

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF JANUARY 9, 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: Ready-Set-Serve® (RSS) Avocado products save back of house labor and prep time. What are your favorite ways to incorporate these products into recipes?

A: Whisk or process the pulp into cremas, use effortlessly as the base for avocado mousse, add into smoothies to create a luxurious viscosity, and even replace it for butter in cookie recipes and bakes.

- Add sliced RSS Avocado Halves to fresh spring rolls and deep-fried egg rolls.
- Line soft, warm corn tortillas with RSS Pico de Gallo Guacamole; top with batter-fried fish, shredded red cabbage, diced jicama, and chopped MFC Tomatoes; drizzle with crema.
- Slice RSS Avocado Halves; fan and garnish tostadas, fajitas, and enchiladas.

*Chef Nick Gonring,
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 weights are higher on average than the rest of the industry (42 to 49 pounds compared with 37 to 44 pounds).
- Recent cold weather and ice events have caused epidermal blistering and peeling to develop in some Arizona/California desert lettuce crops.
- Sweet baby broccoli supplies are recovering following last week's rainfall in the Salinas Valley growing region. *Expect higher volume this week* as more favorable weather is forecast.

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.
- Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.
- Limes are integral to many Mexican dishes, including tortilla soup, corn con crema, fresh salsa, and street tacos.
- Add moisture and flavor to roasted fish (think Branzino, snapper, and sea bass) with lime juice, fresh ginger, and tamari.



Browse additional usage tips >

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

Produce Highlights

Broccoli

- Cool weather is forecast to slow plant maturity, resulting in fewer available supplies.
- Prices will climb over the next 10-14 days.

Brussels Sprouts

- Stocks remain extremely limited due to continued weather challenges in all growing regions.
- Expect elevated markets through January.

Mixed Berries

- Supplies are tightening.
- Blueberries will be the most challenged over the next two weeks.

Apples



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

The market is unchanged. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples remain readily available; 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	▲▲▲	*****	\$\$\$

Prices remain elevated in Mexico. Stocks are slowly increasing in Caborca and Mexicali. Peruvian volume has also dipped. Quality is very good: tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.

Avocados



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

The market is level; 48-count and larger sizes dominate availability. Prices for small fruit are up a bit as stocks 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	▲▲▲	*****	\$\$\$

Prices remain depressed after the holiday season. Expect to see increased Mexican supplies over the next 7 to 10 days as several growers have begun harvesting shade houses; jumbo sizes will dominate this crop. Production is rebounding in South Florida after the slow holiday season; favorable weather is expected this week. Quality is very good: shelf-life is strong. MFC and Markon Essentials® (ESS) Green Bell Peppers are on the market.

Bells: Red and Yellow



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

The market will ease over the next few weeks. Mexican supplies are increasing in Sinaloa and Sonora. The East Coast does not produce a significant volume of colored peppers. Quality is good: scarring and odd shape are minor issues. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are inching up. Mexican production is past its peak; supplies are tightening. Quality is very good: green shoulders is an occasional issue.

Blueberries



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

The market is climbing. Mexican volume has dipped; supplies will increase in late January when spring production ramps up. Import shipments are experiencing vessel delays and unloading challenges. Expect volume to rise the week of January 17. Quality is very good: flavor is sweet with pleasantly tangy undertones.

Broccoli



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

Prices will climb over the next 10-14 days. Cool weather is forecast to slow plant maturity, resulting in fewer available supplies. Demand is moderate, but expected to strengthen as stocks become tighter. Quality is good: pin rot is affecting some lots. MFC Broccoli is available.



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Cantaloupe



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

Prices are fairly stable; stocks are sufficient in both growing regions. Quality is very good.

Cauliflower



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

Prices are elevated. Supplies are extremely tight. ESS Cauliflower is limited; packer label will be substituted as needed.

