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## Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 38 pounds compared with 30 to 37 pounds).
- Green leaf, iceberg, and romaine markets are extremely active due to limited supplies.
- Strawberry prices are elevated due to the past week's heavy rain in California. The industry is in a demand-exceeds-supply situation. Stocks are limited.

# Fresh Crop Report

WEEK OF OCTOBER 31, 2021 | 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:** Halloween is moving beyond just candy and kids. What catering and to-go dishes do you suggest for themed parties or in-house specials?

**A:** There's no doubt that adults like to celebrate this holiday as much as children these days. I like to make white chocolate brownies decorated with strawberry puree (think scary blood drops), mold the pastry of individual apple pies into scary faces, fill cupcakes with raspberry gelee, and create Frankenstein and Dracula avo toasts by decorating with nori sheets (hair, eyebrows, and mouth), radish slices/olives (eyes), and chopped red bell peppers (nostrils). Customers really get a kick out of these and love to post on social media to drive traffic to your operation.

*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.



## Chopped Collard Greens and Soba Noodle Salad

A cold preparation of our Chopped Collard Greens in an Asian-inspired, hearty, and healthy, Soba Noodle salad.

**Get the full recipe >**

## Tips for Serving Collard Greens

- Add greens to broth-based soups just before serving for a burst of color and nutrients.
- Sauté greens in pork fat; serve alongside soul foods such as green tomatoes, okra, and mashed sweet potatoes.
- Add torn pieces of collard greens and chunks of butternut squash to Parmesan risotto.
- Stir-fry chopped collards with RSS Peeled Garlic, MFC Mushrooms, and curry paste; stir in cooked Basmati rice; serve with tandoori chicken.

**Browse additional usage tips >**



To learn more about Markon brands, please contact your sales representative | [markon.com](http://markon.com)



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Serve as a shareable appetizer or add to pasta and pizza—everyone loves meatballs. And because these are made with garbanzo beans, they're great for vegans and vegetarians too!

## Produce Highlights

### Cauliflower

- Yields are lower than normal.
- Expect markets to ease and availability to increase in 10 to 14 days.

### Iceberg Lettuce

- Disease pressure coupled with cooler weather is reducing yields and limiting availability.
- Prices will remain elevated through the harvesting transition to the Arizona/California desert in early to mid- November.

### Squash

- The California season has ended due to rain.
- Mexican stocks are increasing in the Sonora region.



### Apples

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

The market is low. 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	^^^	*****	\$\$\$

Mexican prices are weak; Baja volume is high. Peruvian stocks are sufficient (into Miami, Florida). Markets will begin to climb as the Thanksgiving holiday nears. Quality is very good: tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.



### Avocados

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

The market is stable. The Michoacan, Mexico season is off to a strong start; volume has increased 25% since last week. The size curve is fairly evenly distributed with plenty of 48-, 60-, and to 70-count fruit on the market. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.



### Bells: Green

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

Strong demand is starting to push up prices. The Hollister, California season is winding down; recent rain has accelerated this process. The Coachella season is underway; volume will increase through November. Cool weather is tightening East Coast supplies. Growers will move from Georgia to Florida over the next month. Quality is average: 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, USA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

High markets persist. Fall temperatures are slowing the ripening process in California; recent rain has caused occasional quality defects. East Coast growers do not produce many colored bells; prices remain elevated. The Canadian season will run another two weeks. 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, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Although prices are up, volume is rising and should reach normal levels in November. Quality is average: problems include red cell and leaky fruit.



### Blueberries

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

The market has stabilized. Mexican production is at its peak; weather has improved. Quality is excellent: size ranges from 15 to 17mm. Flavor is sweet with tangy undertones.



### Broccoli

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

Prices remain elevated in all regions; cool weather has slowed growth. Expect limited stocks until growers have completed the transition south to the Yuma, Arizona growing areas the week of November 15. Crown quality is good: pin rot is an occasional problem. MFC Broccoli is available.



# Fresh Crop Report

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## Cantaloupe



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

The market is high. The Arizona/California fall desert season is underway; volume will rise through November. Quality is very good. MFC Cantaloupes will be available through November 15.

## Cauliflower



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

Expect markets to ease and availability to increase in 10 to 14 days. Yields are lower than normal. ESS Cauliflower is available.

## Celery



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

The market is a bit higher than last week. Growers are making the move from Salinas to Oxnard. Salinas production will run another two week or so. Initial Oxnard fields are producing low yields due to disease pressure. Quality is very good. MFC Celery is available.

