

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 38 pounds compared with 34 to 36 pounds).
- The cucumber market is elevated; supplies are tight, but will increase once East Coast harvesting ramps up.
- Be a part of the sustainable movement by ordering MFC Strawberries in the new ReadyCycle™ carton that helps reduce the quantity of plastic within the foodservice supply chain.

Fresh Crop Report

WEEK OF JULY 14, 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: It's BBQ season—what exciting produce side dishes do you pair with the sticky ribs, Nashville hot chicken, and pulled pork that are trending on menus?

A: I've been seeing more grilled and chilled fruits and melons to counter the rich flavors of spicy bbq sauces.

- Charred stone fruit can be used in green salads, unique appetizers, on flatbreads (think Burrata!), and with gelato as a dessert.
- Wrap grilled cantaloupe and honeydew melons with salty ham like Serrano or prosciutto—great starter!
- Watermelon is being substituted for tuna for the plant-based eating crowd. Experiment with chunks or slices; use a butane torch to add more color and smoky flavors.

*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.



Strawberry Shortcake

Buttery, flaky biscuits, sweet whipped cream, and delicious strawberries combine to create this classic American dessert.

Get the full recipe >

Tips for Serving Cauliflower

- Steam black mussels, Ready-Set-Serve® (RSS) Cauliflower Florets, saffron, and fish stock until shellfish open; garnish with snipped MFC Chives.
- Sauté chopped MFC Cauliflower and capers; deglaze with sherry; top with crumbled bacon.
- Simmer RSS Cauliflower Florets and Monkfish fillets in a coconut-curry sauce; serve all over basmati rice.
- Add steamed RSS Cauliflower Florets to egg white and/or cheese omelets.

Browse additional usage tips >





Fresh Crop Report

WEEK OF JULY 14, 2019



Cuban flavors come alive when plantains and pork are packed with produce like pickled cucumbers, onions, and fresh cilantro.

Produce Highlights

Avocados

- Prices continue to rise.
- California fruit is available, but extremely limited.

Bell Peppers

- The green bell market has fallen.
- Red and yellow bell prices will remain elevated for another week or two as the new crop season ramps up.

Grapes

- The Mexican grape season will end in late July.
- California supplies will begin shipping by mid-July.

Apples



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

The Golden Delicious and Granny Smith markets are a bit higher than prices for other varieties; storage supplies are diminishing. Washington MFC Fuji, Gala, and Red Delicious Apples are available in ample quantities. Packer label Autumn Glory, Envy, Jazz, Pacific Rose, and Pink Lady stocks remain on the market. Quality is very good: sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices are near the bottom. Summer harvesting is focused in Central Mexico; stocks are plentiful. 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 is rising. California fruit is available, but extremely limited. Mexico's Flora Loca crop (second picking) is starting. Expect new crop fruit to take at least two or more days to ripen. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are weak; volume is climbing in California's San Joaquin Valley. New crop quality is very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Expect high prices for another week or two as the San Joaquin Valley season ramps up; all colors are tight. Quality will improve as more new crop stocks enter the market. MFC and ESS Red Bell Peppers are sporadic.

Blackberries



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

The market will remain elevated until harvesting starts in the Pacific Northwest regions in the next couple of 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	^^^	*****	\$\$\$

Prices are high. Seasonal production in California and Mexico are on the decline, but supplies will increase once harvesting begins in the Pacific Northwest regions in a few 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	^^^	*****	\$\$\$

The market is low; summer volume is up in all regions. Quality is very good: heads are firm with deep green color and earthy flavor. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF JULY 14, 2019

Cantaloupe



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

Overall prices are low, but the market for new crop San Joaquin Valley melons is slightly higher than that for California desert stocks. Sugar levels are lower in early season fruit, but shelf-life will be longer. MFC Cantaloupes are available.

Cauliflower



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

The market is up; supplies are even tighter than last week. Quality is good. ESS Cauliflower is available.

Celery



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

Prices are low; California stocks have increased. New crop Michigan harvesting has started. MFC Celery is available.

Cucumbers



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

The market is elevated; supplies are tight, but will increase once East Coast harvesting ramps up. MFC Cucumbers are on the market.

Grapes



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

California supplies will begin shipping by mid-July. The Mexican season will run through the end of the month. MFC Lunch Bunch Grapes are available. ESS Red and Green Seedless Grapes are also on the market.

Green Leaf/Variety Lettuce



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

The market has eased; volume is up. Harvesting crews are trimming any heat-damaged leaves in the field. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are steady; domestic stocks are abundant. The San Joaquin Valley production will start this 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	^^^	*****	\$\$\$

The market is starting to inch down; volume is on the upswing. Supplies will further increase when regional areas such as Colorado and Eastern Canada begin shipping this month. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Expect high prices through the summer. Harvesting will start in Mexico later this month. Quality is average. MFC and ESS Lemons are available.

Limes



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

The market is weak; higher quantities are crossing into Texas from Mexico. Quality is good: rain-related quality problems such as decay and styler end rot are typical in the summer months, but harvesting crews are sorting fruit as thoroughly as possible. MFC and ESS Limes are on the market.

Onions



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

Prices for yellow onions have returned to normal; stocks are sufficient. Quality is very good: fresh-run onions have feathery skins and light color. The Northwest season will begin in early August.

Oranges



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

The market is stable. Large sizes dominate new crop Valencia fruit. 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 unchanged; storage stocks are sufficient. MFC D'Anjou Pears are available, as well as packer label Bosc stocks; 120-count and smaller fruit is limited. Sugar levels range from 12 to 14 Brix. California Bartletts will be on the market in mid-July.

Pineapple



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

The market is climbing; expect supplies to be limited through the month. 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 JULY 14, 2019

Potatoes



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

The market ranges from high to average. Unseasonably cold weather recently hindered Idaho potato maturity; the upcoming crop will 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	^^^	*****	\$\$\$

Prices are steady. California stocks are abundant. The harvesting transition in Mexico is complete. 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 low; Salinas Valley supplies are plentiful. Quality is excellent for this time of year: expect very few defects. MFC Premium Romaine is available.

Salads & Blends



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

Prices are unchanged; iceberg and romaine supplies have returned to sufficient levels. Quality is good: 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 stable; volume is average. Quality has improved due to better weather conditions. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

Prices are up, especially for yellow squash stocks. East Coast production has moved to Michigan and North Carolina. Quality is very good: skins are smooth with very few scars or pitting and flavor is pleasantly bitter.

Strawberries



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

The market is inching up. California production will continue to be focused in Salinas/Watsonville and Santa Maria through the summer months. 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	^^^	*****	\$\$\$

Prices have inched up a bit; Roma and small round tomatoes are tightening. Large sizes dominate Mexican supplies. California harvesting has increased. 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 are low; stocks are abundant. Quality is very good: sugar levels continue to climb.

Watermelon



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

Prices are weak; domestic supplies are ample. The Mexican season has ended. Quality is very good: melons are firm, juicy, and sweet. 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.