Celery



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

The market is level despite strong demand. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

Prices are steady at low levels. The Florida season will wrap up over the next week or so. Mexican supplies are ample. Honduras volume will rise through January. MFC and ESS Cucumbers are on the market.

Grapes



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

Imported grape volume will be lower than anticipated through January. Expect increased markets for the next three weeks; domestic storage supplies will be substituted. MFC and ESS Green and Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

The market is steady to slightly higher. Rain and cold weather/lettuce ice have hindered harvesting. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is up; supplies are dominated by 6- and 8-count fruit. Quality is very good: sugar levels will rise through the season.

Iceberg Lettuce



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

Prices are a bit higher. Cold weather/lettuce ice is affecting production. Quality is average: epidermal blistering and peeling are problems. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) is being substituted as needed.

Lemons



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

The market rose during last week's rain but is expected to stay steady through the week. Domestic supplies are dominated by 115-, 140-, and 165-count sizes; 200- and 230-count stocks are tightening. MFC and ESS Lemons are available.

Limes



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

Expect elevated prices for the next 10-14 days; stocks are dominated by 150- and 175-count fruit. Quality is good. MFC and ESS Limes are available.

Onions



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

Northwest prices remain high. Storage stocks 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 prices are elevated. Domestic supplies are limited due to recent rain. Fancy grade 72-, 88-, and 113-count sizes dominate stocks. Ethylene gas time is between 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	▲▲▲	*****	\$\$\$

The market is stable; storage supplies are plentiful. 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	▲▲▲	*****	\$\$\$

Expect prices to inch up through late January. Stocks are tightening, especially five-count sizes. Quality is very good: fruit is sweet, yet tangy and juicy.



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Potatoes



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

Prices remain elevated; 70- to 100-count stocks are most limited. Overall crop yields are down by 15-20% in the Pacific Northwest (Idaho, Oregon, and Washington). Expect tight supplies through the rest of the season (July 2022). U.S. No. 2 supplies are scarce.

Raspberries



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

The market is firming up. Mexican supplies are tighter this week. Quality is very good: broken fruit is sporadic problem caused by recent temperature fluctuations.

Romaine



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

Prices are steady to slightly higher. Rain and cold weather/lettuce ice have hindered harvesting. Quality is good: fringe burn, epidermal blistering and peeling, and mildew pressure are being found in some lots. MFC Premium Romaine Lettuce is sporadic; MBA is being substituted as necessary.

Salads & Blends



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

The market is holding steady despite tightening iceberg and romaine supplies. Rain and cold weather/lettuce ice are delaying harvests. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

Spring Mix



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

Prices are level, but may climb in January due to continued rainy, cold weather in the desert region. Quality is good: mildew pressure is a potential issue. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Expect markets to remain slightly elevated over the next two weeks. Mexico's southern growing region experienced cold/rainy weather recently, lowering volume. New crop production will start in mid-January, increasing availability. Florida has experienced steady production from their primary southern growing regions. MFC Zucchini and Yellow Squash are available.

Strawberries



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

Prices remain elevated. West Coast volume is low due to frequent rain and low temperatures. Production will increase this week. Stocks are sufficient in Florida and Mexico. MFC Strawberries are available.

Tomatoes



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

Florida growers have moved south; supplies are adequate. Production is winding down in Baja and Eastern Mexico. Vine ripe and Roma harvesting has started in Western Mexico. Grape tomato stocks are sufficient. Quality is very good. MFC Tomatoes are available.

Tree Fruit



Region	Supplies	Quality	Price
CHILE	▲▲▲	*****	\$\$\$

Chilean fruit has started shipping. Yellow nectarines are available; white nectarines will hit the market next week. Yellow peaches will become available the week of January 17, with white peaches arriving the week after. Imported plums will be available in early February. Chilean cherries are available.

Watermelon



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

The market is elevated; Mexican stocks are limited. Large sizes are the most plentiful. Quality is very good: fruit is sweet and juicy.



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