

CONFIDENCE
IN EVERY CASE.



Highlights

- Iceberg and romaine lettuce are as much as 12 to 18 days ahead of schedule in the Salinas Valley due to heat. Last weekend's cooling trend will alleviate some defects, but **low volume is expected over the next several weeks.**
- The honeydew market has jumped. Stocks are tight as the San Joaquin season winds down and growers transition to the Arizona/California desert area later this month. The Mexican season will start in a few weeks as well.
- Strawberry harvesting is in full swing in Santa Maria, California. High temperatures caused some uneven color and size. Recent cooler weather will help increase size and develop color as berries ripen.

Fresh Crop Report

WEEK OF OCTOBER 13, 2019 | CANADIAN EDITION

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: Nutritious fast food is gaining momentum. From smoothies, to salads, to healthy vending machines, what are your favorite on-the-go dishes?

A: My favorite on-the-go dish is mixed vegetables with hummus and fine herbs. The hummus bowl genre is huge due to its versatility and will continue to gain more and more traction with consumers.

- Boost color and flavor in your house hummus recipes with pureed beets, carrots, roasted garlic, or charred green onions.
- Offer customizable bowls with different toppings that customers can add to the hummus such as chopped chicken, ancient grains, leafy greens, nuts, and berries.
- Garnish with on-trend seeds like poppy, chia, and ground flax.

*Chef Stephane Renaud,
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.



Blossomed Onions with Balsamic

As delicious in taste as they are beautiful in presentation, these blossomed onions are a healthier version of the fried favorite.

Get the full recipe >

Tips for Serving Radishes

- Line egg salad sandwiches with thinly sliced red radishes and Ready-Set-Serve® (RSS) Green Leaf Fillets.
- Stir chopped radishes and Markon First Crop® (MFC) Cucumbers into turkey salad; serve on pumper-nickel bread.
- Serve halved radishes with sea salt and flavorful compound butters and house-made breads.
- Combine watercress, sliced radishes, and chopped mangoes; dress with rice wine vinaigrette.

Browse additional usage tips >





Fonio, an ancient African grain, is nutritious, gluten-free, and fast-growing, making it an excellent choice for salad menus.

Produce Highlights

Broccoli & Cauliflower

- Fluctuating temperatures and intermittent rain are limiting supplies.
- Prices are on the rise.

Colored Potatoes

- Idaho and Washington will be the primary growing regions this season.
- Expect limited supplies in addition to elevated prices through the 2019-2020 storage crop season.

Iceberg & Romaine

- Stocks are tightening.
- Both markets are escalating.

Fresh Crop Report

WEEK OF OCTOBER 13, 2019

Apples



Region	Supplies	Quality	Price
MI, USA	^^^	*****	\$\$\$
WA, USA	^^^	*****	\$\$\$

Prices are level. New crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available. Packer label Honeycrisps are also on the market. Quality is excellent: fruit is crisp, crunchy, and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is low; stocks have increased, especially standard sizes. Quality is average: stalks are straight and firm, while flavor is slightly bitter, yet grassy. MFC Asparagus is available.

Avocados



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

Prices are steady; volume is high. Growers have begun new crop production in Central Mexico. Quality is very good: fruit is firm, yet creamy in texture with nutty flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



Region	Supplies	Quality	Price
CA, USA	^^^	*****	\$\$\$
GA, USA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
NC, USA	^^^	*****	\$\$\$

The market is stable to slightly lower than last week; stocks have increased in California. Quality ranges from good to very good: skins are smooth, 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, USA	^^^	*****	\$\$\$
GA, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are low; California stocks are ample. Quality is very good: color is even and flavor is subtly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



Region	Supplies	Quality	Price
CA, USA	^^^	*****	\$\$\$
PNW, USA	^^^	*****	\$\$\$

Although supplies are tighter than normal for this time of year, markets are holding steady. Quality is very good: berries are deeply colored, juicy, and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are weak; stocks are ample on the West Coast. Quality is very good: berries are plump, deep blue/black, and juicy. Sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is on the rise. Fluctuating temperatures and intermittent rain are limiting supplies. Quality problems include brown bead, pin rot, and hollow core; harvesting crews are culling damaged heads in the field. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF OCTOBER 13, 2019

Cantaloupe



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

The market has eased. Stocks are plentiful; large sizes are more abundant than small. Quality is good: decay and softness are minor problems. MFC Cantaloupes are available.

