

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (22 to 27 pounds compared with 21 to 24 pounds).
- Mexican-grown onions will enter the market this week. Texas stocks will become available in March.
- Raspberry prices are up due to the upcoming Valentine's holiday; supplies will increase later in February.

Fresh Crop Report

WEEK OF FEBRUARY 10, 2019

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: Breakfast anytime has taken the industry by storm. What traditional morning meals do you like to serve for dinner and how do you adapt them for the later time?

A: When it comes to breakfast later in the day, I suggest using the traditional egg ingredient, but not in the classic ways, like omelets or scrambles. Instead, I serve eggs roasted with asparagus, bread crumbs, and cheese as appetizers, poached eggs atop burgers, yolks over pizza, and a special bacon and eggs using pork belly in place of bacon.

- Waffles are another dish that works around the clock. Try [serving with savory toppings](#) like Butternut squash and MFC Sage.
- Trendy [avocado toast](#) is another meal that can be served for breakfast, lunch, or late-night dinner.
- Acorn squash rings make a great substitute for toast (think Toad in the Hole recipes).

*Chef Jonathon Merrick,
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.



Shakshuka with Shallots

This classic North African egg breakfast also works well for lunch and dinner. Rich, creamy, and spicy, it brings the flavors of the Mediterranean together in one dish.

Get the full recipe >

Tips for Serving Pineapples

- Simmer boneless chicken, Thai chiles, lemongrass, chopped Ready-Set-Serve® (RSS) Peeled Garlic, RSS Pineapple Chunks, MFC Shiitake Mushrooms, and fish sauce in chicken stock; top soup with RSS Washed & Trimmed Cilantro, MFC Basil, and MFC Mint.
- Top macadamia waffles with sauteed RSS Pineapple Chunks and coconut milk syrup.
- Give pineapple upside down cake a kick by baking gingerbread with RSS Pineapple Chunks.



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The smoky, bitter flavors of rainbow chard are balanced by the creamy beans and herbal chimichurri—the meat adds umami and protein for this modern, complete entree.

Produce Highlights

Lemons & Oranges

- Heavy rains are causing most California growers to delay lemon and orange harvesting due to wet fruit and unsafe harvest conditions.
- Flexibility in size and grade may be needed for order coverage, but markets shouldn't be greatly affected.

Limes

- Prices have jumped; imports were down over the past week.
- Expect tighter stocks through March.

Strawberries

- Prices remain elevated.
- Supplies continue to be limited as rain affects the California and Florida growing regions.

Apples



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

Prices are unchanged. Expect strong demand for Golden Delicious and Granny Smith varieties; growers will pack fewer cartons to extend these seasons into September. Packer label Autumn Glory, Braeburn, Envy, Honeycrisp, Jazz, Pacific Rose, and Pink Lady stocks are on the market. Quality is excellent: fruit is crisp and juicy. Sugar levels range from 14 to 18 Brix. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

Asparagus



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

The market has eased; supplies are increasing, especially in Mexico. Quality is good: spears are straight and firm with pleasantly bitter flavor. MFC Asparagus is available.

Avocados



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

Prices are steady. Mexican supplies are abundant; imports are entering the U.S. at record levels. Quality is very good: oil content is high, giving fruit creamy texture and nutty flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is slightly lower than last week, but cooler weather will prevent prices from falling quickly. Quality is good: bruising is a slight problem. MFC and ESS Green Bell Peppers are on the market.

Bells: Red and Yellow



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

Prices are low, but poised to inch up soon as rain and cool weather are affecting growth. There is a wide range of quality on the market: bruising is an issue in some lots. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable. Supplies are adequate, but the crop is past its seasonal peak and will begin declining soon. Quality is average: berries are juicy and sweet. Size has returned to normal. Sugar levels range from 12 to 13 Brix.

Blueberries



Region	Supplies	Quality	Price
ARG	^^^	*****	\$\$\$
CHILE	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
URG	^^^	*****	\$\$\$

Prices have eased; Mexican and offshore production continues to increase. Quality is good: berries are deep blue with a slight blush and sweet, yet tangy flavor.

Broccoli



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

The market is weak; yields are increasing in the Arizona desert region and Mexico (into Texas). Hollow core and pin rot are industry-wide issues that harvesting crews are culling at the field level. MFC Broccoli Crowns are available.



