

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 14, 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: Thanksgiving is the ultimate foodie holiday. What side dishes do you suggest menuing for in-house dining and/or meal delivery?

A: Yummy side ideas that I suggest include acorn squash soufflé, sweet potato bake, roasted rainbow carrots with rosemary and cranberries, roasted Ready-Set-Serve® (RSS) Brussel Sprouts with smoky bacon or garlic parmesan, balsamic-glazed lemon thyme asparagus, and roasted multi-colored beets with a fun goat cheese whipped mousse.

- Braise MFC Fennel in white wine, vegetable stock, and MFC Thyme until tender; when tender, sear and serve with poultry.
- Kick up the flavor of mashed potatoes by combining MFC Idaho Potatoes with parsnips or MFC Carrots.
- Glaze and roast Butternut squash halves with butter and miso.

*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.



Cream of Leek & Potato Soup with Crispy Leeks

Topped with roasted crispy leeks, this soup is light and flavorful – inspired by spring! Serve hot or cold.

Get the full recipe >

Highlights

- Markon First Crop® (MFC) Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (22 to 25 pounds compared with 16 to 24 pounds).
- High-quality lime supplies are extremely limited due to the effects of this summer's Hurricane Grace. Prices are increasing, but new crop stocks should hit the market at the end of the month.
- Expect slightly lower cabbage prices over the next two to three weeks (through the seasonal harvesting transition).

Tips for Serving MFC Trimmed Leeks

- Add chopped MFC Trimmed Leeks and smoked salmon while scrambling eggs and cream; serve with snipped MFC Chives.
- Toss together thinly sliced MFC Trimmed Leeks, chopped MFC Granny Smith Apples, RSS Shredded Carrots, and crumbled bacon; stir in mayonnaise, salt, and pepper.
- Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.
- Add sauteed leek tops and bases with fettucine, pine nuts, RSS Shredded Kale, and roasted MFC Mushrooms.



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A little bit southern, a little bit Israeli, these crossover fritters are crispy with verdant flavors and a hint of spice. So delicious you almost forget they're packed with healthy green vegetables.

Produce Highlights

Citrus

- The California Navel orange season is underway; quality is excellent.
- Lemons are ramping up in both the San Joaquin Valley and the Arizona/California desert regions.

Melons

- MFC Cantaloupe and Honeydew Melons are limited.
- Cantaloupe prices are high. Honeydew markets are lower.

Strawberries

- Markets remain firm as demand continues to outpace supply.
- Rain is the California forecast, possibly impacting volume further.

Apples



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

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

Asparagus



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

Prices are rising due to strong demand for the Thanksgiving holiday. Baja supplies are abundant. Peruvian stocks are sufficient (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 | ^^^ | ***** | \$\$\$ |

The market is stable. Supplies are increasing in Michoacan, Mexico. Although all sizes are available, 48-, 60-, and to 70-count fruit is the most plentiful. Quality is very good: texture is creamy and flavor is shifting from grassy to nutty. 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 | ^^^ | ***** | \$\$\$ |

Prices will continue to inch up through the Thanksgiving holiday. The Hollister, California season ended early due to poor weather. Coachella volume will rise through November. East Coast supplies are limited due to lower temperatures. Growers are transitioning from Georgia to Florida. 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 | ^^^ | ***** | \$\$\$ |
| EAST COAST | ^^^ | ***** | \$\$\$ |
| MEX | ^^^ | ***** | \$\$\$ |

High markets persist. Lower California temperatures are inhibiting the ripening process. East Coast growers produce very few colored bells; prices are elevated. The Canadian season has ended. Production will ramp up in Sonora, Mexico by mid-December. Quality is good: large sizes are limited. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are steady; expect volume to continue rising through this month, peaking in December. Quality is good: minor issues include red cell and leaky fruit.

Blueberries



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

The market is unchanged. Mexican stocks are plentiful despite last week's rain. Offshore production will ramp up earlier this year (approximately late November). Quality is excellent: the average berry size ranges from 15 to 17mm. Flavor is sweet with pleasantly tangy undertones.

Broccoli



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

Expect high prices through November; cool weather continues to slow growth. Growers are transitioning harvests south to the Yuma, Arizona growing region; stocks will remain limited through the month due to strong Thanksgiving demand. Crown quality is good: pin rot is an occasional problem. MFC Broccoli is available.



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Cantaloupe



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

The market is up; supplies will ship through this week. MFC Cantaloupe Melons are limited; packer label is being substituted as the domestic season winds down.

