

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 3, 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: The holiday season is approaching...what are your favorite vegetable side dishes? How do you modernize the classics?

A: Root squashes are a classic side dish going back to the early days of the Americas. Rather than just roasting with butter and maple, I like to glaze with global flavors such as miso, gochujang, or xo sauce. If it's a sophisticated meal, I turn squash puree into mini souffles spiced with burnt honey or black garlic.

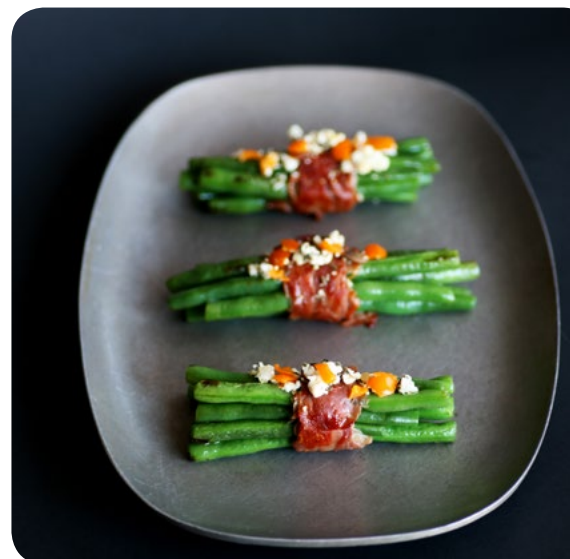
- Brussels sprouts went from hated to beloved in just a few short years. Roast them until they have crispy edges, then toss with warm cranberry sauce.
- Pump up the flavor of mashed Markon First Crop® (MFC) Potatoes with roasted Ready-Set-Serve® (RSS) Peeled Garlic and fresh herbs like MFC Tarragon or Chervil.

Chef Vic "Vegas" Moea,
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.



Green Bean Bundles

Tender, subtly sweet green beans get salt and crunch from a prosciutto wrap. Ideal as appetizers or with grilled steaks and chops.

Get the full recipe >

Highlights

- Expect volatile prices for lettuce and leafy greens through December.
- 2019-2020 potato prices are forecast to remain consistently higher than those for the 2018-2019 season.
- Bell pepper prices will remain elevated for several more weeks. Harvesting is in transition to new crop regions.

Tips for Serving Green Beans

- Lightly fry RSS Trimmed Green Beans in buttermilk and panko breadcrumbs; serve with spicy wasabi dipping sauce.
- Wrap RSS Trimmed Green Beans in thinly sliced pancetta; grill until meat is crisp and beans are tender; serve with roasted chicken breasts.
- Toss soba noodles with roasted RSS Trimmed Green Beans and miso dressing; top with pan-seared scallops.

Browse additional usage tips >





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All the deliciousness of the Mexican classic breakfast huevos rancheros served on a crunchy, portable tostada shell.

Produce Highlights

Cilantro

- Expect an active market through November.
- High temperatures and strong winds are affecting California's Central Coast growing regions, increasing the growth of immature leaves that turn yellow/brown, then decay.

Limes

- Rain in the primary growing region of Veracruz, Mexico has curtailed harvesting.
- Prices are inching up.

Melons

- California's Westside growing season has ended and the Arizona/California desert region is off to a slow start due to weather.
- Cantaloupe and honeydew markets are climbing.

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 like 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 sizes are the most abundant at this time. 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	^^^	*****	\$\$\$

Although markets for most fruit are level, prices for large sizes are a bit 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	^^^	*****	\$\$\$

Prices are elevated; supplies are limited. California's San Joaquin Valley season is ending, while the Arizona/California desert season won't start until next week. The Mexican season is approximately two 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	^^^	*****	\$\$\$

The market is high; stocks are tight. Growers will transition from the San Joaquin Valley region to the Arizona/California desert in three weeks. The Mexican season is approximately four weeks away. 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	^^^	*****	\$\$\$

Prices are level; supplies are adequate. 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 steady. West Coast supplies are ample; Mexican stocks 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	^^^	*****	\$\$\$

Expect prices to fluctuate through November. Quality problems, especially pin rot, are reducing volume; 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	▲▲▲	*****	\$\$\$

The market is climbing. California's Westside growing season has ended and the Arizona/California desert region is off to a slow start due to weather. MFC Cantaloupes are available.

