 15 Brix.



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Potatoes



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

The market is stable. MFC Norkotah Potatoes are the primary variety being shipped. Small sizes are most plentiful. Norkotah quality is excellent, while Burbank quality is good. Idaho White Russet potatoes are also on the market.

Raspberries



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

Prices are level; California volume is falling, but Mexican stocks will gradually increase through the end of the month. 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	^^^	*****	\$\$\$

The market is steady at lower levels; supplies are abundant. Quality is very good, but sporadic blistering/peeling and fringe burn is being detected on outer leaves in some lots. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine supplies are ample. Overall quality is very good, although epidermal blistering and peeling is being seen in some lots. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is steady; supplies are adequate. Quality is excellent: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are up. Low temperatures have reduced yields and slowed production in both growing regions. Quality is very good: skins are smooth and flavor is pleasantly bitter. MFC Squash is available.

Strawberries



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

The market is rising. Growers in California, Florida, and Mexico continue to battle cold weather; size ranges from small to medium (20-30 pieces per 1-pound pack). Stemmed berries are extremely limited. Quality is average: 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 starting to inch down despite tight stocks in all regions. Volume will rise over the next several weeks. The crop is dominated by small sizes; large sizes are limited. Quality is very good.

Watermelon



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

The market is elevated; Mexican stocks are tight. Freight costs are higher than normal; suppliers are harvesting in southern regions. Quality is very good: color is deep red, texture is firm, and flavor is sweet. Sugar levels range from 11 to 12 Brix.



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