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IN EVERY CASE.

MARKON

Fresh Crop Report

WEEK OF JUNE 16, 2019

Highlights

- Abnormally high temperatures were recorded last weekend in the Salinas and Santa Maria, California growing areas. Many heat-related quality issues are expected for the next week or more.
- Last Friday, President Trump tweeted "The U.S. Tariffs on Mexican imports scheduled to be implemented on Monday are hereby indefinitely suspended."
- Green leaf, iceberg, and romaine supplies are limited; prices are rising.

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: With many people eating less meat, seafood has exploded as a category. What produce items do you use to highlight fish and/or shellfish entrees?

A: I serve a medley of Japanese eggplant, baby carrots, zucchini, and squash. The combination of bitter, sweet, and earthy flavors brings contrast to seafood options. The bright colors also add dimension to plate presentation.

- Pair bay scallops with sweet plantains and nutty avocados.
- Briny sea beans are an ideal match for sea bass and swordfish steaks.
- Accent mussels and clams with citrus like lemon or blood orange.
- The licorice-y flavors of fennel work well with ceviche, chirashi, crudo, poke, and tiradito.

Chef Chris Cukjati,
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.

Smoked Sea Bass with Blood Orange and Endive

A blend of smoky-sweet flavors makes for the perfect pre-meal bite.

Get the full recipe >

Tips for Serving Sweet Baby Broccoli

- Use raw and cooked, as a stand-alone side dish and an ingredient in any number of recipes including salads, soups, pizza, pasta, and stir-fries.
- Perfect as an ingredient in almost any dish or serve blanched as a unique crudite.
- Brush with olive oil and salt/pepper before cooking to add flavor to any side dish or roasted vegetable medley.

Browse additional usage tips >

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Wow your customers with this meaty swordfish-sea bean combination plated in a geometric presentation.

Produce Highlights

Celery

- Both commodity and value-added yields remain low.
- California growers are transitioning out of the Oxnard growing region into the Salinas Valley.

Oranges

- The Navel season has ended.
- New crop Valencia supplies are dominated by 113-count and smaller fruit.

Yellow Squash

- Supplies are extremely limited, especially large sizes.
- The industry expects stocks to increase in three weeks once new plantings mature.

Apples

Region	Supplies	Quality	Price
WA	^ ^ ^	★★★★☆	$$$

Expect slightly higher markets for the Golden Delicious and Granny Smith varieties; 125- and 138-count storage supplies are tightening. Washington MFC Fuji, Gala, Granny Smith, and Red Delicious Apples are available. Packer label Autumn Glory, Envy, Jazz, Pacific Rose, and Pink Lady stocks are also on the market. Braeburn and Honeycrisp volume has been depleted. Quality is very good: fruit is crisp and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus

Region	Supplies	Quality	Price
MEX	^ ^ ^	★★★★☆	$$$
PERU	^ ^ ^	★★☆☆☆	$$$

Weak prices persist; stocks are plentiful in both growing areas. Mexican quality is very good: tips are tight, stalks are firm, and flavor is pleasantly grassy. MFC Asparagus is available.

Avocados

Region	Supplies	Quality	Price
CA	^ ^ ^	★★★★☆	$$$
MEX	^ ^ ^	★★★★☆	$$$

Strong demand is keeping markets elevated; supplies are limited on both sides of the border. Quality is very good: high oil content is creating creamy texture and nutty flavor. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green

Region	Supplies	Quality	Price
CA	^ ^ ^	★★★★☆	$$$
GA	^ ^ ^	★★★☆☆	$$$
MEX/AZ	^ ^ ^	★★★★☆	$$$
NC	^ ^ ^	★★★☆☆	$$$

Prices have inched up; volume is a bit lower. California will be the primary West Coast growing region this summer. East Coast suppliers are moving from Georgia to North Carolina. Quality ranges from good to very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow

Region	Supplies	Quality	Price
CA	^ ^ ^	★★★☆☆	$$$
GA	^ ^ ^	★★★☆☆	$$$

Prices are steady. The Mexican season has ended. New crop California stocks are adequate; East Coast yields are lower. Quality is good: decay is a slight issue. MFC and ESS Red Bell Peppers are available.

