

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Onions are readily available in Idaho, Oregon, and Washington.
- Value-added iceberg, romaine, and tender leaf items are exhibiting bolting/long core/seeder, dehydration, and internal burn/tip burn due to persistent hot, humid conditions in Salinas and Oxnard, California. Expect reduced shelf-life over the next two weeks.
- Lime yields remain below-normal in Mexico due to the lack of rain in the primary growing regions of Veracruz and Tabasco.

Fresh Crop Report

WEEK OF SEPTEMBER 8, 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: Eatertainment has brought a whole new segment into foodservice. Now you can enjoy dinner and a movie in the same spot, as well as great stadium food, gourmet bowling alleys, and racetracks. What produce-focused dishes do you suggest for operations such as these?

A: I think there is a food segment that Eatertainment is missing out on—the healthy, vegan, plant-based segment. With small plates being the “in” thing, these establishments could easily add various bowls to the menu such as rice and vegetables, Thai quinoa salad, and Asian salmon and spinach. These dishes are so versatile and any seasonal vegetables work great. Chefs should be taking advantage of the trend, profit, and unlimited possibilities.

*Chef Marcus Calderon,
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.



Raspberry Oatmeal

Steel-cut oats and plump berries make this a vibrant breakfast dish.

Get the full recipe >

Tips for Serving Cucumbers

- Stir together sliced Markon First Crop® (MFC) Cucumbers, chopped Ready-Set-Serve® (RSS) Peeled Garlic, MFC Baby Dill, and plain yogurt; serve with pita bread.
- Puree MFC Cucumbers, RSS Diced Red Onions, RSS Washed & Trimmed Cilantro, mango, and RSS Lime Juice; top cold soup with diced cucumber and mango.
- Mix together lump crab meat, creme fraiche, minced MFC Cucumbers, and snipped MFC Chives; serve on crostini.



Browse additional usage tips >



Fresh Crop Report

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Bite-size bar snacks are more sophisticated than ever! Serve these comforting potato omelet appetizers topped with crunchy, colorful radishes.

Produce Highlights

Avocados

- The market is easing; demand has decreased.
- Mexico is expecting ample supplies of 48- to 60-count fruit through the transition into the fall crop, starting in September.

Oranges

- California's Valencia orange supplies are tightening, especially 113-count and smaller sizes, as school demand increases.
- Offshore Navels are now available. Markets are expected to increase through the fall.

Strawberries

- The Watsonville/Salinas season is winding down.
- Fall supplies are limited in Santa Maria, but will increase steadily through September.

Apples



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

The market is level. New crop Washington MFC Gala Apples are available. Golden Delicious stocks will remain tight until new crop fruit hits the market. Storage supply Washington MFC 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	▲▲▲	*****	\$\$\$

Prices are elevated; supplies are scarce in both production areas. Erratic weather has reduced overall quality throughout the industry. MFC Asparagus is sporadic.

Avocados



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

The market is easing; demand has decreased. Mexico is expecting ample supplies of 48- to 60-count fruit through the transition into the fall crop, starting in September. Quality is very good: texture is creamy and flavor is buttery with hints of grass. 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 low; volume is high. 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	▲▲▲	*****	\$\$\$

The market is starting to dip; yields are increasing in the California Coastal regions. Quality is very good: skins are smooth and flavor is subtly sweet, yet zesty. MFC and ESS Red Bell Peppers are sporadic.

Blackberries



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

Prices have eased; Pacific Northwest stocks are plentiful. 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 beginning to weaken. West Coast supplies are increasing. 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 stable; stocks are adequate in both growing regions. Quality is very good: yellow discoloration and mildew are minor issues, but harvesting crews are culling for best quality. MFC Broccoli Crowns are available.



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Cantaloupe



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

Prices are inching up. West Coast yields are lower than last week, especially small sizes. Quality is good. MFC Cantaloupes are available.

Cauliflower



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

The market is weak; stocks are ample. Quality is average: discoloration and ricey texture are minor problems. ESS Cauliflower is available.

Celery



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

Prices are near the bottom; supplies are plentiful. Quality is very good: stalks are straight with zesty flavor. MFC Celery is available.

Cucumbers



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

The market is inching down; volume is rising. Quality is good: softness is a minor problem. MFC Cucumbers are not available.

Grapes



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

Prices are unchanged; California fruit is abundant. New crop MFC Lunch Bunch Grapes are on the market; ESS Red Seedless Grapes are also available.

Green Leaf/Variety Lettuce



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

The market is weak; supplies are ample. Heat-related quality problems persist throughout the industry, but harvesting crews are removing damaged leaves when possible. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are low; California stocks are abundant. Quality is good: shelf-life is a bit longer than cantaloupes at this time in the season. Melons are sweet: sugar levels range from 13 to 14 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

The market has eased; supplies have increased. Heat-related quality problems persist. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices will remain elevated through the summer; although stocks are tight, large sizes are the amplest. 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 high. Yields remain below-normal in Mexico due to the lack of rain in the primary growing regions of Veracruz and Tabasco. Large sizes (110- through 200-count fruit) are very tight; the crop is dominated by small sizes (230- through 250-count). Quality is good. MFC and ESS Limes are sporadic.

Onions



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

MFC Onions are readily available in Idaho, Oregon, and Washington. Utah-grown MFC Onions will hit the market next week. 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. Once supplies start shipping from storage, skins will have a more cured appearance with lower water content.

Oranges



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

California's Valencia orange supplies are tightening, especially 113-count and smaller sizes, as school demand increases. Offshore Navels are now available. Markets are expected to increase through the fall. 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	^^^	*****	\$\$\$

Prices are unchanged; supplies are adequate. Bartlett pears are being shipped from both California and Washington. New crop Washington D'Anjou production will start soon. Quality is excellent: sugar levels range from 12 to 14 Brix.

Pineapple



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

The market is up. Stocks are scarce; 7- and 8-count sizes dominate availability. 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 SEPTEMBER 8, 2019

Potatoes



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

The market will remain high for another week or two. New crop Burbank production will start in late September. Fresh-run packer label stocks will be available while harvesting is underway. Minor skinning, excess moisture, and cooler mold may be observed in fresh-run potatoes; note that condensation develops on potatoes when they are transferred from warm fields to refrigerated trucks.

Raspberries



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

Prices are unchanged. California volume is high. 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 up; supplies remain tight due to heat-related quality issues, including fringe burn, mildew, and shortened shelf-life. MFC Premium Romaine is sporadic.

Salads & Blends



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

Prices have stabilized; iceberg and romaine stocks are starting to increase. 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 steady; stocks are adequate. High temperatures can cause quality issues and 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	^^^	*****	\$\$\$

Low prices persist; supplies are plentiful on both coasts. Quality is average, but shelf-life may be below-normal in some regions due to heat-related problems. Order for quick turns.

Strawberries



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

The Watsonville/Salinas season is winding down. Fall supplies are limited in Santa Maria, but will increase steadily through September. MFC Strawberries are sporadic.

Tomatoes



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

Although Roma prices have inched down, round tomato markets remain elevated. California stocks are tight. 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	^^^	*****	\$\$\$

Although the season is past its peak, the market is stable. 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 elevated due to strong demand and tight supplies. Quality is good: fruit is 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.