

CONFIDENCE
IN EVERY CASE.



Highlights

- Green leaf, iceberg, and romaine prices are climbing due to the effects of recent fires, extreme heat fluctuations, and soil-borne diseases that become prevalent during this time of year.
- The Huron, California growing region will begin harvesting lettuces in the southern portion of California's San Joaquin Valley in mid-October.
- It's a great week to buy asparagus—prices are low and supplies are abundant.

Fresh Crop Report

WEEK OF SEPTEMBER 27, 2020 | 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: Potatoes are versatile, delicious ingredients. Aside from the classics like baked, mashed, gratin, and French fries, how do you like to serve them?

A: Potatoes can take on all kinds of flavors. I like to shred them and add long slices of onion and jalapeno or any green chiles. I mix this with an egg, tons of seasoning, and a little flour to make small flattened discs. Then of course deep frying makes everything better! I serve them with a spicy mayo dip.

- Hasselback potatoes make great baked potato substitutes. Visually interesting, I like to drizzle a colorful sauce like basil pesto or peppery romesco, over the vertical slices.
- Lend bright, citrusy flavor to roasted and smashed potatoes with the juice of Markon First Crop® (MFC) Lemons; toss with chile pepper flakes, kosher salt, and stewed Ready-Set-Serve® (RSS) Collard Greens.

*Chef Kelli Welby,
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.



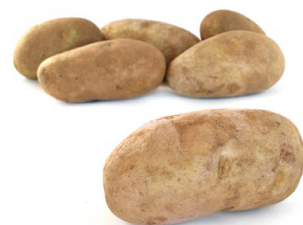
Seared Beef with Dukkah Carrot Sauce

Sweet, nutty notes complement the deep umami of seared beef tenderloin. This shareable entree is paired with a vibrant carrot sauce and delicate veggies.

Get the full recipe >

Tips for Serving Potatoes

- Toss thinly sliced MFC Potatoes with salt and chopped RSS Peeled Garlic; bake until crisp, then serve these chips with curry-lime yogurt dip.
- Boil MFC Potatoes and parsnips; mash with olive oil, cream, and finely minced MFC Sage.
- Cut skin-on MFC Potatoes into shoestring strips; deep fry and serve with garlicky aioli and chopped RSS Washed & Trimmed Italian Parsley.



Browse additional usage tips >



Whether served as a pre-meal appetizer or subtly sweet dessert, this Italian-style bread combines fruit, nuts, and herbs for a satisfying accompaniment to wine or cheese.

Produce Highlights

Celery

- Quality is excellent.
- Expect high volume over the next several weeks.

Cilantro

- California's significant heat spikes during August and early September may cause a decline in overall quality and shelf-life in the days and weeks ahead.

- Cold-chain management will be especially critical during this time.

Oranges

- California Valencias continue to tighten, especially small sizes, as growers battle the effects of extreme heat.
- Quality concerns include re-greening and softness.

Fresh Crop Report

WEEK OF SEPTEMBER 27, 2020

Apples



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

The market is up due to the transition between storage crop and new crop fruit. The Washington new crop Fuji, Gala, Golden Delicious, Honey-crisp, and Red Delicious season has begun; the Granny Smith variety will become available in October. Quality is excellent: sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices are low; stocks are ample in the Baja growing region. Peruvian supplies are also available out of Florida. Quality is very good: spears are straight and tips are firm. MFC Asparagus is on the market.

Avocados



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

The market is steady. Mexican volume is adequate; large sizes dominate availability. Quality is very good: texture is smooth and creamy, while flavor is subtly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
MI, USA	▲▲▲	*****	\$\$\$
NC, USA	▲▲▲	*****	\$\$\$

Prices remain elevated; stocks are limited. Multiple harvesting regions are transitioning to new areas for the winter months. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is level; new crop California supplies are sufficient. Quality is very good: stocks possess firm walls with smooth, vibrant skins, and subtly sweet flavor. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are stable to slightly higher than last week; volume is average. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is a bit higher this week. Production is steady in California, but supplies will tighten as weather cools in New Jersey and the Pacific Northwest. Quality is very good: size is large and flavor is subtly floral, yet sweet. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are high; domestic stocks are tight. Back-to-back heatwaves, followed by cooler-than-normal temperatures and reduced sunlight (caused by smoke from the California wildfires) are affecting quality and maturity. Prevalent problems include brown bead, hollow core, and pin rot. Harvesting crews are packing for the best quality, reducing overall volume. MFC Broccoli is sporadic.



Fresh Crop Report

WEEK OF SEPTEMBER 27, 2020

Cantaloupe



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

Prices are elevated; harvesting has passed its peak. Poor air quality from wildfires continues to restrict production. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

The market is high; extreme heat followed by cooler temperatures has tightened supplies. Markon inspectors are choosing the best lots. ESS Cauliflower is available.

