

CONFIDENCE
IN EVERY CASE.



Highlights

- Green leaf and romaine stocks are increasing in California's Salinas Valley; prices are beginning to ease. Iceberg supplies remain limited; the market is elevated.
- Yellow onions are limited in both California and New Mexico. The market will remain elevated through this week.
- View a Markon Live from the Fields video about Markon's all-new corrugated, fully recyclable Markon First Crop® (MFC) Strawberry ReadyCycle™ clamshells in our 4/2-pound food-service packs.



Fresh Crop Report

WEEK OF JULY 7, 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 fruit and how do you like to use it?

A: I love using prickly cactus pears in summer dishes. They are rich in flavor with sweet notes and plenty of vibrant juice to enhance a variety of recipes. I use them to make jams and jellies, marinades, crepe fillings, fruit salsas, gastriques, and to enhance demi-glace (beef, veal, or duck).

- Berries are at peak season throughout the summer months. Use them in green salads, cocktails, frozen desserts, and tarts.
- California nectarines, peaches, and plums are sweet and juicy all summer long. Try them in cobblers, shortcakes, sangria, and with breakfast items like pancakes and waffles.
- Finger limes are an exciting on-trend fruit filled with tiny pods of "citrus caviar." A great addition to drinks, ceviches, ice cream, and other desserts.

*Chef Angel Morales,
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.



Tropical Mango Drumsticks with Green Onions

Take your drumsticks to the next level with a sweet, tropical glaze straight out of the Caribbean.

Get the full recipe >

Tips for Serving Nectarines

- Toss Ready-Set-Serve® (RSS) Wild Arugula with sliced nectarines, beet ribbons, crumbled feta cheese, and nutty pecan vinaigrette.
- Marinate sliced nectarines in balsamic syrup and sugar; top angel food or cornmeal cakes.
- Layer sliced nectarines, blackberries, and honey-sweetened Mascarpone cheese in parfait glasses.

Browse additional usage tips >





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Light and airy, this ethereal strawberry-and-cream dessert is almost as pretty as it is delicious.

Produce Highlights

Avocados

- Prices will continue to rise through mid-July.
- Mexico's winter season is nearly finished, while California volume is 50% below normal levels.

Bell Peppers

- Red and yellow bell pepper markets are elevated.
- All colors are limited.

Idaho Potatoes

- Recent frost events, coupled with unseasonably cold weather, are slowing the maturity of this year's Idaho potato crop.
- Expect the new crop to be dominated by smaller sizes (80-, 90-, and 100-count stocks).

Apples



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

Expect slightly higher prices for Golden Delicious and Granny Smith supplies, especially 125- and 138-count sizes. Washington MFC Fuji, Gala, and Red Delicious Apples are weak. 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	^^^	*****	\$\$\$

The market is low. Production is centered in Central 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	^^^	*****	\$\$\$

Prices will continue to rise through mid-July. Mexico's winter season is nearly finished; the Flora Loca crop (second picking) will start later this week. California volume is 50% below normal levels. Quality is very good: oil content is low in early season domestic fruit, but will increase 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	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
NC	^^^	*****	\$\$\$

The market has eased; production is ramping up in California's San Joaquin Valley. Quality will continue to improve as more new crop supplies enter the market. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are elevated; all colors will be limited until California's San Joaquin Valley harvests begin next week. Quality is fair: scarring and softness will be problems until new crop stocks hit the market. MFC and ESS Red Bell Peppers are sporadic.

Blackberries



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

Prices have risen, but will ease once harvesting begins in the Pacific Northwest regions over the next few weeks. 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 overall market is elevated. The seasons in California and Mexico are past their peaks, but volume will rise once production picks up in the Pacific Northwest regions over the next several weeks. 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	^^^	*****	\$\$\$

Prices are weak; summer stocks are abundant in all regions. Quality continues to improve despite erratic weather over the past month. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

Markets for new crop melons in the San Joaquin Valley are a bit higher than those for California desert supplies. Expect slightly lower sugar levels in early season fruit, but shelf-life will be longer. MFC Cantaloupes are available.

