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Highlights

- To help move the produce industry away from plastic and increase recyclability, Markon Cooperative's new cardboard, fully recyclable Markon First Crop® (MFC) Strawberry clamshell has hit the market in a limited capacity.
- Expect tight green leaf and romaine supplies, as well as active markets, through late October.
- Learn more about our new sustainable MFC Strawberry packaging in the latest [Live from the Fields](#) video.



Fresh Crop Report

WEEK OF OCTOBER 11, 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: Probiotics and microbiomes are all big topics for today's diners. What ingredients do you propose that boost gut health?

A: I'm a big fan of fermented foods—even something as easy as a house-made sauerkraut adds panache to the menu. I love all the interesting flavors you can get from pickling and fermenting. I make a lot of charcuterie items to serve with cured sausage. I was late to the ginger game, but I am so glad I found it—it makes everything better.

- Pickled Ready-Set-Serve® (RSS) Red Cabbage and RSS Shredded Kale can add balance to fried cutlet sandwiches and barbecued ribs.
- Give MFC Shiitake Mushrooms a quick pickle to lend bite to salads and charcuterie boards.

*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.



Cauliflower Steaks

On-trend and healthy, cauliflower steaks have a smoky, nutty flavor; top them with umami-rich mushrooms, crispy fried shallots, and the bitter notes of radicchio.

Get the full recipe >

Tips for Serving Butternut Squash

- Add chunks of Butternut squash to soups such as white bean and thyme, minestrone, and wild mushroom.
- Baste Butternut squash slices with butter and maple syrup; serve with roasted turkey, baked game hens, or tossed with RSS Baby Kale Mix.
- Mash boiled Butternut squash with hot cream, butter, and brown sugar; top with chopped pecans and crumbled bacon.
- Mix cooked cubes into scrambles, frittatas, quiches, green salads, pot pies, and breakfast hashes.



Browse additional usage tips >

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Sweet, yet zesty, this pasta dish has a touch of lemon, making it light enough for warm-weather days and chilly nights alike.

Produce Highlights

Asparagus

- Prices are elevated.
- Volume in Baja, Mexico is steadily increasing; Peruvian imports (into Florida) are tight.

Iceberg

- The market is easing following two weeks of rapid increases.
- Although field weights are increasing following a period of erratic weather, yields remain lower-than-normal.

White Russet Potatoes

- Harvesting has begun in Idaho.
- Product will be available to ship the week of November 2.

Fresh Crop Report

WEEK OF OCTOBER 11, 2020

Apples



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

The market is starting to stabilize; stocks are increasing. New crop Washington Fuji, Gala, Golden Delicious, Honeycrisp, and Red Delicious seasons have started; the Granny Smith variety will become available next week. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

Prices are elevated. Volume in Baja, Mexico is steadily increasing; Peruvian imports (into Florida) are tight. Quality is very good: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

The market is steady. Supplies are adequate in both growing regions; large sizes dominate availability. Quality is very good: texture is creamy, while flavor is subtly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

Prices are level; stocks are sufficient. The Georgia season is underway. Supplies will continue to increase through the month. Quality is very good: walls are thick, texture is crisp, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is low; new crop California volume is high. Quality is very good: stocks possess smooth, vibrantly colored skins, and subtly sweet flavor. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are starting to climb; fall stocks are sufficient, but will tighten as weather cools. 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	▲▲▲	*****	\$\$\$

The market is beginning to inch up. Production is winding down in New Jersey and the Pacific Northwest; fall demand is strong in California. 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	▲▲▲	*****	\$\$\$

Prices continue to ease as availability increases in California's Salinas and Santa Maria Valleys. Higher Mexican volume (into Texas) has alleviated demand in California. Quality is very good: minor heat-related issues include brown bead, hollow core, and pin rot. MFC Broccoli is available.



Fresh Crop Report

WEEK OF OCTOBER 11, 2020

Cantaloupe



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

Prices are elevated; the season is ending. The offshore season will begin soon. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

The market has eased; yields continue to increase. Quality is very good: texture is firm, flavor is earthy, and color is snowy white. ESS Cauliflower is available.

Celery



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

Prices are steady at low levels. The Canadian and Michigan seasons are ending. California supplies are adequate. MFC Celery is available.

Cucumbers



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

The market is high. Although Mexican volume is average, East Coast growers are wrapping up for the season. MFC Cucumbers are available.

Grapes



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

Prices are level; stocks are sufficient. MFC Red Seedless and MFC Lunch Bunch Grapes are 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 tight supplies, as well as active markets, through late October, when East Coast seasons end. Red leaf and butter lettuce substitutions may be needed to fill orders. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are high. The domestic season is ending; offshore fruit will hit the market soon. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

The market is easing following two weeks of rapid increases. Although field weights are increasing following a period of erratic weather, yields remain lower-than-normal. The East Coast seasons have ended. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are stable; supplies are starting to increase. Quality is very good: fruit is juicy and tart. MFC and ESS Lemons are available.

Limes



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

The market is easing; stocks are increasing. Small sizes are especially ample. MFC and ESS Limes are available.

Onions



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

Prices are steady. Storage stocks will start shipping next week; limited fresh-run supplies will remain on the market until depleted. Quality is excellent in all areas. MFC Red and Yellow Onions are available in Idaho, Oregon, and Washington. Packer label onions from Colorado are also on the market.

Oranges



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

The market is up. California Valencia stocks are extremely limited. Quality problems 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	▲▲▲	*****	\$\$\$

Prices have stabilized. California Bartlett stocks will be shipped through this month; 135-count sizes have been depleted. New crop Washington Bartlett and D'Anjou supplies are also on the market; 110- and 120-count sizes dominate the crop.

Pineapple



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

High markets persist; volume is low in both growing areas. Quality is good: translucency is a problem in some lots. Sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF OCTOBER 11, 2020

Potatoes



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

The market will inch up in the coming weeks; the Idaho harvest will wrap up this week. New crop, field-run packer label Norkotah supplies continue to increase. Quality is very good: minor skinning and excess moisture may be observed. New crop Burbank harvesting is underway. Storage Norkotahs will start shipping next week. White Russets will be available the first week of November.

Raspberries



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

Prices are unchanged; stocks are sufficient. Sugar levels range from 13 to 14 Brix.

Romaine



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

Expect tight supplies, as well as active markets, through late October. Weather-related defects, such as internal burn, fringe burn, and seeder are beginning to improve following a period of erratic weather, although yields remain lower-than-normal. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Prices are stable. Iceberg supplies are increasing, but romaine stocks remain limited.

Spring Mix



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

The market is level. Brittle texture, mildew pressure, and yellowing are occasional issues 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	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$

West Coast prices are lower; new crop Mexican production is in full swing. East Coast supplies are limited; markets are higher. Quality is very good: scarring and softness are minor issues.

Strawberries



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

High markets persist. California stocks are limited. Quality issues 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	▲▲▲	*****	\$\$\$

Prices are slightly higher than last week. Many seasons are winding down due to cool fall weather. Demand will be focused on the West Coast. Quality is very good.

Tree Fruit



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

High markets persist. The domestic nectarine and peach seasons have ended. 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	▲▲▲	*****	\$\$\$

Prices remain high; the California season is ending. Temperatures are falling in several East Coast harvesting regions. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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