

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (41 to 49 pounds compared with 38 to 43 pounds).
- Ports of entry into Southern California and Southern Florida have experienced unloading delays impacting supplies of several offshore commodities, including: blueberries, cantaloupe, honeydew, French beans, grapes, mangos, and pineapples.
- Onions from the Northwest storage crop and Mexican new crop are available in red, yellow, and white varieties. The Texas season will start in early March.

Fresh Crop Report

WEEK OF FEBRUARY 7, 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: Versatile, healthy broccoli can be used raw, steamed, roasted, fried...what are your favorite ways to showcase this earthy ingredient?

A: I'm a big sucker for tempura broccoli. Hot, clean oil and a really crispy batter are key. I make with a mix of all-purpose flour, rice and corn flours, eggs, and ice-cold water. For a dip, I love to make easy ponzu style sauce with tamari, Ready-Set-Serve® (RSS) Lemon Juice, finely chopped RSS Washed & Trimmed Cilantro, RSS Peeled Garlic, and RSS Washed & Trimmed Green Onions.

- Char RSS Broccoli Florets and use their smoky flavor in grain bowls or as a side dish for grilled fish. They also make great additions to green salads.
- Use the whole vegetable by steaming or sauteing the florets for more visual applications (pasta dishes, gratins, or nacho plates) and pureeing the stems for dips like hummus or gooey melted cheeses. The stems are great in slaw too—no waste and full of healthy fiber!

Chef David Evans, 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.



Heritage Shrimp and Scallop Bisque

Winner of the 2019 Markon Chef Summit Green Box Challenge, this delicious, sophisticated dish bursts with the flavors of the freshest seafood and RSS Heritage Blend.

Get the full recipe >

Tips for Serving RSS Heritage Blend

- Pair with bold flavors like blue cheese, pickled onions, roasted fennel, or shaved Parmesan cheese.
- Top with proteins such as grilled salmon, poached eggs, sliced steak, or stir-fried tofu.
- Use RSS Heritage Blend as a base for grilled tuna, salmon, and swordfish.



Browse additional usage tips >



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Fresh Crop Report

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Sugar snap, snow, and edamame peas are flash fried together in this briny, spicy side dish. Serve with rice, tofu, beef, or noodles!

Produce Highlights

Grapes

- Tighter supplies and rising markets could hit in late February.
- Heavy rains followed by warm weather caused many grapes to split.

Limes

- Expect elevated markets in February and March, which is typical for this time of year.
- Recent rain slowed production; Mexican supplies (into South Texas) are tightening.

Strawberries

- Supplies continue to tighten; Valentine's Day demand remains strong.
- California's heavy rains and high winds have taken a toll on supplies and quality.

Apples



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

The market is level; storage stocks 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 starting to inch down. Although the Peruvian season is ending, Mexican volume is increasing. Quality is excellent: stalks are uniform and tips are firm. MFC Asparagus is available.

Avocados



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

Strong demand is beginning to push up markets a bit. Mexican stocks are ample; 48-, 60-, and 70-count sizes dominate the market. Colombian and Chilean imports are tightening due to port delays. Production will start in California in mid-March. Quality is very good: texture is creamy, while flavor is subtly nutty. 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 slightly lower than last week. Supplies are plentiful in the Sinaloa, Mexico region. Quality is very good: sun and warmer weather are aiding growth. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is starting to ease. Although recent lack of sunlight slowed the ripening process, better weather is starting to impact volume. 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 have stabilized; supplies are sufficient. This week's warmer weather will increase volume. 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 elevated; stocks are tightening. Arrivals into the U.S. have been sporadic due to COVID-related port delays. Mexican volume will ramp up through February, easing prices. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are weak; volume is adequate in all regions. This week's improved weather will aid growth. Quality is very good: decay and mechanical damage are potential problems being culled at the field level. MFC Broccoli is available.



Fresh Crop Report

WEEK OF FEBRUARY 7, 2021

Cantaloupe



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

Prices are high. Imported stocks remain extremely limited due to major port delays on both coasts. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

The market is poised to climb; recent rains reduced harvestable product in the fields. ESS Cauliflower is available.

Celery



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

Prices are starting to ease. Supplies are becoming more plentiful in California; the Florida season is in full swing. Quality is excellent. MFC Celery is available.

