

CONFIDENCE
IN EVERY CASE.



Highlights

- Tree fruit prices are rising. The nectarine and peach seasons have ended; plums will remain available through mid-October.
- The domestic Valencia orange season has four to five weeks left. The first domestic Navel supplies will hit the market in mid- to late October.
- The Salinas Valley growing season is entering its final stretch before transitioning south to the Arizona/California desert growing regions. Expect prices to fluctuate during the months of October and November.

Fresh Crop Report

WEEK OF OCTOBER 6, 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: Potatoes are a long-time staple. Aside from the classics like baked, mashed, gratin, and French fries, how do you like to serve them?

A: One of my favorite ways to serve potatoes is in a grilled vegetable-potato salad. I saute potatoes with fines herbs and olive oil, then toss with grilled vegetables to create a colorful, tasty salad.

- Toss thinly sliced Markon First Crop® (MFC) Idaho Potatoes with salt and chopped Ready-Set-Serve® (RSS) Peeled Garlic; bake until crisp; serve chips with curry-lime yogurt dip.
- Saute RSS Diced Onions, RSS Diced Celery, and MFC Chervil; stir in cubes of MFC Idaho Potatoes, lobster meat, and heavy cream; simmer until potatoes are tender and chowder has thickened.

*Chef Stephane Renaud,
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.



Tamales with Cheese and Rajas

Subtly sweet corn masa stuffed with gooey cheese and spicy chile peppers get wrapped up and steamed in authentic banana leaves for these classic Mexican treats.

Get the full recipe >

Tips for Serving Onions

- Stuff a whole trout with sliced MFC Lemons, RSS Sliced Onions, and MFC Tarragon; grill and serve with garlic aioli.
- Saute RSS Sliced Onions, RSS Peeled Garlic, shelled edamame, and MFC Mint; puree and spread on crostini.
- Grill thick slices of MFC Onions; serve on burgers, gourmet hot dogs, sandwiches, steaks, and pork chops.
- Add caramelized onions and braised short rib meat to grilled cheese sandwiches.

Browse additional usage tips >





What's more comforting and delicious than a grilled cheese sandwich? Grilled cheese stuffed with creamy avocado, vitamin-packed spinach, and zesty pesto!

Produce Highlights

Avocados

- The market is stable; stocks are ample, especially 48-count fruit.
- Mexican growers have begun new crop fall harvesting.

Lemons

- The California Coast season is winding down.
- By mid-October, the Arizona/California desert and San Joaquin Valley harvests will significantly increase domestic volume.

Potatoes

- Cold weather is forecast in Idaho this week.
- If temperatures fall below 30° F, supplies will tighten; production will not proceed for fear of jeopardizing the integrity of the crop.

Fresh Crop Report

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Apples



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

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

Asparagus



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

Prices continue to ease; supplies are more plentiful in both production regions. Quality is improving as growers have transitioned to Central Mexico. MFC Asparagus is available.

Avocados



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

The market is stable; stocks are ample, especially 48-count fruit. Mexican growers have begun new crop fall harvesting. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are low; supplies are abundant. Quality ranges from good to very good: skins are smooth, texture is crisp, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is weak; California volume is high. Quality is very good: color is even and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are level; stocks are sufficient to slightly lower than normal for this time of year. 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	^^^	*****	\$\$\$

Weak markets persist; it's a great time to buy berries. Supplies are plentiful. 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	^^^	*****	\$\$\$

Prices are inching down; volume started increasing last week. Hot, humid conditions in the Salinas and Santa Maria growing regions have caused quality problems such as brown bead, pin rot, and hollow core; harvesting crews are culling damaged heads in the field. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF OCTOBER 6, 2019

Cantaloupe



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

Prices are steady to slightly lower than last week. Large sizes dominate the crop; small melons are limited. Quality is average: decay and softness are occasional issues. MFC Cantaloupes are sporadic.

Cauliflower



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

The market is unchanged; stocks are adequate. Quality is fair: issues include brown bead, discoloration, ricey texture, and uneven growth. ESS Cauliflower is sporadic.

Celery



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

Prices are weak; Salinas Valley harvesting is yielding 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/AZ	▲▲▲	*****	\$\$\$
MEX/CA	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$

The market is stable; volume is average. Mexican growers are transitioning from Baja to the mainland for the winter. MFC Cucumbers are available.

Grapes



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

Prices are level; California supplies are plentiful. Quality is very good: sugar levels are high. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

High September temperatures pushed growth and harvesting ahead of schedule this year. The Salinas season will end two weeks earlier than normal. Expect quality concerns and decreased yields. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are unchanged. Supplies are ample; 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	▲▲▲	*****	\$\$\$

The market is rising. Stocks are tightening; the season will end two weeks early due to hotter-than-normal temperatures through September. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The California Coast season is winding down. By mid-October, the Arizona/California desert and San Joaquin Valley harvests will significantly increase domestic volume. The market will start inching down at that time. MFC and ESS Lemons are available.

Limes



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

The market has started to ease; availability is increasing. Although the market is higher than it was at this time last year, it is much lower than last month. MFC and ESS Limes are available.

Onions



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

Prices are steady; Northwestern stocks are sufficient. MFC Onions are available. Packer label stocks are being shipped from Colorado. Quality is very good: as the industry moves into the storage season, skins will cure, moisture levels will decrease, and flavor will intensify.

Oranges



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

The domestic Valencia season has four to five weeks left. The first domestic Navel supplies will hit the market in mid- to late October. Expect high markets until the full transition is complete. 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 mid-October. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

The market is inching down; stocks continue to increase. Quality has improved: sugar levels range from 13 to 16 Brix.



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Potatoes



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

Cold weather is forecast in Idaho this week. If temperatures fall below 30° F, supplies will tighten; production will not proceed for fear of jeopardizing the integrity of the crop. MFC Idaho Norkotah Potatoes are available. Packer label supplies are being shipped from Colorado, Texas, and Washington.

Raspberries



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

Prices are unchanged; domestic stocks are abundant. 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	^^^	*****	\$\$\$

High September temperatures pushed growth and harvesting ahead of schedule this year. The Salinas season will end two weeks earlier than normal. Expect quality concerns and decreased yields. MFC Premium Romaine is sporadic.

Salads & Blends



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

Expect prices to rise over the next month; the iceberg and romaine seasons will end before normal this year, reducing processing yields. Growers will transition south to Yuma, Arizona in November.

Spring Mix



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

The market will climb through the transition to Yuma in November; volume will tighten. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is slightly higher than last week. The California season is ending; growers are moving south to Mexico. Quality ranges from good to very good.

Strawberries



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

Prices are elevated. The Salinas/Watsonville season has ended; growers are shipping from Santa Maria for the fall. Expect supplies to increase and quality to improve as the new crop season progresses. MFC Strawberries are available.

Tomatoes



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

Prices are starting to inch up; domestic stocks are adequate, but yields will tighten as growers begin to transition south. Quality is very good: fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

The market is rising. The nectarine and peach seasons have ended; plums will remain available through mid-October. Sugar levels range from 12 to 14 Brix.

Watermelon



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

Strong demand is keeping prices firm; supplies are sufficient. Quality is average: sugar levels range from 11 to 12 Brix.



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



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Addressing quality and safety at five key points.