

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF OCTOBER 25, 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: Bright, bold sauces can make a dish. What produce-based sauces do you recommend? Paired with what?

A: I love green goddess dressing. Although it was almost forgotten, it's making a big comeback. At its best, it's like Ranch kicked up a notch. Make yours super herbaceous and fresh by using MFC Basil, Tarragon, Parsley, Dill, Ready-Set-Serve® (RSS) Lemon Juice, orange zest, and RSS Washed & Trimmed Green Onions. Simple herb sauces, like chimichurri are easy to make and pair well with fish, steak, chicken, and vegetables. Serve it at table like ketchup because it goes with everything, especially grilled produce. I've also been tackling some spicier condiments like five-pepper jam, peri peri sauce, and a variety of fermented chili sauces. A bright, flavorful sauce can elevate any average dish for pennies per plate.

*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.



Lamb Shanks with Mashed Potato and Celeriac

Unctuous lamb pairs divinely with the mellow flavor of mashed potato and the licorice-like bite of celeriac.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Red and Yellow Potatoes are readily available in Idaho and North Dakota. MFC Red and Yellow Potatoes will be on the market from Wisconsin in the next few weeks.
- The first California Navel oranges are expected to start shipping later this week.
- Expect tight supplies on most Salinas Valley vegetable crops through the remainder of the season.

Tips for Serving Leeks

- Add chopped MFC Belgian Leeks and smoked salmon while scrambling eggs and cream; serve with snipped MFC Chives.
- Sauté chopped MFC Belgian Leeks, MFC Mushrooms, RSS Diced Onions, and RSS Peeled Garlic; add chopped MFC Norkotah Potatoes, MFC Thyme, and vegetable stock; simmer until tender, puree and add touch of heavy cream.
- Char braised MFC Belgian Leeks and serve with caviar.

Browse additional usage tips >





Hearty and satisfying, this vegetarian dish is packed with tender, sweet squash and fiber-rich beans. Topped with gooey cheese and tangy mole, it's versatile enough to be packed for delivery or served in-house!

Produce Highlights

Onions

- Stocks are now shipping out of storage.
- New crop harvesting has wrapped up in Idaho, Oregon, and Washington.

Strawberries

- MFC Strawberries are available in both standard plastic and our new sustainable cardboard packaging.
- Expect tight supplies and shortened shelf-life for the next two weeks due to more extreme heat.

Tomatoes

- Volume continues to fall.
- Prices will remain high through the end of the month.

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Apples



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

The market is stable; new crop supplies continue to increase. New crop Washington MFC Fuji, Gala, Golden Delicious, Honeycrisp, and Red Delicious are on the market; the Granny Smith season is getting underway. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

Prices are elevated; stocks are tight in Baja, Mexico and Peru. 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; there is a healthy balance of sizes available. Mexican fruit dominates shipments; the California season is winding down. 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	^^^	*****	\$\$\$

Prices are level. California harvests will transition to the Coachella Valley region next week. Georgia production is underway. 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 average; California volume is sufficient. 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 steady. Fall harvesting is centered in Mexico, but production is also underway 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	^^^	*****	\$\$\$

The market is stable to slightly higher than last week. Production is winding down in the Pacific Northwest; strong demand is shifting to California. Quality is very good: berry 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 are a bit lower than last week; stocks are adequate in California's Salinas and Santa Maria Valleys. Mexican volume (into Texas) continues to climb. Quality is very good: minor issues 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 starting to inch down. Growers have made the transition to the Arizona/California desert region. MFC Cantaloupe Melons are available. Quality is very good: sugar levels range from 12 to 13 Brix.

Cauliflower



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

The market is stable despite 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	▲▲▲	*****	\$\$\$

Prices are low. The Michigan season has ended. California growers are transitioning production from Salinas to Oxnard over the next few weeks. Quality is excellent: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

The market is steady. Mexican stocks are sufficient. East Coast production has moved to Georgia. Quality is good: skins are smooth with very few defects and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Prices are unchanged; supplies are adequate. MFC Red Seedless and MFC Lunch Bunch Grapes are shipping in the Alison variety. MFC Green Seedless Grapes are available in the Autumn King variety.

Green Leaf/Variety Lettuce



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

Expect high markets until harvesting shifts south to Yuma, Arizona in November; volume is low. Soilborne diseases are reducing yields; mildew pressure is also an industrywide issue affecting quality. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are starting to ease; growers have moved to the Arizona/California desert region. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Prices will remain elevated until mid-November. Growers are transitioning to the Huron region this week, followed by a move to Yuma. Demand is strong as green leaf and romaine stocks are extremely tight. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are stable; supplies are adequate, but will become more plentiful as winter nears. 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 low. Small sizes are abundant, but large sizes are starting to increase. Quality is very good. MFC and ESS Limes are available.

Onions



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

Prices are level. Stocks are now shipping out of storage. 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	▲▲▲	*****	\$\$\$

The market is high. The California Valencia season is ending. The first California Navel oranges are expected to start shipping later this week. All Navels will be placed in gas rooms for a minimum of 72 to 96 hours to enhance their orange color. MFC and ESS Valencia Oranges are available.

Pears



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

Prices are unchanged despite the fact that the California Bartlett season will end over the next week. New crop Washington Bartlett and D'Anjou stocks are adequate; 110- and 120-count sizes are ample. Quality is very good: fruit is sweet with smooth skins.

Pineapple



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

Elevated markets persist; supplies are limited in both production areas. Size is dominated by large stocks; a strike in Costa Rica limited harvesting and left fruit on the plant longer than normal. Quality is good: sugar levels are averaging 15 Brix.



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Potatoes



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

The market is a bit higher than last week. 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 become available in early November.

Raspberries



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

Fall harvesting is mainly in Mexico at this time, but production is also taking place in Oxnard and Santa Maria, California. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Expect high markets until harvesting shifts south to Yuma, Arizona in November; volume is low. Soilborne diseases are reducing yields; mildew pressure is also an industrywide issue affecting quality. Quality is average: mildew pressure is present in some lots. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine supplies are limited throughout the industry, lowering necessary yields for value-added packs.

Spring Mix



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

The market is level. Growers will move to the Yuma growing region in November. Brittle texture, mildew pressure, and yellowing are occasional problems 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	▲▲▲	*****	\$\$\$

Prices are a bit lower than last week. Harvesting is underway 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	▲▲▲	*****	\$\$\$

The market is up. Expect tight supplies and shortened shelf-life for the next two weeks due to more extreme heat. Quality issues include bleeding, bruising, pin rot, small size, softness, and reduced shelf-life. MFC Strawberries are available in both standard plastic and our new sustainable cardboard packaging.

Tomatoes



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

Prices will remain high through the end of the month. Hurricane Delta brought more rain to the East Coast region as well as cooler weather, further reducing yields. Volume continues to fall. The Florida season is underway, but significant supplies are not forecast until November. Quality is very good.

Tree Fruit



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

The market is elevated. The nectarine and peach seasons have ended. Plums will be on the market through this week. 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	▲▲▲	*****	\$\$\$

Prices are stable. West Coast growers are transitioning to the Mexican winter production areas. Expect more plentiful supplies in November. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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