

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 49 pounds compared with 42 to 46 pounds).
- The California onion season is expected to run through this week; onions from New Mexico will be on the market through August.
- Unfavorable growing conditions along the East Coast combined with reduced yields out of Mexico have shifted cauliflower demand to California. Expect an elevated market for the next several weeks.

Fresh Crop Report

WEEK OF AUGUST 11, 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: Celtuce is being touted as the new kale...how do you suggest using it?

A: This Chinese vegetable looks like asparagus with romaine growing at the top. As funny as that is to imagine, it tastes quite delicious. The bitter leafy greens can be mixed into salads. The stems can be peeled and served raw—the texture is much like jicama, but the flavor is mildly nutty, almost smoky. Use it wherever you would use radishes, cucumbers, or celery. To cook, add to stir-fries, roast with other vegetables, add to soups and stews, and even spiralize to make low-carb noodles.

- Wrap the bottom of celtuce in thinly sliced pancetta; grill the whole item (including leafy greens) until meat is crisp and celtuce is tender; serve with fish or steak.
- Brush with olive oil and salt/pepper before cooking to add flavor to any side dish or roasted vegetable medley.

*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.



Charred Jalapeno-Caramelized Onion Ranch Dip

Bar snacks continue to grow as a menu category. Add value to your Ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

Get the full recipe >

Tips for Serving Zucchini

- Shave honeydew melon and MFC Zucchini into thin strips; toss with grilled chicken strips, olive oil, and Ready-Set-Serve® (RSS) Lime Juice.
- Dip chopped MFC Zucchini in egg whites, then coat with breadcrumbs; deep fry and serve with roasted tomato coulis.
- Thread chunks of MFC Zucchini and Yellow Squash with lamb, RSS Peeled Garlic, chopped MFC Red Onions, and MFC Lemons; marinate in olive oil, RSS Washed & Trimmed Cilantro, and fresh ground black pepper; grill and serve with couscous or rice.



Browse additional usage tips >



Fresh Crop Report

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Sticky, sweet, and juicy, these charred peaches are a succulent summer dessert.

Produce Highlights

Apples

- The MFC Gala Apple season is beginning to wind down; supplies are limited.
- Remaining MFC Golden Delicious Apple stocks are effectively depleted.

Garlic

- The domestic and imported garlic markets are on the rise.
- Supplies will tighten over the next several weeks.

Potatoes

- Limited supplies of MFC Idaho Burbank Potatoes will be available through August 16.
- New crop, field-run packer label Norkotahs are on the market.

Apples



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

The MFC Gala Apple season is beginning to wind down. Granny Smith supplies are limited. Remaining MFC Golden Delicious Apple stocks are effectively depleted. Washington MFC Fuji 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	▲▲▲	*****	\$\$\$

Prices are elevated. Mexican volume is falling, driving demand to Peru. Inclement Peruvian weather will delay supply increases until late August. MFC Asparagus is available.

Avocados



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

The market is steady for the time being, but prices will climb again soon as the seasons in California and Peru start winding down next week. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are lower than last week; supplies have increased on the East Coast and in Canada. Quality is very good: skins are smooth, scars are minimal, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are up a bit; No. 1 grade stocks are diminishing, but Choice grade peppers remain ample. 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	▲▲▲	*****	\$\$\$

Although supplies remain limited, the market is steady. Production has started in the Pacific Northwest; stocks will become more plentiful 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	▲▲▲	*****	\$\$\$

Prices have stabilized. California stocks are abundant, while volume in the Pacific Northwest is rising. 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 up; summer stocks remain limited. Quality is very good: yellow discoloration and mildew are minor issues, but harvesting crews are sorting for best quality. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

Prices are steady. Stocks are adequate; large sizes dominate the crop. Quality is fair: shelf-life is shorter than normal at this time of year. MFC Cantaloupes are available.

Cauliflower



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

The market peaked late last week and has now started coming down; stocks are increasing in the Salinas Valley growing region. ESS Cauliflower is available.

Celery



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

Prices are near the bottom; volume is high. Quality is very good. MFC Celery is available.

Cucumbers



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

The market for large sizes is slightly higher than last week; prices for small sizes are lower. Stocks are adequate, yet high temperatures are causing softness in some lots; order for quick turns. MFC Cucumbers are available in Michigan.

Grapes



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

Prices are unchanged; California supplies continue to increase. New crop MFC Lunch Bunch Grapes are available from California. ESS Red Seedless Grapes are also on the market.

Green Leaf/Variety Lettuce



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

The market is weak; stocks are abundant. Size has increased, but aphid/insect pressure is a problem in some lots; harvesting crews are trimming and sorting for best quality. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are stable; California supplies are ample, especially large sizes. Quality is good: shelf-life is longer than cantaloupes at this time. Sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

The market is near the bottom. Quality is very good: texture is puffy, but weights are high. MFC Premium Iceberg Lettuce is available.

Lemons



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

Strong demand will keep prices high all summer; large sizes are most abundant. 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	^^^	*****	\$\$\$

The market is level; stocks are sufficient. Quality problems include decay and stylar end rot due to recent poor weather in Mexico; higher quality fruit will command elevated prices. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
NM	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

The California onion season is expected to run through this week; onions from New Mexico will be on the market through August. The Northwest season has begun, weakening overall prices. 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	^^^	*****	\$\$\$

The Valencia market is unchanged. Supplies are adequate; 88-count and larger sizes dominate the crop. California quality is very good: sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

Washington storage crop D'Anjou pears are no longer on the market; the new crop season will start in September. California Bartletts are being shipped; Washington Bartletts should become available in approximately one week. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

The market is high. Volume is low; expect better availability of 7- and 8-count fruit. 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 11, 2019

Potatoes



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

Limited supplies of MFC Idaho Burbank Potatoes will be available through August 16. New crop, field-run packer label Norkotahs are on the market. Northwest quality is very good: storage crop defects are minimal.

Raspberries



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

Prices are unchanged. California stocks are abundant. 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	^^^	*****	\$\$\$

Despite high heat, stocks are plentiful and the market is weak. Quality is fair: problems include incidences of fringe burn, mildew, and shortened shelf-life. Harvesting crews are trimming damaged leaves in the field. MFC Premium Romaine is available.

Salads & Blends



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

Prices are holding steady at low levels; iceberg and romaine supplies are ample. 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	^^^	*****	\$\$\$

Erratic temperatures are affecting some lots of arugula, spinach, and other components of spring mix. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

Prices are steady to slightly higher than last week; stocks are starting to tighten. Quality is good, but shelf-life is below-normal due to the elevated temperatures at this time of the year. Order for quick turns.

Strawberries



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

The market is starting to inch up; hot weather is reducing berry size and overall volume in the Salinas/Watsonville and Santa Maria areas. Quality is good: berries are plump and juicy with sweet flavor. MFC Strawberries are available.

Tomatoes



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

Although stocks are sufficient, prices are up a bit; demand is strong for summer tomatoes. Expect a wide range of quality on the market, but overall, fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

Prices are low; supplies are ample. The summer season is in full swing. 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 is stable; supplies have tightened a bit across the country due to strong demand and erratic East Coast weather. 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.
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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.