

CONFIDENCE
IN EVERY CASE.



Highlights

- Broccoli, green leaf, iceberg, and romaine prices are easing in the Arizona and California growing regions; supplies are becoming more plentiful.
- Strawberry supplies continue to tighten across the U.S. Demand remains strong in all regions, including California, Florida, and Mexico (into Arizona and South Texas).
- Cauliflower markets are inching down; stocks are becoming more plentiful.

Fresh Crop Report

WEEK OF FEBRUARY 2, 2020 | CANADIAN EDITION

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: What social-media friendly Valentine's Day desserts do you suggest?

A: I like to incorporate as much fruit as I can when serving chocolate. Dip strawberries, blood orange segments, and cherries in dark chocolate ganache. Other ideas include chocolate souffles with passion fruit sauce, raspberry macarons filled with milk chocolate cream, or slices of a pink sponge cake roll filled with mascarpone and whole strawberries.

- Smother chocolate brownies with sliced mango, blackberries, and pomegranate seeds.
- Fold chocolate ganache into cranberry-orange pavlovas; serve with whipped cream.

*Chef Victor "Vegas" 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.



Beet & Citrus Salad with Toasted Pepitas

The bright citrusy flavors of blood orange enhance the earthy mellowness of roasted beets and the sharp saltiness of toasted pepitas.

Get the full recipe >

Tips for Serving Tomatoes

- Add roasted and finely chopped jalapeno peppers, chopped Markon First Crop® (MFC) Tomatoes, minced MFC Red Onions, and Ready-Set-Serve® (RSS) Lime Juice to RSS Avocado Pure Pulp; serve with chips.
- Mix RSS Washed & Trimmed Cilantro, diced MFC Tomatoes, and sauteed MFC Mushrooms into baked macaroni and cheese.
- Brush flatbread dough with olive oil; top with sliced MFC Tomatoes, chopped MFC Basil, roasted slices of MFC Eggplant, and grated mozzarella.



Browse additional usage tips >



Offer this baba ghanouj dip as a hummus alternative or accompaniment for a Middle Eastern dip packed with deep color and rich flavor.

Produce Highlights

Limes

- Although prices have eased over the past two weeks, they will begin to inch up due to tighter supplies next week.
- Expect higher prices in February and March.

Onions

- Northwest yellow and white prices have leveled following the recent rise over the past few weeks.
- Red markets are steady.

Oranges

- Navel supplies will be available through late May; prices are rising.
- New crop California Valencia production is expected to start in late April/early May.

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Apples



Region	Supplies	Quality	Price
MI, USA	^^^	*****	\$\$\$
WA, USA	^^^	*****	\$\$\$

Prices are steady; supplies are ample, especially small sizes (100- to 138-count fruit). Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty varieties like Autumn Glory, Cosmic Crisp, Envy, Honeycrisp, and Jazz are also available. Quality is excellent: fruit is crisp, crunchy, and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



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

The market has inched down. Peruvian supplies are limited, but winter production is ramping up in Mexicali, Mexico. New crop Mexican quality is very good. MFC Asparagus is on the market.

Avocados



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

Prices are stable. Mexican stocks are plentiful, especially 60-count and smaller sizes. Quality is very good: fruit is creamy in texture with nutty flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market has eased; supplies are abundant. Quality is very good: scarring and softness are occasional issues. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Although elevated, prices are slightly lower than last week; supplies are limited. Quality is fair: expect improvements when the new crop Mexican crop ramps up next week. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable. Mexican supplies are sufficient; demand is weak. New crop quality is very good: flavor is mildly floral and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are steady; Mexican stocks (into Texas) are abundant. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are weak. Supplies are increasing in the Arizona and California growing regions. Quality is improving. MFC Broccoli Crowns are available.



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Cantaloupe



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

Prices are level; volume is high. Quality is average: sugar levels range from 10 to 13 Brix. MFC Cantaloupe Melons are not available during the import season.

Cauliflower



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

Markets are inching down; stocks are becoming more plentiful. Quality is improving. ESS Cauliflower is on the market.

