

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 2, 2022 | 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 favorites?

A: Oranges and olives complement each other in making a unique base for salsa. Additionally, simple orange supremes tucked in salads and paired with proteins add a pleasant texture, a refreshing brightness, and welcomed citrus flavor. Ensure the rind is never wasted by zesting it on a micro-plane prior to further processing. Leave the zest scattered about on parchment and left out to quickly air dry. Once dried, use it in spice blends like togarashi, fold into pastry creams, or even use with flaky salt for a finishing seasoning.

- Mix couscous with chopped MFC Oranges, sliced MFC Red Onions, torn MFC Mint, sliced green olives; drizzle with olive oil and serve with grilled lamb.

*Chef Nick Goring,
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 Romaine weights are higher on average than the rest of the industry (36 to 39 pounds compared with 30 to 37 pounds).
- The iceberg market is slightly higher as cold weather in the Arizona/California desert region stalls growth. Green leaf and romaine prices are fairly steady but are poised to rise in the coming weeks. Rain may curtail harvests this week.
- Sweet baby broccoli supplies are tightening following ongoing rainfall in the Salinas Valley growing region.

Tips for Serving Grapefruit

- Add chopped bresaola, Ready-Set-Serve® (RSS) Grapefruit Sections, and shaved Parmesan cheese to RSS Spring Mix; toss all with Campari vinaigrette.
- Offer 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.
- Serve granita made with RSS Grapefruit Juice, simple syrup, and star anise; garnish with RSS Grapefruit Sections.



Browse additional usage tips >

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



A combination of sweet, zesty, and bright flavors, this simple salmon-grapefruit entree is great to highlight while citrus is at its seasonal peak.

Produce Highlights

Cauliflower

- Expect limited stocks and elevated markets over the next two weeks.
- Cool weather is forecast to slow growth.

Green Onions

- Expect elevated prices for the next three to four weeks at minimum, pending warmer weather.
- Low temperatures are forecast through January in the Mexican growing region.

Strawberries

- West Coast supplies remain extremely limited due to persistent rain.
- Production will not increase until the week of January 10.

Fresh Crop Report

WEEK OF JANUARY 2, 2022

Apples



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

Prices are level. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are abundant; the crop is dominated by 88- to 113-count sizes. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$
PERU/FL	^^^	*****	\$\$\$

The market is forecast to remain elevated until mid-January. Mexican supplies are limited. The Mexicali harvest is scheduled to begin over the next week or so Peruvian volume is average. Quality is very good: tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.

Avocados



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

Prices are steady, especially for with better 48-count and larger sizes. Markets for small fruit is higher as supplies are tighter. Quality is very good: texture is creamy and flavor is nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

East Coast markets are low; volume is high and demand is weak. All sizes are available. Quality is good, but issues such as bruising and decay are sporadic. Mexican stocks are plentiful in Sinaloa and Sonora. Quality is very good: shelf-life is strong. MFC and ESS Green Bell Peppers are on the market.

Bells: Red and Yellow



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

Prices have stabilized. The California desert season is ending. The main Mexican field-grown season is underway; stocks will increase through January. Quality is good: scarring and odd shape are occasional problems. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is level. The California season has ended. Mexican supplies are ample; counts range from 18 to 24. Quality is very good: green shoulders is an occasional issue.

Blueberries



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

Prices are inching down. Although some imports are being held up in port, Mexican production is at its peak. Quality is excellent: the average berry size ranges from 15 to 17mm. Flavor is sweet with pleasantly tangy undertones.

Broccoli



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

The market may rise following several rain events and low temperatures. Mexican supplies (into South Texas) have increased. Quality is good: hollow core is sporadic issue. MFC Broccoli is available.



Fresh Crop Report

WEEK OF JANUARY 2, 2022

Cantaloupe



Region	Supplies	Quality	Price
MEX	▲▲▲	*****	\$\$\$
OFFSHORE	▲▲▲	*****	\$\$\$

The market is stable; supplies are adequate in both growing regions. Quality is very good.

Cauliflower



Region	Supplies	Quality	Price
AZ/CA, USA	▲▲▲	*****	\$\$\$

Expect limited stocks and elevated markets over the next two weeks. Cool weather is forecast to slow growth. ESS Cauliflower is available.

Celery



Region	Supplies	Quality	Price
AZ/CA, USA	▲▲▲	*****	\$\$\$

Steady to slightly higher prices are expected into early January due to strong demand. Processing varieties are limited due to flooding in some Oxnard lots. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

The market is low. Growth increased in South Florida, adding extra inventory to the market. The season will end over the next ten days. The Honduras and Mexican seasons are underway. MFC and ESS Cucumbers are on the market.

Grapes



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

Offshore red seedless supplies are shipping; greens will start next week, followed by portioned packs. Offshore MFC and Markon Essentials® (ESS) Green and Red Seedless Grapes will become available in mid-February.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
AZ/CA, USA	▲▲▲	*****	\$\$\$

Prices are fairly steady but are poised to rise in the coming weeks. Cold weather is inhibiting growth. Rain may curtail harvests this week. Quality is good. MFC Premium Green Leaf Lettuce is available.

