

CONFIDENCE
IN EVERY CASE.



Highlights

- New crop Washington Markon First Crop® (MFC) Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Packer label Honeycrisps are also available.
- The domestic nectarine season has ended; peach supplies will be depleted later this week. Expect plums to remain on the market through mid-October.
- The Salinas/Watsonville strawberry season is winding down quickly. Supplies from Santa Maria, California's fall crop are limited, but will increase weekly, as the season moves into full swing.

Fresh Crop Report

WEEK OF SEPTEMBER 29, 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: Hello avo toast and coconut water! Hotel room service and mini bars have been transformed. What do you suggest offering on these menus to stay on-trend?

A: Hotel room service menus are re-inventing themselves to stay current. Many are setting up "Grab & Go" kiosks in the lobby to encourage guests to pick up/take with them either to their rooms or on the way out the door. Most are cold options, but there are some items that can be quickly heated to order, like roasted Brussels sprouts with a balsamic glaze or cauliflower with curried yogurt.

- Cold dips such as hummus or baba ghanoush are great with sliced vegetables.
- Offer boxed lunches for tourists or conventioners. Fill with grain-based salads, flatbreads, or creative burritos.
- Cheese plate options are ideal upon guest arrival; load them with sliced MFC Apples and Pears, salty nuts, briny olives, and crunchy bread.

*Chef Pat Mitchell,
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 Beets

- Roast baby beets until tender; peel and dice; drizzle with pomegranate molasses, then serve with steak or lamb.
- Arrange grated red and gold beets, chopped hard-boiled egg, grilled chicken, and crumbled bacon in rows atop chopped MFC Green Leaf Lettuce; serve with blue cheese dressing.
- Spiral cut beets and jicama; serve aside spicy curries or fall stews.

Browse additional usage tips >





Easy to make and gorgeous in presentation, Hasselback potatoes are ideal for lunch and dinner menus.

Produce Highlights

Lettuce and Leafy Greens

- Markets are easing.
- Warm weather in the Salinas Valley has accelerated growth, but also caused some quality problems.

Limes

- Prices for large sizes are steady to slightly lower than last week.
- The market for small limes, especially 230- and 250-count sizes, is inching down.

Potatoes

- Idaho potato prices have eased.
- Large-size Idaho Norkotah stocks (40- through 70-count potatoes) remain limited; small-size potatoes (90- through 100-count supplies) are ample.

Fresh Crop Report

WEEK OF SEPTEMBER 29, 2019

Apples



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

Prices are steady. New crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Packer label Honeycrisps are also available. Quality is excellent: fruit is crisp, crunchy, and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is starting to ease; stocks are increasing in both growing regions. Mexican growers are transitioning from Central Mexico to the Baja region. MFC Asparagus is available.

Avocados



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

Prices are level; supplies are abundant, particularly 48-count fruit. Growers have finished harvesting the Flora Loca crop and have started on the fall season. Quality is very good: texture is creamy and flavor is buttery with hints of grass. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is slightly higher than last week, but overall prices are low. California volume has dipped a bit, but with so many regions harvesting, demand is being met. Overall quality is good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are low. Stocks are plentiful; California is the main growing region. West Coast quality is very good. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is steady; Pacific Northwest supplies are a bit tighter than normal for this time of the season. Quality is very good: berries are deeply colored, juicy, and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Expect low prices for several weeks. West Coast volume is high. Quality is very good: berries are plump, deep blue/black, and juicy. Sugar levels range from 12 to 16 Brix.

Broccoli



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

The market has peaked; prices should begin easing as yields increase this week. High temperatures and humid conditions in the Salinas and Santa Maria growing areas have caused quality problems such as brown bead, pin rot, and hollow core; harvesting crews are culling damaged supplies in the field. MFC Broccoli Crowns are sporadic.



Fresh Crop Report

WEEK OF SEPTEMBER 29, 2019

Cantaloupe



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

Although the market is inching down, overall prices are high for this time of year. Demand is now focused on the West Coast. Large sizes dominate the crop. Quality is good. MFC Cantaloupes are sporadic.