Celery



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

Prices are low; expect high volume over the next several weeks. Quality is excellent. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX/TX	▲▲▲	*****	\$\$\$
GA, USA	▲▲▲	*****	\$\$\$
MI, USA	▲▲▲	*****	\$\$\$
NC, USA	▲▲▲	*****	\$\$\$
OH, USA	▲▲▲	*****	\$\$\$

The market is up. Although new crop Baja production is underway, rain has slowed East Coast production.

Grapes



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

MFC Red Seedless and MFC Lunch Bunch Grapes are currently shipping in the Alison variety. MFC Green Seedless Grapes are in the Autumn King variety.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
EAST COAST	▲▲▲	*****	\$\$\$

High markets persist; stocks are limited. Fringe burn and internal burn are problems resulting from recent heat. Soilborne diseases are also lowering volume. The Canadian and East Coast seasons are winding down. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are rising; stocks are tightening as the season is past its peak. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
EAST COAST	▲▲▲	*****	\$\$\$

The market is escalating; demand far exceeds supply. Field weights are inconsistent; puffiness and seeder are quality problems. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are level; volume is average. Quality is very good: fruit is juicy and tart. MFC and ESS Lemons are available.

Limes



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

The market is stable; stocks are sufficient. The crop is dominated by small sizes. MFC and ESS Limes are being packed, but packer label will be shipped as necessary.

Onions



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

Prices are unchanged. Stocks will start shipping out of storage in October. New crop, fresh-run MFC Red and Yellow Onions are on the market in Idaho, Oregon, and Washington. Packer label stocks from Colorado are also available.

Oranges



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

The market remains high. California Valencias continue to tighten, especially small sizes, as growers battle the effects of extreme heat. Quality concerns include re-greening and softness. California Navels will start shipping in late October. MFC and ESS Valencia Oranges are available.

Pears



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

Prices are stable. California Bartlett supplies will be shipped through next month. Washington Bartletts are also available; 110- and 120-count sizes dominate the crop. D'Anjou harvesting will start soon.

Pineapple



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

High markets persist. Excessive rain in both production areas is causing translucency in some lots. Sugar levels are, on average, above 13 Brix.



Fresh Crop Report

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Potatoes



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

The market is stable. New crop, field-run packer label Norkotah supplies continue to increase. Quality is very good: minor skinning and excess moisture may be observed in fresh-run stocks. New crop Burbank production will begin in early October. Storage Norkotahs will start shipping in mid-October.

Raspberries



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

Prices have inched up to average levels; stocks are sufficient. Quality is very good: sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
EAST COAST	▲▲▲	*****	\$\$\$

High markets persist; stocks are limited. Fringe burn and internal burn are problems resulting from recent heat. Soilborne diseases are also lowering volume. The Canadian and East Coast seasons are winding down. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg and romaine supplies are tight due to extreme California weather. Overall quality and shelf-life has been impacted, but the best lots with the most ideal maturity are being allocated for Markon orders.

Spring Mix



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

The market is holding steady despite reduced volume. Excessive heat has tightened stocks, but supply is meeting demand. Dehydration, early breakdown, shortened shelf-life, and yellowing are quality-related issues. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

Prices will remain high for another two weeks. California supplies are limited due to recent hot weather. The Mexican season is getting underway, but stocks are tight. Michigan harvests will end this week. New crop Georgia production has been slowed due to rain. Quality is very good: scarring and softness are minor issues.

Strawberries



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

The market is elevated. Expect limited supplies through early October. Quality problems include bleeding, bronzing, bruising, and softness. MFC Strawberries are sporadic.

Tomatoes



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

Prices are active. East Coast growers are moving to new growing regions, while California stocks remain scarce due to high heat.

Tree Fruit



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

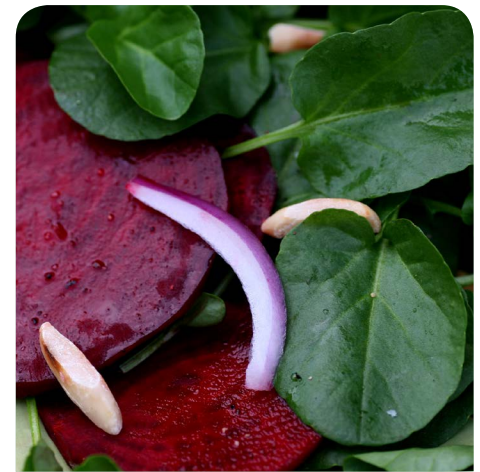
The market is starting to climb. The domestic nectarine and peach seasons are wrapping up. Plums will remain on the market through October. Quality is very good: nectarine and peach sugar levels range from 10 to 12 Brix, while plum levels vary from 12 to 14 Brix.

Watermelon



Region	Supplies	Quality	Price
EAST COAST	▲▲▲	*****	\$\$\$
MEX/AZ	▲▲▲	*****	\$\$\$
WEST COAST	▲▲▲	*****	\$\$\$

Prices are up; the California season is past its peak. In some West Coast regions, poor air quality is restricting production. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



READY-SET-SERVE
by MARKON

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Backed by 5-Star.



Markon First Crop (MFC).
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vegetables. Backed by 5-Star.

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safety at five key points.