Cauliflower



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

Prices are up; volume is low. Poor October weather caused harvesting gaps and reduced yields. Quality problems include discoloration and uneven growth. ESS Cauliflower is available.

Celery



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

Prices are rising; California supplies are tightening. 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 are level; Mexican production is increasing. East Coast stocks remain limited due to poor weather. Mexican quality is best: softness is an occasional issue. MFC Cucumbers are available.

Grapes



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

Green seedless prices are starting to inch up. California stocks are plentiful. Sugar levels are elevated. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

The market will fluctuate through December. Salinas growth remains ahead of schedule, reducing harvestable acres. Growers will move to Yuma in the coming weeks. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are rising. California's Westside growing season has ended and the Arizona/California desert region is off to a slow start due to weather. The Mexican season has also begun. MFC Honeydews are available.

Iceberg Lettuce



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

Expect volatile markets through December. Salinas growth remains ahead of schedule, reducing harvestable acres, although new crop stocks are abundant in the San Joaquin Valley. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are inching down; new crop production has begun in the Arizona/California desert and San Joaquin Valley. MFC and ESS Lemons are available.

Limes



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

The market is inching up. Rain in the primary growing region of Veracruz, Mexico has curtailed harvesting. MFC and ESS Limes are available.

Onions



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

Prices are unchanged; 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.

Oranges



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

The California Valencia season is ending. New crop Navels have started shipping. There will be a split market between the two varieties for approximately 7 to 10 days as the industry shifts. Quality is very good: sugar levels range from 11 to 12 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

Prices are steady. MFC Washington Bartlett Pears and D'Anjou stocks are available. Quality is excellent: fruit has firm texture, smooth skins, and sweet flavor. Sugar levels range from 12 to 14 Brix.

Pineapple



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

The market is low; stocks are abundant in both production regions. Quality is very good: fruit is juicy and sweet, yet tangy. Sugar levels range from 13 to 16 Brix.



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Potatoes



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

Expect 2019-2020 markets to remain consistently higher than those for the 2018-2019 season. MFC Idaho Burbank Potatoes are available, but cold weather has hindered growth; size profile is smaller than normal. Freezing temperatures during harvesting may have affected the integrity of storage Burbanks.

Raspberries



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

Prices are stable; domestic stocks are plentiful. Quality is very good: berries are plump and juicy with mildly sweet flavor. Sugar levels vary from 13 to 14 Brix.

Romaine



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

Expect volatile markets through December. Salinas growth remains ahead of schedule, reducing harvestable acres. Growers will transition to Yuma in the coming weeks. MFC Premium Romaine is available.

Salads & Blends



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

Prices will fluctuate through December. Raw product harvesting is ahead of schedule in the Salinas Valley, but growers have started the seasonal move to southern production areas. New crop San Joaquin Valley iceberg stocks are ample.

Spring Mix



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

Expect volatile markets through December; growers are starting their seasonal move from Salinas to Yuma. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are lower than last week. The California season is ending, but Mexican stocks are increasing. 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	^^^	*****	\$\$\$

Prices are easing; demand is weak. All regions are producing ample supplies. Quality is very good: berries are firm and sweet. MFC Strawberries are available.

Tomatoes



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

The market is up. All varieties are limited; growers are moving to new production areas. Quality is good, yet rain-related problems and shortened shelf-life are concerns.

Watermelon



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

Prices remain elevated; supplies are tight and demand is strong. Quality is good: fruit is firm with bright color. 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.



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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.