Honeydew



Region	Supplies	Quality	Price
MEX	▲▲▲	*****	\$\$\$
OFFSHORE	▲▲▲	*****	\$\$\$

Prices are high; large-size fruit is limited. Quality is very good: sugar levels will climb through the season.

Iceberg Lettuce



Region	Supplies	Quality	Price
AZ/CA, USA	▲▲▲	*****	\$\$\$

The market is slightly higher as cold weather in the Arizona/California desert region stalls growth. Rain may curtail harvests this week. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being substituted as needed.

Lemons



Region	Supplies	Quality	Price
ARG	▲▲▲	*****	\$\$\$
AZ/CA, USA	▲▲▲	*****	\$\$\$
CHILE	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Prices are inching up. Domestic stocks are tightening. Rain is impacting production; growers cannot harvest when groves are wet. Quality is very good. MFC and ESS Lemons are available.

Limes



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

Prices are starting to climb; supplies are tightening. MFC and ESS Limes are available.

Onions



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

Northwest markets are elevated. Storage supplies are dominated by medium-size onions. Quality is excellent: skins are cured and papery and inner flesh is juicy with zesty flavor. MFC Red and Yellow Onions are available.

Oranges



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
IMPORTS	▲▲▲	*****	\$\$\$

California Navel markets are climbing. Domestic stocks are tightening. Rain is impacting production; growers cannot harvest when groves are wet. Fancy grade 72-, 88-, and 113-count sizes dominate supplies. Ethylene gas time has fallen to 24 to 48 hours. Sugar levels range from 10 to 13 Brix with a mid- to high acid ratio.

Pears



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

Prices are unchanged; storage stocks are abundant. Quality is very good: texture is firm and flavor is mildly sweet. MFC Washington Bartlett and D'Anjou Pears are available.

Pineapple



Region	Supplies	Quality	Price
CR	▲▲▲	*****	\$\$\$
ECUADOR	▲▲▲	*****	\$\$\$

The market is forecast to inch up through January. Volume is decreasing; five-count sizes are extremely limited. Quality is very good: fruit is sweet, yet tangy.



Fresh Crop Report

WEEK OF JANUARY 2, 2022

Potatoes



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

The market is high; 70- to 100-count supplies are extremely limited. Crop yields are down by 15-20% in the Pacific Northwest (Idaho, Oregon, and Washington). Expect lower volume is through the rest of the season (July 2022). U.S. No. 2 supplies are tight.

Raspberries



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

Prices are stable; supplies are sufficient. Quality is very good: broken fruit is sporadic problem caused by recent temperature fluctuations.

Romaine



Region	Supplies	Quality	Price
AZ/CA	^^^	*****	\$\$\$

Prices are fairly steady but are poised to rise in the coming weeks. Cold weather is inhibiting growth. Rain may curtail harvests this week. Quality is good: fringe burn, epidermal blistering, and mildew pressure are being found in some lots. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are level; iceberg and romaine stocks are meeting demand despite more rain and cold weather. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

Spring Mix



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

The market is unchanged, but may inch up in January due to continued rain and low temperatures in the desert region. Quality is good: mildew pressure is a potential problem. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are low. Florida is in full production; warm weather has aided growth. Mexican supplies are abundant; the season will run through February. Quality ranges from very good to excellent. MFC Zucchini and Yellow Squash are available.

Strawberries



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

The market is high. West Coast supplies remain extremely limited due to persistent rain. Production will not increase until the week of January 10. Harvesting continues to ramp up in Florida and Mexico. MFC Strawberries are available.

Tomatoes



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

Although most production has moved to South Florida, growers continue to harvest second and third picks in the central regions. Growers in Baja and Eastern Mexico are on their seasonal decline. Vine ripe and Roma production is starting in Western Mexico. Grape tomato volume will increase as new fields are harvested. Quality is very good. MFC Tomatoes are available.

Tree Fruit



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

California nectarines, peaches, and plums are not in season. Argentine nectarines have begun shipping into the West Coast. Limited quantities of Chilean peaches and plums are also starting to enter the market. Chilean cherries are available.

Watermelon



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

Prices are up; Mexican supplies are tightening. Large sizes dominate the crop. Quality is very good: fruit is sweet and juicy.



READY-SET-SERVE
by MARKON

Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.

MARKON
FIRST CROP

Markon First Crop (MFC).
Whole fresh fruits &
vegetables. Backed by 5-Star.

MARKON
ESSENTIALS

Markon Essentials (ESS).
No.2 grade value-focused
brand. Quality, food safety,
and consistency in every
box. Backed by 5-Star.

FOOD
5
SAFE

5-Star Food Safety.
Addressing quality and
safety at five key points.