

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (47 to 50 pounds compared with 43 to 45 pounds).
- Markon continues to monitor an increase in *Cyclospora* infections across the United States.
- Arugula, spinach, and spring mix are being grown and harvested in the areas with the hottest temperatures. Their exposure to 90- to 100-degree daytime temperatures will have an impact on quality and shelf-life.

Fresh Crop Report

WEEK OF AUGUST 4, 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: West African dishes are making their mark, especially when these ingredients are incorporated into Southern dishes. What do you suggest?

A: Fonio, one of the world's oldest grains, is gluten-free, easy to prepare, and extremely versatile. Try it in salads, stuffings, porridges, and fritters paired with ingredients like cashews, mangoes, citrus, and cilantro. Other dominant ingredients include tilapia, peanuts, chile peppers, cocoa, ginger, tomatoes, plantains, okra, sweet potatoes, and baobab fruit.

- West African peanut stew is packed with produce: tomatoes, eggplant, sweet potatoes, chile peppers, onions, ginger, garlic—healthy and delicious!

Chef Lou Rice,
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.



California BLT Salad

Serve everyone's favorite BLT sandwich as a crunchy, delicious salad.

Get the full recipe >

Tips for Serving Romaine

- Grill MFC Romaine until slightly charred; serve with lemon-chive buttermilk dressing.
- Wrap bacon slices, strips of Hass avocado, and chopped MFC Tomatoes in Ready-Set-Serve® (RSS) Romaine Fillets; drizzle with cilantro mayonnaise.
- Offer a traditional Caesar salad using chopped RSS Washed & Trimmed Romaine Hearts, RSS Lemon Juice, RSS Peeled Garlic, olive oil, anchovies, and shaved Parmesan cheese.
- Top cucumber gazpacho with RSS Romaine Ribbons and drizzled creme fraiche.



Browse additional usage tips >



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Grilling sweet stone fruits such as peaches and plums brings out a deep, smoky sweetness—a perfect complement to the creamy, saltiness of fresh Burrata.

Produce Highlights

Avocados

- As there are three seasons in progress at different growth stages, ripening levels are a challenge.
- New crop/Flora Loca Mexican fruit will take two or more days longer to ripen than other crops.

Bell Peppers

- Green bell prices are up, but will ease soon.
- Red bell markets will rise next week.

Limes

- Prices are rising.
- High temperatures and rain in the primary growing region of Veracruz, Mexico are causing quality issues and reducing yields.

Apples



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

Washington Golden Delicious and Granny Smith storage supplies are extremely limited, especially 125- and 138-count sizes. Washington MFC Fuji, Gala, and Red Delicious Apples are available in more sufficient quantities. New crop California Galas are being shipped. Quality is very good: sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is high. Expect tight stocks until Mexican growers complete the move from Baja to Central Mexico. Peruvian supplies will ramp up this month. Quality is fair. MFC Asparagus is available.

Avocados



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

Prices have stabilized, yet will rise again when the seasons in California and Peru end in mid-August. As there are three seasons in progress at different growth stages, ripening levels are a challenge. New crop/Flora Loca Mexican fruit will take two or more days longer to ripen than other crops. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are up, but will ease soon; stocks will ramp up across the country next week. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market will rise next week; No. 1 grade supplies are tightening, but Choice grade peppers are plentiful. 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	▲▲▲	*****	\$\$\$
PNW	▲▲▲	*****	\$\$\$

Prices are steady despite tight stocks. The Pacific Northwest season has begun; volume will increase through August. 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	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$
PNW	▲▲▲	*****	\$\$\$

The market is up. Harvesting in California and Mexico will end soon. Overall volume will rise when production in the Pacific Northwest increases 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 high; summer supplies have tightened. Quality is very good: yellow discoloration and mildew are occasional defects, but harvesting crews are sorting for best quality. MFC Broccoli Crowns are available.



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Cantaloupe



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

The market is slightly higher than last week. San Joaquin Valley supplies are ample, but small sizes are tight. Quality is very good. MFC Cantaloupes are available.

Cauliflower



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

The market is up. 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; stocks are abundant in California and Michigan. Quality is very good. MFC Celery is available.

Cucumbers



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

Prices have eased. Although supplies have increased in Mexico, high temperatures are causing quality problems. Quality is average. MFC Cucumbers are available in Michigan.

Grapes



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

The market is stable; California volume is rising. New crop MFC Lunch Bunch Grapes are available from California. California ESS Red Seedless Grapes are also on the market.

Green Leaf/Variety Lettuce



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

Prices remain low. Although high temperatures are causing dehydration, insect pressure, seeders, and internal burn, harvesting crews are trimming and sorting for best quality. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

California stocks are ample; large sizes dominate the crop. 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 weak despite hot weather. Quality problems include dehydration, insect pressure, internal burn, and seeders. MFC Premium Iceberg Lettuce is available.

Lemons



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

Expect high markets through the summer; demand is strong. Quality is good: shelf-life is shorter at this time of the year due to warm coastal growing conditions. MFC and ESS Lemons are available.

Limes



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

Prices are rising. High temperatures and rain in the primary growing region of Veracruz, Mexico are reducing yields. Quality problems include decay and styler end rot. Higher quality fruit will command elevated prices. MFC and ESS Limes are available.

Onions



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

Demand for yellow onions remains strong; markets will be elevated until new crop harvesting begins in the Northwest next week. Red onion prices are stable. Quality is very good: fresh-run onions have feathery skins and light color. MFC Red and Yellow Onions are available.

Oranges



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

Prices are steady. Stocks are sufficient; 88-count and larger sizes dominate the Valencia season. 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
CA	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

The new crop California Bartlett season is underway. MFC Washington D'Anjou Pears will be depleted this week. Washington Bartlett production will start in mid-August. Washington D'Anjou harvesting will begin in early September. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

Prices are up; all sizes are tight. 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 AUGUST 4, 2019

Potatoes



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

Prices remain active while the industry makes its seasonal shift. Remaining MFC Idaho Burbank Potato storage stocks are tight. New crop, field-run Norkotah potatoes will enter the market in mid-August. Northwest quality is very good: storage crop defects are minimal.

Raspberries



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

The market is steady. California supplies are plentiful. The harvesting transition has been completed in Mexico. 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 remain low. Although hot weather will increase incidences of dehydration, insect pressure, internal burn, seeders, and shortened shelf-life, overall supplies will remain abundant. MFC Premium Romaine is available.

Salads & Blends



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

The market is weak; iceberg and romaine stocks are plentiful. 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	^^^	*****	\$\$\$

Arugula, spinach, and other components of spring mix are being grown and harvested in the California growing areas with the hottest temperatures. Their exposure to 90 to 100 degree daytime temperatures will have an impact on quality and shelf-life. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

Stocks have tightened a bit; markets are inching up. Quality is average: shelf-life is below-normal due to the high heat at this time of year.

Strawberries



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

Prices have eased a bit; supplies are abundant in the Salinas/Watsonville and Santa Maria regions. Quality is good: berries are plump and juicy with sweet flavor. MFC Strawberries are available.

Tomatoes



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

The market is level; stocks are ample. There is a wide range of quality on the market, but in general, fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

The market is near the bottom; stocks are abundant. The season is at its peak. 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	^^^	*****	\$\$\$

Prices are steady to slightly higher than last week; strong demand is limiting supplies. 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.