

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF OCTOBER 3, 2021

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: Apples are a true sign of fall food. Salads, sides, desserts, and beverages... they work across all day parts. How do you use apples on your menus?

A: Crisp and crunchy raw apples work great in leafy green and mayonnaise-based salads (like chicken, turkey, or deviled ham). Whole roasted apples stuffed with butter and cranberries make a delicious Thanksgiving or other holiday dessert. Drizzle with caramel and garnish with edible petals for a delicious, Instagram-able menu item that will drive-in customers.

- Toss shaved MFC Granny Smith Apples with shaved Brussels sprouts and poppy seed dressing and serve this slaw as a healthy side for burgers and sandwiches.
- Balance the sweetness and add sophistication to apple pies and tarts with savory flavors such as MFC Thyme, Cheddar cheese, or salty bits of bacon.

*Chef Marcus Calderon,
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.



Detroit Style Square Pizza with Mushrooms

Crunchy and cheesy on the outside and fluffy and warm on the inside, these on-trend square pizzas can be piled high with a number of delicious ingredients. Here we've used mushrooms and fresh thyme.

Get the full recipe >

Highlights

- Markon First Crop (MFC) Premium Romaine weights are higher on average than the rest of the industry (36 to 38 pounds compared with 32 to 37 pounds).
- Ample supplies of large-size (40- to 70-count) MFC Idaho Norkotah Potatoes are available; 90- through 100-count MFC Idaho Norkotah Potatoes are limited.
- Elevated broccoli and cauliflower markets are forecast for the next 10 to 14 days.

Tips for Serving Mushrooms

- Serve hearty grain salads with umami-rich MFC Mushrooms, sweet Kabocha squash, and lemony dressing—great both hot and cold.
- Stuff MFC Portabella Mushrooms with healthy RSS Shredded Kale, rainbow chard, crunchy pine nuts, and Fontina cheese.
- Toss toothsome potato gnocchi with the bitter notes of RSS Wild Arugula and rich, earthiness of MFC Crimini Mushrooms.

Browse additional usage tips >





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This shareable side dish is roasted on high heat to blister the carrots' skins while keeping the inside sweet and tender.

Produce Highlights

Cantaloupes & Honeydews

- Honeydew supplies are extremely limited as the San Joaquin Valley, California season ends.
- Cantaloupe stocks are sufficient at this time but expected to tighten.

Limes

- New crop supplies are increasing, especially smaller sizes.
- Continual rain in Mexico is prompting extra grading.

Strawberries

- There is a two-tiered market as one season ends (Salinas/Watsonville) and another gets underway (Santa Maria).
- Expect overall prices to remain steady to slightly higher for the next two to three weeks.

Apples



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

The market is low. New crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are plentiful. New crop quality is excellent: sugar levels range from 12 to 14 Brix.

Asparagus



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

Expect high prices for another week or so. Growers are moving from Central Mexico to Baja. Peruvian supplies are adequate. Quality is good: tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.

Avocados



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

The market is elevated. Mexican growers have moved to the fall Avenajeada crop; fruit is dominated by 48-count and smaller supplies. The California summer season is nearly over. Peruvian volume is low but stocks should ship into October. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are stable. The New Jersey, New York, and Michigan seasons are ending. Growers will harvest in Georgia and the Carolinas through October, pending weather. California volume is high. West Coast quality is best: walls are thick, skins are smooth, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

West Coast markets are steady. East Coast growers have moved to Georgia and North Carolina; the season will run through late October. Canadian greenhouse volume is dominated by medium size supplies due to reduced daylight. West Coast quality is best: color is vibrant and shape is elongated. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are level, but will start inching up later in the month when the Watsonville season winds down. Quality is very good: berries are sweet, juicy, and plump.

Blueberries



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

The market has eased to average; stocks are increasing in Baja, Mexico and Peru. Quality is very good: berries are plump and sweet.

Broccoli



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

Elevated prices are forecast for the next 10 to 14 days. Supplies are limited in California due to inconsistent weather and in Mexico because of heavy rain. Overall quality is good: pin rot is occasionally affecting some lots. MFC Broccoli is on the market.



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Cantaloupe



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

Stocks are sufficient at this time but expected to tighten. Higher markets are forecast until the move to the desert region is complete. MFC Cantaloupes are limited; packer label will be substituted as needed.

Cauliflower



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

Elevated prices are forecast for the next 10 to 14 days. Recent cool weather has slowed growth, resulting in fewer available supplies. Expect good quality with great color and ideal size. ESS Cauliflower is available.

