

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (37 to 41 pounds compared with 31 to 37 pounds).
- Broccoli prices have eased due to increased supplies in multiple growing regions. Cauliflower markets have stabilized after last week's jump.
- Markon inspectors have been monitoring supplies of commodity and value-added lettuce items after a series of storms. The rain and strong winds had the potential to cause widespread quality and shelf-life concerns, but as of now, the impact has not been as significant as originally anticipated.

Fresh Crop Report

WEEK OF FEBRUARY 14, 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: Ready-Set-Serve® (RSS) Cauli Creations can be used in myriad ways. What are some of your favorites?

A: I love risotto, so using RSS Cauli Creations instead of rice is an ideal application. I like to keep the dish vegan with stock made with roasted RSS Peeled Garlic and vegan parmesan made with cashews and flaked nutritional yeast.

- The nutty flavor of cauliflower really enhances the overall flavor of pizza crusts and low-carb rice bowls.
- Toss into raw leafy green salads for added texture contrast or use to make Asian fried rice.
- Have at least one dish using this healthy product for the keto and gluten-free crowds.

Chef David Evans, 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.



Cauliflower Tacos with Mole Sauce

A delicious vegetarian option that packs the earthy flavors of cumin-roasted cauliflower, pickled red onions, and Oaxacan mole sauce.

Get the full recipe >

Tips for Serving Cauliflower

- Sauté chopped MFC Cauliflower and capers; deglaze with sherry; top with crumbled bacon.
- Add steamed RSS Cauliflower Florets to feta cheese omelets.
- Top cheesy polenta with chopped and sautéed RSS Cauliflower Florets, RSS Peeled Garlic, and chopped hot Italian sausage.
- Steam black mussels, RSS Cauliflower Florets, saffron, and fish stock until shellfish open; garnish with snipped MFC Chives.

Browse additional usage tips >





Fresh Crop Report

WEEK OF FEBRUARY 14, 2021



Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this crisp RSS Heritage Blend salad.

Produce Highlights

Bell Peppers

- The market has eased, especially prices for red bell peppers.
- Warm weather has aided the ripening process; supplies are increasing.

Strawberries

- Stocks are extremely limited.
- Demand continues to outpace supply in all regions.

Tomatoes

- Round tomato prices are easing due to increasing supplies in Florida and Mexico.
- The grape tomato market is much lower as well; yields are rising.

Apples



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

Prices are unchanged; storage supplies remain abundant. 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 Mexican market is low. The Peruvian season is ending, but the season in Caborca, Mexico is in full swing. Quality is excellent: stalks are uniform and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are fairly steady. Mexican supplies are plentiful, especially 48-, 60-, and 70-count sizes. Colombian and Chilean imports are limited due to port delays. Harvesting will begin in California in mid-March. Quality is very good: texture is creamy, while flavor is subtly nutty. 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	^^^	*****	\$\$\$

The market has eased. Warm weather has aided the ripening process; supplies are increasing. Production is in full swing in Sinaloa, Mexico and Florida. Quality is very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are falling. Mexico is the primary growing region; volume is rising after two months of delays. Yellow bells are increasing, but growers planted fewer acres than red bells, keeping supplies snug. Quality is good: warm weather has aided the ripening process. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is level; stocks are adequate. 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 climbing; stocks are tightening. Arrivals into the U.S. have been sporadic due to COVID-related port delays. Mexican volume will ramp up through February, easing prices. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Markets have eased due to increased supplies in multiple growing regions. Quality is very good: pin rot is an occasional problem. Overall, prices are expected to maintain low levels through February. MFC Broccoli is available.



Fresh Crop Report

WEEK OF FEBRUARY 14, 2021

Cantaloupe



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

Elevated markets persist. Imported supplies are tight due to major port delay, especially on the West Coast. Sugar levels range from 11 to 12 Brix.

Cauliflower



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

Prices have stabilized after last week's jump. Quality is good: brown spotting is an occasional issue. ESS Cauliflower is available.

Celery



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

The commodity market is stable to slightly lower than last week. Value-added supplies remain tight due to a scarcity of those varieties. Quality is excellent. MFC Celery is available.

