

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Green Leaf weights are higher on average than the rest of the industry (20 to 24 pounds compared with 19 to 23 pounds).
- The strawberry market is *inching up*; demand is strong. The Santa Maria crop is past peak production. California harvesting is centered in the Salinas/Watsonville growing areas.
- The asparagus market is weak; stocks are abundant in multiple growing regions. It's a great time to promote this item.

Fresh Crop Report

WEEK OF JUNE 21, 2020

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: Markon Essentials® (ESS) brand focuses on flavor and food safety, not appearance. What preparations do you target with this line of vegetables?

A: Usually these vegetables are targeted as the bases for sauces and soups, but very often the quality is so high that they end up as stars on the plates when they are grilled, charred, or just steamed and accompanied with butter, herbs, and spices.

- ESS Red and Yellow Bell Peppers make delicious, cold gazpacho during the upcoming summer months.
- ESS Cauliflower is ideal for salads, stir-fries, on flatbreads, and in soups.
- Use ESS Limes in cocktails, ceviches, guacamole, and salsas.

*Chef Stephane Renaud,
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 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 Ready-Set-Serve® (RSS) Brussels Sprouts and a citrus-based vinaigrette for an ideal warm-weather salad.
- Grill rounds of MFC Fennel and serve with a seared scallops or blackened shrimp on top for a one-bite appetizer.
- MFC Fennel adds a subtle licorice-like flavor to potato dishes, especially cheesy gratins.
- Bake sliced MFC Fennel until caramelized and crunchy; add to green salads as a crouton substitute.



Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com



Fresh Crop Report

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Mix your favorite wings' flavors in a healthier, modified salad version that holds up during take away and delivery travel time.

Produce Highlights

Cantaloupes

- MFC Cantaloupe Melons are limited.
- 12- to 18-count melons are extremely limited; prices are elevated.

Cauliflower

- Expect tight stocks over the next several weeks.
- Markets are on the rise.

Tomatoes

- Prices are inching down.
- Supplies are steadily increasing in multiple growing regions.

Apples



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

The market is unchanged; Washington storage volume is high. Michigan will continue to ship some 72- to 125-count sizes through early July. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious will diminish through the summer. Specialty varieties like Autumn Glory, Braeburn, and Honeycrisp are also on the market. Sugar levels range from 14 to 18 Brix.

Asparagus



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
PERU/FL	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

The market is weak; stocks are abundant. It's a great time to promote this item. Quality is very good: spears are straight and firm with grassy flavor. MFC Asparagus is available.

Avocados



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

Prices are steady; 48-count and larger sizes are ample. Quality is very good: texture is smooth and creamy, while flavor is nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is stable; stocks have increased to sufficient levels on both coasts. Quality is very good: texture is crisp and flavor is zesty. MFC and ESS Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are level; supplies are increasing. Overall quality is very good: skins are smooth, color is vibrant, and flavor is mildly sweet. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable; stocks are adequate. More temperate California weather is helping quality. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are unchanged; volume is average. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is elevated. California stocks are tight; wide temperature swings and fewer plantings this past March have caused harvesting gaps. Mexican stocks (into McAllen, Texas) are also available, yet limited. Quality is good: occasional issues include hollow core, pin rot, and oversized crowns. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

Prices are elevated; 12- to 18-count melons are extremely limited. Large sizes dominate the crop. Quality ranges from good to very good: sugar levels vary from 12 to 13 Brix. Domestic MFC Cantaloupe Melons are limited.

Cauliflower



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

Expect tight stocks over the next several weeks; markets are on the rise. Recent warm weather has accelerated growth and created a supply gap. Crews are sorting for optimal size, slowing production. ESS Cauliflower is available.

Celery



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

Prices are low; expect plentiful supplies for several more weeks in the Salinas Valley, Oxnard, and Santa Maria. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
FL	▲▲▲	*****	\$\$\$
MEX/AZ	▲▲▲	*****	\$\$\$

The market is steady; stocks are sufficient on both coasts. Quality is very good: skins are smooth and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Prices are unchanged; Mexican supplies are increasing. Green seedless sugar levels are 18 Brix, while red seedless fruit is 20.5 Brix. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are being shipped.

