

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 17, 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: Winter salads are heartier and use different ingredients such as ancient grains, root vegetables, and nuts. What is your favorite seasonal salad?

A: I toss robust lettuces like romaine, radicchio, or kale with wine, butter-roasted Markon First Crop® (MFC) Shiitake Mushrooms, and toasted farro. The lettuce adds crunch, the mushrooms add umami, and the farro gives the salad a toasty, nutty flavor.

- Load spinach and arugula salads with roasted vegetables like fingerling potatoes, Delicata squash rings, and RSS Baby Carrots.
- Bitter greens such as radicchio, endive, and frisée add bite to sweeter romaine and butter lettuce salads.
- Toasted nuts like pistachios, almonds, and hazelnuts give a warm, woodsy flavor to salads; pair with roasted pears, apples, or figs.

*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.



Hidden Rose Caramel Apples

Give your guests a visual surprise: take a bite of these crunchy apples covered in gooey caramel and decorative candies, and get a pop of ruby red color.

Get the full recipe >

Highlights

- Green leaf, iceberg, romaine, broccoli, cauliflower, and celery supplies are limited; [markets continue to rise.](#)
- Although a few shipments of California storage Valencia oranges remain on the market, the majority of supplies are new crop Navels.
- The tomato market remains erratic. East Coast supplies are starting to ramp up. Florida production has begun. Mexican stocks are tight due to rain and harvesting transitions.

Tips for Serving Mushrooms

- Add sauteed MFC Mushrooms and chopped chicken to gooey cheese quesadillas.
- Saute MFC Mushrooms, sweet potato cubes, Ready-Set-Serve® (RSS) Washed & Trimmed Spinach, and RSS Sliced Onions; when browned add a touch of cream, wrap filling in puff pastry squares, bake and slice into triangles, then serve with creamy soups.
- Place fish fillets, MFC Thyme sprigs, and MFC Mushrooms on parchment paper; drizzle with olive oil, seal, and bake.



Browse additional usage tips >



Sweet, roasted carrots take the place of traditional tomatoes in this surprising, yet delicious pasta dish.

Produce Highlights

Celery

- Expect the market to rise steadily through November.
- California's production is moving from the Salinas Valley to Oxnard.

Grapes

- The California grape season will end in late November; storage grapes will be shipped until imports are available.
- Storage volume is lower than years past; prices are starting to climb.

Strawberries

- Demand is strong; markets are rising.
- Supplies continue to tighten.

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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 on the market. Other varieties like 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	^^^	*****	\$\$\$

Prices remain weak; standard sizes are the most abundant. 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 level. Mexican stocks are plentiful; 60-count and smaller sizes dominate the harvest. 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	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are stable; supplies are ample. California's Coachella, California desert season is underway. Production is ramping up in Mexico. East Coast growers have transitioned to Florida. Quality is very good: skins are smooth, walls are thick, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is starting to inch down; stocks are increasing. California growers are moving harvesting to Coachella this week. The Mexican season will start in early December. East Coast growers are starting the transition from Georgia to Florida. 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	^^^	*****	\$\$\$

Prices are steady; supplies are sufficient. 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; stocks are abundant in all regions. 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 will fluctuate until harvesting has finished transitioning to the Yuma, Arizona region (late November). Quality problems, particularly pin rot, are reducing yields; harvesting crews are removing damaged heads in the field. MFC Broccoli Crowns are available.



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Cantaloupe



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

Prices have stabilized. Arizona/California desert stocks are adequate. The offshore season is ramping up. Quality is good: decay and softness are occasional problems. Domestic MFC Cantaloupes are available.

Cauliflower



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

Expect volatile markets until growers have completed the move to the Yuma, Arizona desert. Quality will improve in new crop regions. ESS Cauliflower is available.

Celery



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

Prices are high. Stocks are starting to increase in the Oxnard, California region. Quality is fair. MFC Celery is sporadic.

Cucumbers



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

Prices are steady to slightly higher than last week. East Coast growers have moved to Florida. MFC Cucumbers are available.

Grapes



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

The California grape season will end in late November; storage grapes will be shipped until imports are available. Storage volume is lower than years past; markets are starting to climb. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

The market will fluctuate through November. Growers are making the seasonal transition to Yuma. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are elevated. The Arizona/California desert and Mexican seasons are underway. Offshore fruit will start shipping next week. MFC Honeydews are available.

Iceberg Lettuce



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

Expect volatile markets through November. Growers are moving to Huron and Yuma. Quality is good. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are level; new crop harvesting has started in the Arizona/California desert and San Joaquin Valley. The Mexican season is ending. MFC and ESS Lemons are available.

Limes



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

The market is stable. The majority of stocks are sufficient, but 230- and 250-count sizes are a bit tight. MFC and ESS Limes are available.

Onions



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

Prices are unchanged; volume is average. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Packer label supplies are being shipped from Colorado and Kansas. Quality is excellent in all areas.

Oranges



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

Although a few shipments of California storage Valencia remain on the market, the majority of supplies are new crop Navel. Color is deepening daily due to cooler weather. Quality is very good: sugar levels are approximately 11 Brix. MFC and ESS Navel 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 consistently higher markets than last season due to inclement weather in October. Idaho's freeze event affected approximately 15% of the crop. Both varieties, Norkotahs and Burbanks, may need to be ordered to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available, but low temperatures have hindered growth; size profile is smaller than normal.

Raspberries



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

Prices are steady; domestic stocks are plentiful. Quality is excellent: berries are plump and juicy with mildly sweet flavor. Sugar levels range from 13 to 14 Brix.

Romaine



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

Expect volatile markets through November. West Coast growers are transitioning to the Yuma area. MFC Premium Romaine is sporadic.

Salads & Blends



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

Prices will fluctuate all month. Raw product growers are moving south to the Yuma production region for the winter.

Spring Mix



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

The market is elevated; growers have begun the seasonal harvesting transition to the Yuma production region. Quality is average. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are stable. Mexico is the primary growing region this month. East Coast growers have moved south 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	^ ^ ^	*****	\$\$\$
MEX	^ ^ ^	*****	\$\$\$

Demand is strong; markets are rising. Production is winding down in the Salinas/Watsonville area; volume is also declining in the Santa Maria/Lompoc region. Rain has reduced Mexican supplies. Quality is improving: cooler nights have increased firmness and deepened color. MFC Strawberries are available.

Tomatoes



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

The market remains erratic. East Coast supplies are starting to ramp up; Florida production has begun. Mexican stocks are tight due to rain and harvesting transitions. Quality is good, yet rain-related problems and shortened shelf-life are issues.

Watermelon



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

Prices are high; demand is strong. Quality is average: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



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