Cauliflower



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

Prices are level; volume is average. Quality is fair: heat-related problems include brown bead, discoloration, ricey texture, and uneven growth. ESS Cauliflower is sporadic.

Celery



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

The market is weak; production is in full swing, producing ample supplies. Quality is very good: stalks are straight and firm with zesty flavor. MFC Celery is available.

Cucumbers



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

Prices are stable; stocks are adequate. East Coast growers have moved to Georgia and North Carolina, while Mexican growers are transitioning from Baja to the mainland for the winter. MFC Cucumbers are not in stock at this time.

Grapes



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

The market is average; California fruit is ample. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are on the market.

Green Leaf/Variety Lettuce



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

Prices are easing; supplies are increasing. Quality concerns include insect pressure, seeders, mildew, and tip burn. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is low. California volume is high; large sizes dominate the crop. Quality is good. Sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Prices are inching down. Although stocks are abundant, quality problems include mildew, burn, and puffiness. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

High markets persist; 115-count and larger fruit dominate the California Coastal crop. Quality is good: shelf-life is shorter at this time of the year due to hot coastal growing conditions, but will improve when fall weather starts to cool. MFC and ESS Lemons are available.

Limes



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

Prices for large sizes are steady to slightly lower than last week. The market for small limes, especially 230- and 250-count sizes, is easing. Quality is average. MFC and ESS Limes are available.

Onions



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

The market is stable; Northwestern supplies are sufficient. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Packer label stocks are being shipped from Colorado. Quality is very good: early, fresh-run onions out of the Northwest will have a rounder, more globe-like shape than onions shipped during the spring/summer months. Once stocks begin shipping from storage, skins will have a more cured appearance with lower water content.

Oranges



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

Prices for large Valencias are level; markets for 113-count and smaller sizes are a bit higher. Chilean Navel supplies are on the market. Quality is very good: sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

MFC Washington Bartlett Pears and D'Anjou stocks are readily available; Bartletts from California will be on the market through October. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

Prices are easing; volume has begun to increase. Sugar levels range from 13 to 16 Brix.



Fresh Crop Report

WEEK OF SEPTEMBER 29, 2019

Potatoes



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

Idaho markets have eased. Large-size Idaho Norkotah stocks (40- through 70-count potatoes) remain limited; small-size potatoes (90- through 100-count supplies) are ample. MFC Idaho Norkotah Potatoes are available. Packer label supplies are being shipped from Colorado, Texas, and Washington.

Raspberries



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

The market is stable; domestic volume is high. Quality is very good: berries are plump and juicy with mildly sweet flavor. Sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are easing; supplies are sufficient. Quality concerns include mildew and burn. MFC Premium Romaine is sporadic.

Salads & Blends



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

The market has stabilized; iceberg and romaine volume is increasing. Markon inspectors are closely monitoring finished cartons for defects like mildew, puffiness, seeders, and tip burn, as well as chunks and cores, to achieve the best packs.

Spring Mix



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

Prices are steady; supplies are sufficient. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are low. The California season is starting to wrap up; growers will move south to Mexico. East Coast production has transitioned to Georgia and North Carolina. Quality is good, but shelf-life may be below-normal in some regions due to heat- and rain-related issues.

Strawberries



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

The Salinas/Watsonville strawberry season is winding down quickly. Supplies from Santa Maria, California's fall crop are limited, but will increase weekly, as the season moves into full swing. MFC Strawberries are sporadic.

Tomatoes



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

The Roma and round tomato markets are a bit lower than last week; domestic yields are high. Overall quality is very good: fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

Prices will inch up over the next month. The nectarine season has ended; peach supplies will be depleted later this week. Expect plums to remain on the market through mid-October. Sugar levels for peaches range from 10 to 11 Brix, for nectarines they vary from 10 to 12, and for plums sugars are 12 to 14 Brix.

Watermelon



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

The market is slightly higher than last week due to strong demand; stocks are adequate. Quality is good: sugar levels range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
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Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.



Markon Essentials (ESS).
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Addressing quality and safety at five key points.