

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 24, 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: Asian bowls are hot! From ramen, to pho, to rice bowls, produce-packed recipes are being seen on all types of menus. What's in your favorite bowls?

A: I love a complex broth and crave perfectly chewy noodles, so ramen is my go-to Asian bowl. The latest challenge has been to serve a vegetarian/vegan broth that is worthy of the best pork stocks out there. I start with an array of wild mushrooms to give the base plenty of umami—try roasting and mincing before starting for increased flavor. I stew Shiitakes, Porcinis, and white mushrooms with kombu (seaweed), onions, garlic, mirin, and soy sauce until it is a dark, rich color. Once it's cooked down, I add my noodles (thick or thin, take your pick), and load the top with fried tofu, roasted Kabocha squash, baby bok choy, chopped green onions, and a soft-boiled egg.

*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.



Cranberry Pomegranate Lemonade

A holiday favorite—but delicious year-round, cranberry-pomegranate lemonade has vibrant color and bright flavor. Garnish with fresh cranberries and pomegranate seeds.

Get the full recipe >

Highlights

- Lettuce and leafy greens harvesting continues to wind down in the Salinas Valley, leaving California's Central Valley as well as the Yuma, Arizona and Coachella, California desert regions as the primary growing areas. **Prices will start easing next week.**
- Strong demand is keeping strawberry prices elevated; there are fewer overall berries on the market. Production is ending in the Salinas/Watsonville region; harvesting is focused in the Santa Maria/Lompoc and Oxnard areas.
- Asparagus markets are low due to ample stocks in both growing regions.

Tips for Serving Sweet Baby Broccoli

- Use Markon First Crop® (MFC) raw or cooked, as a stand-alone side dish, and an ingredient in any number of recipes including salads, soups, pizza, pasta, and stir-fries.
- Brush Ready-Set-Serve® (RSS) Sweet Baby Broccoli with olive oil and salt/pepper before cooking to add flavor to any side dish or roasted vegetable medley.
- Bake with potatoes in a creamy gratin to add color and texture.
- Roast with mushrooms and serve on top of polenta.

Browse additional usage tips >





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Ideal for the fall and winter months, try serving these light, airy butternut squash soufflés to wow holiday guests.

Produce Highlights

Celery

- Prices are slightly higher than last week; the Oxnard, California season is getting a slow start.
- Expect improved quality in new crop supplies.

Grapes

- The market is climbing. The California storage season is ending.
- Offshore fruit will start shipping by the end of the month.

Green Beans

- Expect rising prices and sporadic availability due to freezing temperatures.
- More plentiful stocks are forecast for next week.

Apples



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

Prices are unchanged. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty 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	^^^	*****	\$\$\$

The market is low; supplies are plentiful. 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 steady.; supplies are abundant, especially 60-count and smaller sizes. 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	^^^	*****	\$\$\$

The market is stable to slightly above last week's levels; domestic volume is high. West Coast growers are focused in California's Coachella Valley and Mexico. East Coast production has moved 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	^^^	*****	\$\$\$

Prices are high; supplies are tightening. California growers are transitioning to the Coachella Valley. The Mexican season won't start until early December. East Coast growers have moved 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	^^^	*****	\$\$\$

The market is unchanged; stocks 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 level; supplies are ample on both coasts. 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 pricing until production has fully moved to the Yuma, Arizona region (by the end of the month). Quality is good: pin rot is a minor issue. MFC Broccoli Crowns are available.



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Cantaloupe



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

The market is easing. Arizona/California desert supplies are sufficient. The offshore season is underway. Quality is average: decay and softness are minor issues. Domestic MFC Cantaloupes are limited.

Cauliflower



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

Although prices are a bit lower, they will fluctuate until growers have completed the transition south to Yuma. Quality is average: creamy color is a slight problem. ESS Cauliflower is available.

Celery



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

The market is slightly higher than last week; the Oxnard, California season is getting a slow start. Expect improved quality in new crop supplies. MFC Celery is sporadic.

Cucumbers



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

Prices are stable; stocks are adequate on both coasts. Quality is ranges from good to very good. MFC Cucumbers are available.

Grapes



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

The market is climbing. The California storage season is nearly finished. Offshore fruit will start shipping by the end of the month. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

Expect volatile prices through the end of the month. Growers are transitioning production to Yuma for the winter. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is lower than last week. The Arizona/California desert, Mexican, and offshore seasons are underway. MFC Honeydews are limited.

Iceberg Lettuce



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

The market will continue to fluctuate through November. Production is being moved south to Yuma. Quality is good: epidemal peeling is a slight issue. Head weights are lower than normal. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

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

Limes



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

Prices are a bit higher than last week. Although the bulk of the crop is sufficient, 200- and 230-count sizes are tightening. MFC and ESS Limes are available.

Onions



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

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

Oranges



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

The California Navel season is in full swing. 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	^^^	*****	\$\$\$

The market is unchanged. MFC Washington Bartlett Pears and D'Anjou stocks are available; fruit is dominated by 110- through 120- count sizes. 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; volume is high. Expect low markets for the next several weeks. 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 remain consistently higher than last season due to poor weather this past October. Idaho's freeze event affected approximately 15% of the crop. Both varieties, Norkotahs and Burbanks, will 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	^ ^ ^	*****	\$\$\$

The market is level; domestic supplies are abundant. 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	^ ^ ^	*****	\$\$\$

Prices will fluctuate through the rest of the month. West Coast growers are moving south to Yuma. Quality is good: epidermal peeling is a minor problem. MFC Premium Romaine is sporadic.

Salads & Blends



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

Expect volatile markets through November. Raw product suppliers are in transition to Yuma for the winter.

Spring Mix



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

Prices are up; the seasonal harvesting transition to Yuma is underway. Quality is good. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is climbing. Mexico will be the primary growing region through the winter; rain is affecting harvesting this week. Stocks are more plentiful in Florida. Quality is very good: skins are smooth with little scarring and flavor is pleasantly bitter. MFC Yellow Squash and Zucchini are limited.

Strawberries



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

Strong demand is keeping prices elevated; there are fewer overall berries on the market. Production is ending in the Salinas/Watsonville region; harvesting is focused in the Santa Maria/Lompoc and Oxnard areas. Mexican stocks have not returned to pre-rain levels, but are starting to increase. Quality is very good: cooler nights have increased firmness and deepened color. MFC Strawberries are available.

Tomatoes



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

Prices are inching down. Stocks are increasing in Florida and Mexico. Quality is average, but rain-related issues and shortened shelf-life are concerns.

Watermelon



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

The market is steady; volume is low due to recent rain. Quality is good: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



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