

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) California Valencia orange supplies continue to tighten. California Navels will enter the market the week of October 19.
- Expect green leaf, iceberg, and romaine markets to remain elevated through the rest of the Salinas Valley season.
- The broccoli market is starting to ease; domestic supplies are bouncing back. MFC Broccoli is available.

Fresh Crop Report

WEEK OF OCTOBER 4, 2020

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: Hard squashes are packed with sweet flavor and hearty texture. Which is your favorite and how do you serve it?

A: I have just really been discovering hard squash in the last couple of years, from pumpkin risotto with fresh Hubbard squash, to roasted spaghetti squash used to lighten up a dish, or tempura-fried Delicata squash, but my favorite is a sweet, earthy apple and butternut squash soup. Delicious topped with a crab or crayfish hushpuppy.

- Add chunks of squash to white bean and thyme soup.
- Bake butter and maple syrup in squash halves; slice and serve with roasted turkey.

*Chef Shane Henderson,
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.



Eggs in Acorn Squash Rings

A great recipe for when your customers want to skip the toast, boost flavor, and increase nutrition.

Get the full recipe >

Tips for Serving Beets

- Arrange grated red and gold beets, chopped hard-boiled eggs, chopped grilled chicken, and crumbled bacon in rows atop Ready-Set-Serve® (RSS) Washed & Trimmed Green Leaf Lettuce; serve with creamy blue cheese dressing.
- Roast baby beets until tender; peel and dice; drizzle with pomegranate molasses, then serve with steak or lamb.
- Braise chopped beets, RSS Sliced Yellow Onions with pork shoulder.

Browse additional usage tips >





Fresh Crop Report

WEEK OF OCTOBER 4, 2020



Full of fall harvest fruit, this dessert balances sweet and sour flavors sophisticated enough for the holidays.

Produce Highlights

Cilantro

- Markets are expected to remain elevated through October.
- Two recent heatwaves, followed by a period of cooler-than-normal temperatures, have reduced cilantro stocks.

Green Cabbage

- Supplies are tightening.
- Prices are rising.

Strawberries

- California volume has diminished dramatically.
- Quality concerns include bleeding, bruising, pin rot, small size, softness, and reduced shelf-life.

Apples



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

Expect elevated prices as the industry transitions between storage crop and new crop fruit. The Washington new crop Fuji, Gala, Golden Delicious, Honeycrisp, and Red Delicious season has begun; the Granny Smith variety will become available in mid-October. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



Region	Supplies	Quality	Price
MEX	▲▲▲	*****	\$\$\$
PERU/FL	▲▲▲	*****	\$\$\$

The market is inching up; demand has shifted to Mexico's Baja growing region. Peruvian stocks are also available out of Florida. Quality is very good: spears are straight and tips are firm. MFC Asparagus is on the market.

Avocados



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

Prices are unchanged. Mexican supplies are sufficient; large sizes dominate the crop. Quality is very good: texture is smooth and creamy, while flavor is subtly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
MI	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$

The market is slightly lower than last week; supplies are adequate. The Georgia season will begin next week. Expect supplies to start increasing over the next several weeks. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are beginning to ease; new crop California stocks are adequate. Quality is very good: stocks possess firm walls with smooth, vibrant skins, and subtly sweet flavor. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is up a bit; supplies are average as the industry moves in the fall season. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are fairly steady. Stocks are beginning to tighten as weather cools in New Jersey and the Pacific Northwest. Quality is very good: size is large and flavor is subtly floral, yet sweet. Sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is starting to ease; domestic supplies are bouncing back. Quality is good: occasional heat-related issues include brown bead, hollow core, and pin rot. MFC Broccoli is available.



Fresh Crop Report

WEEK OF OCTOBER 4, 2020

Cantaloupe



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

The market is up; the season is starting to wind down. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

Prices are fairly steady; last month's extreme heat followed by cooler temperatures diminished stocks, but yields are starting to recover. ESS Cauliflower is available.

Celery



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

The market is inching up a bit; supplies are tightening as it's the end of the season. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX/TX	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$
MI	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$
OH	▲▲▲	*****	\$\$\$

Elevated prices persist. Mexican stocks are sufficient, but East Coast weather has tightened volume in other regions. MFC Cucumbers are available.