Celery



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

The market is weak. California stocks are abundant; Salinas production will run through mid-November. The Michigan season is ending. Quality is very good. MFC Celery is available.

Cucumbers



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

Prices are a bit lower, despite strong demand. Baja volume remains tight, but stocks are increasing in Georgia and North Carolina. MFC and ESS Cucumbers are sporadic.

Grapes



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

The market is weak; domestic supplies are ample. Quality is very good: fruit is firm, yet juicy with subtly sweet flavor. Domestic MFC and ESS Green and Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

Prices are low. Soil pathogens and plant viruses are increasing as the season nears its end. Internal/fringe burn are issues. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Supplies are extremely limited. Expect higher markets until the week of October 11. MFC Honeydew Melons are limited; packer label will be substituted as needed.

Iceberg Lettuce



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

Prices have inched down a bit, but may rise in again in the coming weeks as the Salinas season winds down. Huron production will begin in mid-to late October. Quality is good: internal burn, mildew pressure, and seeder are issues. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available (MBA) is being substituted as necessary.

Lemons



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

The market is high. California growers are moving to new harvesting regions. MFC and ESS Lemons are available.

Limes



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

Supplies are increasing, especially smaller sizes. Rain in Mexico has prompted extra grading for skin breakdown, oil spotting, styler and other concerns. MFC and ESS Limes are available.

Onions



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

Expect markets to remain elevated through October, when growers increase production for retail holiday demand. Medium-size supplies dominate the Northwest crop; super colossals are extremely limited. MFC Onions are available. Packer label onions are available in Colorado.

Oranges



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

High prices are forecast until the California Navel season starts in mid- to late October. Valencia stocks are nearly depleted. The Early orange variety has started shipping from Mexico (into McAllen, Texas); Texas early oranges will become available in early November.

Pears



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

The market is unchanged. California Bartlett stocks are ample and will remain on the market through late October. Washington Bartlett and D'Anjou are available.

Pineapple



Region	Supplies	Quality	Price
CR	^ ^ ^	*****	\$\$\$
ECUADOR	^ ^ ^	*****	\$\$\$

Prices are forecast to remain steady through late November; supplies are sufficient. Large sizes dominate current crops, especially five- and six-count stocks. Quality is very good: fruit is juicy with tangy flavor. Sugar levels are approximately 15 Brix.



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Potatoes



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

Prices are stable. Ample supplies of large-size (40- to 70-count) MFC Idaho Norkotah Potatoes are available; 90- through 100-count MFC Idaho Norkotah Potatoes are limited. Quality is average, but will improve once supplies have gone through the sweat process and are in storage; minor skinning and excess moisture may be observed in fresh-run potatoes. U.S. No. 2 supplies are limited.

Raspberries



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

The market is poised to ease as new crop gets underway. Mexico will be the primary growing area through October. Quality is average, but will improve as the season progresses.

Romaine



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

Prices are steady to slightly higher than last week. Soil pathogens and plant viruses are increasing as the Salinas Valley season nears its end. Quality is good: internal burn, mildew pressure, seeder, and fringe burn are issues. MFC Premium Romaine Lettuce is sporadic; MBA is being packed as needed.

Salads & Blends



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

Although iceberg and romaine supplies are tight, the market is level. Quality is good: internal burn, mildew pressure, seeder, and fringe burn are potential problems.

Spring Mix



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

Prices are steady; Salinas Valley stocks are abundant. Quality is very good: brittle texture, mildew pressure, and yellowing are sporadic issues. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Overall markets are slightly higher. Volume is rebounding in Georgia and North Carolina after last week's poor weather. The Santa Maria, California season will run another month. Mexican supplies are increasing. Quality is very good: skins are smooth and flavor is pleasantly bitter.

Strawberries



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

There is a two-tiered market as one season ends (Salinas/Watsonville) and another gets underway (Santa Maria). Expect overall prices to remain steady to slightly higher for the next two to three weeks. MFC Strawberries are available in Markon's recyclable cardboard or plastic clamshells.

Tomatoes



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

The North Carolina and Tennessee round tomato seasons are ending, but Virginia volume is steady. Vine ripe supplies are tight in California and Mexico. Romas are tight in the east and Mexico; California production will run another month. Grape tomatoes are transitioning to Florida. MFC Tomatoes are available.

Tree Fruit



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

This is the last week for nectarines and peaches. Plums will be shipped through the end of next week. Offshore fruit will hit the market by late December/early January.

Watermelon



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
EAST COAST	▲▲▲	*****	\$\$\$
TX	▲▲▲	*****	\$\$\$

The market is low; stocks are abundant. Large sizes dominate current crops. Quality is very good: fruit is sweet and juicy.



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