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## Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (34 to 48 pounds compared with 30 to 44 pounds).
- Broccoli stocks are forecast to remain tight heading into the desert growing region transition. Most growers will begin harvests in the desert growing regions the week of November 15.
- California's San Joaquin cantaloupe and honeydew melon seasons have come to an end. Arizona/California fall desert supplies are now shipping.

# Fresh Crop Report

WEEK OF OCTOBER 24, 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:** Mushrooms are earthy and delicious. What are your favorite or perhaps unusual flavor pairings you suggest?

**A:** Mushrooms impart a deep umami flavor, especially when roasted. They pair well with steaks and stews, work in pasta and pizza recipes, and stir-fries or noodle dishes. I like to blend my burgers with a minced mushroom mixture to cut the fat and calories while boosting flavor.

- Fill MFC Portabella Mushrooms with a sautéed mixture of Ready-Set-Serve® (RSS) Shredded Kale, rainbow chard, Fontina cheese, and pine nuts; bake until cheese is golden.
- Sauté MFC Shiitake Mushrooms in butter and miso; add these flavor bombs to fried rice, grain bowls, and green salads.

*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.



## Caramel Hidden Rose Apples

Give your guests a visual surprise: take a bite of these crunchy apples covered in gooey caramel and decorative candies, and get a pop of ruby red color.

**Get the full recipe >**

## Tips for Serving Pomegranates

- Pomegranate seeds and juice add vibrant ruby red color to an assortment of holiday season drinks and dishes.
- Add pomegranate seeds to salads like RSS Heritage Blend, RSS Hearts & Hearts, and RSS Baby Spinach for color, texture, and flavor contrast. The juice is ideal in dressings.
- Mix pomegranate seeds into cornbread or sourdough stuffing along with RSS Stuffing Starter, MFC Sage, and MFC Thyme.



**Browse additional usage tips >**



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Offer this baba ghanoush with Halloumi cheese dip as a hummus alternative or accompaniment for a Middle Eastern dip packed with deep color and rich flavor.

## Produce Highlights

### Bell Peppers

- Cool autumn evenings in the main growing regions are affecting overall bell pepper supply levels.
- Red bell pepper prices are on the rise.

### Oranges

- The California Valencia season is coming to an end. Supplies of 113- to 138-count fruit are tightening.
- California's Navel season has begun in a limited way.

### Strawberries

- Supplies continue to tighten.
- Prices will remain elevated until the Salinas season has ended and Santa Maria volume ramps up.

### Apples



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

Prices are weak. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are abundant. Overall quality is excellent: sugar levels range from 12 to 14 Brix.

### Asparagus



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

The market is inching down; stocks are becoming more plentiful in Baja, Mexico. Peruvian supplies are adequate (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	^^^	*****	\$\$\$

Prices are steady. Mexican supplies are dominated by 48- to 70-count fruit; No. 2 grade fruit is limited. Peruvian stocks are tight, but should remain available through October. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

### Bells: Green



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

The market is inching up. Cool autumn evenings in the main California growing regions are affecting supply levels. Georgia and North Carolina are well into their fall crops; cooler evenings are expected this week, slowing production. Mexico's new crop season will start in Sonora by late October/early November. Quality is 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	^^^	*****	\$\$\$

Prices are on the rise. Cool California weather is slowing the ripening process; rain is in the forecast and may affect harvest/supply. East Coast growers do not produce many colored bells; markets are up. The Canadian season will run through mid-November. Production will ramp up in Sonora, Mexico by mid-December. Quality is good: large sizes are tight. MFC and ESS Red Bell Peppers are available.

### Blackberries



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

The market remains high; the Watsonville season will end over the next two weeks. Mexican volume is low. Quality is average: problems include softness, decay, and leaky fruit.

### Blueberries



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

Prices are elevated. Mexican harvests have been inconsistent due to labor and weather problems; growing regions have had a 33% increase in rain this year. Port delays are reducing the availability of South American fruit, but Peruvian supplies are forecast to increase. Quality is very good: berries are plump and sweet.

### Broccoli



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

Expect high markets to persist; cool weather has slowed growth. Stocks are forecast to remain tight heading into the desert growing region transition; most growers will begin harvests the week of November 15. MFC Broccoli is available.



# Fresh Crop Report

WEEK OF OCTOBER 24, 2021

## Cantaloupe



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

Prices will remain high through October. California's San Joaquin melon season has come to an end. Arizona/California fall desert supplies are now shipping. MFC Cantaloupes will be available through November 15.

