

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 24, 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: After nearly a year of Covid conditions, what's your most pandemic-proof, delivery friendly dish? Think Produce!

A: Customizable bowls have been a big seller. We like to offer a variety of grains, proteins, and toppings that diners can make their own and then deliver them in separate compartments to prevent wilting, leaking, and temperature fluctuations. We make sure the options are colorful, delicious, and healthy.

- Top acai pulp with fresh fruit like sliced bananas, MFC Strawberries, blueberries, mango, and grated coconut.
- Spicy Korean-style rice bowls such as bibimbap incorporate ingredients like Ready-Set-Serve® (RSS) Triple Washed Spinach, RSS Matchstick Carrots, MFC Cucumbers, beets, cabbage kimchi; top with a fried egg, nori, and fiery gochujang sauce.

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.



Citrus and Dried Fruit Buckwheat Crepes

Blend spicy flavors together with cranberries, raisins, figs, oranges, and star anise; wrap this festive compote with delicate crepes.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (41 to 44 pounds compared with 37 to 42 pounds).
- Markets will continue to strengthen as demand increases for the Valentine's Day pull. Wet weather is on the horizon in Oxnard and will further affect supplies. Mexico and Florida continue to struggle with cold weather.
- Squash prices are extremely active. Cool weather has slowed growth and reduced harvestable yields. The Mexican growing transition from Sonora to Sinaloa has been delayed.

Tips for Serving RSS Rio Citrus Salad

- Offer as a healthy alternative to French fries.
- Mix with quinoa, RSS Sliced Red Onions, and chopped almonds; dress with basil-lemongrass oil.
- Serve RSS Rio Citrus Salad with a number of dressing choices: poppy seed, blue cheese, honey-yogurt, and lemon cream.
- Roll up RSS Rio Citrus Salad with RSS Romaine Fillets; secure with a decorative toothpick and serve with sandwiches.



Browse additional usage tips >

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





Fresh Crop Report

WEEK OF JANUARY 24, 2021



Nutty avocado balances the citrusy orange and anise flavors of fennel—great as a stand-alone salad or a base for grilled fish.

Produce Highlights

Limes

- Prices remain elevated.
- Better weather will increase harvesting in the primary growing region of Veracruz, Mexico.

Onions

- Mexican yellow onions have begun to enter the U.S. (into South Texas).
- Northwest MFC Onions will be available through May.

Pears

- Washington and Oregon D'Anjou pears will be available through August.
- Washington Bartlett supplies will be depleted by mid-February.

Apples



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

The market is unchanged; 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. Mexican volume continues to increase as the Caborca region ramps up. The Peruvian season is winding down. Quality is excellent: stalks are uniform and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are steady, but are forecast to inch up soon. Mexican supplies are plentiful; 48-, 60-, and 70-count fruit dominates the market. California volume is low. Colombian and Chilean imports are also on the market. Quality is very good: texture is creamy, while flavor is subtly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is slightly lower than last week. Although cold weather and rain are slowing production in Mexico, domestic supplies are meeting demand. Quality is 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 remain high. Cold weather and rain continue to challenge production in Mexico. Florida stocks are limited as well. Quality is good: skins are smooth and brightly colored. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable; 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 plentiful in all growing regions. Quality is very good: issues such as wetness, attached dry blossoms, and under ripe fruit are minimal. Sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is level. Supply is meeting demand; crown size is increasing. Quality is very good: color is deep green with tight crowns and firm stalks. MFC Broccoli is available.



Fresh Crop Report

WEEK OF JANUARY 24, 2021

Cantaloupe



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

Prices are high; volume is low, particularly nine-count melons. Growth is behind schedule in Central America. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

The market is low but may inch up this week due to rain in the desert growing region. Quality is very good: head size in increasing. ESS Cauliflower is available.

Celery



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

Prices are elevated but starting to ease; stocks will increase over the next three weeks. Quality is excellent: stalks are straight and firm. MFC Celery is available.

Cucumbers



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

The market is unchanged. Mexican supplies are adequate, but production may get delayed by rain this week. MFC Cucumbers are available.

