

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 31, 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: The combination of cold weather plus outdoor dining restrictions has pushed the breakfast and lunch segments (when the sun is out and warmer) in popularity. What day dishes do you recommend for these meals? Think produce!

A: Breakfast and brunch are booming—especially with luxurious ingredients like French toast stuffed with cream cheese and bacon, then topped with a trio of berries. Chicken and waffles paired with apples and cinnamon also make a delicious option, as do vibrant deviled eggs made with pureed beets and horseradish cream.

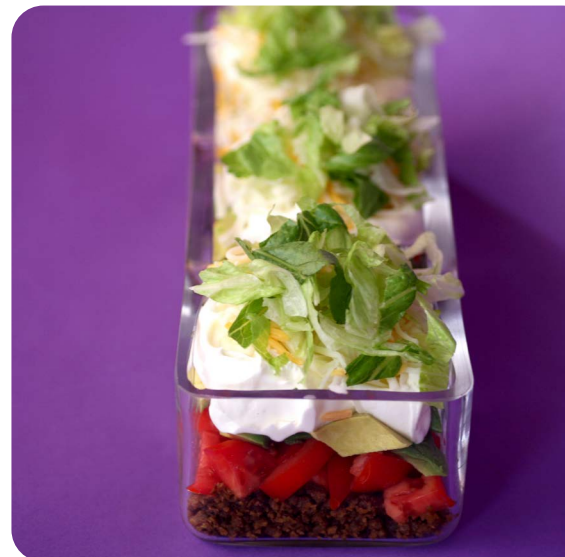
- Top chia pudding with vibrant red dragon fruit, caramelized bananas, blueberries, blackberries, and toasted almonds.
- Fill Dutch babies with citrus curd and top with chopped MFC Strawberries and charred MFC Lemons.

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.



Taco Salad

This updated version of a family favorite is packed with fresh, healthy produce.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (22 to 24 pounds compared with 20 to 24 pounds).
- West Coast cantaloupe supplies are extremely tight due to major port delays.
- The Arizona/California desert growing region has received a little more than 2.00" of rainfall in less than a week (roughly five times the historical average for January). Markon inspectors expect to start seeing the adverse effects of this excess water being absorbed by these crops such as broccoli, lettuces, and tender leaf items.

Tips for Serving Lemons

- Add soaked chickpeas, tahini, sesame seeds, Ready-Set-Serve® (RSS) Peeled Garlic, and the juice and zest of MFC Lemons; serve in pita pockets with fried falafel rounds.
- Roast red snapper with marinated artichoke hearts, MFC Potatoes, slices of MFC Lemons, and sprigs of MFC Tarragon.
- Mix couscous with chopped MFC Lemons, RSS Sliced Red Onions, MFC Mint, and sliced green olives; drizzle with olive oil and serve with grilled lamb.



Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com





Fresh Crop Report

WEEK OF JANUARY 31, 2021



Give classic flapjacks a bit of flair with bright pink beet juice. The flavor is a bit earthier, but remains sweet. Top with vibrant fruits and edible flowers for social-media worthy presentation.

Produce Highlights

Blueberries

- The market is climbing.
- Supplies are limited due to poor weather in California and vessel delays into the Long Beach port.

Celery

- Prices are high but will begin to ease in February.
- Stocks are increasing.

Lettuces

- Despite recent storm events in the Arizona/California desert regions, lettuce prices remain low.
- Quality problems such as growth cracks, mildew, uneven texture, bottom rot, premature pinking, and mechanical damage may surface in the coming weeks.

Apples



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

Prices are holding steady; storage supplies are plentiful. 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 level. Production is ramping up in Mexico's Caborca region. The Peruvian season is nearly over. Quality is excellent: stalks are uniform and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are starting to inch up despite ample Mexican supplies; 48-, 60-, and 70-count fruit dominates the market. 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
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are easing; supplies are becoming more plentiful. The Sinaloa, Mexico season is in full swing. Quality is very good: green bells have not been affected by recent cool, overcast weather. Sun and higher temperatures are forecast for the next two weeks. MFC and Markon Essentials® (ESS) Green Bell Peppers are readily available.

Bells: Red and Yellow



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

Elevated markets persist. Production is being hindered by cold, cloudy weather in late December/early January; lack of sunlight has slowed the ripening process. Supplies will increase with the warm, sunny weather that's forecast. Quality is good: skins are smooth and brightly colored. MFC and ESS Red Bell Peppers are limited; packer label is being substituted as necessary.

