

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 22, 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: Bisques and vegetable purees are timely this season. Which do you serve on modern menus?

A: One of my favorite soups is a five-onion bisque using MFC Red and Yellow Onions, vegetable or chicken stock, MFC Thyme, and Ready-Set-Serve® (RSS) Peeled Garlic. Saute the onions and garlic together, adding dry white wine, then balance the stock with the mass of the onions, resulting in a beautiful bisque once the beurre mixer does its work.

- Finish this dish by adding reduced heavy cream or mascarpone cream for softness.
- Serve in a pasta bowl, put a quenelle of butternut squash puree in the middle of the bowl.
- Garnish with finely chopped MFC Chives and a drizzle of white truffle oil.

*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.



Cranberry Compote with Fennel and Blood Orange

Give cranberries tang and zest with blood oranges and fresh fennel; simmer until thick and serve with poultry or game.

Get the full recipe >

Highlights

- Romaine prices are high, but next week's higher temperatures will help promote growth, ease markets, and increase industry weights.
- This is the last week for shipping Markon First Crop (MFC) Strawberries in cardboard clamshells from Santa Maria, California. This program will restart in mid-January (weather permitting) when the Oxnard harvest begins. Markon sends thanks to all who participated in this program.
- The California Navel orange season is in full swing; supplies are ample. Quality is excellent.

Tips for Serving Oranges

- Toss sliced MFC Oranges, RSS Baby Spinach, and toasted pecans; serve with gorgonzola dressing.
- Mix couscous with chopped MFC Oranges, sliced MFC Red Onions, torn MFC Mint, sliced green olives; drizzle with olive oil and serve with grilled lamb.
- Pickle MFC Squash, RSS Cauliflower Florets, RSS Orange Sections, and pearl onions in vinegar, sugar, dried chile pepper flakes, star anise, and the zest of MFC Oranges; serve with sandwiches.



Browse additional usage tips >



Fresh Crop Report

WEEK OF NOVEMBER 22, 2020



This creamy, earthy soup contains the classic potato-mushroom combination so soothing for fall and winter menus. Great for delivery!

Produce Highlights

Broccoli

- Domestic supplies are extremely limited as growers transition south to the Arizona/California desert region.
- Mexican-grown product is being supplemented, but overall volume is not meeting current demand.

Cantaloupes

- Domestic MFC Cantaloupe Melons will be on the market through this week.
- Offshore fruit will be shipped in packer label starting next week.

Cucumbers

- The market is elevated.
- Mexican stocks are sufficient, but heavy rain from last week's Tropical Storm Eta has decreased Florida volume.

Apples



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

The market is level; supplies are plentiful. 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 unchanged; Mexican stocks are ample. Peruvian volume is low. 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 steady; 48-, 60-, and 70-count sizes dominate the Mexican crop. Select growers are importing from Colombia and Chile. Production is winding down in California. Quality is excellent: fruit is firm, yet creamy in texture and mildly nutty in flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

Prices are fairly stable; supplies are sufficient. The Mexican season (into Nogales, Arizona) is ramping up. On the East Coast, harvesting is winding down in Georgia; growers are moving to Florida. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market has inched up; overall stocks are sufficient. West Coast volume is slightly lower as growers are transitioning production to Coachella. Mexican supplies (crossing into Nogales, Arizona) will enter the market in approximately two weeks. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are unchanged. Cool weather has slowed production in Oxnard and Santa Maria, California, but supplies are increasing in Mexico. Quality ranges from very good to excellent: size is large and problems are minimal. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is level. Mexican stocks are plentiful. Peruvian volume will continue to ramp up through the end of the year. California production will wind down, but the Chilean season will start soon. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are high. Domestic supplies are extremely limited as growers transition south to the Arizona/California desert region. Mexican-grown product is being supplemented, but overall volume is not meeting current demand. Quality is good: brown bead, hollow core, and pin rot are minor issues. MFC Broccoli is available.