Grapes



| Region | Supplies | Quality | Price |
|---------|----------|---------|--------|
| CHILEAN | ^^^ | ***** | \$\$\$ |
| PERU | ^^^ | ***** | \$\$\$ |

Offshore supplies are on the market. Chilean MFC Red Seedless and MFC Lunch Bunch Grapes will start shipping next week.

Green Leaf/Variety Lettuce



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

The market is low; volume is high in the Arizona/California desert region. Recent warm weather has improved quality. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are starting to climb. Stocks are average, yet demand is strong. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

The market is weak. Sporadic blistering and peeling are present in some lots. MFC Premium Iceberg Lettuce is sporadic due to uneven head size and fluctuating density.

Lemons



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

Prices are stable. Supplies are adequate; 140- and 165-count sizes are the most plentiful. Quality is excellent: fruit is sour and juicy. MFC and ESS Lemons are available.

Limes



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

The market is elevated. Better weather will increase harvesting in Mexico. Expect prices to ease as volume rises. Quality is good: suppliers continue to sort through rain-related quality issues, especially in smaller sizes (175-, 200-, and 230-count fruit). MFC and ESS Limes are available.

Onions



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

With foodservice demand remaining uncertain, prices will remain flat. Mexican yellow onions have begun to enter the U.S. (into South Texas). Northwest MFC Onions will be available through May. Quality is excellent. Favorable conditions during the growing and harvesting periods resulted in plentiful storage supplies.

Oranges



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

The market is level. Halfway through the California season, there are fewer supplies on trees, but overall stocks are sufficient. Quality is excellent: sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Washington and Oregon D'Anjou pears will be available through August. Washington Bartlett supplies will be depleted 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 ample; fewer fancy grade pears are on the market.

Pineapple



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

The market is low. Stocks are ample in all production areas; large sizes dominate the market. Quality is very good: fruit is juicy with tangy, sweet flavor. Sugar levels are averaging 15 Brix.



Fresh Crop Report

WEEK OF JANUARY 24, 2021

Potatoes



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

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

Raspberries



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

The market is stable; California supplies are tight, but Mexican stocks are increasing. 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 plentiful. Quality is very good: sporadic blistering/peeling and fringe burn remain occasional problems in some lots. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine supplies are abundant. Overall quality is very good, yet epidermal blistering and peeling is being seen in some lots. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

Prices are level; stocks are sufficient. Quality is excellent: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Markets are extremely active. Cool weather has slowed growth and reduced harvestable yields. The Mexican growing transition from Sonora to Sinaloa has been delayed. Expect elevated markets over the next two weeks. Quality remains very good. MFC Squash is available.

Strawberries



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

Prices will continue to strengthen as demand increases for the Valentine's Day pull. Wet weather is on the horizon in Oxnard and will further affect supplies. Mexico and Florida continue to struggle with cold weather. Stemmed strawberry volume is extremely low. Quality is good: cold-chain management remains a vital component in maximizing shelf-life.

Tomatoes



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

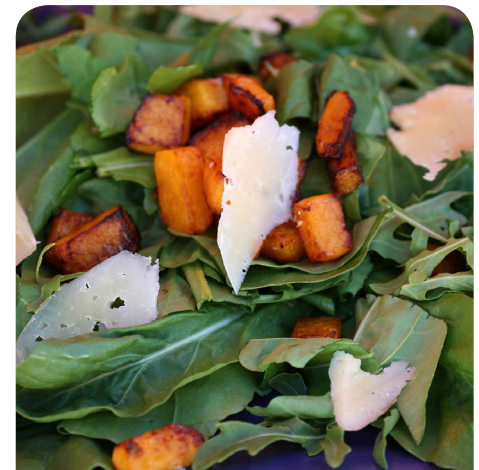
Prices will ease as the month winds down. Expect higher volume in all regions at that time. Small sizes are abundant; large sizes are tighter. Quality is very good: fruit is plump and juicy.

Watermelon



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

Prices are up; Mexican supplies are scarce. Expect high freight costs as growers are harvesting in Southern Mexico. 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.