

CONFIDENCE
IN EVERY CASE.



Highlights

- Iceberg prices are up due to erratic weather. Field weights are inconsistent, but overall quality is very good; puffiness and seeder are issues.
- Recent high temperatures are affecting strawberry supplies; pricing will continue to increase. Stocks are expected to remain tight through September.
- Green bell pepper prices are firming up; supplies are tightening in all growing regions. Expect active markets for the next four to six weeks while the crop begins transitioning south for the winter months to the Southern California desert area, Florida, Georgia, and Western Mexico.

Fresh Crop Report

WEEK OF SEPTEMBER 20, 2020

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: Mexican cuisine is a favorite in the U.S. and Canada. What are some newer flavors that chefs can incorporate into their dishes?

A: The mamey sapote has a great fall flavor similar to persimmons or sweet potatoes. Although it has inedible skin and a large pit, the flesh texture is smooth, much like an avocado. I like this fruit because it has a very vibrant color ranging from pink to dark red. It can be sliced and used as a garnish or pureed for a dip or spread. It can add flavor notes that would be difficult to pinpoint because it is so unique. I think of it as a secret ingredient.

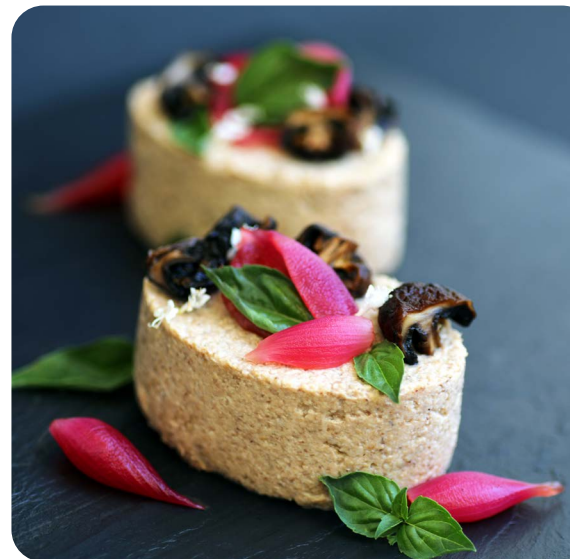
- Tomatillos make sweetly sour salsa for tacos, burritos, and baskets of fried tortilla chips. Char and puree with chile peppers and Ready-Set-Serve® (RSS) Washed & Trimmed Cilantro.
- Pickled vegetables, like cabbage, cauliflower, and corn, make bright taco toppers.

*Chef Kelli Welby,
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.



Mushroom Pate with Pickled Red Onions

This vegan option for liver pate is every bit as rich and creamy. Its deep umami is balanced with the bright flavor and vibrant color of pickled red onions. Ideal for delivery or dine-in.

Get the full recipe >

Tips for Serving Grapes

- Markon First Crop® (MFC) Green Seedless Grapes are ideal burger and sandwich sides.
- Mix together roasted chicken, cubed MFC Granny Smith Apples, MFC Red Seedless Grapes, RSS Lemon Juice, walnuts, orecchiette pasta, and Greek yogurt for an updated Waldorf salad.
- Toss MFC Green Seedless Grapes and RSS Sliced Onions with olive oil; bake alongside chicken roasters; serve all with pan juices.



Browse additional usage tips >



Fresh Crop Report

WEEK OF SEPTEMBER 20, 2020



What's more comforting and delicious than a grilled cheese sandwich? Grilled cheese stuffed with creamy avocado, vitamin-packed spinach, and zesty pesto—deal for delivery or dine-in.

Produce Highlights

Broccoli

- Two significant heatwaves, followed by cooler temperatures, and smoke from the California fires are taking their toll on broccoli quality and maturity.
- The market will continue to increase through the month.

Romaine

- Prices continue to rise.
- Heat-related defects are limiting harvestable acres.

Tomatoes

- Supplies are tightening; extreme heat has reduced yields in California's Central Valley.
- Expect active markets until the Florida season ramps up in a few weeks.



Apples

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

Expect elevated prices until the transition between storage crop and new crop fruit is complete. The Washington new crop Fuji, Gala, Golden Delicious, Honeycrisp, and Red Delicious season has started; the Granny Smith variety will hit the market in October. Quality is excellent: sugar levels range from 14 to 18 Brix.



Asparagus

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

The market is falling; supplies have increased in the Baja growing region. Peruvian stocks are available out of Florida. Quality is very good: spears are straight and tips are firm. MFC Asparagus is on the market.



Avocados

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

Stable prices persist. Mexican supplies are sufficient; large sizes dominate the market. Quality is very good: texture is smooth and 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	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
MI	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$

The market is climbing; supplies are tightening. Expect active markets for the next four to six weeks while the crop begins transitioning south for the winter months. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.



Bells: Red and Yellow

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

Prices are slightly higher than last week. New crop California harvesting is underway. Quality is very good: stocks possess firm walls with smooth, vibrant skins, and subtly sweet flavor. MFC and ESS Red Bell Peppers are available.



Blackberries

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

The market is steady; supplies are adequate. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.



Blueberries

Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
NJ	▲▲▲	*****	\$\$\$
PNW	▲▲▲	*****	\$\$\$

Prices are unchanged; stocks are sufficient. Production is steady in California, New Jersey, and the Pacific Northwest. Quality is very good: size is large and flavor is subtly floral, yet sweet. Sugar levels range from 12 to 16 Brix.



Broccoli

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

The market will continue to increase through the month. Two significant heatwaves, followed by cooler-than-normal-temperatures, and reduced sunlight (due to smoke from the California fires) are taking their toll on broccoli quality and maturity. Quality issues such as brown bead, hollow core, and pin rot have become prevalent in all California broccoli growing areas. Harvesting crews are packing for the best quality, which reduces overall yields. MFC Broccoli is sporadic.



