

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 8, 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: Which new holiday side dishes will join the classics such as mashed potatoes, cranberry relish, and stuffing? How do you update the perennials?

A: I love the holidays and the food that comes with it. Though you can't go wrong with the standards why can't you put a little soul into it? For your next fall menu side get some Ready-Set-Serve® (RSS) Diced Onions, RSS Peeled Garlic, and ham or bacon in that big pot and bring it to a simmer with vegetable or chicken stock. Dump in those RSS Collard Greens, Cajun spices, brown sugar, and hot sauce—and watch the magic happen! Take it to the next level by finishing with a dab of butter.

- Give your cranberry relish complexity with fresh ginger and a squeeze of Markon First Crop® (MFC) Oranges.
- Mashed MFC Potatoes are the ultimate comfort food for the holidays. Pump up the flavor with mashed parsnips or MFC Carrots.

*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.



Eggs and Kale Baked in Phyllo

Ideal for breakfast or brunch, these vegetarian egg tarts are topped with healthy kale and indulgent cheese, making them the best of both worlds.

Get the full recipe >

Highlights

- Production of many row crops, including broccoli, cauliflower, green leaf, iceberg, romaine, and spring mix, will move to the Yuma, Arizona regions in mid-November for the winter season.
- New crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious apples are on the market. Quality is excellent: it's a great time to feature fall apples.
- The offshore cantaloupe and honeydew seasons will start next week on the East Coast; West Coast arrivals will begin in early December.

Tips for Serving Cucumbers

- Stir together sliced MFC Cucumbers, chopped RSS Peeled Garlic, MFC Baby Dill, and plain yogurt; serve with pita triangles.
- Combine RSS Romaine Ribbons with sliced MFC Cucumbers and red radishes; dress with creamy tahini vinaigrette.
- Mix together lump crab meat, crème fraiche, minced MFC Cucumbers, and snipped chives; serve on crostini.
- Pickle MFC Cucumbers with vinegar and caraway seeds; serve on cheese platters and with burgers or sandwiches.



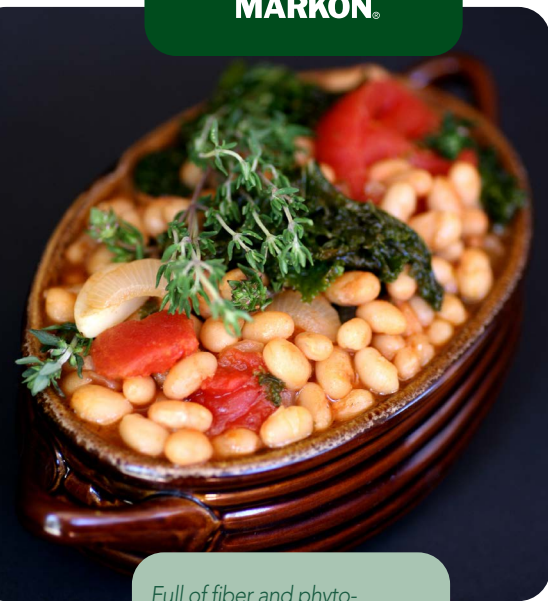
Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com



Fresh Crop Report

WEEK OF NOVEMBER 8, 2020



Full of fiber and phytochemicals, this rich casserole combines hearty beans with garlic, kale, and tomatoes.

Produce Highlights

Bell Peppers

- Green bell supplies are ample; prices are low.
- Red bell markets are poised to rise as the crop transitions south in two to three weeks.

Celery

- Prices 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.

Strawberries

- California strawberry growers continue to work through quality issues related to the recent heatwave.
- Potential challenges include softness, decay, and sunburn.

Apples



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

The market is stable; new crop fruit is abundant. 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	▲▲▲	*****	\$\$\$

Prices are starting to inch down as volume increases in Mexico. Peruvian stocks remain tight. Quality is very good: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are stable; 48-, 60-, and 70-count fruit dominates the market. Mexican supplies are ample. Select growers are importing limited quantities from Colombia and Chile as well. The California season is nearly over. Quality is excellent. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

Prices are low; adequate volume is forecast through November. Northern California production is finishing up and growers are transitioning to the Imperial Valley. East Coast harvesting is transitioning from Georgia to Florida. Mexican supplies (into Nogales, Arizona) will enter the market in two weeks. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Although markets are relatively low, prices are poised to rise as California suppliers approach a seasonal transition to new growing areas; California stocks are plentiful. Volume is low out of Florida and Georgia. Mexican stocks (crossing through Nogales, Arizona) will hit the market in three to four weeks. Overall stocks are expected to tighten before the Mexican season ramps up in mid-December. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are slightly higher than last week. The California season is winding down, while production in Central Mexico 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	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
PERU	▲▲▲	*****	\$\$\$

The market is fairly steady. Mexican production is in full swing. California season will wind down over the next few weeks. Peruvian supplies are increasing. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Price are starting to rise; California growers are transitioning south to Yuma. Mexican supplies (into Texas) are also on the market. Quality is average: brown bead, hollow core, and pin rot are occasional problems. MFC Broccoli is available.



