

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 40 pounds compared with 34 to 38 pounds).
- The California grape season has begun.
- Expect high black-, blue-, and raspberry prices until the Northwest season starts in a week or two.

Fresh Crop Report

WEEK OF JULY 21, 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: The traditional burger has been given many modern makeovers. Today's chefs must offer more than just a beef patty to meet customer expectations. How do you incorporate fresh produce in your burger menu?

A: When enhancing my beef patty, I love using roasted beets and mushrooms. Not only does it maintain moisture, but it provides layers of flavor and gives the dish a wow factor.

- With more and more sophisticated technology, plant-based burgers are making in-roads on thousands of menus at all levels of foodservice.
- Quinoa is a hearty addition, whether combined with ground meat or other ingredients such as minced mushrooms, black beans, or mashed sweet potatoes.
- Instead of melting sliced cheese on top of burgers, try stuffing grated cheese inside the meat for a magnificent bite!

*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.



Coconut-Fried Chicken

A classic comfort food, fried chicken gets special treatment here with hints of coconut and lightly pickled cucumbers and carrots.

Get the full recipe >

Tips for Serving Fennel

- Shave raw MFC Fennel into coleslaw mixes and toss with a creamy dressing like buttermilk Ranch; serve with barbecued meats or fried chicken.
- Toss thinly chopped MFC Fennel with raw Ready-Set-Serve® (RSS) Brussels Sprout Halves and a citrus-based vinaigrette for an ideal warm-weather salad.
- Bake flatbread or pizza dough topped with chopped MFC Fennel, olives, garlic confit, and grated Emmental cheese.

Browse additional usage tips >





Healthy and hearty, this spring nettle-quinoa bowl with grilled Halloumi is packed with crunchy vegetables, rich protein, and earthy fungi.

Produce Highlights

Iceberg Lettuce

- Demand exceeds supply; stocks remain limited in California's Salinas Valley.
- Markets will remain active through the month of July.

Idaho Potatoes

- MFC Idaho Burbank Potatoes will be available through August 9.
- New crop, field-run Norkotah potatoes will enter the market on August 7.

Pears

- MFC Washington D'Anjou Pears will be available through July.
- The new crop California Bartlett season will begin the week of July 22.

Fresh Crop Report

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Apples



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

Golden Delicious and Granny Smith supplies continue to diminish; prices are higher than those for other varieties. Washington MFC Fuji, Gala, and Red Delicious Apples are available in more plentiful quantities. Packer label Autumn Glory, Envy, Jazz, Pacific Rose, and Pink Lady supplies are also on the market. Quality is very good: sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is up. Summer supplies have tightened. Quality ranges from fair to very good: tips are tight, stalks are firm, and flavor is pleasantly grassy. MFC Asparagus is available.

Avocados



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

Prices are starting to soften. Mexico's Flora Loca crop (second harvest) is underway. New crop fruit will take at least two to three days more to ripen. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is stable; supplies are most ample from California's San Joaquin Valley. East Coast growers are also harvesting. 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	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$

The market remains elevated, but should start to ease by early next week. San Joaquin Valley production is ramping up; the Arizona/California desert season has ended. Quality ranges from good to very good: flavor is subtly sweet, yet zesty. MFC and ESS Red Bell Peppers are available.

Blackberries



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

High prices will persist until production begins in the Pacific Northwest regions in the next week or two. 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 up. Seasonal harvesting in California and Mexico is past its peak, but stocks will become more plentiful when production starts in the Pacific Northwest regions later this month. 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 supplies are ample. Quality is very good: yellow discoloration is minimal, while mildew is an occasional defect being removed at the field level. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

The market is steady. California melons are ramping up in the San Joaquin Valley. Although sugar levels may be lower in early season fruit, shelf-life is typically longer. MFC Cantaloupes are available.

Cauliflower



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

Prices are low; California stocks are abundant. Quality is average: slight discoloration and ricey texture are industry-wide issues. ESS Cauliflower is available.

Celery



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

The market is weak; California volume is high. New crop Michigan supplies are increasing. Quality is very good. MFC Celery is available.

Cucumbers



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

Prices remain elevated; stocks are tight. Quality is good. MFC Cucumbers are available.

Grapes



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

California red stocks are now being shipped. MFC Lunch Bunch Grapes are available. ESS Red Seedless Grapes are also on the market.

Green Leaf/Variety Lettuce



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

Prices are weak; volume is high. Quality is very good: harvesting crews are removing damaged leaves at the field level. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is stable. San Joaquin Valley harvesting is ramping up. 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 will remain active through the month. Demand exceeds supply; stocks remain limited in California's Salinas Valley. Supplies will further increase when regional areas such as Colorado and Eastern Canada increase shipping. Quality is good: weights are below normal. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Markets remain elevated; demand is strong for California Coastal supplies. Quality is average. MFC and ESS Lemons are available.

Limes



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

Prices are slightly higher than last week, especially for 200- to 250-count fruit. Recent rain has increased size. Quality is average: quality problems such as decay and styler end rot are common in the summer months. MFC and ESS Limes are available.

Onions



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

The red onion market is level; prices for yellow stocks are high. Quality is very good: fresh-run onions have feathery skins and light color. Limited quantities of new crop Northwest onions will hit the market in late July.

Oranges



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

Prices are unchanged; stocks are sufficient. Large sizes dominate the Valencia crop. 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	^^^	*****	\$\$\$

The market is holding steady. MFC Washington D'Anjou Pears will be available through July. The new crop California Bartlett season will begin the week of July 22. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

Prices continue to inch up; demand is strong. Stocks will remain tight for another week or two. Quality is very good: fruit is juicy with tangy, yet sweet flavor. Sugar levels are high, ranging from 13 to 16 Brix.



Fresh Crop Report

WEEK OF JULY 21, 2019

Potatoes



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

At this time of the year, prices vary from average to elevated, depending on the region. Rare low temperatures hindered Idaho potato maturity this summer; the soon-to-be-harvested crop will be dominated by small sizes (80- to 100-count supplies). MFC Idaho Burbank Potatoes will remain available through August 9. New crop, field-run Norkotah potatoes will enter the market on August 7. Northwest quality is very good: storage crop defects are minimal.

Raspberries



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

The market is level. California supplies are ample. Mexican harvesting is focused in Baja for the summer. 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 are low; Salinas Valley stocks are increasing. Quality is good: internal burn is an occasional defect throughout the industry at this time of the year. MFC Premium Romaine is available.

Salads & Blends



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

The market is climbing; iceberg and romaine stocks are adequate. 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 steady; supplies are sufficient. Quality is very good: bruising and discoloration are minimal. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

The market has dipped a bit; stocks are ample with the exception of large-size yellow squash. Overall quality is very good: skins are smooth with very few scars or pitting and flavor is pleasantly bitter.

Strawberries



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

Prices are inching down. California harvesting will remain 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 Ready-Cycle™ carton.

Tomatoes



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

The market is steady. Domestic production is slowly ramping up from coast to coast. Quality is very good: fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

California markets are weak; supplies are abundant. Quality is very good. Sugar levels for peaches range from 10 to 11 Brix, for nectarines they vary from 10 to 12, and for plums sugars are 12 to 14 Brix.

Watermelon



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

The market has inched up; strong demand and recent rain has caused prices to rise. Quality is 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.