

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 1, 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: From classic margherita to New York-, Chicago-, and Detroit-style pies, pizza has many sub-categories. Which toppings do you see making headlines this fall?

A: Since the pandemic struck in March, I would say pizza has been at the forefront of new menus. I have noticed a big uptick in cauliflower crust pizza that can be labeled gluten-free and appeals to every kind of diner. I like to drive new textures and flavors with Markon produce. Sure, you can bake vegetables on top but why can't you put pickled or sautéed Ready-Set-Serve® (RSS) Sweet Baby Broccoli or RSS Cauli Creations as a topper? I like changing out onions with Markon First Crop® (MFC) Fennel for a different twist. Finally, incorporating MFC Cremini Mushrooms on your pie is a sure winner. Sautéing MFC Cremini Mushrooms on high heat sears the outside and allows the moisture to stay for a much better eating experience.

*Chef Chris Cukjati,
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 Fritters

Crunchy on the outside, fluffy and tender on the inside, these cauliflower fritters taste great topped with crema, bacon, and fried Brussels sprouts leaves.

Get the full recipe >

Highlights

- Elevated green leaf and romaine markets are anticipated through early November. Production is just beginning in the Arizona/California desert regions.
- Cantaloupe and honeydew prices have eased; Arizona/California desert melons are ample. Mexican fruit is also on the market. Expect the offshore season to begin on the East Coast in mid-November.
- Idaho White Russet potatoes have started shipping this week.

Tips for Serving Green Beans

- Add steamed, chopped RSS Trimmed Green Beans to Feta and bacon cheese omelets.
- Lightly fry RSS Trimmed Green Beans in buttermilk and panko breadcrumbs; serve with spicy wasabi dipping sauce.
- Wrap RSS Trimmed Green Beans in thinly sliced pancetta; grill or sear until meat is crisp and beans are tender; serve with steak or poultry.

Browse additional usage tips >





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Give your guests a visual surprise: take a bite of these crunchy apples covered in gooey caramel and decorative candies, and get a pop of ruby red color. A great Halloween treat for in-house or delivery!

Produce Highlights

Celery

- Prices will rise as demand shifts to new crop California growing regions and the Thanksgiving holiday pull ramps up in the coming weeks.
- The seasons in Canada and Michigan have concluded.

Iceberg

- Prices are fairly steady but poised to rise as some Salinas Valley growers are finishing the season earlier than anticipated.
- The Arizona/California region will start this week, then ramp up next week.

Squash

- Markets are much lower.
- Production is increasing in new growing regions.

Apples



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

Prices are unchanged; new crop stocks have reached ample levels. New crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious varieties are on the market. Quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

Although volume remains low in Mexico and Peru, it's starting to increase. The market will ease as supplies reach adequate levels. Quality is very good: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are stable; all sizes are on the market. The California season is winding down, but Mexican stocks are abundant. Quality is very good: texture is creamy, while flavor is 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 steady to slightly lower than last week; supplies are ample. California production has moved to the Coachella Valley region. Georgia production is underway. The Mexican season will begin in a few weeks. 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 have fallen; California stocks are plentiful. The Mexican season will start in four or five more weeks. 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 a bit higher as growers transition from California to Mexico. High heat has persistently caused quality issues in California fruit. Mexican volume is ramping up. Quality is best in Mexico: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are level. The Pacific Northwest season has ended, but Mexican production is in full swing. 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	^^^	*****	\$\$\$

The market is average; supplies are sufficient in California's Salinas and Santa Maria Valleys. Mexican stocks (into Texas) are increasing. Quality is good: brown bead, hollow core, and pin rot are intermittent problems. MFC Broccoli is available.



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Cantaloupe



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

Prices have eased; Arizona/California desert melons are ample. Mexican fruit is also on the market. Expect the offshore season to begin on the East Coast in mid-November. MFC Cantaloupe Melons are available. Quality is very good: sugar levels range from 12 to 13 Brix.

Cauliflower



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

Demand has eased; the market is weak. Quality is very good: texture is firm, flavor is earthy, and color is white. ESS Cauliflower is available.

Celery



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

The market will rise as demand shifts to new crop California growing regions and the Thanksgiving holiday pull ramps up in the coming weeks. Quality is excellent: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

Prices are low. Mexican production is moving from Baja to the mainland. Supplies are ample in Georgia. The Florida season will follow soon. Quality is good. MFC Cucumbers are available.

Grapes



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

The market is stable; stocks are sufficient. 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
AZ	^^^	*****	\$\$\$
CA	^^^	*****	\$\$\$

Elevated prices are anticipated through early November. Production will begin later this week in the Arizona/California desert regions; prices will start to ease. Soilborne diseases are reducing yields. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market is weak; growers are harvesting in the Arizona/California desert and Mexico. The offshore season will begin on the East Coast in mid-November. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Prices are fairly steady but poised to rise as some Salinas Valley growers are finishing the season early. The Arizona/California region will start this week, then ramp up next week. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is steady; stocks are adequate. 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; 200- and 230-count sizes dominate the crop. Oil spotting is a minor quality issue. MFC and ESS Limes are available.

Onions



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

The market is unchanged. Quality is excellent in all areas: 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	^^^	*****	\$\$\$

Elevated prices persist. Growers are transitioning from the California Valencia variety to California Navel oranges this week. All Navels are being 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	^^^	*****	\$\$\$

The market is stable. The California Bartlett season has ended. New crop Washington Bartlett and D'Anjou supplies are sufficient; 110- and 120-count sizes are abundant. Quality is very good.

Pineapple



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

The market is high; volume is low in both harvesting regions. Large sizes dominate availability due to a strike in Costa Rica that limited harvesting and left fruit on the plant longer than normal. Quality is average: sugar levels are averaging 15 Brix.



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Potatoes



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

Prices are steady. Idaho 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 are now on the market. Storage crop MFC Burbank Potatoes will become available over the next few weeks. Idaho White Russet potatoes have started shipping this week.

Raspberries



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

The market is unchanged. California supplies are tight due to recent heatwaves, the majority of fall harvesting is taking place in Mexico at this time. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Elevated markets are anticipated through early November. Production is just beginning in the Arizona/California desert regions. Soilborne diseases are reducing yields. Quality is average: mildew pressure is present in some lots. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Salinas Valley iceberg and romaine volume is low. Growers will move south to the Huron, then Yuma harvesting areas later this month.

Spring Mix



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

Prices are stable. Growers will move to the Yuma growing region in mid-November. Brittle texture, mildew pressure, and yellowing are sporadic 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
FL	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$
MEX/AZ	▲▲▲	*****	\$\$\$
SC	▲▲▲	*****	\$\$\$

Markets are much lower; production is increasing in new growing regions. The Mexican season (into Nogales, Arizona) is in full swing; supplies are abundant. East Coast stocks are ample as several regions overlap in production, including Georgia, South Carolina, and Florida. Quality is good: scarring and softness are occasional problems. MFC Squash is available.

Strawberries



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

Prices are slightly lower than last week, but overall, the market remains high. Expect limited stocks and shortened shelf-life for the next few weeks due to several California heatwaves. Quality issues include bleeding, bruising, decay, small size, softness, sunburn, 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	▲▲▲	*****	\$\$\$

The market is high; yields are low. The Florida season is underway; volume will increase through November. Quality is very good: fruit has smooth skins and tangy flavor.

Watermelon



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

The market is a bit lower than last week. Winter production is underway in Mexico (into Nogales) and Texas; volume will climb through November. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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