

CONFIDENCE
IN EVERY CASE.



Fresh Crop Report

WEEK OF NOVEMBER 21, 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: Chefs love leeks' subtle onion-y flavor. How do you suggest highlighting this ingredient on fall menus?

A: Leeks are a great addition to fall menus as the weather is cooling off. Techniques I like to use include braising, roasting, charring, smoking, and shaving/pickling to pair with hearty braised meats.

- MFC Trimmed Leeks make flavorful additions to soups; purée with MFC Potatoes, add to chicken noodle, and stir into hearty beef barley.
- Braised leeks make an elegant appetizer or side dish; upgrade by topping with caviar.
- Use thinly sliced, deep-fried leeks as a crunchy garnish for salads, starters, and entrées.

*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.



Stuffed Turkey with RSS Urban Blend

Great for the holidays or any cold-weather menu, this herbaceous turkey roll pairs well with sweet potatoes or yams.

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 31 to 37 pounds).
- Broccoli and cauliflower supplies have tightened in multiple growing regions, increasing prices.
- Chile pepper supplies, including Jalapeno, Serrano, and others specialty varieties as well as tomatillos, are extremely tight due to poor weather and harvesting gaps between growing regions. Markets are elevated.

Tips for Serving Potatoes

- Whether you serve them French fried, mashed, baked, roasted, or all of the above, potatoes are one of every kitchen's workhorse ingredients.
- Slice baker potatoes vertically and roast until tender; drizzle your favorite in-house sauce (think pesto, Hollandaise, creamy cheese, or chimichurri) for the on-trend Hasselback side dish.
- Potato latkes (crispy fried pancakes) are a key dish for the upcoming Hanukkah season; add flavor and color by tossing shredded MFC Potatoes with RSS Color Carrot Shred or RSS Shredded Kale.
- Offer a wide array of healthy toppings, such as RSS Broccoli Florets, RSS Chopped Green Onions, pico de gallo, and MFC Cherry Tomatoes with tahini, for baked potatoes that allow customers to mix and match.



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This peppery arugula salad gets a hint of sweetness from roasted Butternut squash and rich umami from shaved Parmesan cheese.

Produce Highlights

Limes

- Supplies are tightening as growers transition into the winter crop.
- Low yields are expected due to quality concerns caused by rain and wind in the primary growing region of Veracruz, Mexico.

Strawberries

- Supplies remain extremely limited; pricing continues to strengthen.
- Expect volume to decline through the Thanksgiving holiday.

Tomatoes

- Florida and Mexico are now the main growing regions for tomatoes.
- It's an excellent time to promote grape tomatoes as volume is high.

Apples



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

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

Asparagus



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

Expect high markets through the holiday season. Stocks are sufficient in Mexico and Peru (into Miami, Florida), but holiday demand is strong. 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 holding steady despite lower volume out of Michoacan, Mexico. Although all sizes are available, 60-count and smaller sizes dominate the crop. Quality is very good: texture is creamy and flavor is 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	^^^	*****	\$\$\$

The market remains stable. California supplies are increasing in the Coachella region. Stocks out of Georgia and South Florida are sufficient despite recent rain. Growers in mainland Mexico are starting to ship into Nogales, Arizona. Quality is good: bruising is an occasional concern. MFC and Markon Essentials® (ESS) Green Bell Peppers are on the market.

Bells: Red and Yellow



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

Prices have dipped a bit. California desert supplies are increasing; the season will run another four to five weeks. Harvesting will begin 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 is ticking up. California volume will decrease over the next two to three weeks. Mexican stocks have tightened slightly due to rain, but the crop should peak in mid-December. Quality is average: berries are plump and juicy with full color.

Blueberries



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

Expect steady supplies and level prices for the next several weeks. Imports from Argentina, Peru, and Uruguay are increasing; Chilean fruit will start arriving in December. Mexican supplies are adequate. Quality is excellent: the average berry size ranges from 15 to 17mm. Flavor is sweet with pleasantly tangy undertones.

Broccoli



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

Supplies have tightened in multiple growing regions, increasing markets. Cool weather has slowed growth in Salinas, while the Yuma season's start has been delayed. Rain and low temperatures have diminished Mexican volume. MFC Broccoli is sporadic.



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Cantaloupe



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

Prices are elevated; the domestic season is ending. Offshore supplies will start shipping next week. MFC Cantaloupe Melons are finished for the year.

Cauliflower



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

Supplies have tightened in multiple growing regions, increasing prices. The Yuma season is getting a slow start. Quality is very good. ESS Cauliflower is sporadic.