Cucumbers



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

The market is level. Quality is good. MFC Cucumbers are available.

Grapes



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

Heavy rains hit Chile last week. Warm weather followed, causing many grapes to split. Tighter supplies and rising markets could hit in late February. Chilean MFC Red Seedless and MFC Lunch Bunch Grapes will become available in mid-March.

Green Leaf/Variety Lettuce



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

The market is low; stocks are ample. Quality is very good: weights are increasing. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are climbing; offshore supplies are limited due to port delays caused by Covid-19. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

The market is steady at low levels; stocks are abundant. Quality is very good: sporadic growth cracking and uneven weights are issues following inconsistent temperatures and rain. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are unchanged; large fruit dominates supplies due to recent rain. Quality is excellent. MFC and ESS Lemons are on the market.

Limes



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

Expect elevated markets in February and March, which is typical for this time of year. Recent rain slowed production. Mexican supplies are tightening; 110- and 150-count sizes are more plentiful, while 175- 200-, and 230-count sizes are limited. Crews are sorting through quality problems, such as styler and oil spotting. MFC and ESS Limes are available.

Onions



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

Prices are stable. Mexican red, white, and yellow supplies are shipping 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: Mexican onions will have feathery skins and light color/exterior compared to Northwest storage onions.

Oranges



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

The 113- and 138-count market is a bit higher than prices for 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 stocks will remain on the market through August. The Washington Bartlett season will end by mid-February. Quality is excellent. Size is dominated by 80- through 110- count fruit; small sizes (120- and 135- count pears) are limited. U.S. No. 1 grade supplies are plentiful; fancy grade pears are tight.

Pineapple



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

The market is steady to slightly higher. Last week's weather tightened stocks a bit, but warmer weather is starting to increase volume. Quality is very good: translucency is an occasional issue. Sugar levels average 15 Brix.



Fresh Crop Report

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Potatoes



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

Prices are level. MFC Norkotah Potatoes are the primary variety on the market. Small sizes are most plentiful. Norkotah quality is excellent, while Burbank quality is good. Idaho White Russet potatoes are also available.

Raspberries



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

The market is steady to slightly higher than last week; California supplies are tight. 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 low; stocks are ample. Quality is very good, yet sporadic fringe/wind burn is being seen on outer leaves in some lots. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

The market is steady. Iceberg and romaine supplies are abundant. Overall quality is good, but some lots are exhibiting fringe/wind burn in romaine and growth cracking in iceberg. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

Prices are stable; stocks have rebounded from last week's storms. Quality is excellent: yellowing leaves are minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is starting to ease. Warmer weather is aiding growth in Mexico. Florida temperatures are lower, but volume is stable. Quality is very good: skins are smooth, color is deep, and flavor is pleasantly bitter. MFC Squash is available.

Strawberries



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

Prices are elevated. Supplies continue to tighten; Valentine's Day demand remains strong. The heavy rains and high winds California's growing regions experienced last week have taken a toll on supplies and quality. Inclement weather continues to keep stocks tight in Florida and Mexico. Stemmed strawberry volume remains extremely low in all areas. Quality issues such as wind scarring, bruising, and small size are being culled. Cold-chain management remains a vital component in maximizing shelf-life.

Tomatoes



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

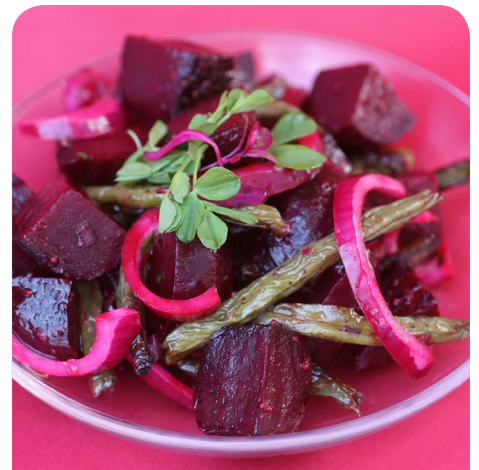
The market has eased; production is increasing in all regions. Small sizes dominate availability, but large sizes are starting to become more readily available. Quality is very good: fruit is plump and juicy.

Watermelon



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

Prices are unchanged; stocks are sufficient and will continue to increase with more warm, dry weather. 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 (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



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