

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 10, 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: Late fall leafy greens can add color, nutrients, and bold flavor to a variety of menu items. Which do you use and how?

A: I'm a fan of root to stem cooking, that's why I choose beet greens for the fall. I braise chopped tops, while roasting the root veg bottoms until tender. I serve the sliced red and gold beets on top of the greens topped with smoked labneh.

- Use versatile Ready-Set-Serve® (RSS) Wild Arugula to give appetizers complexity; great on crostini, in dumplings, quiches, and spring rolls.
- Sauté collard greens in pork fat; serve alongside soul foods such as green tomatoes, okra, and mashed sweet potatoes.
- Add dandelion greens to broth-based soups just before serving for a burst of color and nutrients.

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.



Vegetable Ramen

The ramen revolution is upon us—across the globe diners line up for their favorite versions. This type is packed with savory vegetables, spicy tofu, and rich broth.

Get the full recipe >

Highlights

- Green leaf, iceberg, romaine, broccoli, and cauliflower supplies are limited; expect volatile prices through November.
- The celery market is up. The Oxnard, California season is off to a slow start, reducing yields.
- Both California storage Valencia and new crop Navel oranges will be on the market for another 10 days. Supplies will be dominated by Navels moving forward.

Tips for Serving Pineapple Chunks

- Stew RSS Pineapple Chunks with fresh cranberries, ginger, and sugar; serve with roasted pork or game.
- Marinate shrimp in soy sauce and sesame oil; stir-fry with baby bok choy and RSS Pineapple Chunks.
- Give pineapple upside down cake a kick by baking gingerbread with RSS Pineapple Chunks.
- Top macadamia waffles with sautéed RSS Pineapple Chunks and coconut milk syrup.



Browse additional usage tips >



Great as a bright salad or on-trend side, this beta carotene-rich dish combines Indian flavors with sweet carrots and zesty parsley.

Produce Highlights

Grapes

- The California season is starting to wind down.
- Expect green seedless prices are begin rising as December nears.

Potatoes

- Idaho's freeze event, occurring the week of October 9, affected roughly 15% of the entire crop.
- The market will be consistently higher than last year.

Strawberries

- Supplies are tightening in the Salinas/Watsonville area; stocks are also decreasing in Santa Maria/Lompoc.
- Demand is strong; expect prices to climb.

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Apples



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

Prices are level. New crop Washington Markon First Crop® (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	^^^	*****	\$\$\$

The market is low; jumbo sizes are a bit tighter than standard. 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	^^^	*****	\$\$\$

Prices are stable. Mexican supplies are ample; 60-count and smaller fruit dominate the crop. Quality is very good: fruit is firm, yet creamy in texture with nutty flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is steady; stocks are ample. California's San Joaquin Valley season is over; the Coachella, California desert season is underway. Production has just started in Mexico. The Georgia season is winding down; growers are moving to Florida. Quality is good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are expected to remain elevated through the month; volume is low. California growers will move production from Hollister to Coachella next week. The Mexican season will begin in early December. East Coast growers will transition from Georgia to Florida as well. Quality is average: color is consistent and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Although stocks remain on the tight side, the market is steady. 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 weak; Mexican supplies have increased. 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 volatile prices through November. Quality issues, especially pin rot, are reducing yields; 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 steady to slightly higher than last week. Arizona/California desert supplies are increasing. The offshore season will start next week. Quality is good: decay and softness are occasional issues MFC Cantaloupes are available.

Cauliflower



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

Harvesting is wrapping up in Salinas, leaving California's San Joaquin Valley and the Yuma, Arizona desert area as the primary growing regions. Expect volatile markets through November. ESS Cauliflower is available.

Celery



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

The market is up. The Oxnard, California season is off to a slow start, reducing yields. Quality is poor. MFC Celery is sporadic.

Cucumbers



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

The market is a bit higher on the West Coast. East Coast growers are transitioning to Florida. MFC Cucumbers are available.

Grapes



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

The California season is starting to wind down. Expect green seedless prices to begin rising as December nears. 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 prices through the month. Salinas production is winding down; growers are transitioning to Yuma. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is steady at high levels. The Arizona/California desert season is off to a slow start due to weather. Mexican stocks are starting to increase. MFC Honeydews are available.

Iceberg Lettuce



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

Prices will fluctuate through the month. Salinas harvests are wrapping up; growers are moving to Huron and Yuma. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is starting to ease; new crop production has started in the Arizona/California desert and San Joaquin Valley. The Mexican season is nearly over. MFC and ESS Lemons are available.

Limes



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

Prices are fairly steady. Most supplies are adequate, but 230- and 250-count fruit is on the tighter side. MFC and ESS Limes are available.

Onions



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

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

Oranges



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

Both California storage Valencias and new crop Navels will be on the market for another 10 days. Supplies will be dominated by Navels moving forward. Quality is very good: sugar levels are approximately 11 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

The market is unchanged. MFC Washington Bartlett Pears and D'Anjou supplies are on the market. 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	▲▲▲	*****	\$\$\$

Prices are weak; supplies are plentiful in both harvesting areas. 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	^^^	*****	\$\$\$

Prices will be consistently higher than last year. Idaho's freeze event, occurring the week of October 9, affected roughly 15% of the entire crop. Both varieties, Norkotahs and Burbanks, may need to be utilized in orders to prevent shortages through April 2020. MFC Idaho Burbank and Norkotah Potatoes are available, but cold weather has hindered growth; size profile is smaller than normal.

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 vary from 13 to 14 Brix.

Romaine



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

Prices will fluctuate through the month. Salinas growers are starting to transition to the Yuma region. MFC Premium Romaine is sporadic.

Salads & Blends



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

Expect volatile markets this month. Raw product growers have begun the seasonal move to southern production areas in the San Joaquin Valley and Yuma.

Spring Mix



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

Prices will vary this month; growers have begun the seasonal move from Salinas to Yuma. Quality is good. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is steady to slightly higher than last week. Mexico is the primary growing region at this time. East Coast growers are transitioning from Georgia to Florida. 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	^^^	*****	\$\$\$

Demand is strong; expect prices to climb. Supplies are tightening in the Salinas/Watsonville area; stocks are also decreasing in Santa Maria/Lompoc. Cooler nights have helped overall quality; berries are firmer and color is deepening. MFC Strawberries are available.

Tomatoes



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

Prices range from level to high. The California season has ended. The Florida is just getting started. Mexican volume is down due to rain and harvesting transitions. Quality is good, yet rain-related problems and shortened shelf-life are concerns.

Watermelon



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

The market remains elevated; demand is strong. Quality is good: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



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Table-ready fruits & vegetables.
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Markon First Crop (MFC).
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