Fresh Crop Report

WEEK OF SEPTEMBER 20, 2020

Cantaloupe



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

The market is up; production is past its peak. Also, poor air quality from wildfires is restricting harvests. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

Prices are rising; erratic weather is reducing stocks. Quality is average: Markon inspectors are choosing the best lots. ESS Cauliflower is available.

Celery



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$

The market is low. Minor yellowing is a quality issue due to the recent heatwave, but overall quality is very good. MFC Celery is available.

Cucumbers



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

Prices are elevated. Mexican supplies are starting to increase; new crop Baja harvesting has begun. East Coast seasons are winding down. Quality is good: texture is firm, skins are smooth, and flavor is refreshing.

Grapes



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

The market is stable; stocks are adequate. MFC Red Seedless and MFC Lunch Bunch Grapes are currently in the Krissy and Scarlett Royal varieties. MFC Green Seedless Grapes are in the Ivory variety.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

Prices are elevated; supplies are tightening. Fringe burn and internal are problems resulting from the recent heatwave. Soilborne diseases are also affecting yields. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market is inching up; stocks are tightening. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

Prices are up due to erratic weather. Field weights are inconsistent, but overall quality is very good; puffiness and seeder are issues. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is unchanged. stocks are sufficient; choice grade fruit is ample. Quality is very good: fruit is juicy and tart. MFC and ESS Lemons are available.

Limes



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

Although recent rain slowed harvesting in some regions, prices are holding steady. The crop is dominated by small sizes. MFC and ESS Limes are being packed, but packer label will be shipped as needed.

Onions



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

The market is level. Supplies will begin shipping out of storage in October. New crop, fresh-run MFC Red and Yellow Onions are on the market in Idaho, Oregon, and Washington. Packer label stocks from Colorado are also available.

Oranges



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

Prices remain elevated. The California Valencia season is winding down quicker than originally forecast. Expect a supply gap until the new crop Navel season starts in late October. Offshore and Texas-grown fruit will be shipped to ensure that orders are filled during this time. MFC and ESS Valencia Oranges are available.

Pears



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

The market is stable. California Bartlett stocks will be shipped through October. Washington Bartletts are also on the market; 110- and 120-count sizes dominate the crop. D'Anjou production is on the horizon.

Pineapple



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

Expect high prices through this month due to excessive precipitation in multiple harvesting regions. Quality is average: excess moisture is causing translucency in some lots. Sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF SEPTEMBER 20, 2020

Potatoes



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

Prices are easing. New crop, field-run packer label Norkotah volume is rising. Quality is very good: minor skinning and excess moisture may be observed in fresh-run stocks. New crop Burbank production will begin in late September/early October.

Raspberries



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

The market is low; supplies are abundant. Sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

Prices continue to rise. Heat-related defects, such as internal and fringe burn, seeder, and sun scalding are limiting harvestable acres. Soilborne diseases, including Sclerotinia and Impatiens Necrotic Spot Virus (INSV), are being detected in fields at a greater rate as the Salinas Valley season continues, reducing yields even more. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Recent heat and wildfires have reduced volume. Overall quality and shelf-life will be impacted, but the best lots with the most ideal maturity are being allocated for Markon orders.

Spring Mix



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

The market is volatile; excessive heat has reduced yields. Dehydration, early breakdown, shortened shelf-life, and yellowing leaves are quality-related issues. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
GA	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
OH	^^^	*****	\$\$\$
NC	^^^	*****	\$\$\$
WI	^^^	*****	\$\$\$

Expect elevated markets for two to three weeks. California volume is down due to recent heat. The Mexican season will start in late September. Michigan production will run another week or two. New crop Georgia supplies are ramping up. Quality is very good: scarring and softness are occasional problems.

Strawberries



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

Recent high temperatures are affecting supplies; pricing will continue to increase. Stocks will be tight through September. Quality problems include bleeding, bronzing, bruising, and softness. MFC Strawberries are sporadic.

Tomatoes



Region	Supplies	Quality	Price
AL	^^^	*****	\$\$\$
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
NC	^^^	*****	\$\$\$

Expect active markets until the Florida season ramps up in a few weeks. Supplies are tightening; extreme heat has reduced yields in California's Central Valley.

Tree Fruit



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

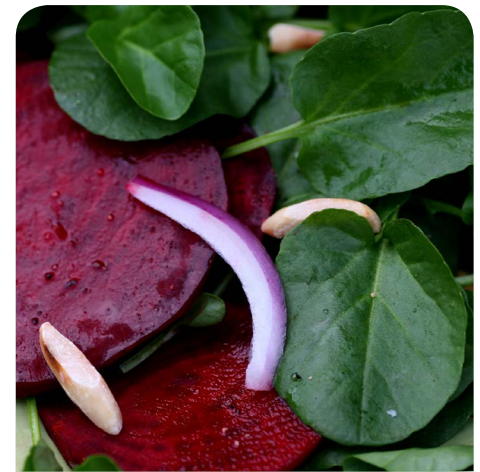
Prices will start to inch up over the next week. Domestic nectarines and peaches will be shipped through September, while plums will be on the market through October. Quality is very good: nectarine and peach sugar levels range from 10 to 12 Brix, while plum levels vary from 12 to 14 Brix.

Watermelon



Region	Supplies	Quality	Price
EAST COAST	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$
WEST COAST	^^^	*****	\$\$\$

The market is up; California production is past its peak. Also, poor air quality from West Coast wildfires is restricting harvests. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



READY-SET-SERVE
by MARKON

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

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