

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 15, 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: Cauliflower, whether whole, florets, or in "rice" format, maintains its popularity through its versatility and mellow flavor that can be accented with myriad spices, herbs, and sauces. What's your favorite way to use it?

A: When I have a customer that wants to incorporate all forms of cauliflower as a side dish or vegetarian option, my goal is to add that special sauce or seasoning to brighten it up. The vibrant color and mild heat of Harissa shines when used in a salsa with Ready-Set-Serve® (RSS) Peeled Garlic, Markon First Crop® (MFC) Herbs, and extra virgin olive oil. Using RSS Wild Arugula in a pesto adds texture, color, and lots of flavor to enhance the cauliflower.

- Use RSS Cauli Creations as a healthy, unique pizza topping—even great as a flourless crust!
- Top cheesy polenta with sautéed RSS Cauliflower Florets, RSS Peeled Garlic, and Italian sausage.

*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.



Miso Butternut Squash

Give sweet, earthy Butternut squash notes of umami with miso paste and a hint of salty soy sauce. Ideal side dish for fish or meats.

Get the full recipe >

Highlights

- Tropical Storm Eta has brought heavy rains to Florida. Demand is shifting west; prices for bell peppers, cucumbers, squash, eggplant, tomatoes, green beans, and strawberries are rising.
- Click below to view a video about how Markon's RSS salad processors make their seasonal production move from Salinas, California to Yuma, Arizona.



- Iceberg lettuce production has begun in a light way in Yuma, Arizona. Expect case weights to increase slowly into next week.



Tips for Serving Mushrooms

- Add sautéed MFC Mushrooms and grilled chicken to cheese quesadillas.
- Brown MFC Portabella Mushrooms, sweet potato cubes, RSS Washed & Trimmed Spinach, and RSS Sliced Onions; add a heavy cream and wrap in puff pastry squares. Bake and slice into triangles; serve with a variety of soups.
- Sauté MFC Shiitake Mushrooms, RSS Peeled Garlic, and grated ginger with soy sauce, sesame oil, Hoisin sauce, and Thai chili paste; serve on grilled fish.



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Offer a hearty vegetarian option with umami-flavored Portabella mushrooms stuffed with healthy kale and rainbow chard, crunchy pine nuts, and creamy Fontina cheese.

Produce Highlights

Limes

- After sustained low markets, growers in Mexico are holding back fruit to raise prices.
- Availability is light on all sizes; demand is strong.

Melons

- The offshore cantaloupe season is getting started on the East Coast this week; West Coast arrivals will begin in early December.
- Offshore honeydews will arrive on the East Coast later this week.

Strawberries

- Expect prices to increase due to low volume and quality concerns.
- Supplies of quality fruit will be extremely limited for the next 14 days.

Apples



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

Prices are unchanged; new crop stocks are ample. 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	^^^	*****	\$\$\$

The market is steady; Mexican supplies are increasing. 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	^^^	*****	\$\$\$

The market is level; 48-, 60-, and 70-count fruit are most abundant. Most fruit is being shipped from Mexico. Select growers are importing limited quantities from Colombia and Chile as well. The California season is winding down. 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	^^^	*****	\$\$\$
GA	^^^	*****	\$\$\$

Although West Coast volume is increasing, heavy rains from Tropical Storm Eta will tighten East Coast supplies. Expect sufficient overall stocks through November. California growers have moved to the Imperial Valley. Mexican supplies (into Nogales, Arizona) will hit the market next week. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are fairly steady. West Coast stocks are increasing, but East Coast supplies are tightening due to Tropical Storm Eta. Mexican volume (crossing through Nogales, Arizona) will hit the market in two to three weeks. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable. Harvesting is winding down in Watsonville, but production is underway in Oxnard and Santa Maria. Volume is increasing in Central Mexico. Quality ranges from very good to excellent: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are unchanged. Mexican stocks are plentiful. Peruvian supplies are increasing. California production will wrap up over the next several weeks. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is up due to cold weather and the seasonal harvesting transition from California's Salinas Valley to Yuma, Arizona. Mexican supplies (into Texas) are also on the market. Quality is good: brown bead, hollow core, and pin rot are problems being caused by recent West Coast rain. MFC Broccoli is available.



