

CONFIDENCE
IN EVERY CASE.



Highlights

- Iceberg, romaine, broccoli, and cauliflower supplies are limited; prices are climbing. Plant growth is ahead of schedule, creating irregular maturity rates and reducing harvestable acres.
- New crop Washington Markon First Crop (MFC)® Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available. Short season varieties such as Autumn Glory, Braeburn, Envy, Honeycrisp, Jazz, and Sweetie are also on the market.
- The cantaloupe and honeydew crops are transitioning from California's San Joaquin Valley to the Arizona/California desert growing region.

Fresh Crop Report

WEEK OF OCTOBER 20, 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: Condiments matter more than ever. From chimichurri, to mole, to sriracha...these toppers are critical to flavor and texture. What are your favorite in-house condiments?

A: My all-time favorite condiment is chutney. It can be tomato-cilantro, spicy lemon, mango-chile pepper, or honeyed onion. No matter what flavors you choose, chutneys are always the perfect addition to a fantastic meal.

- Serve chutneys to accent spicy curries, cheese plates, dumplings, empanadas, and salad dressings.
- Spread fruit-based chutneys like mango, apple, or pear on grilled cheese or ham sandwiches.
- Use as a dipping sauce for French fries, onion rings, samosas, egg rolls, and tater tots.
- Glaze entrees such as chicken thighs, meatloaf, grilled fish, or roasted lamb.

*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.



Beet Carpaccio with Herbal Garland

This eye-catching appetizer is as delicious as it is healthy and beautiful.

Get the full recipe >

Tips for Serving Butternut Squash

- Add chunks of squash to soups such as white bean and thyme, chili, or matzo ball.
- Bake butter and maple syrup in squash halves; slice and serve with roasted turkey.
- Roasted squash chunks add sweetness to green and grain salads.
- Drop into curries and stir-fries.

Browse additional usage tips >





Fresh Crop Report

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The on-trend twist of using cauliflower in tots makes the classic bar snack just that much more delicious.

Produce Highlights

Cauliflower

- Fluctuating temperatures and intermittent rain in California's primary growing regions have created harvesting gaps and tightened stocks.
- Expect limited stocks and volatile markets over the next several weeks.

Idaho Potatoes

- A significant percent of Burbank acreage will remain unharvested until ground temperatures can surpass 30° F. Packing delays are expected through next week.
- Expect the market to remain consistently higher than the 2018-2019 season.

Pears

- MFC Washington Bartlett Pears and D'Anjou stocks are on the market.
- The California Bartlett season will end next week.

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. Short season varieties such as Autumn Glory, Braeburn, Envy, Honeycrisp, Jazz, and Sweetie 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 are weak; standard size supplies are more abundant than jumbo stocks. Quality is very good: stalks are straight and firm, while flavor is slightly bitter, yet grassy. MFC Asparagus is available.

Avocados



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

The market is slightly higher than last week, especially for large sizes. Quality is very good: fruit is firm, yet creamy in texture with nutty flavor. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are a bit higher than last week due to cool weather; however West Coast supplies remain plentiful. 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 slightly higher than last week; volume is average. Quality is very good: color is consistent and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Stocks have tightened a bit, but prices are stable. 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	^^^	*****	\$\$\$

The market is unchanged. West Coast stocks are ample; Mexican supplies are starting to increase. 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 elevated. Inclement weather has lowered volume. Quality issues include insect pressure and mildew; harvesting crews are culling damaged heads in the field. MFC Broccoli Crowns are available.



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Cantaloupe



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

Prices are climbing; crops are transitioning to the Arizona/California desert growing region. Although quality is very good with adequate sugar levels, desert cantaloupes typically have a green hue. MFC Cantaloupes are available.

Cauliflower



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

Expect limited stocks and volatile markets over the next several weeks. Inclement weather has created harvesting gaps and tightened stocks. Issues include discoloration and uneven growth. ESS Cauliflower is sporadic.

Celery



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

Weak demand is keeping prices low. 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	^ ^ ^	*****	\$\$\$

The market is slightly higher than last week; supplies are average in all growing regions. Quality is improving. MFC Cucumbers are available.

Grapes



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

Prices are unchanged; California stocks are abundant. Sugar levels are elevated. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

Growth is ahead of schedule, creating irregular maturity rates and reducing harvestable acres. The market will remain high through November when the seasonal transition to Yuma, Arizona is complete. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are up. Growers are transitioning to the Arizona/California desert region. New crop Mexican honeydews (crossing through Nogales, Arizona) will ramp up in late October. Quality is very good: sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Expect high markets through November. Plant growth is ahead of schedule, creating irregular maturity rates and reducing harvestable acres. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The Arizona/California desert and San Joaquin Valley harvests have started. Prices will begin easing in late October. MFC and ESS Lemons are available.

Limes



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

The market is level; supplies are adequate with 200-count and smaller fruit being the most plentiful. MFC and ESS Limes are available.

Onions



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

Prices are steady; stocks are sufficient. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Packer label stocks are being shipped from Colorado and Kansas. Quality is excellent: 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 market for large Valencia fruit is lower than prices for small sizes. Domestic Navel harvesting has begun; stocks will start shipping next week. Chilean Navels 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 on the market. The California Bartlett season will end next week; look for them again in July 2020. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

The market is low; stocks are ample. Quality is very good: 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	▲▲▲	*****	\$\$\$

Expect the market to remain consistently higher than the 2018-2019 season. A significant percent of Burbank acreage will remain unharvested until ground temperatures can surpass 30° F. Packing delays are expected through next week. MFC Idaho Norkotah Potatoes are sporadic.

Raspberries



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

Prices are steady; 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	▲▲▲	*****	\$\$\$

Growth is ahead of schedule, creating irregular maturity rates and reducing harvestable acres. Quality issues are decreasing yields. Expect volatile markets through December. MFC Premium Romaine is sporadic.

Salads & Blends



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

Prices are elevated. Iceberg and romaine harvesting remains ahead of schedule due to inclement weather; available yields will fall until growers complete the transition south to Yuma in November.

Spring Mix



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

The market is climbing; stocks will tighten through the transition to Yuma in mid-November. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is slightly lower than last week. Although the California season is ending, growers are transitioning to Mexico. Quality is very good. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices are inching up. Although cooler nights are aiding quality (creating firmer fruit), shorter days are preventing growers from keeping pace with strong demand. MFC Strawberries are available.

Tomatoes



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

The Roma and round tomato markets are rising. Mexican growers are transitioning to new growing regions. Quality is average, yet rain-related problems and shortened shelf-life are concerns.

Tree Fruit



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

The nectarine, peach, and plum seasons have ended.

Watermelon



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

Prices are elevated; demand is strong. Overall supplies are tight. 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.



5-Star Food Safety.
Addressing quality and safety at five key points.