

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF OCTOBER 18, 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: Mac & cheese is a perennial fall favorite. How do you lighten this dish? What produce elements do you add?

A: I love mac & cheese! I live in the south where you can add virtually any ingredient to it. Cauliflower is one of my go-to items. Simply steam Ready-Set-Serve® (RSS) Cauli Creations and use in place of or in combination with pasta. Add RSS Baby Spinach or other greens, fresh peas, or sauteed Markon First Crop® (MFC) Mushrooms.

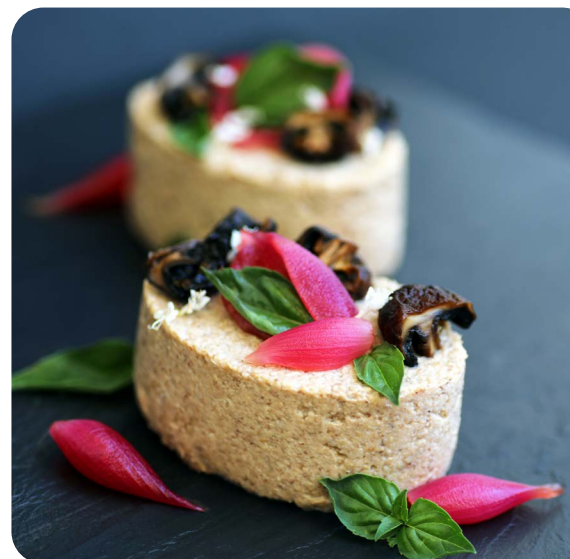
- Stir in steamed or roasted RSS Broccoli Florets and MFC Grape Tomatoes, then top with thick cuts of salty bacon.
- Sometimes it's as easy as adding fresh herbs—try MFC Arugula, Basil, or Chervil.
- Intensify the flavor with roasted RSS Peeled Garlic and caramelized MFC Yellow Onions.

*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.



Mushroom Pate with Pickled Red Onions

This vegan option for liver pate is every bit as rich and creamy. Its deep umami is balanced with the bright flavor and vibrant color of pickled red onions. Ideal for dine-in or delivery.

Get the full recipe >

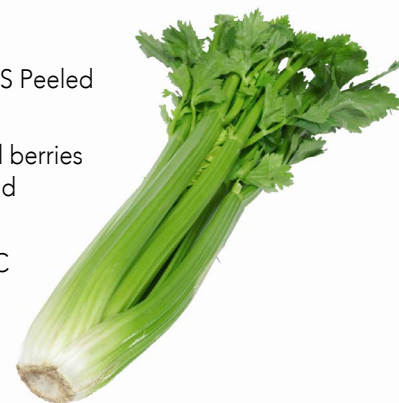
Highlights

- Green leaf and romaine lettuce prices continue to rise. Supplies are extremely limited.
- Idaho potato growers planted fewer acres of the Burbank variety for the 2020-2021 season. Norkotahs will be the primary variety shipped this year.
- The California Valencia orange season is ending. California Navels will hit the market later this week.

Tips for Serving Celery

- Brown RSS Diced Celery with RSS Diced Onions and RSS Peeled Garlic; use as the base to soups, stews, and sauces.
- Simmer cranberries and sugar in RSS Orange Juice until berries burst; remove from heat and stir in RSS Sliced Celery and sliced almonds.
- Add sauteed RSS Diced Celery, RSS Diced Onions, MFC Shiitake Mushrooms to cornbread-based stuffing mix.
- Garnish Bloody Marys with RSS Celery Stalks.

Browse additional usage tips >





Whimsical, yet healthy, these arugula pear stacks can be served as a vertical salad or appetizer. Easily transported for delivery by layering in cups.

Produce Highlights

Iceberg Lettuce

- Demand is increasing as green leaf and romaine stocks are extremely limited.
- Expect tight supplies and active markets through the rest of the month.

Melons

- MFC Cantaloupe Melons will begin shipping from the desert this week.
- Desert supplies of MFC Honeydew Melons will be available the week of October 19.

Onions

- MFC Red and Yellow Onions are readily available in Idaho, Oregon, and Washington.
- Stocks will start shipping out of storage exclusively this week.

