

CONFIDENCE
IN EVERY CASE.



Highlights

- The Arizona/California desert growing region received between a quarter inch to an inch of rainfall late last week. Muddy field conditions have slowed harvesting for broccoli, cauliflower, lettuces, and other items. Another storm system is expected by mid-week.
- While overall broccoli yields have increased and the market is lower, prices will be erratic until production has fully moved to the Yuma, Arizona region (another week or so).
- Watch Markon's latest Live from the Fields video regarding recent weather events and the quality of lettuce/leafy greens in the Yuma, Arizona growing region.



Fresh Crop Report

WEEK OF DECEMBER 1, 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: Carbonated beverages are on-trend, especially at holiday time. What non-alcoholic drinks do you like to make so the designated drivers can enjoy some bubbles too?

A: I like to put a bit of fun into the carbonated drinks we make for folks at this time of the year. For a refreshing soda, make a simple syrup with ginger and Markon First Crop® (MFC) Sage. Put mixture into a whipped cream dispenser along with mango puree; charge/carbonate with CO2 cartridge for homemade ginger-mango-sage soda. For the after-dinner coffee lovers, fill your whipped cream dispenser with a mixture of strawberry coulis (made with MFC Strawberries), espresso, and condensed milk—charge with a NO2 cartridge and voila! A nitro-strawberry-espresso.

Chef David Evans, 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.



Stuffed Turkey with Ready-Set-Serve® (RSS) Urban Blend

Great for the holidays or any cold-weather menu, this herbaceous turkey roll pairs well with sweet potatoes or yams.

Get the full recipe >

Tips for Serving RSS Cauli Creations

- Ideal as a complex carb substitute for white rice in a variety of recipes such as fried rice, grits, mac-n-cheese, and mashed potatoes.
- Use as a healthy, unique pizza topping—even great as a flourless crust!
- Toss with egg, cheese, and breadcrumbs, then deep fry in tater-tot forms.
- Use in a low-carb grilled cheese made with cauliflower instead of bread.

Browse additional usage tips >





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Give classic flapjacks a bit of flair with bright pink beet juice. The flavor is a bit earthier, but remains sweet. Top with vibrant fruits and edible flowers for a crowd-pleasing presentation.

Produce Highlights

Potatoes

- Both Norkotahs and Burbanks will need to be utilized to prevent shortages.
- 40- to 50-count Burbanks are extremely limited.

Red Bell Peppers

- Prices are elevated; volume is low.
- Mexican stocks will not hit the market until mid-December.

Strawberries

- High markets persist; recent rain has slowed harvesting in some regions.
- Production is focused in the Santa Maria/Lompoc and Oxnard areas. Mexican supplies remain tight.

Apples



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

The market continues to hold steady. Washington MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market. Specialty varieties like Autumn Glory, 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 are weak. Stocks are ample in both regions; standard sizes are more plentiful than jumbo. 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; volume is high, particularly 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	^^^	*****	\$\$\$

Supplies are sufficient, prices are steady. West Coast growers have moved to California's Coachella Valley and Mexico. East Coast production is focused in 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	^^^	*****	\$\$\$

The market is elevated; volume is low. California growers are transitioning to the Coachella Valley. The Mexican season will start in mid-December. East Coast growers have moved to Florida. 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 stable; supplies are 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 unchanged; stocks are abundant 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	^^^	*****	\$\$\$

While overall yields have increased and the market is lower, prices will be erratic until production has fully moved to the Yuma, Arizona region (another week or so). Quality is good: pin rot is a slight problem. MFC Broccoli Crowns are available.



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Cantaloupe



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

Prices are starting to inch down. Offshore stocks are sufficient. Quality is good: decay and softness are minor issues. MFC Cantaloupes are not available for the import season.

Cauliflower



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

The market has started to ease, but may continue to fluctuate until the transition to Yuma is complete (another week or so). Quality is good: creamy color is a slight problem. ESS Cauliflower is available.

Celery



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

Although the Oxnard, California season is getting a slow start, prices are beginning to inch down now that strong holiday demand is easing. MFC Celery is sporadic.

Cucumbers



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

The market is unchanged; supplies are average on both coasts. Quality ranges from good to very good. MFC Cucumbers are available.

Grapes



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

Prices are climbing. The California storage season is ending. Offshore fruit will start shipping in another week or so. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are sporadic.

Green Leaf/Variety Lettuce



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

The Salinas season has ended; production is now in Yuma. Rain is expected mid-week, but markets should hold fairly steady. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are starting to ease. The Mexican and offshore seasons are now underway. MFC Honeydews are not available during the import season.

Iceberg Lettuce



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

Growers are now shipping from Yuma. The market is starting to stabilize, but this week's rain could cause some loading delays. Quality is good: epidermal peeling and lettuce ice may become problems by next week. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are stable; growers are harvesting in the California desert and San Joaquin Valley. Quality is improving: recent rain will increase the crop's size profile. MFC and ESS Lemons are available.

Limes



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

The market is inching down; supplies are ample. Quality is good: stylar and scarring are occasional issues. MFC and ESS Limes are available.

Onions



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

Prices are steady; supplies are sufficient. MFC Onions are available in Idaho, Oregon, Utah, and Washington. Packer label stocks are being shipped from Colorado. Overall quality is excellent.

Oranges



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

The market is level. California Navels are being shipped. 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 stable. MFC Washington Bartlett and D'Anjou Pears 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	^^^	*****	\$\$\$

The market is low; stocks are abundant. Expect weak prices through the rest of the year. Quality is very good: fruit is juicy and sweet, yet tangy. Sugar levels range from 13 to 16 Brix.



Fresh Crop Report

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Potatoes



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

The market will be consistently higher than last season due to poor weather this past October. Idaho's freeze event affected approximately 15% of the crop. Both Norkotahs and Burbanks will need to be utilized to prevent shortages. MFC Idaho Burbank and Norkotah Potatoes are available; 40- to 50-count Burbanks are extremely limited.

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	^ ^ ^	*****	\$\$\$

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
AZ	^ ^ ^	*****	\$\$\$

Prices remain erratic. Raw product suppliers are now shipping from Yuma. This week's rain could cause quality issues, but Markon inspectors are sorting for best quality.

Spring Mix



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

The market is stabilizing; the seasonal harvesting transition to Yuma is complete. Quality is good. RSS Conventional and Organic Spring Mixes are available.

Squash



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

West Coast prices are up; rain is affecting production. Quality is good: skins are smooth with little scarring and flavor is pleasantly bitter. MFC Yellow Squash and Zucchini are sporadic.

Strawberries



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

High markets persist; recent rain has slowed harvesting in some regions. Production is focused in the Santa Maria/Lompoc and Oxnard areas. Mexican supplies remain tight. Quality is average: cooler nights continue to deepen color. MFC Strawberries are available.

Tomatoes



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

The market is level. West Coast rain has affected Mexican volume. Quality is average, but rain-related issues and shortened shelf-life remain concerns.

Watermelon



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

Prices are stable; volume is starting to increase. Quality is average: fruit is firm with bright color. Sugar levels range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
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Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.



Markon Essentials (ESS).
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.