

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (23 to 25 pounds compared with 21 to 23 pounds).
- Dole Fresh Vegetable of Monterey, California is recalling baby spinach due to a positive result for *Salmonella* in a random sample test conducted by the Department of Agriculture in Michigan. No Markon-branded products are affected.
- Markon's buying office will be closed for Labor Day (Monday, September 2); many processors will adjust loading and production schedules due to the holiday.

Fresh Crop Report

WEEK OF AUGUST 18, 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: Ice cream, sorbets, gelato—summer is the time for frozen treats. What are your favorites to make in-house?

A: While a traditionalist at heart with a penchant for house-made peach and strawberry, I think ice cream is the perfect canvas to use to show off other fun ideas. I love avocado ice cream. Poach the avocados in a little sugar syrup to brighten the color, then allow to cool. I like to use half-and-half for my dairy as too much fat can cloud the taste buds. I make a traditional custard of sugar, eggs, and the half-and-half. I use a little less sugar than needed so I can add in honey at the end. Once the custard is cooked and cooled, I add the avocado and some orange juice and zest. I finish the base with some honey and salt. When pureed it goes into the electric ice cream maker and churns until set. This ice cream has a vibrant light green color and a subtle taste that is the perfect finish to any summer meal.

*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.



Ready-Set-Serve® (RSS) Brussels Sprout Halves with Creamy Dijon Salad

Light, citrusy notes accent this earthy salad of these tiny cabbages. Ideal with burgers, sandwiches, and grilled fish.

Get the full recipe >

Tips for Serving Arugula

- Toss RSS Wild Arugula with chopped squid, cooked cannellini beans, chopped hearts of palm, and MFC Cherry Tomatoes; serve with creamy lemon dressing.
- Arrange watermelon chunks and RSS Wild Arugula in the center of a salad plate; top with crumbled goat cheese, minced MFC Red Onions, and cubed mango; drizzle with a thick balsamic vinaigrette.
- Serve open-faced BLTs with applewood bacon, RSS Wild Arugula, and purple heirloom tomatoes; top with a fried egg.



Browse additional usage tips >



Fresh Crop Report

WEEK OF AUGUST 18, 2019

Refreshingly sour, these lime-a-rita popsicle shots can be made with or without alcohol.

Produce Highlights

Bell Peppers

- Green bell pepper prices are lower.
- Red bell pepper markets are higher.

Potatoes

- MFC Norkotah Potatoes are available in Idaho; prices will remain elevated through early September.
- New crop Burbank harvesting will begin in late September; fresh-run packer label supplies will be on the market while harvesting takes place.

Tomatoes

- California production is down; stocks have tightened.
- Markets have jumped in all growing regions.

Apples



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

New crop Washington MFC Gala Apples will hit the market this week. Golden Delicious supplies will continue to be extremely limited until new crop stocks become available. Storage supply Washington MFC Fuji, Granny Smith, and Red Delicious Apples are available. Quality is very good: sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is high. Mexican supplies are tight, pushing demand to Peru. Poor weather has diminished Peruvian stocks. Quality is fair. MFC Asparagus is available.

Avocados



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

Prices are inching up; the seasons in California and Peru are beginning to wind down, while volume in Mexico is below normal. Quality is very good. 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	▲▲▲	*****	\$\$\$

The market has eased; stocks are abundant. 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 higher. East Coast volume is low, pushing demand to California. 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	▲▲▲	*****	\$\$\$

The market is stable; supplies are increasing in the Pacific Northwest. 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 level. California stocks are ample, while supplies in the Pacific Northwest are sufficient. 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 have eased; summer supplies are increasing. Quality is very good: yellow discoloration and mildew are occasional problems, but harvesting crews are sorting for best quality. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF AUGUST 18, 2019

Cantaloupe



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

The market is slightly lower than last week. Supplies are sufficient; large sizes are most plentiful. Quality is fair: shelf-life is shorter than normal at this time of year. MFC Cantaloupes are available.

Cauliflower



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

Prices are starting to ease; Salinas Valley volume is rising. Quality is good: there has been a slight uptick in discoloration and ricey texture. ESS Cauliflower is available.

Celery



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

The market is weak; yields are high in all growing regions. Quality is very good: stalks are straight and firm with zesty flavor. MFC Celery is available.

Cucumbers



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

Expect active prices for the next few weeks. Growers are in between seasonal plantings. Quality is fair: order for quick turns. MFC Cucumbers are available.

Grapes



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

The market is level; California stocks are adequate. New crop MFC Lunch Bunch Grapes are on the market from California. ESS Red Seedless Grapes are also available.

Green Leaf/Variety Lettuce



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

Prices are low; supplies are plentiful. Head size is large, although aphid/insect pressure is an issue 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	^^^	*****	\$\$\$

The market is unchanged; California volume is high. Quality is average: shelf-life is longer than cantaloupes at this time. Fruit is sweet: sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Prices are weak; stocks are abundant. Quality is very good: texture is puffy in some lots, but weights are high. MFC Premium Iceberg Lettuce is available.

Lemons



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

Expect elevated markets through the summer months; large sizes are most plentiful. Quality is average: 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 steady to slightly higher than last week. Overall supplies are average, but large sizes (200- to 250-count) are tight. Quality is good. MFC and ESS Limes are available.

Onions



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

Fresh-run, packer label onions are readily available in Idaho, Oregon, and Washington. MFC Onions will be shipped out of the Northwest next week. MFC Onions remain available in New Mexico. Quality is very good: early, fresh-run onions out of the Northwest will have a rounder, more globe-like shape than stocks shipped during the spring/summer months.

Oranges



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

Valencia prices are stable. Stocks are sufficient; 88-count and larger sizes are most ample. 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	^^^	*****	\$\$\$

The Washington storage crop D'Anjou season has ended. California Bartletts are on the market; Washington Bartletts will become available the week of August 26. The new crop Washington D'Anjou harvest will begin in September. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

Prices remain elevated. Stocks are tight; 7- and 8-count sizes are a bit more plentiful. 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 18, 2019

Potatoes



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

MFC Norkotah Potatoes are available in Idaho; prices will remain elevated through early September. New crop Burbank harvesting will begin in late September; fresh-run packer label supplies will be on the market while harvesting takes place. Northwest quality is very good: storage crop defects are minimal.

Raspberries



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

The market is level. California supplies are plentiful. 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; volume is high. Quality is fair: heat-related problems include 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	^^^	*****	\$\$\$

The market is unchanged; iceberg and romaine stocks are abundant. 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 low; supplies are starting to increase. Quality is average: heat can reduce shelf-life at this time of the year. RSS Conventional and Organic Spring Mixes are sporadic.

Squash



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

The market is stable; stocks are adequate. Quality is good, but shelf-life is below-normal in some lots due to the elevated summer temperatures. Order for quick turns.

Strawberries



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

Prices are inching up; hot weather continues to diminish berry size and overall volume in the Salinas/Watsonville and Santa Maria regions. Quality is average: berries are plump and juicy with sweet flavor, but some may exhibit bleeding and bruising. MFC Strawberries are available.

Tomatoes



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

California production is down; stocks have tightened. Markets have risen in all growing regions. Quality ranges from good to very good, but overall, fruit is plump, texture is firm, and skin is smooth.

Tree Fruit



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

The market is weak; summer volume remains high. 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 remain elevated due to strong demand; supplies are sufficient. 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.