Fresh Crop Report

WEEK OF NOVEMBER 22, 2020

Cantaloupe



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

The market is inching up. The East Coast offshore season has begun; West Coast arrivals will start in early December. Domestic MFC Cantaloupe Melons will be on the market through this week. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

Prices are high. Recent cold weather has lowered volume in the Arizona/California desert region. Quality is good. ESS Cauliflower is available.

Celery



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

Prices continue to climb, but should ease when Thanksgiving demand ends later this week. Quality is excellent. MFC Celery is available.

Cucumbers



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

The market is elevated. Mexican stocks are sufficient, but heavy rain from last week's Tropical Storm Eta has decreased Florida volume. MFC Cucumbers are available.

Grapes



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

Prices are unchanged. Offshore green seedless supplies will start shipping after Thanksgiving, while the offshore red seedless season will begin in mid-January. MFC Red Seedless and MFC Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

The market is elevated, but will ease as the Arizona/California desert season ramps up. Weights are low, yet quality is excellent. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are weak. Offshore melons will be available on the East Coast next week. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons will be on the market through this week.

Iceberg Lettuce



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

The market will start easing as Arizona/California desert harvesting ramps up. The Huron season has ended. Quality is excellent: head weights are low, but increasing. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are stable; 115-, 140-, and 165-count fruit dominates the market. MFC and ESS Lemons are available.

Limes



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

Despite sufficient volume, the market is inching up. Quality is good: oil spotting is a concern in some lots. MFC and ESS Limes are limited; packer label is being substituted as needed.

Onions



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

Prices are steady; storage volume is meeting demand. Quality is excellent: 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 continues to inch down as supplies increase. The California Navel orange season is in full swing; the crop is dominated by 72-, 88-, and 113-count sizes. Quality is excellent: sugar levels range from 10.5 to 12 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Prices are unchanged. Washington Bartlett and D'Anjou supplies are adequate; 110- and 120-count sizes dominate both crops. Quality is very good: skins are smooth and flavor is mildly sweet.

Pineapple



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

The market is inching down; stocks are abundant in both growing regions. Large sizes are most plentiful. Quality is good: fruit is juicy with tangy, sweet flavor. Sugar levels are averaging 15 Brix.



Fresh Crop Report

WEEK OF NOVEMBER 22, 2020

Potatoes



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

The market is level; small sizes dominate supplies. Storage crop MFC Burbank and Norkotah Potatoes are readily available. Norkotah quality is excellent, while Burbank quality is average. Idaho White Russet potatoes are also on the market.

Raspberries



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

The market is inching up. The industry is transitioning between California and Mexico. Cool weather is slowing production in both regions. Volume will peak over the next two weeks, then decline. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

The Salinas Valley season has ended; growers are shipping from the Arizona/California desert region. Prices are elevated, but next week's higher temperatures will help promote growth, ease markets, and increase industry weights. Quality is excellent. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine supplies will increase due to next week's warmer weather. Head weights are starting to increase. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is stable. Growers are shipping from the Yuma growing region. Initial quality is excellent. RSS Conventional and Organic Spring Mixes are available.

Squash



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

High prices persist. Mexican stocks (into Nogales, Arizona) are ample, but East Coast volume has dropped due to heavy rain and quality problems caused by Tropical Storm Eta. Decay, scarring, and softness are problems. MFC Squash is available.

Strawberries



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

The market remains elevated; supplies are tight. Quality concerns, including bleeding, bruising, decay, and water damage. Cold-chain management remains a vital component in maximizing shelf-life. This is the last week for shipping Markon First Crop (MFC) Strawberries in cardboard clamshells from Santa Maria, California. This program will restart in mid-January (weather permitting) when the Oxnard harvest begins. Markon sends thanks to all who participated in this program. MFC Strawberries are available in standard clamshell packaging.

Tomatoes



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

Prices remain elevated, particularly for the round and Roma varieties. East Coast supplies are extremely limited. Tropical Storm Eta delayed harvests and continues to cause quality problems. Mexican stocks are adequate, but cannot meet the increased demand. West Coast quality is best.

Watermelon



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

Prices are steady. Mexican volume is on the light side, but stocks are meeting demand. The offshore season will begin in mid- to late December. 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.