

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (42 to 50 pounds compared with 40 to 48 pounds).
- Expect an active cilantro market over the next several weeks.
- Iceberg prices will inch down this week. Romaine and green leaf markets will remain steady at low levels.

Fresh Crop Report

WEEK OF JUNE 14, 2020

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: What produce items do you use to highlight fish and/or shellfish entrees?

A: I immediately think of a lobster tail opened and topped with ratatouille and hollandaise sauce or giant shrimps served on a bed of asparagus and shredded organic carrots.

- Highlight fish with a mix of cauliflower and baby sweet broccoli tossed with butter and almonds.
- For an Italian dish, serve grilled halibut served in a parmesan eggplant au gratin topped with herb butter.
- Drizzle freshly pressed green juice (think celery, cucumber, kale, and parsley) over wild salmon and asparagus tips.

*Chef Stephane Renaud,
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.



Key Lime Tart with Fresh Fruit

Fill flaky pastry shells with tangy key lime custard and vibrant, sweet fruit.

Get the full recipe >

Tips for Serving Limes

- Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.
- Limes are integral to many Mexican dishes, including tortilla soup, corn con crema, fresh salsa, and street tacos.
- Creamy avocado-lime-cilantro dressing works well with salads or as a meat and vegetable marinade.



Browse additional usage tips >



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Serve an elegant plate of umami-rich sesame tuna and subtly sweet grapes atop zesty shiso leaves.

Produce Highlights

Bell Peppers

- Green bell prices are starting to stabilize; supplies are reaching adequate levels.
- Red bell stocks are sufficient; prices are slightly lower.

Pears

- Washington D'Anjou pears will be available through July.
- The new crop California Bartlett season will begin the week of July 13.

Strawberries

- Prices are steady at low levels.
- California production is centered in the Salinas/Watsonville growing region; supplies are ample.

Apples



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

Prices are steady; Washington stocks are abundant. Although the Michigan season has officially ended, some 72- to 125-count sizes will remain on the market through early July. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious will tighten through the summer. Specialty varieties like Autumn Glory, Braeburn, and Honeycrisp are also on the market. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices have eased; supplies are ample. Limited Peruvian volume is being shipped through Florida. Quality is very good: spears are straight and firm with grassy flavor. MFC Asparagus is available.

Avocados



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

The market is unchanged; 48-count and larger sizes are the most plentiful. Quality is very good. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices starting to stabilize; supplies are reaching adequate levels. Quality is very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is slightly lower than last week; California volume is high. Overall quality is very good: skins are smooth, color is vibrant, and flavor is mildly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are stable; stocks are sufficient. Quality is very good: color is deep indigo and flavor is mildly floral and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is level; supplies are adequate. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices remain elevated. California yields are low due to erratic temperature swings and fewer plantings this past March. Mexican stocks (into McAllen, Texas) are also available, but tight due to poor weather. Quality is good: problems include hollow core, pin rot, and oversized crowns. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF JUNE 14, 2020

Cantaloupe



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

The market is slightly higher than last week; demand is strong. Large sizes dominate the crop. Quality is very good: sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupe Melons are available.

Cauliflower



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

Prices remain elevated. California volume is low due to erratic temperatures swings and fewer plantings in March. ESS Cauliflower is available.

Celery



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

The market is weak; stocks will remain ample in the Salinas Valley, Oxnard, and Santa Maria through June. MFC Celery is available.

Cucumbers



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

Prices are stable; supplies are adequate on both coasts. Quality is very good: skins are smooth and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

The market is level; Mexican volume is rising. Green seedless sugar levels are 18 Brix, while red seedless fruit is 20.5 Brix. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are available.

Green Leaf/Variety Lettuce



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

Prices are weak; stocks are abundant. Quality is very good: weights are above average. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market has inched up a bit; demand is strong. The crop is dominated by large sizes. Quality is very good: sugar levels range from 11 to 13 Brix. Domestic MFC Honeydew Melons are available.