Green Leaf/Variety Lettuce



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

The market is low; stocks are abundant on California's Central Coast and in the Salinas Valley. Quality is very good: head weights are high. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are slightly higher than last week; demand is strong. Large sizes dominate availability. Quality is very good: sugar levels range from 11 to 13 Brix. Domestic MFC Honeydew Melons are on the market.

Iceberg Lettuce



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

The market has inched up a bit. Inconsistent weather is affecting quality, reducing volume. Issues may include growth cracks, internal burn, mildew, seeder, and tip burn. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are stable; supplies are sufficient. California quality is very good: skins are smooth and flavor is pleasantly sour. MFC and ESS Lemons are available.

Limes



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

The market remains weak; Mexican stocks (into South Texas) are abundant. Quality is very good: fruit is juicy with complex, sour flavor and smooth skins. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
ID	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$
NM	▲▲▲	*****	\$\$\$
OR	▲▲▲	*****	\$\$\$
UT	▲▲▲	*****	\$\$\$
TX	▲▲▲	*****	\$\$\$
WA	▲▲▲	*****	\$\$\$

Prices are low; ample supplies of new crop MFC Onions are on the market from California, Mexico, and New Mexico. New crop quality is excellent: fresh-run onions have feathery skins and light color. MFC Red and Yellow Onions are on the market.

Oranges



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

Expect elevated markets to persist through the Valencia season. Stocks are dominated by 88-count and larger sizes. Sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are on the market.

Pears



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

Prices are level. Washington D'Anjou pears will remain on the market through July; 135-count sizes have been depleted. New crop California Bartlett production will start the week of July 13. The Washington Bartlett season will begin in August, with D'Anjou production following in mid-September. MFC Pears are available.

Pineapple



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

The market is weak; supplies are ample. Quality is excellent: sugar levels are, on average, above 13 Brix.



Fresh Crop Report

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Potatoes



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

Expect higher markets for 40- to 70-count stock; smaller sizes are more plentiful. New crop Norkotahs will be available in late July/early August, depending on weather. MFC Burbank Potatoes are the main variety on the market, although a limited number of Norkotahs remain available.

Raspberries



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

Prices are weak; supplies are ample. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

Romaine



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

The market has inched up a bit; demand is strong. Quality is very good: heads are dense with crisp, yet tender texture. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are level. Inconsistent weather has reduced some yields as harvesting crews cull fields. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

The market is stable; California stocks are ample. Quality is very good: occasional issues include tip burn and yellowing. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are higher than last week; stocks are limited on both coasts. Inclement weather is affecting East Coast harvests; demand is shifting to the West Coast. Quality is very good: scarring and softness are minor issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is inching up; demand is strong. The Santa Maria crop is past peak production. California harvesting is centered in the Salinas/Watsonville growing areas. Quality is very good: berries are plump, deep red, and sweet. MFC Strawberries are available.

Tomatoes



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

Prices are inching down; supplies are steadily increasing. Baja, Mexico is the primary growing region for the Roma variety. Baja, Central Mexico, Jalisco, and Michoacan vine-ripe volume is climbing. East Coast round and grape stocks are being harvested in Florida and South Carolina. New crop California supplies will become more plentiful over the next week or two. Quality is very good.

Tree Fruit



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

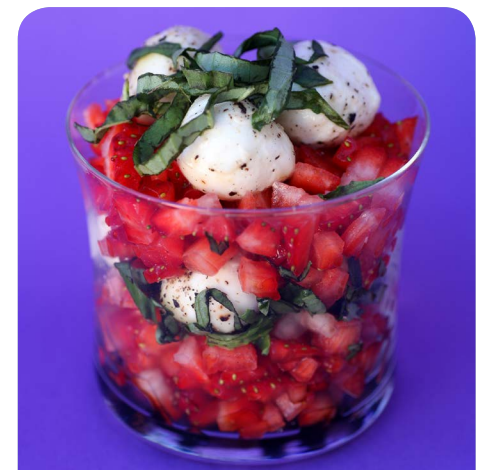
The market is stable; volume is slightly higher. Quality is very good. Nectarine and peach sugar levels range from 10 to 12 Brix; plum sugar levels vary from 12 to 14 Brix.

Watermelon



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

The market is level despite tight supplies. Domestic stocks should increase over the next few weeks. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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by MARKON

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