Cucumbers



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

Prices have inched up slightly; North American volume is average. Quality is good. MFC Cucumbers are available.

Grapes



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

The market is poised to rise; expect a two-tiered market. Stocks are tightening as heavy rains damaged many Chilean crops. Offshore MFC Red Seedless and MFC Lunch Bunch Grapes will become available in mid-March.

Green Leaf/Variety Lettuce



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

Prices are weak; volume is high. Quality is very good: weights are increasing. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is a bit lower than last week; offshore stocks are expected to increase in early March. Sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



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

Prices are low; supplies are plentiful. Quality is very good: sporadic growth cracking and uneven weights are occasional problems following inconsistent temperatures and rain. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is level; 140- and 165-count sizes are the most abundant. Quality is excellent. MFC and ESS Lemons are on the market.

Limes



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

Prices have inched up; demand is strong. More rain is forecast in Mexico; volume will decrease. Expect higher incidences of blanching in 175-200-, and 230-count sizes, but crews are sorting through quality problems. MFC and ESS Limes are available.

Onions



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

The market is unchanged. Mexican red, white, and yellow stocks are available in South Texas. Texas-grown supplies will hit the market in mid-March. Northwest MFC Onions will remain available through May. Packer label stocks are being shipped from Colorado. Quality is excellent: Mexican onions will have feathery skins and light color/exterior compared to Northwest storage onions.

Oranges



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

Mid-season prices are starting to slowly inch up, especially those for 113- and 138-count fruit. 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. Size is dominated by 80- through 110- count fruit; small sizes (120- and 135- count pears) are tight. U.S. No. 1 grade stocks are ample; fancy grade pears are limited. Quality is excellent. The Washington Bartlett season is ending.

Pineapple



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

Prices are stable. Warm weather is aiding growth. Quality is very good: translucency is a sporadic problem caused by recent rain. Sugar levels average 15 Brix.



Fresh Crop Report

WEEK OF FEBRUARY 14, 2021

Potatoes



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

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

Raspberries



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

Prices are stable to a bit higher than last week; California stocks remain limited. 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 weak; volume is high. Quality is very good, yet sporadic fringe/wind burn is being seen on outer leaves in some lots; crews are trimming damage in the field. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are stable. Iceberg and romaine stocks are ample. Overall quality is good, but some lots are exhibiting fringe/wind burn in romaine and growth cracking in iceberg. 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 abundant. Quality is excellent: yellowing leaves are minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are a bit lower than last week. Production is steady in Mexico and Florida. Quality is very good: skins are smooth, color is deep, and flavor is pleasantly bitter. MFC Squash is available.

Strawberries



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

High markets persist. Stocks are extremely limited this week as demand continues to outpace supply in all regions. California fields are recovering from recent heavy rains and strong winds. Low temperatures are reducing berry size in Mexico. Although the weather is warmer in Florida, showers will keep supplies tight. Stemmed strawberry volume remains extremely low in all areas. Quality problems such as wind scarring, bruising, and small size are being culled. Cold-chain management remains a vital component in maximizing shelf-life.

Tomatoes



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

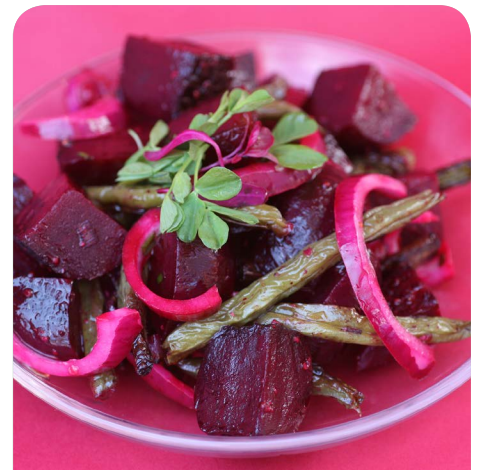
Round tomato prices are easing due to increasing supplies in Florida and Mexico. The grape tomato market is much lower as well; yields are rising. Expect good volume in all varieties over the next three weeks. Quality is very good: fruit is plump and juicy.

Watermelon



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

The market is steady; supplies are starting to increase. Quality is excellent: 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