Cauliflower



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

Prices are on the rise. Fluctuating temperatures and intermittent rain are limiting supplies. Quality is fair: problems include brown bead, discoloration, ricey texture, and uneven growth. ESS Cauliflower is sporadic.

Celery



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

The market is low; demand is weak, but will increase as the holidays near. Quality is very good: stalks are straight and firm with zesty flavor. MFC Celery is available.

Cucumbers



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

Prices are unchanged. Baja growers are transitioning to the mainland for the winter. East Coast stocks are adequate. MFC Cucumbers are available.

Grapes



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

The market is stable; California supplies are ample. Quality is very good: sugar levels are high. MFC Lunch Bunch Grapes and ESS Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

Expect volatile prices through early November. Hot weather has pushed harvesting ahead of schedule. The Salinas season will end two weeks earlier than normal. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market has jumped. Stocks are tight as the San Joaquin season winds down and growers transition to the Arizona/California desert area later this month. The Mexican season will start in a few weeks as well. Quality is average: sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Prices are escalating due to tight supplies. The season will end two weeks early due to higher-than-normal temperatures. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is steady at high levels. Although the California Coast season is ending, the Arizona/California desert and San Joaquin Valley harvests have begun. Prices will start inching down through October. MFC and ESS Lemons are available.

Limes



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

Prices are easing; stocks are sufficient with 200-count and smaller fruit being the most abundant. MFC and ESS Limes are available.

Onions



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

The market is unchanged; supplies are adequate. MFC Onions are available. Packer label stocks are being shipped from Colorado. Quality is very good: as the industry moves into the storage season, skins will cure, moisture levels will decrease, and flavor will intensify.

Oranges



Region	Supplies	Quality	Price
CA, USA	^^^	*****	\$\$\$
CHILE	^^^	*****	\$\$\$

Expect lower prices for large Valencia fruit and higher markets for small sizes through the end of the season. Domestic Navels will start shipping the week of October 21. Chilean Navels are on the market. Quality is very good: sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

MFC Washington Bartlett Pears and D'Anjou stocks are available. The California Bartlett season is winding down. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

Prices have fallen; supplies are abundant. Quality is very good: sugar levels range from 13 to 16 Brix.



Fresh Crop Report

WEEK OF OCTOBER 13, 2019

Potatoes



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

Prices are elevated due to freezing weather in Idaho and surrounding regions. Production was postponed, tightening stocks. MFC Idaho Norkotah Potatoes are available. Packer label supplies are being shipped from Colorado, Texas, and Washington.

Raspberries



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

The market is stable; domestic supplies are plentiful. Quality is very good: berries are plump and juicy with mildly sweet flavor. Sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are escalating; stocks are tightening. High temperatures pushed growth and harvesting ahead of schedule this year. The Salinas season will end two weeks earlier than normal. Expect quality problems and lower yields. MFC Premium Romaine is sporadic.

Salads & Blends



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

The market is up. Iceberg and romaine production is ahead of schedule due to persistently high temperatures, meaning available yields will tighten until growers have made the transition south to Yuma, Arizona in November.

Spring Mix



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

Expect prices to rise through the transition to Yuma in November; supplies are tightening. RSS Conventional and Organic Spring Mixes are available.

Squash



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
GA, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Prices are stable to slightly higher than last week. The California season will wrap up over the next two to three weeks; growers are moving south to Mexico. Quality is very good: few defects are being reported. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is starting to inch down. Harvesting is in full swing in Santa Maria, California. High temperatures earlier in the season caused some uneven color and size. Recent cooler weather will help increase size and develop color as berries ripen. The season typically lasts into early December, depending on rainfall. MFC Strawberries are available.

Tomatoes



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
NC, USA	▲▲▲	*****	\$\$\$
TN, USA	▲▲▲	*****	\$\$\$

Roma and round tomato prices are inching up. Mexican growers are moving to new regions. Quality is good, but rain-related issues and shortened shelf-life are concerns.

Tree Fruit



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

Prices are up. The nectarine and peach seasons are over; plums will remain on the market through next week. Quality is very good: sugar levels range from 12 to 14 Brix.

Watermelon



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
FL, USA	▲▲▲	*****	\$\$\$
GA, USA	▲▲▲	*****	\$\$\$
SC, USA	▲▲▲	*****	\$\$\$
TX, USA	▲▲▲	*****	\$\$\$

The market is stable; demand is strong. Overall stocks are adequate. Quality is good: sugar levels range from 11 to 12 Brix.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



Markon First Crop (MFC).
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