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Cantaloupe



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

Prices are low; offshore supplies are ample. Quality is very good: melons are firm and juicy. MFC Cantaloupes are not available during the import season.

Cauliflower



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

The market remains weak; stocks are plentiful in all regions. Quality ranges from fair to good: discoloration and uneven size are industry-wide issues. ESS Cauli-flower is available.

Celery



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

Prices are elevated; volume is extremely low due to rain and cold weather. Quality is fair: pith and growth cracking are problems. MFC Celery is available.

Cucumbers



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

The market is steady to slightly higher than last week. Low temperatures are slowing growth. Quality is very good: skins are smooth and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Prices are up. Offshore green and red seedless supplies are now shipping. MFC Lunch Bunch Grapes are available, but ESS Grapes are not on the market at this time.

Green Leaf/Variety Lettuce



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

The market is weak; stocks are abundant. Quality is good: yellowing and mildew are minor problems, but crews are removing affected leaves in the fields. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices have dipped; Mexican and offshore stocks are increasing. Quality is good: skins are smooth and flavor is mild. MFC Honeydew Melons are not available during the import season.

Iceberg Lettuce



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

Although the market is low and volume is high, quality is merely fair. Bottom rot and mildew damage are issues being removed in the field. MFC Premium Iceberg Lettuce is available.

Lemons



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$
CA	^^^	*****	\$\$\$
CHILE	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Heavy rains are causing most California growers to delay lemon harvesting due to wet fruit and unsafe harvest conditions, but markets shouldn't be greatly affected. MFC and ESS Lemons are on the market.

Limes



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

Prices have jumped; imports were down over the past week. Expect tighter stocks through March. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CO	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
UT	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Red and yellow prices are steady. The white onion market is elevated. Mexican supplies will enter the market this week. Texas-grown stocks will become available in March. MFC Red and Yellow Onions are available. Packer label onions from Colorado are also on the market.

Oranges



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$

Heavy rains are causing most California growers to delay harvesting due to wet fruit and unsafe harvest conditions, but markets shouldn't be greatly affected. Sugar levels range from 11 to 12 Brix. Oranges from Florida and Texas are also on the market. MFC and ESS Navel Oranges are available.

Pears



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

Washington Bartlett stocks will be on the market through mid-February. MFC D'Anjou Pears are readily available and being shipped. The crop is dominated by 110-count and smaller fruit. Sugar levels range from 12 to 14 Brix.

Pineapple



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

The market is weak. Supplies are plentiful, particularly 7- and 8-count fruit. Sugar levels range from 13 to 16 Brix.



Fresh Crop Report

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Potatoes



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

The market is unchanged. Large sizes are in strong demand; 80-count supplies are most abundant. MFC Burbank and Norkotah Potatoes are on the market. Packer label stocks from Colorado and Texas are also available.

Raspberries



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

Prices are up due to the upcoming Valentine's holiday; supplies will increase later in February. Quality is good: berry size has returned to normal with warmer weather. Sugar levels range from 13 to 14 Brix.

Romaine



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

The market is weak; stocks are ample. Quality is fair: epidermal blistering and peeling are industry-wide problems. MFC Premium Romaine is available.

Salads & Blends



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

Prices are steady; iceberg and romaine supplies are adequate. Markon Inspectors are closely monitoring finished cartons for chunks and core material to achieve the best quality packs.

Spring Mix



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

The market is level; volume is average. Quality is very good. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Zucchini and yellow squash prices are lower; stocks have increased, especially zucchini. There is a wide range of quality on the market: scarring and softness are problems in some lots. MFC Squash is available.

Strawberries



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

The market remains elevated. Mexico is the main growing region; demand is strong as domestic stocks are extremely tight. Supplies continue to be limited as rain affects the California growing regions. Quality is average: bleeding, bruising, and shortened shelf-life persist throughout the industry. MFC Strawberries are limited.

Tomatoes



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

Roma and round tomato prices are weak; supplies are plentiful. Vine ripe stocks will remain abundant for several weeks. Overall quality is very good: fruit is plump, texture is firm, and skins are smooth.

Watermelon



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

Although the market is higher than normal for this time of year, prices have generally stabilized. Because stocks are shipping from Southern Mexico, freight costs to the U.S. are higher. Availability remains limited. Quality is good: sugar levels are average.



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