Cauliflower



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

The market is starting to slow inch down. Growers have moved south to Yuma and volume is rising. Quality is very good. ESS Cauliflower is available.

Celery



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

The market has stabilized. Growers have moved to Oxnard, California. Quality is very good, but new crop supplies are tight due to industry-wide disease pressure. MFC Celery is available.

Cucumbers



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

Prices are steady. East Coast growers are harvesting in 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 | ^^^ | ***** | \$\$\$ |

The market has inched up a bit; domestic stocks are abundant. Chilean and Peruvian green grapes will start shipping in mid-December, followed by reds in late December. 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 |
|--------|----------|---------|--------|
| AZ | ^^^ | ***** | \$\$\$ |
| CA | ^^^ | ***** | \$\$\$ |

The market is up. The seasonal harvesting transitioning south to the Yuma region is underway. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices have dipped. MFC Honeydew Melons are limited; packer label is being substituted as the domestic season winds down.

Iceberg Lettuce



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

Prices are elevated. Production is underway in Yuma, but volume is low. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available (MBA) is being substituted as necessary.

Lemons



| Region | Supplies | Quality | Price |
|--------|----------|---------|--------|
| ARG | ^^^ | ***** | \$\$\$ |
| AZ/CA | ^^^ | ***** | \$\$\$ |
| CHILE | ^^^ | ***** | \$\$\$ |
| MEX | ^^^ | ***** | \$\$\$ |

Supplies are ramping up in both the San Joaquin Valley and the Arizona/California desert regions. MFC and ESS Lemons are available.

Limes



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

High-quality supplies are extremely limited due to the effects of this summer's Hurricane Grace. Prices are increasing, but new crop stocks should hit the market at the end of the month. MFC and ESS Limes are available.

Onions



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

The market is stable. Northwest yellow onions are shipping from storage. Current availability is dominated by medium sizes, but large sizes will increase 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 | ^^^ | ***** | \$\$\$ |

The California Navel orange season is underway; quality is excellent. Fancy grade 88-, 113-, and 138-count sizes dominate stocks. Cool nights are enhancing color; gas times range from 72-96 hours, but are dropping by the week. Sugar levels range from 11.5 to 12 Brix with high acidity.

Pears



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

The market is weak. California Bartlett stocks remain plentiful even though the season is nearly over. MFC Washington Bartlett and D'Anjou Pears are readily available.

Pineapple



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

Prices will continue to rise as Thanksgiving demand strengthens. All sizes are tightening, but 6-count fruit is most prevalent; 5-count sizes are extremely tight. Quality is very good: sugar levels are approximately 15 Brix.



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Potatoes



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

New crop potatoes have completed the sweat process and now are shipping from storage. Holiday demand has begun tightening supplies; 90- through 100-count stocks are the most limited. Markets remain elevated on all packs and sizes. Quality is very good. U.S. No. 2 stocks are scarce.

Raspberries



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

The market is unchanged. California stocks will ship through November. Mexican supplies are on the uptick. Quality problems include botrytis and yellow rust in both regions.

Romaine



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

Prices are up. The seasonal move from Salinas to Yuma is nearly complete. Quality will improve once growers are shipping from Yuma: fringe burn is an issue in Salinas. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is stable; iceberg and romaine stocks will remain limited for another week or two. Internal burn, mildew pressure, seeder, and fringe burn are occasional issues.

Spring Mix



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

Prices are unchanged. The seasonal harvesting transition from Salinas to Yuma, Arizona is underway. Quality is very good: brittle texture, mildew pressure, and yellowing are potential issues. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is low. Mexican supplies are increasing. East Coast suppliers have moved to Florida. Quality is very good: rain-related soft spots are potential problems. MFC Zucchini and Yellow Squash are available.

Strawberries



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

Prices remain firm. California growers continue culling rain-damaged fruit; as a result, production is down over 50% in some fields. Quality concerns include bruising, weak color, and water damage. More rain is in the forecast, possibly impacting volume further. Stocks from Central Mexico will hit volume levels in late November/early December. MFC Strawberries are available.

Tomatoes



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

The round and Roma markets are down slightly; the Florida season is underway. California's season has ended due to cold weather. Mexican vine ripe supplies are increasing. Florida grape tomato harvesting is in full swing. Quality ranges from good to very good. MFC Tomatoes are available.

Tree Fruit



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

California nectarine and peach harvests are done. Plums will remain available through early December. Offshore fruit will enter the market in late December/early January.

Watermelon



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

The market is low; stocks are ample, especially large sizes. Harvesting is now underway in the Arizona/California desert region. Quality is very good: fruit is sweet and juicy.



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