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IN EVERY CASE.



## Highlights

- Markon First Crop® (MFC) Premium Green Leaf weights are higher on average than the rest of the industry (19 to 26 pounds compared with 17 to 25 pounds).
- Hurricane Pamela will hit Mexico's Sinaloa growing region this week. A wide variety of items might be impacted including corn, tomatoes, bell peppers, squashes, and cucumbers.
- Green leaf, iceberg, and romaine prices continue to rise due to increased disease pressure and cooler temperatures that have reduced yields and carton weights in the Salinas Valley.

# Fresh Crop Report

WEEK OF OCTOBER 17, 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:** Using RSS Collard Greens is a fast and easy way to add this healthy, increasingly popular ingredient to menus. How do you serve them raw? Cooked?

**A:** Raw collards are a smart substitute for to-go salads as their hearty texture holds up to travel times. My preferred way to prepare them is stewed with thick chunks of pork bacon, plenty of garlic, and onions, and a hint of vinegar. Serve these Southern favorites with barbecue, sweet potatoes, mac and cheese, and salty ham.

- Toss raw Ready-Set-Serve® (RSS) Chopped Collard Greens with shaved watermelon radish and MFC Granny Smith Apples cut into match sticks; drizzle with vinaigrette and top with fried shallots.
- Simmer RSS Chopped Collard Greens and RSS Chopped Kale in a coconut-curry sauce; ladle over rice.

*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.



### Lemon New Potatoes with Collards

Crispy on the outside, tender on the inside, these red potatoes are tossed with bright lemon and umami-rich 'nooch!

**Get the full recipe >**

## Tips for Serving Apples

- Add sweetness and crunch to green and grain-based salads with chunks of MFC Gala or Fuji Apples.
- Stack rounds of MFC Golden Delicious Apples, MFC Fennel, and MFC Bartlett Pears for a visually appealing, vertical salad.
- Stuff crepes with roasted apple, pumpkin, and pomegranate seeds; drizzle with caramel for a unique fall dessert.



**Browse additional usage tips >**

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WEEK OF OCTOBER 17, 2021



*This hearty grain salad gets umami from mushrooms, sweetness from Kabocha squash, and bright notes from lemon. Serve warm for cold months or chilled when it starts to heat up.*

## Produce Highlights

### Onions

- Current supplies are dominated by medium sizes.
- Growers report size is increasing this week.

### Oranges

- The California Valencia season is coming to an end. New crop Navels will enter the market this week in a very limited manner.
- Prices will remain elevated through October.

### Squashes

- Expect lower markets over the next one to two weeks.
- Zucchini and yellow squash supplies are increasing on the East Coast. The main Mexican season should begin later this month.

## 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 ample. Overall quality is excellent: sugar levels range from 12 to 14 Brix.

## Asparagus



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

Prices have stabilized; supplies are increasing in Baja, Mexico. Peruvian volume is stable (into Miami, Florida). Quality is very good: tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.

## Avocados



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

The market is steady. The California season has ended. Mexican growers are harvesting a range of 48- to 70-count fruit; No. 2 grade fruit is tight. Peruvian volume is low, but should remain on the market through this month. 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 level. East Coast production is in Georgia; yields are high. West Coast volume is a bit lower. Mexico's new crop season will start in Sonora by late October/early November. Quality is very good: walls are thick, skins are smooth, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are on the market.

## Bells: Red and Yellow



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

The market is unchanged. East Coast growers will harvest through this month in Georgia and North Carolina. West Coast stocks are meeting demand. The Canadian season will run through mid-November. Quality is very good: color is vibrant and shape is elongated. MFC and ESS Red Bell Peppers are available.

## Blackberries



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

Prices are elevated; the Watsonville season will end in late October. Mexican production has also slowed. Quality is average: problems include softness, decay, and leaky fruit.

## Blueberries



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

High markets persist. Mexican production has been inconsistent due to labor and weather issues; growing regions have had a 33% increase in rain this year. Port delays are affecting the availability of South American fruit, but Peruvian stocks are increasing. Quality is very good: berries are plump and sweet.

## Broccoli



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

Prices are a bit lower than last week, but remain elevated. Although Mexican supplies have increased slightly, overall volume is low. Quality is good: brown stem, hollow core, yellowing, and pin rot are possible problems. MFC Broccoli is available.



# Fresh Crop Report

WEEK OF OCTOBER 17, 2021

## Cantaloupe



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

The market is rising. Growers are in transition to the desert area. MFC Cantaloupes are limited; packer label will be substituted as needed.