Celery



Region	Supplies	Quality	Price
CA, USA	^^^	*****	\$\$\$
FL, USA	^^^	*****	\$\$\$

Prices are weak; volume is low. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

Although the market is elevated, it has inched down slightly; poor weather and strong demand have tightened stocks on both coasts. Quality ranges from average to very good. MFC Cucumbers are available.

Grapes



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

The market is starting to level off; growers have moved from California to Chile and Peru. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are available as well as ESS Red Seedless Grapes. ESS Green Seedless Grapes will be on the market in early to mid-February.

Green Leaf/Variety Lettuce



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

Prices have eased; yields are increasing. Quality is good: epidermal blistering and peeling are minor issues. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is high; yields are low. Quality is good: sugar levels range from 11 to 12 Brix. MFC Honeydews are not available during the import season.

Iceberg Lettuce



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

Prices have fallen; stocks are ample. Warm weather in the Arizona/California desert region is increasing volume. Quality is improving: incidences of bottom rot, epidermal blistering and peeling, and decay are decreasing. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is weak; supplies are abundant, especially large sizes. Quality is very good: fruit is extremely juicy due to many weeks of rain earlier in the season. MFC and ESS Lemons are available.

Limes



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

Although prices have eased over the past two weeks, they will begin to inch up due to tighter supplies next week. Expect higher markets in February and March. Quality is average: styler is an occasional problem. MFC and ESS Limes are available.

Onions



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

Northwest yellow and white markets have leveled following the recent rise over the past few weeks. Red markets are steady. Mexican stocks will be available later this week. The Texas onion season is expected to start in mid-March. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Packer label stocks are being shipped from Colorado. Quality is excellent.

Oranges



Region	Supplies	Quality	Price
CA, USA	^^^	*****	\$\$\$
CHILE	^^^	*****	\$\$\$

Navel supplies will be available through late May; prices are rising. California stocks are dominated by large sizes (56- and 72-count fruit); smaller sizes (113-count and smaller) are continuing to tighten. New crop California Valencia production will start in late April/early May. Florida stocks will be available through May. MFC and ESS Navel Oranges are available.

Pears



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

The Washington Bartlett and D'Anjou crops are dominated by 110- through 120-count sizes. The Bartlett season will continue through February then return in July once the California season starts. MFC Pears are available.

Pineapple



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

Prices are high; yields are low. Quality is very good: sugar levels range from 13 to 16 Brix.



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Potatoes



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

High prices persist. Low Idaho temperatures are causing loading and delivery delays. Norkotahs and Burbanks will need to be shipped from all areas to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available; 40- to 70-count Burbanks are extremely tight.

Raspberries



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

The market is elevated; Mexican volume is low. Quality is average: sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are weak; supplies are abundant. Quality is very good: incidences of epidermal blistering and peeling are decreasing. Harvesting crews are trimming leaves to reduce defects as much as possible. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is low. Iceberg and romaine stocks are ample. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

The market is steady; stocks are plentiful. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

Although overall prices are high, they have inched down slightly; supplies are tight in Florida and Mexico. Quality is average: scarring and mechanical damage are occasional problems. MFC Yellow Squash and Zucchini are sporadic.

Strawberries



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

The market is elevated. Supplies continue to tighten across the U.S. Demand remains strong in all regions, including California, Florida, and Mexico (into Arizona and South Texas). Freezing temperatures and light rain are forecast for Florida. The Ventura County, California season is getting a slow start due to cooler-than-normal temperatures. Mexican stocks continue to cross into South Texas and Yuma, Arizona. Quality is good: industry-wide problems include bleeding, bruising, and softness. MFC Strawberries are sporadic.

Tomatoes



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

Florida prices are steady to slightly lower than last week; large sizes remain tight. Mexican stocks (crossing into Nogales, Arizona and McAllen, Texas) are slowly ramping up. Overall availability remains limited. Expect more plentiful supplies in two to three weeks. Quality is average.

Watermelon



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

The market is high. Mexican and offshore supplies are average. Quality is good: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



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by MARKON

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