Fresh Crop Report

WEEK OF NOVEMBER 8, 2020

Cantaloupe



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

The market is stable; Arizona/California desert and Mexican melons are abundant. The East Coast offshore season will start next week; West Coast arrivals will begin in early December. MFC Cantaloupe Melons are available. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

Strong demand and tightening stocks are starting to drive up prices. ESS Cauliflower is available.

Celery



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

Prices 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. MFC Celery is available.

Cucumbers



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

The market is weak. Mexican production has moved to the mainland (into Nogales). Florida supplies are ramping up. Quality is very good. MFC Cucumbers are available.

Grapes



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

Prices are unchanged; supply is meeting demand. 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	^^^	*****	\$\$\$

Although Salinas stocks are tight, growers are keeping prices stable to move final product from that region. The Yuma season has begun; supplies will ramp up through the month. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are level; growers are harvesting in the Arizona/California desert and Mexico. Offshore melons will arrive on the East Coast next week and the West Coast in early December. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

The market has stabilized. The Huron season is winding down; growers will ramp up production in Yuma next week. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Growers are transitioning between California regions; supplies will increase, especially small sizes. MFC and ESS Lemons are available.

Limes



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

The market has inched up; supplies are ample despite recent rain. Oil spotting is an occasional concern. MFC and ESS Limes are available.

Onions



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

Prices are steady. Quality is excellent in all regions: storage stocks will exhibit solid, cured skins. MFC Red and Yellow Onions are available in Idaho, Oregon, and Washington. Packer label supplies from Colorado are also on the market.

Oranges



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

The market is inching down. The Valencia orange season is over; growers are shipping new crop California Navels. Gas times are being reduced due to cooler nights; this will also increase sugar levels. Quality is excellent: sugar levels range from 10.5 to 12 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Prices are stable. New crop Washington Bartlett and D'Anjou volume is average; 110- and 120-count sizes are most plentiful. Quality is very good: skins are smooth and fruit is mildly sweet.

Pineapple



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

Elevated markets persist; stocks are tight in both production areas. 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 good: translucent spotting is an occasional issue. Sugar levels are averaging 15 Brix.



Fresh Crop Report

WEEK OF NOVEMBER 8, 2020

Potatoes



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

The market is steady. Storage crop MFC Burbank and Norkotah Potatoes are both on the market. Suppliers are shipping exclusively out of storage as all product has completed the sweat. Next week's freezing temperatures could hinder supply shipments. Idaho White Russet potatoes are also on the market.

Raspberries



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

Prices are level. The California production is winding down in Watsonville. Central Mexico is the main source at this time. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Prices are starting to slowly ease. Production is underway in the Yuma region and will ramp up over the next two weeks. Overall quality is good: mildew pressure is present in some lots. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine growers are transitioning south to the Yuma harvesting region. Expect higher volume later this month. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is stable. Growers will move to the Yuma growing region next week. Brittle texture and yellowing are minor issues. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

Prices are a bit higher than last week. On the West Coast, the Mexican season (into Nogales, Arizona) is in full swing; stocks are plentiful. Florida harvesting is ramping up on the East Coast. Overall quality is very good: scarring and softness are minor issues. MFC Squash is available on both coasts.

Strawberries



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

The market is elevated. California growers continue to work through quality issues related to the recent heatwave. Potential challenges include softness, decay, and sunburn. Berries are maturing/coloring before they reach full size due to recent high heat, resulting in smaller fruit. MFC Strawberries are available in both standard plastic and our new sustainable cardboard packaging.

Tomatoes



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

Prices are starting to slowly ease despite low volume on both coasts. Florida supplies will ramp up through November. Mexican stocks will increase through December. New crop quality is very good, but yields are not yet meeting demand.

Watermelon



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

Prices continue to inch down; stocks are sufficient. Mexico is the main source of current supplies (into Nogales and Texas); supplies will increase through this month. The offshore season will start in a few weeks. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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 (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.