

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (44 to 49 pounds compared with 41 to 44 pounds).
- The Idaho potato market is rising. Low temperatures during the October 2019 harvests have affected the integrity of storage crop Burbanks. Expect packing delays until new crop, fresh-run Norkotahs become available in early August.
- Romaine lettuce prices are up; stocks are tight. Some suppliers reduced plantings due to COVID-19 and concerns around past E. coli challenges.

Fresh Crop Report

WEEK OF JULY 5, 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: What is your favorite summer vegetable? How do you use it?

A: Corn and tomatoes are amazing during the summer and fall seasons. I like to keep them as raw and unfettered as possible so their natural sweetness shines through or grilled/charred to add smoky notes.

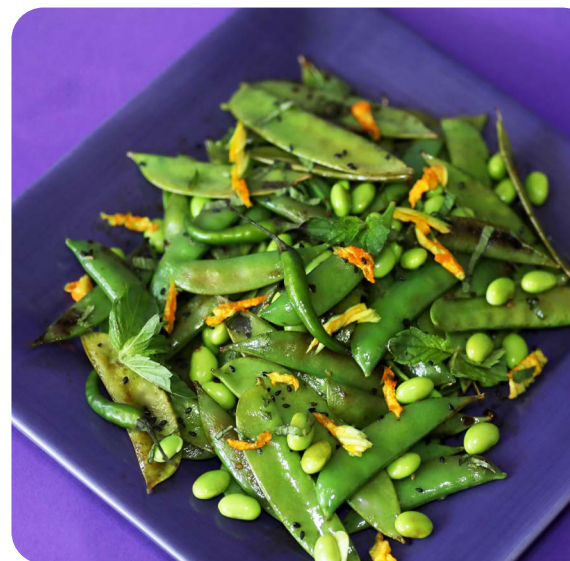
- Toss raw, cut corn into romaine and green leaf salads; other great accompaniments include avocado, hard-boiled eggs, Parmesan croutons, and red bell pepper strips.
- Stuff MFC Cherry tomatoes with salty Feta cheese and Kalamata olives—serve on cheese trays or with cocktails to-go!
- Slather grilled ears of corn with gooey queso, sweet butter, Ready-Set-Serve® (RSS) Washed & Trimmed Cilantro, and a burst of RSS Lime Juice.
- Layer thick slabs of heirloom tomatoes (of all colors) with rounds of MFC Cucumbers, fresh MFC Herbs, and balsamic vinaigrette.

*Chef David Evans,
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.



Pea Medley with Fish Sauce Vinaigrette

Sugar snap, snow, and edamame peas are flash fried together in this briny, spicy side dish. Serve with rice, tofu, beef, or noodles!

Get the full recipe >

Tips for Serving Radishes

- Stir chopped radishes and MFC Cucumbers into mayonnaise-based turkey salad; serve on pumpernickel bread.
- Line egg salad sandwiches with thinly sliced red radishes and RSS Washed & Trimmed Green Leaf Lettuce.
- Pickle whole radishes and serve with spicy barbecued like chicken, ribs, and pulled pork sandwiches.

Browse additional usage tips >





Fresh Crop Report

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A light, chilled honeydew melon-coconut milk soup that refreshes and delights the senses—this Thai-inspired starter is vibrant, healthy, and social media worthy!

Produce Highlights

Brussels Sprouts

- Limited stocks are pushing up prices.
- California yields are also low as the season is just starting; stocks are expected to ramp up by mid-July.

Grapes

- The Mexican grape season will end in early/mid-July.
- California supplies will begin shipping by mid-July.

Strawberries

- Santa Maria stocks are tight as production is past its peak.
- Abnormally high temperatures in early June have reduced berry size and yields in Salinas/Watsonville.

Apples



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

The market will inch up through the summer; Washington storage stocks are adequate, but will continue to diminish until new crop production starts in the fall. Michigan will continue to ship some 72- to 125-count sizes through this week. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious are extremely tight. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices are elevated. Harvesting is ending in California and Michigan. Production will be centered in Central Mexico through October; expect steady prices once Mexican growers reach peak production in a week or two. Quality is very good. MFC Asparagus is available.

