

CONFIDENCE
IN EVERY CASE.



Highlights

- California's Salinas Valley experienced record-breaking high temperatures in mid-June. Most vegetable crops were impacted and have been exhibiting varying amounts of heat-related quality issues.
- Expect elevated green bean markets and low volume through July. High temperatures have diminished supplies.
- California Bartlett pears will hit the market in a week or two.

Fresh Crop Report

WEEK OF JUNE 30, 2019

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 is your favorite summer vegetable? How do you use it?

A: I love to cook with Ready-Set-Serve® (RSS) Brussels Sprouts—either whole or halves. I grill, roast, or pan-fry them, then toss with minced RSS Peeled Garlic and creamy, tangy goat cheese.

- Grill sprouts on a plancha, then use to top tacos and tostadas.
- Serve slaw made with shredded Brussels sprouts and spicy mustard dressing.
- Batter and deep fry; serve with a spicy dipping sauce.
- Up the nutritional ante: shred and use to line sandwiches and burgers.

*Chef Gary Hill,
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.



Tuna Tower with Fried Won Ton and Guacamole

Asian-Latino fusion shines in this dish that combines sushi-grade tuna, fried wonton crisps, spinach, guacamole, and red cactus pears.

Get the full recipe >

Tips for Serving Carrots

- Stir Markon First Crop® (MFC) Carrots into creamy risotto along with English peas, fresh basil, and Grana Padano cheese.
- Add RSS Color-Shred Organic Carrots to ginger-soy dressing; shake well and drizzle over RSS Spring Mix.
- Wrap strips of MFC Cucumbers, RSS Matchstick Carrots, sliced shrimp, cooked rice vermicelli, MFC Green Leaf Lettuce, MFC Basil, MFC Mint, and RSS Washed & Trimmed Cilantro in rice paper wrappers; serve rolls with spicy peanut sauce.

Browse additional usage tips >





Fresh Crop Report

WEEK OF JUNE 30, 2019

Bright flavors and bold colors make this seared salmon dish a standout on any health-focused, sophisticated menu.

Produce Highlights

Avocados

- Prices will continue rising through mid-July.
- Mexico's winter season is ending, while California supplies are 50% below normal.

Iceberg Lettuce

- The market will continue to rise through next week.
- Stocks are limited in California's Salinas Valley.

Colored Potatoes

- Expect limited supplies and elevated prices through July.
- Demand exceeds supply in every growing region.

Apples



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

The Golden Delicious and Granny Smith markets continue to climb; 125- and 138-count storage supplies are limited. Prices for Washington MFC Fuji, Gala, and Red Delicious Apples are low. Packer label Autumn Glory, Envy, Jazz, Pacific Rose, and Pink Lady stocks are also on the market. Overall quality is very good: fruit is crisp and juicy. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices are weak; volume is high. Harvesting is focused in Mexico, where 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	^^^	*****	\$\$\$

The market will continue rising through mid-July. Mexico's winter season is ending, while California supplies are 50% below normal. Quality is very good: oil content is low in early season domestic fruit, but will rise as the season progresses, creating creamier texture. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are elevated. Supplies are limited; growers are transitioning north on both coasts. Quality is good; expect it to improve when new crop volume hits the market in July. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are up; stocks are tightening in the California desert and Georgia. Quality is good: scarring and softness will be minor concerns until new crop supplies start shipping in July. MFC and ESS Red Bell Peppers are sporadic.

Blackberries



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

The market is steady; California yields are increasing. 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	^^^	*****	\$\$\$

Prices are high; stocks are tight in California and Mexico. East Coast production is moving north. Quality is very good: berries are plump, deep blue/black, and juicy. Sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is low; summer supplies are plentiful. Quality is very good despite erratic California weather: reports of mildew and yellow discoloration are diminishing. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF JUNE 30, 2019

Cantaloupe



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

Prices are low; domestic supplies are abundant. Sugar levels range from 12 to 16 Brix. MFC Cantaloupe Melons are available.

Cauliflower



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

The market has dipped; stocks are average. Quality is good: slight discoloration, ricey texture, and uneven growth are industry-wide problems. ESS Cauliflower is available.

Celery



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

Prices are elevated. Planted acreage is below normal this season. New crop harvesting will begin in Michigan in July, increasing summer volume. MFC Celery is available.