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Cantaloupe



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

Prices are slightly higher than last week; stocks are sufficient. The East Coast offshore season is getting started this 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	^^^	*****	\$\$\$

The market is elevated; demand is strong. Volume is low due to cold weather. Quality is average. ESS Cauliflower is available.

Celery



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

The market is rising; California growers are moving to new regions. Demand is rising as the Thanksgiving holiday nears. Quality is excellent. MFC Celery is available.

Cucumbers



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

Prices are slightly higher than last week. Although Mexican supplies are adequate, Tropical Storm Eta has delayed harvests in Florida and caused quality problems. MFC Cucumbers are available.

Grapes



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

The market is steady. The offshore green seedless season will begin in late November, while offshore red seedless season will start in mid-January. MFC Red Seedless and MFC Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

Prices are up; industry volume is low. 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	^^^	*****	\$\$\$

The market is steady; domestic and Mexican stocks are shipping from the West Coast. Offshore melons will arrive on the East Coast later this week. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Prices are elevated. The Huron season is nearly over; production in Yuma is off to a great start. Head weights are low, but will increase. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is level. California growers have begun harvesting in the desert region and central part of the state. MFC and ESS Lemons are available.

Limes



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

After sustained low markets, growers in Mexico are holding back fruit to raise prices. Availability is light on all sizes. MFC and ESS Limes are limited; packer label is being substituted as needed.

Onions



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

The market is unchanged; storage stocks are adequate. Quality is excellent in all areas: supplies 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	^^^	*****	\$\$\$

Prices have stabilized; growers are shipping abundant supplies of new crop California Navels. Quality is excellent: sugar levels range from 10.5 to 12 Brix, but will continue to rise. MFC and ESS Navel Oranges are available.

Pears



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

The market is level. New crop Washington Bartlett and D'Anjou stocks are sufficient; 110- and 120-count sizes are most abundant. Quality is very good: skins are smooth and fruit is mildly sweet.

Pineapple



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

Prices have eased; supplies are increasing. Large sizes dominate both crops. Quality is good: sugar levels are averaging 15 Brix.



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Potatoes



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

Prices are stable. Storage crop MFC Burbank and Norkotah Potatoes are readily available. Suppliers are shipping exclusively out of storage as all product has completed the sweat. Idaho White Russet potatoes are also on the market.

Raspberries



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

Prices are up a bit. Cold weather is tightening California stocks. 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	▲▲▲	*****	\$\$\$

The market is higher than last week; industry volume is low. The Yuma season has begun; supplies will ramp up through the month. New crop quality is excellent, but weights are low. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine growers are transitioning south to the Yuma production area. Head weights are a bit low, but will increase through the month. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

Prices are steady. Growers are transitioning to the Yuma growing region later this week; all production will take place in this area by November 23. Brittle texture and yellowing are occasional problems. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is climbing. Although Mexican supplies (into Nogales, Arizona) are abundant, stocks on the East Coast are tightening. Rain from Tropical Storm Eta has caused harvesting delays and quality issues, including scarring and softness. MFC Squash is available.

Strawberries



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

Expect prices to increase due to low volume and quality concerns, including bleeding, bruising, water damage, and decay. More rain is in the California forecast; supplies of quality fruit will be extremely limited for the next 14 days. Cold-chain management remains a vital component in maximizing shelf-life. MFC Strawberries are available.

Tomatoes



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

The market is up, especially for the round and Roma varieties. Tropical Storm Eta has dumped heavy rain on Florida growing areas, delaying harvests and causing quality issues. Mexican supplies are sufficient. West Coast quality is best.

Watermelon



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

The market is level; supplies are adequate. Mexico is the main source of current fruit (into Nogales and Texas); volume is rising. The offshore season will begin in several weeks. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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