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IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are higher on average than the rest of the industry (46 to 49 pounds compared with 38 to 50 pounds).
- Green leaf, iceberg, and romaine demand is strong. Expect elevated prices through the Fourth of July holiday.
- Green and red bell pepper markets are climbing; supplies are tightening as the crop transitions to new growing regions. Expect higher prices through early July.

Fresh Crop Report

WEEK OF JUNE 28, 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: Hand-held bar snacks, shareables, and interactive meals are changed now due to social distancing mandates, but can still work for delivery orders eaten at home. What do you suggest?

A: Vegetables are always in demand. Create your own pesto and salsa using the bold flavors of fennel, artichokes, or even mushrooms. Create global dips and fried vegetables with funky sauces that customers will love.

- Upgrade your French onion dip by mixing sour cream with caramelized Ready-Set-Serve® (RSS) Onions, charred jalapeno peppers, roasted RSS Peeled Garlic, and RSS Parsley; serve with crudite.
- Prevent waste by blending an in-house hummus with broccoli stems and garbanzo beans.

*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.



Modern Macaroni Salad with Upland Cress

This childhood picnic classic gets an update here with peppery upland cress and more healthy vegetables. Great for summer!

Get the full recipe >

Tips for Serving Nectarines

- Toss RSS Wild Arugula with sliced nectarines, beet ribbons, crumbled feta cheese, and pecan vinaigrette.
- Grill halved nectarines and chicken pieces until charred; drizzle with roasted chile-yogurt dressing.
- Marinate sliced nectarines and MFC Strawberries in balsamic syrup and sugar; top angel food or cornmeal cakes.
- Layer sliced nectarines, blackberries, and honey-sweetened Mascarpone cheese in parfait glasses.

Browse additional usage tips >





Thinly layered crepes and luscious mascarpone crème make this an elegant, scrumptious dessert sure to please the eyes and taste buds.

Produce Highlights

Asparagus

- Supplies are tightening.
- Prices are rising.

Celery

- Production will be focused in the Salinas Valley until the Canadian and Michigan seasons start.
- The market is climbing.

Strawberries

- Prices continue to increase; demand remains strong heading into the Independence Day holiday.
- Abnormally warm temperatures received in early June have reduced current yields.

Fresh Crop Report

WEEK OF JUNE 28, 2020

Apples



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

Prices are steady; Washington supplies are ample. Michigan will continue to ship some 72- to 125-count sizes for another week or two. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious are limited. 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 rising; supplies are tightening. Production is winding down in California and Michigan. Harvesting will be focused in Central Mexico through October; markets will stabilize once Mexican harvests hit peak production in July. Despite shortages, quality is very good. MFC Asparagus is available.

Avocados



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

Prices are stable; 48-count and larger sizes are plentiful. Quality is very good: 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 climbing; supplies are tightening as the crop transitions to new growing regions. Expect higher prices through early July. Quality is very good. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Expect high prices for another week or so; demand is strong for the Fourth of July holiday. Growers are transitioning the crop to new growing regions. 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 unchanged; supplies are sufficient. Quality is very good: sugar levels range from 12 to 13 Brix.

Blueberries



Region	Supplies	Quality	Price
CA	▲▲▲	*****	\$\$\$
FL	▲▲▲	*****	\$\$\$
GA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
NC	▲▲▲	*****	\$\$\$
NJ	▲▲▲	*****	\$\$\$

Prices are elevated; production is winding down in California, Central Mexico, Georgia, and North Carolina. The Pacific Northwest growing region is behind schedule due to wet weather. Harvesting has begun in Watsonville, California, and New Jersey; supplies will increase gradually over the next 14 days. Quality is good: sugar levels range from 12 to 16 Brix.

Broccoli



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

The market is up; stocks are tight. Minor problems include hollow core, pin rot, and oversized crowns. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF JUNE 28, 2020

Cantaloupe



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

Prices are higher. The crop is moving from the California desert region to the San Joaquin Valley. Quality is good: sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are limited.