Blackberries



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

Prices are a bit higher than last week; volume has dipped. 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 climbing. Supplies are limited due to poor weather in California and import delays into the Long Beach port. Volume will remain low until the Mexican season ramps up over the next three to four weeks. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are low but may inch up soon if quality problems increase. Heavy rain in the Arizona/California desert region has delayed production and caused issues such as decay and mechanical damage. MFC Broccoli is available.



Fresh Crop Report

WEEK OF JANUARY 31, 2021

Cantaloupe



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

Elevated markets persist. West Coast supplies are extremely tight due to major port delays. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

Prices are low. Rain is delaying harvests and may start to cause quality problems. ESS Cauliflower is available.

Celery



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

The market is high but will begin to ease in February. Stocks are increasing; the size profile is increasing. Quality is excellent: stalks are straight and firm. MFC Celery is available.

Cucumbers



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

Prices are level; supply is meeting demand. Quality is average: crews are culling rain-damaged supplies. MFC Cucumbers are available.

Grapes



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

Offshore fruit is shipping. Green varieties include Thompson and Sweet Globes; Flame is the red variety. Chilean MFC Red Seedless and MFC Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

Despite recent storm events in the Arizona/California desert regions, prices remain low. Quality problems are expected to surface in the coming weeks. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market is beginning to inch up; offshore fruit is tight due to port delays caused by Covid-19. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

Prices remain weak, but recent desert storms are expected to result in quality problems like growth cracks, mildew, uneven texture, bottom rot, premature pinking, and mechanical damage. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is steady; size profile is increasing due to California rain. Quality is excellent. MFC and ESS Lemons are available.

Limes



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

Prices are stable at high levels; more rain this week will tight supplies further. Quality is good: suppliers are sorting through rain-related quality problems, especially in smaller sizes. MFC and ESS Limes are available.

Onions



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

The market is steady. Mexican red, white, and yellow onions have begun to enter the U.S. (into South Texas). Texas-grown stocks will become available in mid-March. Northwest MFC Onions will remain available through May. Packer label stocks are being shipped from Colorado. Quality is excellent.

Oranges



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

Prices for 113- and 138-count supplies are inching up; the crop is dominated by 48- and 56-count fruit. Quality is excellent: sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Washington and Oregon D'Anjou pears will remain available through August. Washington Bartlett stocks will be depleted by mid-February. Quality is excellent. Size is dominated by 80- through 110- count fruit; small sizes (120- and 135- count pears) are tightening. U.S. No. 1 grade supplies are abundant; fewer fancy grade pears are on the market.

Pineapple



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

Strong demand has pushed up prices a bit. Poor weather in Costa Rica reduced volume, but higher temperatures are forecast. Quality is very good: fruit is juicy with tangy, sweet flavor. Sugar levels are averaging 15 Brix.



MARKON®

Fresh Crop Report

WEEK OF JANUARY 31, 2021

Potatoes



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

The market is unchanged. MFC Norkotah Potatoes are the primary variety on the market. Small sizes dominate availability. 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 a bit higher than last week; volume has dipped. 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	^^^	*****	\$\$\$

Despite recent storm events in the Arizona/California desert regions, the market remains low. Quality problems like growth cracks, mildew, uneven texture, bottom rot, premature pinking, and mechanical damage are expected to surface in the coming weeks. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine stocks remain ample. Overall quality is good, but recent desert storms are expected to result in problems like growth cracks, mildew, uneven texture, bottom rot, premature pinking, and mechanical damage. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is level; supplies are adequate, but recent storms are causing harvesting delays. Quality is good: mildew, mechanical damage, and uneven texture may develop due to rain. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are starting to inch down. Warmer weather is in the Florida forecast; stocks will increase. The Sinaloa season is getting a late start in Mexico. Quality is very good. MFC Squash is on the market.

Strawberries



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

The market is high; demand is up due to the upcoming Valentine's Day holiday. California storms have delayed/canceled harvests and caused quality issues such as softness, mildew, and small size. Stocks are tight in Mexico, but warmer weather will help volume rise in Florida. Stemmed strawberry volume is extremely low. Quality is good: cold-chain management remains a vital component in maximizing shelf-life.

Tomatoes



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

The market is inching down; volume is rising in Florida and Mexico. Small sizes dominate availability; large sizes are scarce. Quality is very good: fruit is plump and juicy.

Watermelon



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

The market is steady; Mexican volume is rising. Improved weather will increase stocks over the next several weeks. Quality is excellent: 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.



To learn more about Markon brands, please contact your sales representative | markon.com