Grapes



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

MFC Red Seedless and MFC Lunch Bunch Grapes are now in the Alison variety. MFC Green Seedless Grapes are shipping in the Autumn King variety.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
EAST COAST	▲▲▲	*****	\$\$\$

Expect high prices through the end of the Salinas Valley season. Fringe burn and internal burn are industrywide issues. Soilborne diseases are also lowering volume. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market is elevated; the domestic season is wrapping up. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
EAST COAST	▲▲▲	*****	\$\$\$

Prices are high; demand far exceeds supply. Field weights are inconsistent; puffiness and seeder are quality issues. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is unchanged; stocks are sufficient. Quality is very good: fruit is juicy and tart. MFC and ESS Lemons are available.

Limes



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

Prices are steady; volume is average. The crop is dominated by small sizes. MFC and ESS Limes are being shipped, but packer label will be substituted as needed.

Onions



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

The market is steady. Fresh-run stocks will continue shipping for a few more weeks, as well as a limited quantity out of storage. MFC Red and Yellow Onions are on the market in Idaho, Oregon, and Washington. Packer label stocks from Colorado are also available.

Oranges



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

Prices are elevated. California Valencia orange supplies continue to tighten. Quality concerns include re-greening and softness. California Navels will enter the market the week of October 19. MFC and ESS Valencia Oranges are available.

Pears



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

The market is level. California Bartlett supplies will be shipped through October. Washington Bartletts are also available; 110- and 120-count sizes dominate the crop. D'Anjou stocks will hit the market next week.

Pineapple



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

Prices are elevated. Recent rain in both harvesting regions has caused translucency in some fields. Quality is average: fruit is tangy, yet sweet. Sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF OCTOBER 4, 2020

Potatoes



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

Prices are steady. New crop, field-run packer label Norkotah stocks are becoming more plentiful. Quality is very good: minor skinning and excess moisture may be observed in fresh-run stocks. New crop Burbank harvesting is just getting started. Storage Norkotahs will begin shipping in mid-October.

Raspberries



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

The market is fairly stable; supplies are adequate. Quality is very good: sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
EAST COAST	▲▲▲	*****	\$\$\$

Expect high prices through the end of the Salinas Valley season. Fringe burn and internal burn are industrywide issues. Soilborne diseases are also lowering volume. The Canadian and East Coast seasons are ending. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine stocks remain limited, due to erratic late-summer weather. Quality and shelf-life has been impacted, but the best lots are being chosen for Markon orders.

Spring Mix



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

Prices have stabilized. Brittle texture, mildew pressure, and yellowing are quality problems that will persist through the end of the Salinas Valley season. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
OH	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$
WI	▲▲▲	*****	\$\$\$

The market is high; stocks remain tight. New crop Mexican production has begun. Quality is very good: scarring and softness are occasional problems.

Strawberries



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

Prices are up. California volume has diminished dramatically. Quality concerns include bleeding, bruising, pin rot, small size, softness, and reduced shelf-life. MFC Strawberries are sporadic.

Tomatoes



Region	Supplies	Quality	Price
AL	▲▲▲	*****	\$\$\$
CA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
MI	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$

The market is inching up. East Coast growers are transitioning to new growing areas. California supplies are tight due to erratic weather.

Tree Fruit



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

Prices are elevated. The domestic nectarine and peach seasons are nearly finished. Plums will remain on the market through October. Quality is very good: nectarine and peach sugar levels range from 10 to 12 Brix, while plum levels vary from 12 to 14 Brix.

Watermelon



Region	Supplies	Quality	Price
EAST COAST	▲▲▲	*****	\$\$\$
MEX/AZ	▲▲▲	*****	\$\$\$
WEST COAST	▲▲▲	*****	\$\$\$

The market is up; the California season is winding down. Weather is cooling in several East Coast production areas. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



READY-SET-SERVE
by MARKON

Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.

MARKON ESSENTIALS

Markon Essentials (ESS).
No.2 grade value-focused brand. Quality, food safety, and consistency in every box. Backed by 5-Star.



5-Star Food Safety.
Addressing quality and safety at five key points.