Cauliflower



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

Although stocks have tightened a bit, demand is weak, keeping prices low. Quality is average: slight discoloration, ricey texture, and uneven growth are occasional issues. ESS Cauliflower is available.

Celery



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

The Salinas Valley season is underway, increasing supplies; the market has dropped. New crop harvesting will begin later this month in Michigan. MFC Celery is available.

Cucumbers



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

Prices are up; volume is low in all areas. East Coast harvesting is ramping up. MFC Cucumbers are on the market.

Grapes



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

Prices are unchanged. 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	^^^	*****	\$\$\$

Prices are starting to ease; stocks are increasing. Harvesting crews are trimming heat-damaged leaves in the field. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market is stable; domestic supplies are ample. The San Joaquin Valley season starts next week. Quality is very good: sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Prices are up; stocks remain limited. A significant heat spike in early June stunted growth and caused uneven size/maturity in many fields. Overall volume will increase once regional areas like Colorado and Eastern Canada start shipping in several weeks. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is steady at high levels. The Mexican season will start later this month. MFC and ESS Lemons are available.

Limes



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

The market has dipped; more fruit is crossing from Mexico. Large sizes are no longer tight. Quality is average: rain-related quality problems such as decay and stylar end rot are typical in the summer months, but shippers are sorting fruit as thoroughly as possible. MFC and ESS Limes are on the market.

Onions



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

Yellow onions are limited in both California and New Mexico; prices will remain elevated through this week. Red onion supplies are sufficient. Quality is very good: fresh-run onions have feathery skins and light color. The Northwest season is forecast to start in early August.

Oranges



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

The market is unchanged. New crop Valencia stocks are dominated by 88-count and larger sizes. California quality is very good: 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 stable; storage supplies are adequate. MFC D'Anjou Pears are available, as well as packer label Bosc stocks; 120-count and smaller fruit is tight. Sugar levels vary from 12 to 14 Brix. California Bartletts will be available in mid-July.

Pineapple



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

Prices are level; stocks are forecast to remain sufficient through the summer. Quality is very good: fruit is juicy with tangy, yet sweet flavor. Sugar levels range from 13 to 16 Brix.



Fresh Crop Report

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Potatoes



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

Recent frost events, coupled with unseasonably cold weather, are slowing Idaho potato maturity. Expect new crop supplies to be dominated by small sizes (80- to 100-count stocks). MFC Idaho Burbank Potatoes are on the market. New crop Norkotahs will become available in August. Northwest quality is very good: storage crop defects are minimal.

Raspberries



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

The market is unchanged. California supplies are starting to increase. The harvesting transition in Mexico is nearly completed. 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	^^^	*****	\$\$\$

Prices have dipped; stocks are increasing. Quality is excellent for this time of year: expect very few defects. MFC Premium Romaine is available.

Salads & Blends



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

The market is steady; romaine supplies are increasing. Quality is average. 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	^^^	*****	\$\$\$

Prices are high; Quality problems persist, limiting overall stocks. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

The market is elevated. Volume has fallen, especially large sizes. East Coast supplies are being harvested in Michigan and North Carolina. Quality is very good: skins are smooth with very little pitting or scars and flavor is pleasantly bitter.

Strawberries



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

Prices are stable. California growers are harvesting in California's Salinas/Watsonville and Santa Maria regions through the summer months; stocks are plentiful. Quality is very good: berries are plump and juicy with sweet flavor. MFC Strawberries are now available in the new, sustainable ReadyCycle™ carton.

Tomatoes



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

The market is slightly higher than last week; supplies have tightened, especially the Roma variety and small round tomatoes. Mexican stocks are dominated by large sizes. California harvesting is starting to increase. Quality is very good: fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

The California nectarine, peach, and plum markets are weak; supplies are ample. Quality is very good: sugar levels will rise through the summer.

Watermelon



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

The market is near the bottom; domestic stocks are plentiful. The Mexican season is ending. Quality is very good: sugar levels range from 11 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.