## Cucumbers



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

Prices are steady. Cool weather reduced Georgia volume; recent rain has also affected quality; the Florida season is getting started. Baja production will run through November. The Sonora season is also underway; all sizes and grades are available. MFC and ESS Cucumbers are available.

## Grapes



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

The market is weak; domestic fruit is 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, USA	^^^	*****	\$\$\$

The market will rise until growers fully transition south to the Yuma region in mid-November. Internal/fringe burn are occasional issues. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

The Arizona/California desert season is underway; 6- and 8-count fruit dominates availability. MFC Honeydew Melons will be on the market through November 15.

## Iceberg Lettuce



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

Prices will remain elevated through the harvesting transition to the Arizona/California desert in mid-November. Disease pressure and cooler weather are reducing yields and limiting availability. 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, USA	^^^	*****	\$\$
CHILE	^^^	*****	\$\$
MEX	^^^	*****	\$\$

The market is level; California supplies are increasing in multiple regions. Quality is very good. MFC and ESS Lemons are available.

## Limes



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

Low prices persist. Stocks are ample, especially small and medium sizes. Quality is very good. MFC and ESS Limes are available.

## Onions



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

Northwest yellow onions are now shipping from storage. Current supplies are dominated by medium sizes (causing a large price gap between medium and jumbo sizes), but suppliers expect more abundant 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, USA	^^^	*****	\$\$\$
IMPORTS	^^^	*****	\$\$\$

The California Valencia season has ended. California's Navel season is now underway; fancy grade 88- to 113-count sizes dominate supplies. These early season stocks require 96-100+ hours of ethylene gas to deepen color from yellow to orange. Sugar levels range from 11.5 to 12 Brix with high acidity.

## Pears



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

Weak markets persist. California Bartlett stocks remain abundant, but the season will end in a few weeks. MFC Washington Bartlett and D'Anjou Pears are available.

## Pineapple



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

Prices are forecast to rise next week (all sizes). availability is best for 6-count fruit; 5-count sizes are extremely limited. Sugar levels are approximately 15 Brix.





# Fresh Crop Report

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## Potatoes



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

The new crop Burbank harvest is complete; potatoes must go through the sweat process before shipping from storage. Large sizes (40- to 70-count) MFC Idaho Norkotah Potatoes are most plentiful; 90- through 100-count MFC Idaho Norkotah Potatoes are limited. Quality is very good. U.S. No. 2 stocks are scarce.

## Raspberries



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

The market has stabilized. The California season will run through November. Mexican supplies are sufficient; some fields are past their peak. New crop production is getting started. Quality problems include botrytis and yellow rust due to poor weather.

## Romaine



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

Prices are much higher than last week due to quality challenges as the Salinas Valley and Santa Maria seasons wind down. Quality is good: fringe burn is a minor issue. MFC Premium Romaine Lettuce is available.

## Salads & Blends



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

The market is level; iceberg and romaine stocks will remain limited until processors complete the move to Yuma in mid-November. Internal burn, mildew pressure, seeder, and fringe burn are occasional issues.

## Spring Mix



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

Prices are steady; Salinas Valley stocks will remain available until processors move to the Yuma, Arizona region in mid-November. Quality is very good: brittle texture, mildew pressure, and yellowing are potential end of season issues. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

The market is low due to weak demand and sufficient supplies in new growing regions. The California season has ended due to rain, but Mexican stocks are increasing in the Sonora region. East Coast growers continue to harvest in Georgia and Florida. Quality is very good: rain-related soft spots are occasional issues. MFC Zucchini and Yellow Squash are available.

## Strawberries



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

Prices are elevated due to the past week's heavy rain in California. The industry is in a demand-exceeds-supply situation. Stocks are limited. The season in Central Mexico is getting started and should reach normal volume by mid-November. MFC Strawberries are available.

## Tomatoes



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

Round and Roma markets are stable, despite tighter supplies on the East Coast. California's San Joaquin Valley's season is nearly over. Mexican vine ripe stocks are increasing. Grape tomato production is focused in Florida right now. MFC Tomatoes are available.

## Tree Fruit



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

The California nectarine and peach seasons have ended. Plums will remain available through the first week of December. Offshore fruit will enter the market in late December/early January.

## Watermelon



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

The market is low; stocks are ample, 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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