

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 40 pounds compared with 31 to 38 pounds).
- Starting this week, "Sweetest Batch" blackberries will be on the market for a limited time. This single proprietary variety has extra sweet flavor and is larger than the average blackberry (averaging 20 per clamshell).
- Domestic MFC Cantaloupe and Honeydew Melons are not available. The offshore season has started; supplies are being shipped into the East Coast and will enter the West Coast next week.

Fresh Crop Report

WEEK OF DECEMBER 6, 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: Winter salads are heartier and use different ingredients such as ancient grains, root vegetables, and nuts. What are your favorite seasonal recipes?

A: I am really into roasted seasonal vegetables with or without the addition of grains. Try roasting red onions, Butternut squash, baby red potatoes, carrots, and parsnips with olive oil and sea salt; toss with Ready-Set-Serve® (RSS) Urban Blend, Feta cheese, and balsamic vinaigrette.

- Toss red quinoa and roasted Delicata squash rings with leafy RSS Spring Mix; toss with pomegranate vinaigrette and toasted almonds.
- Hand mix pearled barley, Kabocha squash cubes, roasted MFC Mushrooms, and pumpkin sprouts; dress with citrus vinaigrette.

*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.



Rose Apple Custard Tarts

These beautiful gluten-free tarts are filled with citrus-vanilla custard and roasted rose apples.

Get the full recipe >

Tips for Serving Cauliflower

- Roast Markon Essentials® (ESS) Cauliflower and Monkfish fillets in a coconut-curry sauce; serve all over basmati rice.
- Sauté RSS Cauliflower Florets and capers; deglaze with sherry; top with crumbled bacon.
- Top cheesy polenta with chopped and sautéed RSS Cauliflower Florets, RSS Peeled Garlic, and chopped Italian sausage.
- Simmer RSS Cauliflower Florets in a variety of soups, including potato-mushroom, broccoli-cheese, and bacon-lentil.



Browse additional usage tips >



These indulgent mini beef wellington snacks are bite-size and packed with savory umami flavors.

Produce Highlights

Broccoli

- Expect lower prices as supplies become more plentiful through December.
- Volume has increased in the Arizona and California desert regions.

Grapes

- Offshore green seedless supplies are starting to hit the market.
- Offshore red seedless stocks will be available in mid-January.

Romaine

- Supplies are increasing in the Arizona/California desert regions.
- Expect prices to fall due to plentiful supplies, despite demand rebounds.

Fresh Crop Report

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Apples



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

The market is level; supplies 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 slightly lower after Thanksgiving. Mexican and Peruvian supplies are meeting demand. Quality is excellent: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

The market is unchanged; 40-, 48-, and 60-count sizes dominate Mexican supplies. Select growers are importing from Colombia and Chile. California stocks are tightening. Quality is excellent: fruit is firm, yet creamy in texture and mildly nutty in flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

Weak demand and plentiful supplies are keeping prices low. The Mexican season (into Nogales, Arizona) is in full swing. Florida crops are ramping up after the latest hurricane. Quality ranges from good to very good. MFC and ESS Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is level; stocks are sufficient. The Mexican season (crossing into Nogales, Arizona) will begin next week. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are stable; volume is average. Quality is excellent: size is large and problems are minimal. Sugar levels range from 12 to 13 Brix. Starting this week, "Sweetest Batch" blackberries will be on the market for a limited time. This single proprietary variety has extra sweet flavor and is larger than the average blackberry (averaging 20 per clamshell).

Blueberries



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

The market has inched down; supplies are ample in Mexico and Peru. California harvesting is ending, but the Chilean season is ramping up. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Expect lower prices as supplies become more plentiful through December. Volume has increased in the Arizona/California desert regions; ample Mexican stocks are also crossing from Mexico. Weaker demand following Thanksgiving as well as new COVID restrictions has driven markets down. MFC Broccoli is available.



Fresh Crop Report

WEEK OF DECEMBER 6, 2020

Cantaloupe



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

The market is slightly higher. The offshore season has begun; West Coast arrivals will start next week. Domestic MFC Cantaloupe Melons are not available. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

Prices are easing; stocks are tight, but demand is weak. Quality is very good: heads are firm with snowy white color. ESS Cauliflower is available.

Celery



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

The market has stabilized; demand is not as strong, but will pick up again as the December holidays approach. Quality is excellent: stalks are straight and firm. MFC Celery is available.

Cucumbers



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

The market is steady. Mexican stocks are sufficient; Florida production has rebounded after the latest hurricane. MFC Cucumbers are available.

Grapes



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

Prices are unchanged. Offshore green seedless supplies are starting to hit the market. Offshore red seedless stocks will be available in mid-January. MFC Red Seedless and MFC Lunch Bunch Grapes are on the market.

Green Leaf/Variety Lettuce



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

The market has fallen; volume is high in the Arizona/California desert region. Quality is excellent: weights are increasing. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are weak. Offshore fruit is available on the East Coast and will start arriving on the West Coast soon. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are not on the market.

Iceberg Lettuce



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

The market is easing; Arizona/California desert stocks are plentiful. Quality is excellent: head weights are increasing. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are stable; 115-, 140-, and 165-count sizes California dominate the crop. Quality is excellent. MFC and ESS Lemons are available.

Limes



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

The market is level to slightly lower than last week; demand is weak. New crop supplies are dominated by small sizes with darker color and thicker skins. MFC and ESS Limes are available.

Onions



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

Prices are unchanged; supplies are sufficient. Quality is excellent: stocks will possess solid, cured skins. MFC Red and Yellow Onions are available in Idaho, Oregon, and Washington. Packer label supplies from Colorado are also on the market.

Oranges



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

The market is stable; California Navel stocks are dominated by 72-, 88-, and 113-count sizes. Quality is excellent: sugar levels range from 10.5 to 12 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Prices are level. MFC Washington Bartlett and D'Anjou Pears are readily available; 110- and 120-count sizes are the most plentiful. Quality is very good: skins are smooth and flavor is mildly sweet.

Pineapple



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

The market has fallen; demand is weak. It's a great time to promote tropical fruit. Stocks are abundant 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

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Potatoes



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

The market is stable; small sizes dominate availability. Low temperatures may delay shipments this week. Storage crop MFC Burbank and Norkotah Potatoes are on the market. Norkotah quality is excellent, while Burbank quality is average. Idaho White Russet potatoes are also available.

Raspberries



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

Prices are low. Growers are moving to Mexico; the California season is nearly over. Volume is peaking; expect the market to rise through December. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Expect markets to fall due to plentiful supplies, despite demand rebounds. Supplies are abundant in the Arizona/California desert regions. Quality is excellent: head weights are increasing. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine stocks are abundant. Head weights will continue climbing through the month. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is stable. Arizona/California desert stocks are ample. Quality is excellent: all/most mix varieties are being harvested. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Yellow squash prices remain high; stocks are limited. The zucchini market has eased; volume is high. Decay, scarring, and softness are minor problems. MFC Squash is available.

Strawberries



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

The market has stabilized. Production is recovering from the latest hurricane in Florida. Mexican volume is climbing. Warm California days are deepening color, while cooler nights are firming texture. Quality is improving: overall berry size is increasing. MFC Strawberries are available.

Tomatoes



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

Prices continue to inch down. Stocks are increasing; demand is weak. Florida production is recovering from the most recent hurricane. Quality is very good.

Watermelon



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

The market is a bit higher than last week. Mexican growers are transitioning to new growing regions. Quality is very good: color is deep red, texture is firm, and flavor is sweet. Sugar levels are averaging 11 Brix.



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by MARKON

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Markon Essentials (ESS).
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