

CONFIDENCE
IN EVERY CASE.



Highlights

- Prices for iceberg lettuce will fluctuate through December. Salinas growth is ahead of schedule, creating irregular maturity rates and reducing harvestable acres, but supplies are ample in the San Joaquin Valley.
- Persistent cold weather continues to curtail colored potato harvesting in Michigan, North Dakota, and Wisconsin. Expect rising prices. Demand will shift to Idaho and Washington, which are also experiencing weather-related harvesting challenges.
- Watch this [Live From the Fields](#) about the upcoming harvesting transition from Salinas to Yuma, Arizona.



Fresh Crop Report

WEEK OF OCTOBER 27, 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: Mushrooms are the future. These fungi are cutting fat in burgers, adding umami to soups and sauces, and generally tasting delicious on pizzas and in pastas. What's your favorite way to use mushrooms?

A: I am a mushroom lover. I eat them sauteed, grilled, boiled, sous vide, in pesto, as a tapenade...the ways of working with them are endless. They add flavor and texture to everything I cook. With so many different varieties, chefs can always have fun with this ingredient.

- Saute Markon First Crop® (MFC) Crimini Mushrooms, Ready-Set-Serve® (RSS) Peeled Garlic, and ginger with soy sauce, sesame oil, Hoisin sauce, and Thai chile paste; serve on grilled fish or steak.
- Add sauteed MFC Mushrooms and chopped chicken to cheese quesadillas.

*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.



Kale- and Chard-Stuffed Portabella

Offer a hearty vegetarian option with umami-flavored Portabella mushrooms stuffed with healthy kale and rainbow chard, crunchy pine nuts, and creamy Fontina cheese.

Get the full recipe >

Tips for Serving Carrots

- Stew chopped MFC Carrots with beef cheeks, the zest of MFC Oranges, balsamic vinegar, and red wine.
- Serve RSS Baby Carrots, RSS Broccoli and Cauliflower Combo, and halved MFC Baby Squash with dips such as hummus, spinach and cheese, or roasted red bell pepper muhammara.
- Saute boiled RSS Carrot Coins in butter and sugar until slightly caramelized; add grainy brown mustard and cook until tender; serve with steak.



Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com



Crispy, zesty, with a hint of heat...this savory Japanese pancake called okonomiyaki is the ultimate late-night snack.

Produce Highlights

Melons

- MFC Cantaloupes and Honeydews are now available from the Arizona/California desert region.
- New crop melons are commanding higher prices.

Oranges

- California's Valencia season only has a few more weeks of production.
- New crop Navels have started shipping.

Tomatoes

- All varieties of tomato supplies are tightening; growers are transitioning to new growing regions.
- Prices are climbing.

Fresh Crop Report

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Apples



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

Prices are unchanged. New crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Short season varieties such as Autumn Glory, Braeburn, Envy, Honeycrisp, Jazz, and Sweetie 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 low; standard size stocks are more plentiful than jumbo supplies. 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	^^^	*****	\$\$\$

Most prices are steady, but the market for large sizes is slightly higher. 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	^^^	*****	\$\$\$

The market is rising; stocks are tight. New crop Georgia production has begun, but rain is keeping prices high. California's San Joaquin Valley season is winding down, while the Arizona/California desert season doesn't start until November 4. The Mexican season is approximately three weeks away. Quality is 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	^^^	*****	\$\$\$

Prices are up; volume is low. Growers will transition from the San Joaquin Valley region to the Arizona/California desert in mid-November. The Mexican season is approximately five weeks out. Quality is good: color is consistent and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is unchanged; volume is average. 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	^^^	*****	\$\$\$

Prices are level. West Coast stocks are abundant; Mexican supplies are sufficient. 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 remains high. Quality problems, especially pin rot, are reducing volume; harvesting crews are culling damaged heads in the field. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

MFC Cantaloupes are now available from the Arizona/California desert region. New crop melons are commanding higher prices. Quality is very good: decay and softness are minor issues.

Cauliflower



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

The market remains elevated; supplies are tight. Poor October weather has created current harvesting gaps and tightened stocks. Quality problems include discoloration and uneven growth. ESS Cauliflower is available.

Celery



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

The market is level; California stocks are adequate. Quality is very good: stalks are firm with zesty flavor. MFC Celery is available.

Cucumbers



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

West Coast prices are slightly lower than last week as Mexican crops are ramping up. East Coast supplies are tight due to poor weather. Quality is average. MFC Cucumbers are available.

Grapes



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

The market is steady; California volume is high. Sugar levels are elevated. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

Expect volatile markets through December. Salinas growth remains ahead of schedule, reducing harvestable acres. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is elevated; MFC Honeydews are now available from the Arizona/California desert region, but the season is getting a slow start. The Mexican season (into Nogales, Arizona) has also begun. New crop melons are commanding higher prices.

Iceberg Lettuce



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

Prices will fluctuate greatly through December. Salinas growth remains ahead of schedule, creating irregular maturity rates and reducing harvestable acres, but supplies are ample in the San Joaquin Valley. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is easing; harvesting has started in the Arizona/California desert and San Joaquin Valley. MFC and ESS Lemons are available.

Limes



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

Prices are a bit higher than last week; large sizes are becoming more plentiful. MFC and ESS Limes are available.

Onions



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

The market is stable; supplies are adequate. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Packer label stocks are being shipped from Colorado and Kansas. Quality is excellent.

Oranges



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

California's Valencia orange season only has a few more weeks of production. New crop Navels have started shipping. Quality is very good: sugar levels range from 11 to 12 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

The market is average. MFC Washington Bartlett Pears and D'Anjou stocks are available. The California Bartlett season will end this week; harvesting will start again in July 2020. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

Price are weak; supplies are plentiful. Quality is very good: sugar levels range from 13 to 16 Brix.



Fresh Crop Report

WEEK OF OCTOBER 27, 2019

Potatoes



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

Prices for the 2019-2020 season are forecast to remain consistently higher than those for the 2018-2019 season. Most of the Burbank crop will remain unharvested until ground temperatures can surpass 30° F. Packing delays are expected to persist this week. MFC Idaho Norkotah Potatoes are sporadic.

Raspberries



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

The market is unchanged; domestic supplies are ample. 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 will fluctuate widely through December. Salinas growth remains ahead of schedule, reducing harvestable acres. MFC Premium Romaine is available.

Salads & Blends



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

Expect volatile markets through December. Iceberg and romaine harvesting remains ahead of schedule in the Salinas Valley, but growers have started the seasonal transition south. New crop San Joaquin Valley iceberg supplies are abundant.

Spring Mix



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

Prices will fluctuate widely for the next two months; growers are transitioning from Salinas to Yuma. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Although production is winding down in California and Georgia, ample Mexican supplies are easing prices. Quality is very good: skins are smooth with little scarring and flavor is pleasantly bitter. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market remains elevated. Cooler nights have started to improve quality (creating firmer fruit), but shorter fall days are preventing growers from keeping pace with strong demand. MFC Strawberries are available.

Tomatoes



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

Prices are elevated. All varieties of tomato supplies are tightening; growers are transitioning to new growing regions. Quality is average, yet rain-related problems and shortened shelf-life are concerns.

Watermelon



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

The market remains high; demand is strong. Overall stocks are limited. Quality is good: sugar levels range from 11 to 12 Brix.



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