Blackberries

Region	Supplies	Quality	Price
CA	^ ^ ^	★★★★☆	$$$

Prices are level; California supplies continue to increase, aided by warm, dry weather. Quality is very good: berries are deeply colored, juicy, and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries

Region	Supplies	Quality	Price
CA	^ ^ ^	★★★★☆	$$$
FL	^ ^ ^	★★★★☆	$$$
GA	^ ^ ^	★★★★☆	$$$
MEX/TX	^ ^ ^	★★★★☆	$$$

The market is poised to rise. The Mexican season is past its peak. California supplies are tightening. East Coast fruit is being harvested in Central Florida and Georgia. Quality is very good: berries are plump and juicy. Sugar levels range from 12 to 16 Brix.

Broccoli

Region	Supplies	Quality	Price
CA	^ ^ ^	★★★★☆	$$$
MEX/TX	^ ^ ^	★★★★☆	$$$

The market is weak; volume is high. Quality continues to improve: incidences of mildew and yellow discoloration are diminishing. MFC Broccoli Crowns are available.

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Cantaloupe

Region	Supplies	Quality	Price
FL	^^^	★★★★☆	$$$
CA	^^^	★★★★☆	$$$
TX	^^^	★★★★☆	$$$

Prices have eased; domestic supplies are increasing. Quality is very good: sugar levels range from 14 to 16 Brix. MFC Cantaloupe Melons are available.

Cauliflower

Region	Supplies	Quality	Price
CA	^^^	★★★☆☆	$$$

Prices have eased; volume continues to climb. Quality is good: slight discoloration, ricey texture, and uneven growth are a bit more prevalent throughout the industry. ESS Cauliflower is available.

Celery

Region	Supplies	Quality	Price
CA	^^^	★★★☆☆	$$$

Prices are high; both commodity and value-added yields remain low. The Michigan season will start in July, increasing overall volume. MFC Celery is available.

Cucumbers

Region	Supplies	Quality	Price
MEX/CA	^^^	★★★☆☆	$$$
NC	^^^	★★★☆☆	$$$

Prices are steady to slightly higher than last week. Supplies are limited; Mexican growers are moving from the mainland to Baja. The North Carolina season is ramping up. Quality is good. MFC Cucumbers are available.

Grapes

Region	Supplies	Quality	Price
CHILE	^^^	★★★★☆	$$$
MEX	^^^	★★★★☆	$$$

Prices are level. MFC Lunch Bunch Grapes from Chile will be shipped for one more week; new crop Mexican fruit will follow. ESS Red and Green Seedless grapes are from Mexico.

Green Leaf/Variety Lettuce

Region	Supplies	Quality	Price
CA	^^^	★★☆☆☆	$$$

The market is elevated; stocks have diminished. Quality is fair: expect more incidences of growth cracking, internal burn, seeder, and sun scalding due to high temperatures. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew

Region	Supplies	Quality	Price
CA	^^^	★★★☆☆	$$$
MEX/AZ	^^^	★★★☆☆	$$$

The market is up slightly despite ample domestic supplies. Overall quality is good: sugar levels range from 14 to 15 Brix. Domestic MFC Honeydew Melons are available.

Iceberg Lettuce

Region	Supplies	Quality	Price
CA	^^^	★★☆☆☆	$$$

The market is high; volume is low. Quality is fair: growth cracking, internal burn, seeder, and sun scalding are increasing due to hot weather. MFC Premium Iceberg Lettuce is sporadic.

Lemons

Region	Supplies	Quality	Price
CA	^^^	★★★☆☆	$$$

Prices are stable at high levels. Expect large sizes to dominate available stocks through the summer; fruit on trees soaked up much of the early-season rain. Small sizes are very tight. Quality is good: fruit is juicy and flavor is tart. MFC and ESS Lemons are available.

Limes

Region	Supplies	Quality	Price
MEX/TX	^^^	★★★☆☆	$$$

The market is steady to slightly higher than last week; rain in Mexico reduced the quantity of shipments into South Texas. Quality is good: scarring, yellowing, and stylar end rot are occasional problems. MFC and ESS Limes are on the market.

Onions

Region	Supplies	Quality	Price
CA	^^^	★★★★☆	$$$
NM	^^^	★★★★☆	$$$

Prices are weak. New crop, fresh-run MFC Onions are available out of California and New Mexico. The South Texas season has ended. Quality is very good: fresh-run onions have feathery skins and light color compared to Northwest storage onions.