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Apples



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

Prices are steady; new crop volume is rising. New crop Washington MFC Fuji, Gala, Golden Delicious, Honeycrisp, and Red Delicious are on the market; the Granny Smith season is just getting started. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

The market continues to rise; high temperatures are limiting supplies in Baja, Mexico. Peruvian imports (into Florida) remain limited. Quality is very good: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are level. Stocks are readily available; 48-count and larger sizes are especially plentiful. 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	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$

The market is stable. The Canadian and Northeast seasons have ended. California production will move to the desert region in late October. The Georgia season is in full swing. 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	▲▲▲	*****	\$\$\$

Prices are weak; California stocks are abundant. 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	▲▲▲	*****	\$\$\$

The market is steady; fall production is focused in Mexico, but growers are also harvesting in Oxnard and Santa Maria, California. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are starting to climb. Production has ended in New Jersey and is winding down in the Pacific Northwest; strong demand is shifting to 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	▲▲▲	*****	\$\$\$

The market is level; volume is sufficient in California's Salinas and Santa Maria Valleys. Mexican supplies (into Texas) continue to increase. Quality is very good: occasional problems include brown bead, hollow core, and pin rot. MFC Broccoli is available.



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Cantaloupe



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

The market is steady to slightly higher, but will start easing when new crop Arizona/California desert melons increase. MFC Cantaloupe Melons will begin shipping from the desert this week. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

Prices are ticking up; stocks are tightening due to strong demand. 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	▲▲▲	*****	\$\$\$
MI	▲▲▲	*****	\$\$\$

The market is weak. The Michigan season is winding down. California growers will move from Salinas to Oxnard in early November. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX/AZ	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$

Prices have stabilized. Although Mexican supplies are average, production has ended for the season in several East Coast regions. Quality is good: skins are smooth with very few defects and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

The market is holding steady; stocks are adequate. MFC Red Seedless and MFC Lunch Bunch Grapes are currently 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	▲▲▲	*****	\$\$\$

Prices continue to rise. Supplies are extremely limited. Soilborne diseases are reducing yields; mildew pressure is also an industrywide problem affecting quality. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market is stable to slightly higher, but will begin to inch down once Arizona/California desert region production starts next week. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Expect tight supplies and active markets through the rest of the month. California growers will move to the Huron region next week. Demand is increasing as green leaf and romaine stocks are extremely limited. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is unchanged; volume is average, but will begin to increase over the coming weeks. Quality is very good: fruit is juicy and tart. MFC and ESS Lemons are available.

Limes



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

Prices are weak. Small sizes are the most plentiful, but large sizes are increasing as well. MFC and ESS Limes are available.

Onions



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

The market is stable. Stocks will start shipping out of storage exclusively this week. Quality is excellent in all regions: storage supplies possess golden cured skins with papery layers. MFC Red and Yellow Onions are readily available in Idaho, Oregon, and Washington. Packer label onions from Colorado are also on the market.

Oranges



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

Prices remain elevated. The California Valencia season is ending. California Navels will hit the market later this week. MFC and ESS Valencia Oranges are available.

Pears



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

The market is level. The California Bartlett season will end in late October; 135-count sizes have been depleted. New crop Washington Bartlett and D'Anjou stocks are sufficient; 110- and 120-count sizes are most abundant.

Pineapple



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

Prices are high; stocks are tight in both harvesting regions. Quality is average: translucency is a sporadic issue in some lots. Sugar levels are, on average, above 13 Brix.



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Potatoes



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

Expect rising prices. Idaho potato growers planted fewer acres of the Burbank variety for the 2020-2021 season. Norkotahs will be the primary variety shipped this year. Storage crop MFC Norkotah Potatoes will begin shipping this week. Storage crop MFC Burbank Potatoes and White Russets will enter the market in early November.

Raspberries



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

Fall production is focused in Mexico, but growers are also harvesting in Oxnard and Santa Maria, California. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Prices continue to rise. Supplies are extremely limited. Industry volume is low as soilborne diseases are greatly reducing harvestable heads. Overall quality is good: mildew pressure is present in some lots. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine stocks are extremely tight; more fields must be harvested to meet weight requirements.

Spring Mix



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

Volume has tightened a bit, but demand is being met. Brittle texture, mildew pressure, and yellowing are sporadic issues that will persist through the end of the Salinas Valley season. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is easing on both coasts. Production is ramping up in Georgia and Mexico. Quality is good: scarring and softness are minor issues. MFC Squash is available on the East Coast.

Strawberries



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

Prices remain elevated. California supplies are tight. Quality issues include bleeding, bruising, pin rot, small size, softness, and reduced shelf-life. MFC Strawberries are sporadic.

Tomatoes



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

The market is up. Volume is low in all areas; Florida stocks will increase in early November. Quality is very good.

Tree Fruit



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

Expect high prices through the end of the domestic season. The nectarine and peach seasons are over. Plums will wind down over the next two weeks. 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
CA	▲▲▲	*****	\$\$\$
MEX/AZ	▲▲▲	*****	\$\$\$

The market is slightly lower than last week. West Coast growers are transitioning to the Mexican winter harvesting regions. Volume will increase over the coming weeks. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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by MARKON

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