Celery



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

Prices are steady. Oxnard, California is the main growing region at this time. Quality is very good, but new crop volume is low due to disease pressure. MFC Celery is available.

Cucumbers



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

The market is up slightly. Growers will harvest in Georgia and Florida until the offshore season starts in early December. Mexican supplies are ample. Quality is very good. MFC and ESS Cucumbers are on the market.

Grapes



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

Expect prices to increase as the domestic season winds down. Offshore green grapes will start shipping in mid-December, followed by reds in late December. Quality is very good: fruit is firm, juicy, and sweet. Domestic MFC and ESS Green and Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

Prices are high but will ease as Yuma supplies increase. Quality is very good: large frame and thick ribs are occasional problems. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is up; the domestic season is ending. Offshore supplies will become available next week. MFC Honeydew Melons are finished for the year.

Iceberg Lettuce



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

The market is starting to ease. Yuma volume is increasing. Quality is very good: minor mildew damage is affecting some lots. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being substituted as needed.

Lemons



Region	Supplies	Quality	Price
ARG	▲▲▲	*****	\$\$\$
AZ/CA	▲▲▲	*****	\$\$\$
CHILE	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

Domestic volume is rising; prices are level. MFC and ESS Lemons are available.

Limes



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

The market is inching up. Supplies are tightening as growers transition into the winter crop. Low yields are expected due to quality concerns caused by rain and wind in Mexico. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CO	▲▲▲	*****	\$\$\$
ID	▲▲▲	*****	\$\$\$
OR	▲▲▲	*****	\$\$\$
UT	▲▲▲	*****	\$\$\$
WA	▲▲▲	*****	\$\$\$

Storage supplies are being shipped from Idaho, Oregon, Utah, and Washington. Size is dominated by medium onions. Growers are concerned about meeting demand in the latter part of the season. Reports indicate supply levels are down 20-50% from previous years. Growers are looking for alternatives to extend supplies into late April/early May. Markon partners in Texas and California could start seasons earlier than normal, weather permitting. MFC Red and Yellow Onions are available.

Oranges



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

California Navel prices are starting to ease. Fancy grade 88-, 113-, an 138-count sizes dominate availability. Fall temperatures are enhancing color; ethylene gas times range from 72-96 hours, but are dropping by the week. Sugar levels range from 11.5 to 12 Brix.

Pears



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
WA	▲▲▲	*****	\$\$\$

Prices are low. The California Bartlett season is winding down. Quality is very good. MFC Washington Bartlett and D'Anjou Pears are readily available.

Pineapple



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

Expect markets to gradually rise through December. Availability is dominated by 6-count fruit; 5-count sizes are extremely limited.



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Potatoes



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

The Idaho and Washington markets are up. Strong holiday demand will persist through the end of the year; 90- through 100-count supplies are tight. Quality is very good: storage stocks have smooth, tightly netted skins and few (if any) interior defects. U.S. No. 2 stocks are limited.

Raspberries



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

Prices are steady. Expect peak supply levels out of California through mid-December; volume will inch down thereafter. Mexican stocks are sufficient. Quality is very good.

Romaine



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

The market is high but starting to ease. Growers have transitioned from Salinas to Yuma; volume will increase week after week. Quality is very good: fringe burn is a minor issue. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are unchanged; new crop iceberg and romaine volume is starting to climb in Yuma. Markon's Quality Assurance team has moved with south with growers and continue to monitor quality and processing.

Spring Mix



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

The market is level. The seasonal harvesting transition from Salinas to Yuma, Arizona is complete. Quality is very good: brittle texture, mildew pressure, and yellowing are occasional problems. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are slightly higher. Mexican stocks are tighter than last week as the Hermosillo season is between crops. East Coast production continues in Georgia and Florida. Quality is very good: scarring and scuffing are possible issues. MFC Zucchini and Yellow Squash are available.

Strawberries



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

Supplies remain extremely limited; markets continue to strengthen. Expect volume to decline through the Thanksgiving holiday. The Oxnard season is getting underway. Stocks from Central Mexico will hit volume levels and meet size specifications in two or three weeks. MFC Strawberries are available.

Tomatoes



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

Florida and Mexico are now the main growing regions. Expect round tomato prices to decrease over the next two to three weeks. It's an excellent time to promote grape tomatoes, as volume is high. Mexican vine ripe and Roma supplies are ample. Quality is very good. MFC Tomatoes are available.

Tree Fruit



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

California nectarines and peaches are no longer on the market. Plums will remain available through early December. Offshore fruit will enter the market in late December/early January.

Watermelon



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

Prices are steady; Mexican supplies are abundant, especially large sizes. Quality is very good: fruit is sweet and juicy.



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