Oranges

Region	Supplies	Quality	Price
CA	^^^	★★★★★	$$$
FL	^^^	★★★★☆	$$$

The market has stabilized. The Navel season has ended. New crop Valencia supplies are dominated by 113-count and smaller fruit. Sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are on the market.

Pears

Region	Supplies	Quality	Price
WA	^^^	★★★★★	$$$

Prices are level; stocks are adequate. MFC D'Anjou Pears are available, as well as packer label Bosc stocks; 120-count and smaller sizes are limited. Sugar levels range from 12 to 14 Brix. California Bartletts will enter the market in mid-July.

Pineapple

Region	Supplies	Quality	Price
CR	^^^	★★★★☆	$$$
MEX/TX	^^^	★★★★☆	$$$

The market is steady; supplies are sufficient. Quality is very good: fruit is juicy with tangy, sweet flavor. Sugar levels range from 13 to 16 Brix.

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Potatoes

Region	Supplies	Quality	Price
ID	^^^	★★★★☆	$$$
OR	^^^	★★★★☆	$$$
WA	^^^	★★★★☆	$$$
WI	^^^	★★★★☆	$$$

The market for 40- to 80-count Burbanks has risen; the crop is dominated by small sizes. New crop Norkotahs will become available in mid-July. MFC Idaho Burbank Potatoes are on the market; size is dominated by 80- to 100-count supplies. Quality is very good: skin is smooth and texture is firm.

Raspberries

Region	Supplies	Quality	Price
CA	^^^	★★★★☆	$$$
MEX	^^^	★★★★☆	$$$

Prices are stable. Mexican growers have transitioned to the Baja region. California volume will rise over the next few weeks with warmer, drier weather. Quality is very good: berries are plump and juicy with sweet flavor. Sugar levels range from 13 to 14 Brix.

Romaine

Region	Supplies	Quality	Price
CA	^^^	★★☆☆☆	$$$

The market is up; stocks have tightened. Quality is fair: expect more incidences of growth cracking, internal burn, seeder, and sun scalding due to high temperatures. MFC Premium Romaine is sporadic.

Salads & Blends

Region	Supplies	Quality	Price
CA	^^^	★★☆☆☆	$$$

Prices are climbing; iceberg and romaine volume is limited. Quality is fair. Markon inspectors are closely monitoring finished cartons for heat-related defects, as well as chunks and cores, to achieve the best packs.

Spring Mix

Region	Supplies	Quality	Price
CA	^^^	★★★☆☆	$$$

The market is rising; supplies are diminishing due to hot weather. RSS Conventional and Organic Spring Mixes are available.

Squash

Region	Supplies	Quality	Price
CA	^^^	★★★☆☆	$$$
GA	^^^	★★★☆☆	$$$
NC	^^^	★★★☆☆	$$$

Yellow squash prices are up. This week's high California temperatures will aid growth for next week. East Coast growers are in the process of moving from Georgia to North Carolina. Quality is good.

Strawberries

Region	Supplies	Quality	Price
CA	^^^	★★★★☆	$$$

The market is steady. Most California growers have transitioned to the Salinas/Watsonville region; stocks have increased. Quality is very good: bleeding and bruising issues are decreasing. MFC Strawberries are available.

Tomatoes

Region	Supplies	Quality	Price
CA	^^^	★★★★☆	$$$
GA	^^^	★★★★☆	$$$
MEX	^^^	★★★★☆	$$$
NC	^^^	★★★★☆	$$$
SC	^^^	★★★★☆	$$$

The market is a bit higher than last week. Mexican production is in transition. California supplies are tight, but increasing. East Coast growers are transitioning from Georgia to the Carolinas. Quality is very good: fruit is plump, texture is firm, and skin is smooth.

Tree Fruit

Region	Supplies	Quality	Price
CA	^^^	★★★★☆	$$$

Prices for domestic nectarines, peaches, and plums are stable. Quality is very good: sugar levels are low (ranging from 10 to 11 Brix), but will increase as the seasons progress.

Watermelon

Region	Supplies	Quality	Price
CA	^^^	★★★★☆	$$$
FL	^^^	★★★★☆	$$$
GA	^^^	★★★★☆	$$$
MEX/AZ	^^^	★★★★☆	$$$
TX	^^^	★★★★☆	$$$

Prices are weak; domestic stocks are abundant. The Mexican season is nearly over. Quality is very good: fruit is juicy and bright red. Sugar levels range from 10 to 12 Brix.

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.