

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 29, 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: Hard squashes are packed with sweet flavor and hearty texture. Which is your favorite and how do you serve it?

A: I have just really been discovering hard squash in the last couple of years, from pumpkin risotto with fresh Hubbard squash, to roasted spaghetti squash used to lighten up a dish, or tempura-fried Delicata squash. My favorite is a sweet, earthy apple and butternut squash soup. Delicious topped with a crab or crayfish hushpuppy.

- Roasted Butternut cubes add seasonal colors and a hint of sweetness to kale and arugula salads.
- Bake Acorn squash halves with miso and butter; slice and serve with fish.
- Drop tender chunks of roasted Delicata squash into bean- or rice-based soups.

*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.



Massaman Curry with Potatoes and Carrots

When most think of curry, they think spicy. Massaman is a milder version, with sweet, nutty notes that pair well with the comforting potato and carrot ingredients.

Get the full recipe >

Highlights

- Expect broccoli supplies to increase and prices to dip now that Thanksgiving has passed and volume has started rising.
- Offshore green seedless grapes are on the market. The offshore red seedless season will start in mid-January.
- The tomato market will continue easing through next week. Supplies continue to slowly increase; demand is weakening.

Tips for Serving Lemons

- Puree garbanzo beans, Ready-Set-Serve® (RSS) Peeled Garlic, the juice of Markon First Crop® (MFC) Lemons, RSS Washed & Trimmed Parsley, tahini, salt, and olive oil; serve with RSS Celery Sticks and RSS Baby Carrots.
- Roast red snapper with marinated artichoke hearts, MFC Potatoes, slices of MFC Lemons, and MFC Tarragon.
- Marinate tuna cubes in olive oil, MFC Chervil, and black pepper; grill on skewers with slices of MFC Lemons.

Browse additional usage tips >





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Meat- and gluten-free, this comforting fall soup is packed with vegetables, beans, and the ancient grain quinoa—and hearty enough to withstand delivery and pickup times!

Produce Highlights

Green Bell Peppers

- Prices are easing.
- Stocks are increasing and demand is falling.

Iceberg

- Expect lower markets over the next two weeks.
- Arizona/California desert supplies are increasing.

Strawberries

- Weak demand has eased prices a bit.
- Quality is improving: overall berry size is increasing.

Apples



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

Prices are unchanged; stocks are 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	^^^	*****	\$\$\$

The market is slightly lower than last week; Mexican volume is high and demand has eased. Peruvian stocks remain tight. Quality is excellent: spears are straight and tips are firm. MFC Asparagus is available.

Avocados



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

Prices are level; 40-, 48-, and 60-count sizes dominate the Mexican crop. Select growers are importing from Colombia and Chile. California supplies are limited. 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, USA	^^^	*****	\$\$\$
FL, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is easing; stocks are increasing and demand is falling. The Mexican season (into Nogales, Arizona) is in full swing. On the East Coast, harvesting has moved to Florida. Quality ranges from good to very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are stable; supplies are adequate. California growers have transitioned production to Coachella. The Mexican season (crossing into Nogales, Arizona) will start in a week or two. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is steady; stocks are sufficient. Cooler weather is tightening California supplies, but yields are up in Central 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, USA	^^^	*****	\$\$\$
CHILE	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
PERU	^^^	*****	\$\$\$

Prices are stable; volume is high in Mexico and Peru. California harvesting is wrapping up, but the Chilean season is getting started. Quality is very good: sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is easing; demand has fallen. Domestic growers have transitioned south to the Arizona/California desert region; production is ramping up. Mexican-grown stocks are sufficient. New crop quality is very good. MFC Broccoli is available.



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Cantaloupe



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

Prices are slightly higher than last week. The East Coast offshore season is underway; West Coast arrivals will begin in early December. Domestic MFC Cantaloupe Melons are not available. Sugar levels range from 12 to 13 Brix.

Cauliflower



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

The market is erratic; new crop volume is low, but rising. Quality is very good: heads are firm with snowy white color. ESS Cauliflower is available.

Celery



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

Prices have eased; demand is not as strong, but will pick up again as the December holiday pull approaches. Quality is excellent: stalks are straight and firm. MFC Celery is available.

Cucumbers



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

Prices are high. Mexican supplies are adequate, but Florida stocks are tight. MFC Cucumbers are available.

Grapes



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

The market is level. Offshore green seedless supplies are on the market. The 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, USA	▲▲▲	*****	\$\$\$
CA, USA	▲▲▲	*****	\$\$\$

Prices are lower than last week. The Arizona/California desert season is underway; supplies are increasing. Weights are low, but quality is excellent. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is unchanged. Offshore melons are now available on the East Coast. Sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are not on the market.

Iceberg Lettuce



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

Expect lower prices over the next two weeks. Arizona/California desert supplies are increasing. Quality is excellent: head weights are low, but increasing. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is steady; 115-, 140-, and 165-count fruit is the most plentiful. Quality is at its peak. MFC and ESS Lemons are available.

Limes



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

Prices are easing; imported volume has increased and demand is weak. Quality is good. MFC and ESS Limes are limited; packer label is being substituted as necessary.

Onions



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

The market is stable; stocks are adequate. 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, USA	▲▲▲	*****	\$\$\$

Prices are level. 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, USA	▲▲▲	*****	\$\$\$

The market is steady. Washington Bartlett and D'Anjou stocks are sufficient; 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	▲▲▲	*****	\$\$\$

Prices are slightly lower than last week; demand is weak. Supplies are ample in both growing areas; large sizes dominate the crop. Quality is very good: fruit is juicy with tangy, sweet flavor. Sugar levels are averaging 15 Brix.



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Potatoes



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

Prices are unchanged; small sizes dominate the market. Storage crop MFC Burbank and Norkotah Potatoes are 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, USA	▲▲▲	*****	\$\$\$
MEX/CA	▲▲▲	*****	\$\$\$

Prices are stable. Growers are transitioning to Mexico; the California season is ending. Volume will peak over the next week, then tighten up in December. Quality is very good: sugar levels range from 12 to 13 Brix.

Romaine



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

Prices are starting to inch down. Growers are shipping from the Arizona/California desert region. Quality is excellent: head weights are low, but starting to increase. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Iceberg and romaine volume is starting to rise. Head weights are beginning to increase. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

Prices are level. Growers are shipping from the Yuma growing region. Quality is excellent. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market yellow squash market is elevated; supplies are tight. Zucchini prices are lower; stocks have increased. Decay, scarring, and softness are occasional issues. MFC Squash is available.

Strawberries



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

Weak demand has eased prices a bit. Mexican volume is inching up. Fruit from Florida has begun to enter the market; supplies will ramp up over the next few weeks. Quality is improving: overall berry size is increasing. MFC Strawberries are available.

Tomatoes



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

The market will continue easing through next week. Supplies continue to slowly increase; demand is weakening. West Coast quality is very good.

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.



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