## Cauliflower



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

The market is up due to cool weather in Salinas and Santa Maria. Quality is very good; yellowing is minimal. ESS Cauliflower is available.

## Celery



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

Prices will remain active through October. Growers are transitioning to Oxnard. 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	^^^	*****	\$\$\$

Markets are moderate. Georgia is the focal point of East Coast production; the Florida season will start this week too. Mexican growers are harvesting in Baja and Sonora. MFC and ESS Cucumbers are sporadic.

## Grapes



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

Prices remain low; domestic stocks 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	^^^	*****	\$\$\$

The market is active; increased disease pressure and cooler temperatures have reduced yields and carton weights in the Salinas Valley. Internal/fringe burn are occasional end-of-season problems. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

Growers have moved to the Arizona/California desert region; 6- and 8-count fruit dominated the crop. MFC Honeydew Melons will be on the market through November 15.

## Iceberg Lettuce



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

The market will remain elevated through the rest of the Salinas season due to increased disease pressure and cooler temperatures. Production has started in Huron. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available (MBA) is being substituted as needed.

## Lemons



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

Prices have stabilized; California stocks are increasing in the San Joaquin Valley. Quality is very good. MFC and ESS Lemons are available.

## Limes



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

The market is weak. Supplies are abundant, especially small and medium sizes. MFC and ESS Limes are available.

## Onions



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

Northwest yellow onion harvesting has been completed; supplies are shipping from storage. Current stocks are dominated by medium sizes (causing a significant market gap between medium and jumbo sizes), but suppliers are reporting large sizes in the later lots. Quality is excellent: onions possess solid, globe-like shape and firm texture with golden, cured skins. MFC Red and Yellow Onions are available.

## Oranges



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

Expect high markets through October. The California Valencia season is coming to an end. Supplies of 113- to 138-count fruit are tightening. California's Navel season has begun in a limited way. 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	^^^	*****	\$\$\$

Prices are weak. California Bartlett supplies are ample; the season will end in a few weeks. Washington Bartlett and D'Anjou will remain on the market.

## Pineapple



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

Expect stable markets through late November. Stocks are sufficient; 5- and 6-count sizes dominate both crops. Sugar levels are approximately 15 Brix.





# Fresh Crop Report

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## Potatoes



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

New crop Burbank harvest is complete. Plentiful quantities of large-size (40- to 70-count) MFC Idaho Norkotah Potatoes are available; 90- through 100-count MFC Idaho Norkotah Potatoes are tight. Quality is very good. U.S. No. 2 stocks are limited.

## Raspberries



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

Prices are elevated. The California season should run through November. Mexican stocks are adequate, but some fields have passed their peak. Quality problems include botrytis and yellow rust due to poor weather.

## Romaine



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

The market is up due to increased disease pressure and cooler temperatures that have reduced yields and carton weights in the Salinas Valley. Quality is good: internal burn, mildew pressure, and fringe burn are issues. MFC Premium Romaine Lettuce is sporadic; MBA is being packed as necessary.

## Salads & Blends



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

Prices are stable; iceberg and romaine volume will remain low until growers move to Yuma next month. Internal burn, mildew pressure, seeder, and fringe burn are problems.

## Spring Mix



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

The market is unchanged; Salinas Valley supplies are abundant. Quality is very good: brittle texture, mildew pressure, and yellowing are potential end of season problems. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

Prices have stabilized. East Coast stocks are ample in Georgia; quality is good, but rain-related softness is an occasional issue. Santa Maria, California production is winding down over the next week or two due to cool weather. Demand will shift to the main Mexican season in Sonora (into Nogales). Quality is very good.

## Strawberries



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

Markets will remain elevated until the Salinas/Watsonville season has ended and Santa Maria volume ramps up. Supplies continue to tighten. 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 steady. Roma markets are up a bit but Florida volume should get back on track by mid-November. Cool weather in California has tightened stocks while the season winds down. Decay and wind scarring are issues. MFC Tomatoes are available.

## Tree Fruit



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

Nectarines and peaches are no longer on the market. Plums will run through the first week of December. Offshore fruit will enter the market in late December/early January.

## Watermelon



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

Prices are weak; supplies are plentiful, especially large sizes. Growers have transitioned from California's San Joaquin Valley to the Arizona/California desert region. Quality is very good: fruit is sweet and juicy.



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