

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 10, 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: The pandemic upped many foodservice operation's to-go capabilities. What innovative packaging and recipes have you seen created or adapted to maintain quality during delivery or pickup time?

A: Ensuring that your dishes look and taste as close to what they would at the restaurant is critical. Nobody wants to eat (or re-order!) limp salads, cold meats, or soggy fries. We've modified menus to focus on meals that travel best and try to use in-house delivery as much as possible to minimize transport times. We've also researched new to-go containers that have separate compartments, tamper-proof seals, and sustainable materials. Using heartier lettuces ingredients such as Ready-Set-Serve® (RSS) Chopped Kale and RSS Heritage Blend helps too!

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.



Coconut Shrimp with Lime-Mango Rice

Crispy, tropical-flavored shrimp top this colorful rice bowl stuffed with avocado, mango, cilantro, and toasted coconut.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (42 to 48 pounds compared with 37 to 43 pounds).
- Expect falling cauliflower markets through mid-January; supplies are increasing.
- Low temperatures in the Arizona/California desert growing region are causing moderate lettuce ice to form in many areas. The recent erratic weather patterns will be affecting case weights and yields for lettuce and other desert row crops over the next couple of weeks.

Tips for Serving Limes

- Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- Limes are integral to many Mexican dishes, including tortilla soup, corn con crema, fresh salsa, and street tacos.
- Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.



Browse additional usage tips >

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





Fresh Crop Report

WEEK OF JANUARY 10, 2021



Creatively stacked in on-trend Mason jars or high-ball glasses, this colorful salad is packed with bright colors and balanced flavors. Perfect for delivery!

Produce Highlights

Asparagus

- The market is rising.
- Mexican volume is low; cold ground temperatures are inhibiting spear maturity.

Celery

- Prices will remain elevated through January.
- Stocks are below normal levels.

Green Bell Peppers

- Expect stable to slightly higher markets for the next several weeks.
- Florida volume is below normal levels, but Mexican supplies are ample.

Apples



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

Prices are stable; 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	^^^	*****	\$\$\$

The market is rising. Mexican volume is low; cold ground temperatures are inhibiting spear maturity. Peruvian stocks are being supplemented as needed, but these prices are climbing as well. 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	^^^	*****	\$\$\$

Prices are steady. Mexican supplies are plentiful; small sizes dominate availability. California stocks are limited. 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	^^^	*****	\$\$\$

Expect stable to slightly higher markets for the next several weeks. Florida volume is below normal levels, but Mexican supplies are ample. 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	^^^	*****	\$\$\$

Prices are high; expect more plentiful supplies by late January as weather improves. Mexico is the primary growing region (into Nogales, Arizona); growth is being hindered by consistently cold weather. Stocks are extremely tight in Florida. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is holding steady; stocks are sufficient. 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	^^^	*****	\$\$\$

Prices are weak; supplies are abundant in all growing regions. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is a bit lower than last week; demand is falling and stocks are adequate. Quality is very good: color is deep green with tight crowns and firm stalks. MFC Broccoli is available.



Fresh Crop Report

WEEK OF JANUARY 10, 2021

Cantaloupe



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

Prices are high; demand exceeds supply. Rain and winds during the hurricane season impeded growth in Central America. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

Expect falling markets through mid-January; supplies are increasing. Quality has improved: heads with brown spotting are being culled. ESS Cauliflower is available.

Celery



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

Prices will remain elevated through January. Stocks are below normal levels; cold weather and disease pressure, such as fusarium, are also reducing volume. Quality is excellent. MFC Celery is available.

Cucumbers



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

The market has inched down slightly. Mexican supplies are ample. MFC Cucumbers are on the market.

Grapes



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

The California season is ending. Chilean green and red seedless supplies are entering the market. California MFC Red Seedless and MFC Lunch Bunch Grapes will be shipped through this week.

Green Leaf/Variety Lettuce



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

The market is low; stocks are abundant. Quality is good: epidermal blistering and frost damage are being caused by recurring lettuce ice. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are inching up. Mexican supplies are sufficient, 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	^^^	*****	\$\$\$

The market is weak; volume is high. Quality is average, but epidermal blistering and frost damage are present due to recurring lettuce ice. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are level. Supplies are adequate; 115- and 140-count sizes dominate availability. Quality is excellent: fruit is plump and juicy with smooth skins. MFC and ESS Lemons are on the market.

Limes



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

The market has inched up to average levels; demand is increasing. Quality is very good: scarring is minimal. MFC and ESS Limes are available.

Onions



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

Prices are unchanged; storage stocks are adequate. 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	^^^	*****	\$\$\$

The market is steady; volume is high. Low temperatures are deepening color, 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	^^^	*****	\$\$\$

Prices are stable. The Washington Bartlett season is winding down; stocks will remain available through early February. MFC D'Anjou Pears are on the market; 80- and 100-count sizes are the most abundant. Quality is very good: skins are smooth and flavor is mildly sweet with spicy undertones.

Pineapple



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

The market is low. Supplies are ample 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.



Fresh Crop Report

WEEK OF JANUARY 10, 2021

Potatoes



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

Prices are level. MFC Norkotah Potatoes dominate the market. Small sizes are most abundant. 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	^^^	*****	\$\$\$

The market is steady to slightly higher than last week; California supplies are tightening. 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	^^^	*****	\$\$\$

Prices are weak; stocks are ample. Quality is good, but epidermal blistering and frost damage persists due to recurring lettuce ice. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine volume remains high, 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	^^^	*****	\$\$\$

Prices are unchanged; stocks are sufficient. Quality is good: cold mornings and frost are causing occasional problems. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is steady to slightly higher than last week. Supplies are sufficient on both coasts, but zucchini is more plentiful than yellow squash. 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	^^^	*****	\$\$\$

Prices are up. Stocks are tight in California and Florida due to cold weather. Mexican supplies are being used to supplement as necessary. 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	^^^	*****	\$\$\$

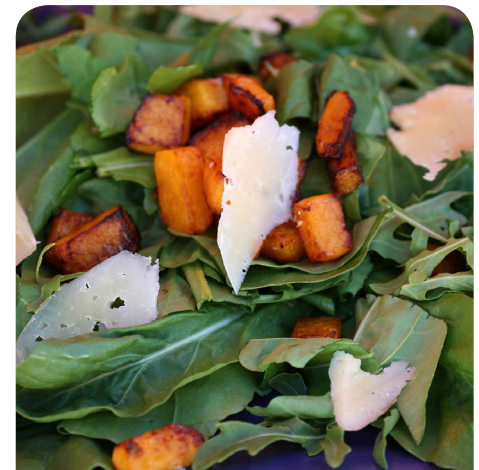
The market is elevated; stocks are extremely tight in Florida and Mexico. The crop is dominated by small sizes; large sizes are limited. Expect high prices for another week or so. Quality is very good.

Watermelon



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

Prices are up; Mexican supplies are limited. 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.



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 (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