## Cauliflower



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

Prices are elevated following another stretch of cool weather in Salinas and Santa Maria. Quality is very good: yellowing is minimal. ESS Cauliflower is available.

## Celery



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

The market is active. Growers are preparing to move to Oxnard at the end of the month; initial yields will be low due to disease pressure. Salinas production will run through mid-November, then shift to Yuma in late December. Quality is very good. MFC Celery is available.

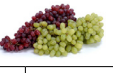
## Cucumbers



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

Prices are slightly lower than last week. On the East Coast, Georgia is the main region of production; volume is high. Mexican growers are harvesting in Baja and Sonora; Hurricane Pamela may affect harvests and lower yields. MFC and ESS Cucumbers are sporadic.

## Grapes



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

The market is weak; domestic supplies are plentiful. 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 continue to rise due to increased disease pressure and cooler temperatures that have reduced yields and carton weights in the Salinas Valley. Internal/fringe burn are occasional end-of-season issues. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

The market is up; growers are transitioning to the Arizona/California desert region. MFC Honeydew Melons are tight; packer label will be substituted as necessary.

## Iceberg Lettuce



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

Prices continue to rise due to increased disease pressure and cooler temperatures that have reduced yields and carton weights in the Salinas Valley. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available (MBA) is being substituted as needed.

## Lemons



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

The market is high; overall supplies are limited, but quality is very good. MFC and ESS Lemons are available.

## Limes



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

Prices have eased. Volume is inching up, especially small and medium sizes. MFC and ESS Limes are available.

## Onions



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

Expect elevated markets through October. Current supplies are dominated by medium sizes, causing a significant price gap between medium and jumbo sizes. When retail/holiday demand strengthens in November, more raw product will be released from storage sheds, increasing large-size onion volume and easing prices. MFC Red and Yellow Onions are on the market. Packer label onions are available in Colorado.

## Oranges



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

Prices will remain elevated through October. The California Valencia season is coming to an end. New crop Navels will enter the market this week in a very limited manner. The Early orange variety is 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 low. California Bartlett yields are high; this variety will remain on the market through October. Washington Bartlett and D'Anjou are available.

## Pineapple



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

Prices should hold steady through late November. Supplies are adequate; 5- and 6-count sizes dominate current shipments. Sugar levels are approximately 15 Brix.



# Fresh Crop Report

WEEK OF OCTOBER 17, 2021

## Potatoes



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

New crop Burbank production has begun. Once the harvest is complete, stocks will be celled until they complete the sweat process. 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 good; occasional skinning, excess moisture, and cooler mold may be observed in fresh-run potatoes. U.S. No. 2 stocks are scarce.

## Raspberries



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

The market is climbing. Although California production is light, the season should run through November. Mexico volume is steady, but some fields have passed their peak. Quality problems include botrytis and yellow rust due to poor weather.

## Romaine



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

Prices continue to rise due to increased disease pressure and cooler temperatures that have reduced yields and carton weights in the Salinas Valley. Quality is average: internal burn, mildew pressure, seeder, and fringe burn are potential problems. MFC Premium Romaine Lettuce is sporadic; MBA is being packed as needed.

## Salads & Blends



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

The market is steady despite limited stocks. Quality is good: internal burn, mildew pressure, seeder, and fringe burn are issues.

## Spring Mix



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

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

## Squash



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

Expect lower markets over the next one to two weeks. East Coast volume is at its peak in Georgia and North Carolina. The main Mexican season (into Nogales) should begin later this month. Hurricane Pamela is headed towards Mexico's West Coast and has the potential to disrupt supplies/affect quality further into the fall season.

## Strawberries



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

Prices will remain two-tiered until harvesting has moved from the Salinas/Watsonville region to Santa Maria; demand is strong. New crop Santa Maria berries are tight and commanding higher markets. Quality is very good: dark, overripe, and bruised fruit is being seen in Watsonville/Salinas. MFC Strawberries are available in Markon's recyclable cardboard or plastic clamshells.

## Tomatoes



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

Round prices are stable despite tighter-than-normal volume. Vine ripe supplies are limited in Mexico. Roma and grape markets are a bit higher. Florida yields will ramp up next week. MFC Tomatoes are available.

## Tree Fruit



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

The California nectarine and yellow peach seasons have ended. White peaches will be on the market for two more weeks. Plums will run through the first week of December. 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 ample, especially large sizes. Growers are transitioning from California to Arizona. Quality is very good: fruit is sweet and juicy.



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Table-ready fruits & vegetables.  
Backed by 5-Star.



Markon First Crop (MFC).  
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