Iceberg Lettuce



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

Demand has eased; prices are sliding. Erratic temperatures affected supplies for the past week. Persistent problems may include growth cracks, internal burn, mildew, seeder, and tip burn. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is unchanged; volume is high. Quality is very good: flavor is pleasantly sour. MFC and ESS Lemons are available.

Limes



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

Prices are near the bottom; this is a great time to promote limes. Mexican stocks are ample. Quality is very good: fruit is juicy with complex, sour flavor and smooth skins. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
NM	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
UT	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

The South Texas season ends this week; packer label onions will be available in Uvalde, Texas through June 13. New crop MFC Onions are on the market from California, Mexico, and New Mexico. New crop quality is excellent: fresh-run onions have feathery skins and light color. MFC Red and Yellow Onions are on the market.

Oranges



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

High prices persist. Valencia stocks are dominated by 88-count and larger sizes. Sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are on the market.

Pears



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

Washington D'Anjou pears will be available through July. The new crop California Bartlett season will begin the week of July 13. The Washington Bartlett season will start in August, with D'Anjou production following in mid-September. MFC Pears are available.

Pineapple



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

The market is steady at low levels. Quality is excellent: sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF JUNE 14, 2020

Potatoes



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

Prices for 40- to 70-count potatoes are higher than those for smaller sizes. New crop Norkotahs will be available in late July/early August, depending on weather. MFC Burbank Potatoes are the main variety being shipped, although a limited number of Norkotahs remain on the market.

Raspberries



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

The market is weak; stocks are plentiful. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

Romaine



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

Weak prices persist; Salinas Valley and Santa Maria yields are high. Quality is very good: heads are dense with crisp, yet tender texture. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is stable. Erratic California weather affected iceberg quality over the past few weeks, but temperatures are currently ideal. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

Prices are level; California stocks are ample. Quality is very good. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is high; supplies are tightening. East Coast weather is slowing production; demand is shifting to the west. Quality is very good: scarring and softness are occasional problems. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices are steady at low levels. California production is centered in the Salinas/Watsonville growing region; supplies are ample. Santa Maria harvesting has passed its peak. Quality is very good. MFC Strawberries are available.

Tomatoes



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

The market is starting to stabilize; vine-ripe supplies are adequate. Growers are transitioning to new growing regions; volume should continue increasing over the next few weeks. Roma prices are steady; Baja stocks are sufficient. Overall quality is very good.

Tree Fruit



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

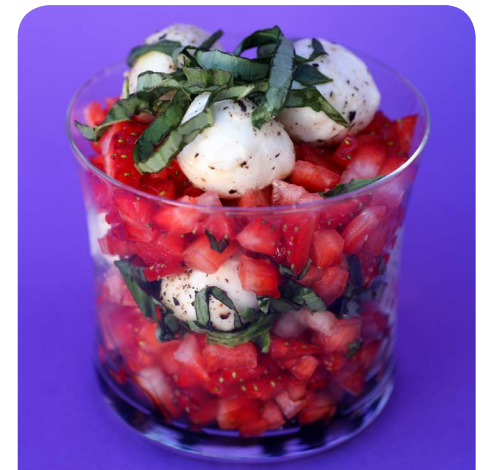
The market is steady; supplies are average. Nectarine and peach sugar levels range from 10 to 12 Brix; plum sugar levels vary from 12 to 14 Brix.

Watermelon



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

Although overall stocks remain limited, prices are holding steady. Domestic production is starting to ramp up, while Mexican supplies are below normal levels. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



Markon First Crop (MFC).
Whole fresh fruits & vegetables. Backed by 5-Star.



Markon Essentials (ESS).
No.2 grade value-focused brand. Quality, food safety, and consistency in every box. Backed by 5-Star.



5-Star Food Safety.
Addressing quality and safety at five key points.