Cucumbers



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

The market is level; stocks are adequate. Mexico's Baja region will be the West Coast's main growing region through the summer. Harvesting is getting underway in New Jersey and North Carolina.

Grapes



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

The market is stable. MFC Lunch Bunch Grapes are available from Mexico. ESS Red and Green Seedless Grapes are also on the market.

Green Leaf/Variety Lettuce



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

The market is up. Expect limited supplies for several weeks due to harvesting gaps and heat-related quality problems such as growth cracking, internal burn, seeder, and sun scalding. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are unchanged; domestic stocks are increasing. Quality is very good: sugar levels range from 14 to 15 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

The market will continue to rise through next week; volume is due to harvesting gaps and quality issues like growth cracking, internal burn, seeder, and sun scalding. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices will creep up through the summer. California volume is inching down; small sizes are particularly tight as the crop is dominated by large fruit. Quality is average: supplies are extremely juicy. MFC and ESS Lemons are available.

Limes



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

Prices are steady to slightly higher than last week; stocks are sufficient. Quality is average: oil spotting, yellowing, and stylar end rot are occasional problems. MFC and ESS Limes are on the market.

Onions



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

The market is weak. New crop, fresh-run MFC Onions will be on the market from California and New Mexico through the summer. Quality is very good: fresh-run onions have feathery skins and light color compared to Northwest storage onions.

Oranges



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

Prices are stable. New crop Valencia supplies are dominated by large fruit (88-count and larger sizes). California quality is excellent: 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; storage stocks are sufficient. MFC D'Anjou Pears are available, as well as packer label Bosc fruit; 120-count and smaller sizes are limited. Sugar levels range from 12 to 14 Brix. California Bartletts will hit the market in a week or two.

Pineapple



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

The market is unchanged; supplies are expected to remain adequate through the summer months. Overall quality is very good: fruit is juicy with tangy, yet sweet flavor. Sugar levels range from 13 to 16 Brix.



Fresh Crop Report

WEEK OF JUNE 30, 2019

Potatoes



Region	Supplies	Quality	Price
ID	▲▲▲	*****	\$\$\$
OR	▲▲▲	*****	\$\$\$
WA	▲▲▲	*****	\$\$\$
WI	▲▲▲	*****	\$\$\$

The market for 40- to 80-count Burbanks is a bit higher than other prices; the crop is dominated by small sizes. New crop Norkotahs will become available in August. MFC Idaho Burbank Potatoes are on the market. Northwest quality is very good: storage crop defects are minimal.

Raspberries



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

Prices are level. Summer production is focused in California and Baja, Mexico; stocks will increase as the season progresses. Quality is very good: berries are plump and juicy with mildly sweet flavor. Sugar levels range from 13 to 14 Brix.

Romaine



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

The market is elevated; supplies will remain limited for a few more weeks due to harvesting gaps and heat-related quality issues such as growth cracking, internal burn, seeder, and sun scalding. MFC Premium Romaine is sporadic.

Salads & Blends



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

Prices are inching up; iceberg and romaine yields are low. Quality is fair: heat-related quality problems are prevalent in all growing regions. Markon inspectors are closely monitoring finished cartons for defects, as well as chunks and cores, to achieve the best packs.

Spring Mix



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

The market is up; Extreme heat and unseasonable rain are causing quality issues that are tightening supplies. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

Prices have eased. Zucchini stocks are ample; yellow squash volume is increasing. East Coast supplies are moving from Georgia to North Carolina. Quality is very good: skins are smooth and flavor is pleasantly bitter.

Strawberries



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

The market is steady. California growers are harvesting in California's Salinas/Watsonville and Santa Maria regions through the summer months; supplies are abundant. Quality is very good: berries are plump and juicy with sweet flavor. MFC Strawberries are on the market.

Tomatoes



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$
SC	▲▲▲	*****	\$\$\$

Prices are level. Mexican stocks are dominated by large sizes. Domestic harvesting is ramping up in California and the Carolinas; expect plentiful supplies through early July. Quality is very good: fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

California nectarine, peach, and plum prices have eased; summer stocks are plentiful. Quality is very good: sugar levels will increase through the season.

Watermelon



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

Weak prices dominate the market; volume is high in most regions. Although the Mexican season is winding down, there are several domestic areas in production. Quality is very good: sugar levels vary from 10 to 12 Brix.



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Table-ready fruits & vegetables.
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Markon Essentials (ESS).
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Addressing quality and safety at five key points.