

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 7, 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: Potatoes are one of the most versatile ingredients. What delicious ways do you use them?

A: I love to do everything from smashed, to a classic Hasselback, to loaded smoked goat cheese mash. Top any potatoes with cheese and sign me up!

- Fortify fall and winter salads by adding chopped, roasted MFC Potatoes to Ready-Set-Serve® (RSS) Baby Spinach, RSS Heritage Blend, or RSS Hearts & Hearts.
- Add potato cubes to soups, stews, curries, and pot pies.
- Upgrade your mashed potato side dishes by mixing with purées like roasted celery root, Butternut squash, MFC Fennel, or MFC Carrots.

*Chef Adam Walkover,
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.



Roasted Carrot-Stuffed Shell

Sweet, roasted carrots take the place of traditional tomatoes in this surprising, yet delicious pasta dish.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 39 pounds compared with 32 to 37 pounds).
- The Salinas Valley received over an inch and a half of rain, followed by higher-than-average temperatures earlier last week. Quality issues like premature pinking issues and shortened shelf-life will start to affect industry supplies due to nitrogen uptake from the precipitation.
- Green leaf, iceberg, and romaine markets are extremely active due to limited stocks.

Tips for Serving Carrots

- Serve a rich, earthy soup made with roasted and puréed MFC Carrots, MFC Yellow Onions, coconut milk, and fresh ginger.
- Add global flavor to roasted RSS Baby Carrots with the Egyptian spice blend dukkah.
- Pickle RSS Carrots Sticks or RSS Coin Cut Carrots and serve as starters to Mexican entrees like enchiladas, tacos, or birria.
- RSS Shredded Carrots, RSS Matchstick Carrots, and RSS Color Shred Carrots add color and sweetness to green and mayonnaise-based salads.



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Top filet mignon entrées with crunchy, colorful roasted MFC Potatoes and aromatic MFC Thyme and Rosemary.

Produce Highlights

Green Beans

- Prices are climbing.
- Supplies will remain tight for approximately ten days.

Iceberg

- Markets are fairly steady at extremely high levels.
- Disease pressure continues to reduce yields in the Salinas Valley.

Strawberries

- Prices will remain elevated through the week.
- Expect low volume for the next 10 days as growers recover from recent rain.

Apples



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

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

Asparagus



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

Mexican markets are low, but starting to inch up as Thanksgiving nears. Baja stocks are abundant. Peruvian supplies remain 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	^^^	*****	\$\$\$

Prices are steady. Volume continues to rise in Michoacan, Mexico. The size curve is fairly evenly distributed with sufficient supplies of 48-, 60-, and to 70-count fruit available. 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 a bit higher than last week. The Hollister, California season is ending early due to last week's rain. The Coachella season is underway; volume will climb through November. East Coast stocks are tight due to falling temperatures. Growers will move from Georgia to Florida over the next month. 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 up. Cool California weather is slowing the ripening process. East Coast growers do not produce many colored bells; markets are high. The Canadian season will end next week. 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 has stabilized; stocks will increase through November. Quality is good: occasional problems include red cell and leaky fruit.

Blueberries



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

Prices are holding steady. Mexican supplies are abundant. Quality is excellent: size ranges from 15 to 17mm. Flavor is sweet with pleasantly tangy undertones.

Broccoli



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

The market is elevated; fall temperatures continue to impede growth. Expect tight supplies until growers complete the transition south to the Yuma, Arizona growing areas the week of November 15. Crown quality is good: pin rot is a minor issue. MFC Broccoli is available.



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Cantaloupe



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

Prices are beginning to increase as Arizona/California supplies tighten. Quality is very good. MFC Cantaloupes will be available through November 15.

Cauliflower



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

Although prices remain elevated, they will start to inch down over the next week. Quality is very good. ESS Cauliflower is available.

Celery



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

Prices are up. Growers are moving from Salinas to Oxnard. Quality is very good, but initial Oxnard fields are producing low volume due to disease pressure. MFC Celery is available.

Cucumbers



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

The market is unchanged. East Coast growers are moving from Georgia to Florida. Baja production is also underway; all sizes and grades are available. MFC and ESS Cucumbers are on the market.

Grapes



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

Prices remain low; 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 elevated. Growers are transitioning south to the Yuma region over the next two weeks. Internal/fringe burn are end-of-season problems. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market will start inching down as the Arizona/California desert season progresses. MFC Honeydew Melons will be on the market through November 15.

Iceberg Lettuce



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

Markets are fairly steady at extremely high levels. Disease pressure continues to reduce yields in the Salinas Valley. Production is underway in Huron and will start in Yuma the week of November 15. 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 are level; California volume will rise through fall and winter. Quality is very good. MFC and ESS Lemons are available.

Limes



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

The market is weak. Supplies are plentiful, particularly small and medium sizes. Quality is good. MFC and ESS Limes are available.

Onions



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

Northwest yellow onions are shipping from storage. Current stocks are dominated by medium sizes, but suppliers expect more abundant large sizes as the season progresses. 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	^^^	*****	\$\$\$

California's Navel season is has started; fancy grade 88- to 113-count sizes dominate stocks. Early season fruit requires 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	^^^	*****	\$\$
WA	^^^	*****	\$\$

Prices are low. California Bartlett supplies are ample; the season is winding down. MFC Washington Bartlett and D'Anjou Pears are readily available.

Pineapple



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

The market has jumped. All sizes are tightening, but availability is best for 6-count fruit; 5-count sizes are extremely limited. Sugar levels are approximately 15 Brix.



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Potatoes



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

The new crop harvest is complete; potatoes have completed the sweat process and now are shipping from storage. Large-size (40- to 70-count) MFC Idaho Norkotah Potatoes are adequate; 90- through 100-count MFC Idaho Norkotah Potatoes remain limited. Quality is very good. U.S. No. 2 stocks are tight.

Raspberries



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

Prices are level. California supplies will be on the market through November. Mexican stocks are adequate, but the season is past its peak. New crop production is ramping up. Quality issues include botrytis and yellow rust due to poor weather.

Romaine



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

The market will remain elevated until growers complete the move from Salinas to Yuma this month. Quality is average: fringe burn is an occasional problem. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are unchanged; iceberg and romaine supplies will remain tight until processors complete the move to Yuma in another week. Internal burn, mildew pressure, seeder, and fringe burn are potential problems.

Spring Mix



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

The market is stable; Salinas Valley supplies are sufficient. Growers/processors will move production to Yuma, Arizona over the next two weeks. Quality is very good: brittle texture, mildew pressure, and yellowing are possible late season challenges. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Weak prices persist. Mexican volume is rising in the Sonora growing area. East Coast suppliers are focused in Georgia and Florida. Quality is very good: rain-related soft spots are minor issues. MFC Zucchini and Yellow Squash are available.

Strawberries



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

Markets will remain elevated through the week. Expect low volume for the next 10 days as growers recover from recent rain. Quality concerns include bruising, water damage, and minor wind scaring. 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	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Round and Roma prices are steady, although East Coast stocks are tightening. California's San Joaquin Valley's season is ending. Mexican vine ripe volume is climbing. Grape tomato harvesting is underway in Florida. Quality ranges from good to very good. MFC Tomatoes are available.

Tree Fruit



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

The California nectarine and peach seasons have ended. Plums will remain on the market through early 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 moved harvests 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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