Cauliflower



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

The market is inching down; expect volume to increase over the next few weeks. Quality is very good: texture is smooth and flavor is earthy. ESS Cauliflower is available.

Celery



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

The market is climbing; yields are below average. Production will be focused in the Salinas Valley until the Canadian and Michigan seasons start. MFC Celery is available.

Cucumbers



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

The market is slightly higher than last week; supplies are tight. MFC Cucumbers are only available on the East Coast during the summer season. Overall quality is very good: scarring and soft tips are possible issues.

Grapes



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

Mexican stocks are sufficient. 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	▲▲▲	*****	\$\$\$

Prices are inching up; demand is shifting from romaine to green leaf. Quality is average: fringe burn and insect pressure are occasional problems. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is fairly steady. Large sizes dominate the domestic crop. 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	▲▲▲	*****	\$\$\$

Prices are a bit higher this week; planting gaps back in March have reduced volume. Quality is average: issues may include growth cracks, internal burn, mildew, seeder, and tip burn. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is unchanged; stocks are adequate. 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	▲▲▲	*****	\$\$\$

Despite abundant Mexican supplies (into South Texas), prices have inched up a bit. 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	▲▲▲	*****	\$\$\$

The market is weak; 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 available.

Oranges



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

High prices are forecast through the Valencia season. The crop is 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	▲▲▲	*****	\$\$\$

The market is rising. Washington D'Anjou pears will be shipped through July; 135-count sizes are no longer on the market. The California Bartlett season will begin in mid-July. The Washington Bartlett production will start in August, with D'Anjou production following in mid-September. MFC Pears are available.

Pineapple



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

Low prices persist; volume is high. 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	^^^	*****	\$\$\$

Prices for 40- to 70-count sizes are higher than those for smaller supplies. New crop Norkotahs hit the market in late July/early August, depending on weather. MFC Burbank Potatoes are the main variety, although a limited number of Norkotahs remain available.

Raspberries



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

The market is low; stocks are plentiful. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are slightly higher than last week; demand is strong. Planting gaps have reduced supply levels. Quality is average: fringe burn and insect pressure are occasional problems. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is up a bit. Strong demand and quality problems have reduced iceberg and romaine volume. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

Prices are steady; supplies are abundant. Quality is very good: minor problems include tip burn and yellowing. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market remains elevated; volume is low on both coasts, especially large sizes. Poor weather has delayed some East Coast harvests; demand has shifted to the West Coast. Scarring and softness are occasional issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices continue to increase; demand remains strong heading into the Independence Day holiday. The Santa Maria crop is past peak production. Abnormally warm temperatures received in early June have reduced current Salinas/Watsonville yields. Quality has held strong. MFC Strawberries are available.

Tomatoes



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

The market is high. Mexican volume is below normal. East Coast production is just getting started. New crop California stocks will become more abundant over the next few weeks. Quality is very good.

Tree Fruit



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

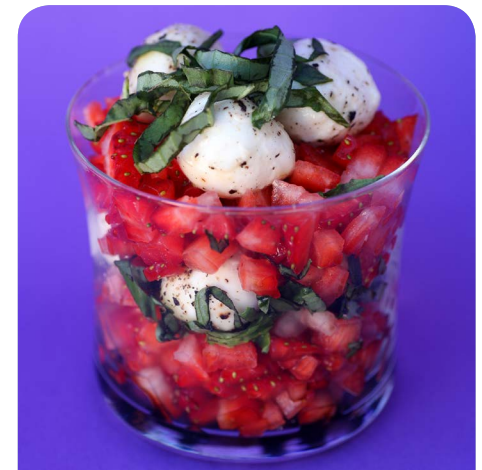
Prices are unchanged; stocks continue to increase. Quality is very good. Nectarine and peach sugar levels range from 10 to 12 Brix; plum sugar levels vary from 12 to 14 Brix.

Watermelon



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

Although supplies are tight, markets are steady as multiple regions are harvesting to meet demand. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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