

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 3, 2021 | 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: Bright citrus flavors like orange add freshness and complexity to New Year recipes. What are your favorite?

A: I love adding Ready-Set-Serve® (RSS) Juices (particularly orange and grapefruit) to Champagne, cocktails, and non-alcoholic beverages for zing and color.

- RSS Orange Sections, RSS Grapefruit Sections, and RSS Rio Citrus Salad all make colorful, flavorful additions to appetizers like oysters, ceviche, warm Brie, and dips like guacamole and hummus.
- Another delicious idea is arranging blood orange and pomelo slices with basil and mozzarella as a modern caprese salad.

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.



Modern Matzo Ball Soup

Retro soups like matzo ball satisfy the older crowd's need for familiarity as well as the younger set's desire for authenticity. This recipe is modified by using touchstones like house-made pasta, fresh herbs, and a hint of ginger.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Premium Green Leaf weights are higher on average than the rest of the industry (22 to 25 pounds compared with 19 to 24 pounds).
- Lime prices are inching up; rain is delaying harvesting in some regions.
- Green leaf, iceberg, and romaine quality is average: epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists.

Tips for Serving RSS Grapefruit Sections

- Serve roasted and chopped beets, RSS Grapefruit Sections, and crumbled blue cheese inside cups of butter lettuce.
- Toss cooked linguine with a vodka cream sauce made with RSS Grapefruit Juice; top with seared scallops and RSS Grapefruit Sections.
- Stew RSS Grapefruit Sections, RSS Orange Sections, and pomegranate seeds with red wine, cinnamon, and cloves; cook until liquid is reduced; serve over ice cream or pound cake.



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A combination of sweet, zesty, and bright flavors, this simple salmon and grapefruit entree is a great dish to start off the new year.

Produce Highlights

Cauliflower

- Expect falling markets through early January.
- Supplies are sufficient; size has increased following a period of improved growing conditions.

Strawberries

- The market is up. California volume is low, but will increase later in the month.
- Low temperatures are reducing yields in Florida, yet Mexican stocks are adequate.

Tomatoes

- Prices continue to rise; supplies are extremely limited.
- Markets will remain elevated through mid-January.

Apples



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

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

Prices remain high. Mexican stocks are scarce; cold weather is impeding growth. Peruvian supplies are being supplemented as necessary. Quality is very good: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

The market is unchanged. Mexican supplies are abundant, particularly 40-, 48-, and 60-count sizes. California stocks are tight. Imports from Colombia and Chile are also on the market. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

Prices are stable; yields should meet demand through mid-January. Quality is very 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, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is steady; stocks are adequate in Florida and Mexico (into Nogales, Arizona and South Texas). Quality is very good: skins are smooth, walls are thick, and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Weak demand is keeping prices level. Quality is excellent: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is low; volume will remain above-average through mid-January. Chilean stocks have increased. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are steady; volume continues to rise 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. Rain and winds during the hurricane season have impeded growth in Central America. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

Expect falling prices through early January. Supplies are sufficient; size has increased following a period of improved growing conditions. ESS Cauliflower is available.

Celery



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

The market should remain high for another week or two. Low temperatures have slowed growth; disease pressure, such as fusarium, is also reducing yields. Quality is excellent. MFC Celery is available.

Cucumbers



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

Prices are stable; supplies are sufficient in Florida and Mexico. Quality is very good. MFC Cucumbers are available.

Grapes



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

The market is steady. Offshore green supplies are on the market; red seedless stocks will become available next week. Domestic MFC Red Seedless and MFC Lunch Bunch Grapes are still being shipped.

Green Leaf/Variety Lettuce



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

Prices are weak; volume is high. Quality is average: epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market will remain at current levels for another three weeks. Mexican stocks are adequate, but 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, USA	^^^	*****	\$\$\$
CA, USA	^^^	*****	\$\$\$

Prices are low; supplies are abundant. Quality is degrading: epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is unchanged; stocks are adequate. Quality is excellent: fruit is plump and juicy with smooth skins. MFC and ESS Lemons are available.

Limes



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

Prices are starting to inch up; rain is delaying harvesting. Small sizes dominate new crop production. MFC and ESS Limes are available.

Onions



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

The market is level; storage supplies are sufficient. Quality is excellent: supplies will possess solid, cured skins. 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, USA	^^^	*****	\$\$\$

Prices are unchanged; stocks are ample. Cool weather is deepening color and reducing gas times. Quality is excellent: sugar levels range from 11.5 to 12 Brix. MFC and ESS Navel Oranges are available.

Pears



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

The market is steady. MFC Washington Bartlett and D'Anjou Pears are on the market; 110- and 120-count sizes are the most prevalent. Quality is very good: skins are smooth and flavor is mildly sweet with spicy undertones.

Pineapple



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

Weak prices persist; volume is high 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.



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Potatoes



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

The market is unchanged. MFC Norkotah Potatoes dominate availability. Small sizes are most plentiful. 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 slightly higher than last week; stocks are tightening, especially in California. 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, USA	^^^	*****	\$\$\$
CA, USA	^^^	*****	\$\$\$

The market is low; supplies are abundant. Quality is good, but epidermal blistering and frost damage are being observed at higher rates as lettuce ice persists. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine stocks are plentiful, but lettuce ice is increasing incidences of epidermal blistering and peeling. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is level; supplies are adequate. Quality is average: cold mornings and frost are causing minor issues. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Yellow squash prices remain a bit higher than the zucchini market; supplies are sufficient. Quality is very good: skins are smooth and flavor is pleasantly bitter. MFC Squash is available.

Strawberries



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

The market is elevated. California volume is low, but will increase later in the month. Low temperatures are reducing yields in Florida, yet Mexican stocks are adequate. Quality is good: cold-chain management remains a vital component in maximizing shelf-life. MFC Strawberries are available.

Tomatoes



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

Prices continue to rise; supplies are extremely limited in Florida and Mexico. The crop is dominated by small sizes; large sizes are tight. Markets will remain elevated through mid-January. Quality is very good.

Watermelon



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

The market is high; Mexican stocks are scarce. Freight costs are up; 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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