Avocados



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

The market is level; 48-count and larger sizes are ample. 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	▲▲▲	*****	\$\$\$

Prices are firm due to tight East Coast supplies. The crop is enduring rain and hot weather during the transition to new growing regions. West Coast quality is best. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is higher; stocks are extremely limited. California growers are moving to new harvesting regions next week. Quality ranges from fair to good; expect it to improve once new crop desert supplies hit the market in a week or two. MFC and ESS Red Bell Peppers are sporadic.

Blackberries



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

Prices are stable; stocks are adequate. Quality is very good: sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is up; the seasons in California, Central Mexico, Georgia, and North Carolina are ending. Production in the Pacific Northwest is behind schedule due to rain. New crop harvesting has started in Watsonville, California and New Jersey; supplies will increase gradually over the next week. Quality is good: sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are elevated; supplies are scarce. Quality problems include hollow core, pin rot, and oversized crowns. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF JULY 5, 2020

Cantaloupe



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

The market is starting to ease; growers have moved 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	▲▲▲	*****	\$\$\$

Prices are stable; stocks are starting to increase. Quality is very good: texture is smooth and flavor is earthy. ESS Cauliflower is available.

Celery



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

The market is elevated; supplies will remain tight until the Canadian and Michigan seasons ramp up. MFC Celery is available.

Cucumbers



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

Prices are steady. MFC Cucumbers are available on the East Coast. Quality is very good: scarring and soft tips are possible problems.

Grapes



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

The Mexican season will end by mid-July. California-grown green and red seedless supplies will start shipping July 13. The California market will start higher than current prices, but will stabilize as harvesting ramps up. Lunch Bunch Grapes begin shipping from California on July 20.

Green Leaf/Variety Lettuce



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

The market is level; stocks are adequate. Quality is good: fringe burn and insect pressure are minor issues. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are a bit lower than last week. Large sizes dominate the domestic crop. Quality is very good: sugar levels range from 11 to 13 Brix. Domestic MFC Honeydew Melons are available.

Iceberg Lettuce



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

The market is rising; planting gaps back in March have affected current yields. Quality is good: growth cracks, internal burn, mildew, seeder, and tip burn are possible problems. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are level; supplies are sufficient. 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 has stabilized; volume is high. 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; new crop MFC Onions are being shipped 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 markets are expected throughout 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	▲▲▲	*****	\$\$\$

Prices are elevated. Washington D'Anjou pears will be shipped through July; 135-count sizes have been depleted. The California Bartlett season will start in mid-July. Washington Bartlett harvesting 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 abundant. Quality is excellent: sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF JULY 5, 2020

Potatoes



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

The Idaho potato market is rising. Low temperatures during the October 2019 harvests have affected the integrity of storage crop Burbanks. Expect packing delays until new crop, fresh-run Norkotahs become available in early August. Supplementing MFC Washington Norkotahs may be necessary to bridge the gap until new crop, Idaho Norkotahs enter the market.

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 is up; stocks are tight. Some suppliers reduced plantings due to COVID-19 and concerns around past E. coli challenges. Quality is average: fringe burn and insect pressure are issues. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are inching up. Reduced plantings and quality problems have decreased iceberg and romaine yields. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

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

Squash



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

Prices are high; expect tight supplies on both coasts, particularly large sizes. Quality is average: scarring and softness are minor issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is elevated. Santa Maria stocks are tight as production is past its peak. Abnormally high temperatures in early June have reduced berry size and yields in Salinas/Watsonville. Quality is very good: despite smaller size, fruit is sweet and deep red. MFC Strawberries are available.

Tomatoes



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

Prices are starting to slowly inch down. Mexican supplies remain tight. East Coast harvesting is increasing. New crop California yields will become more plentiful over this month. Quality is very good.

Tree Fruit



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

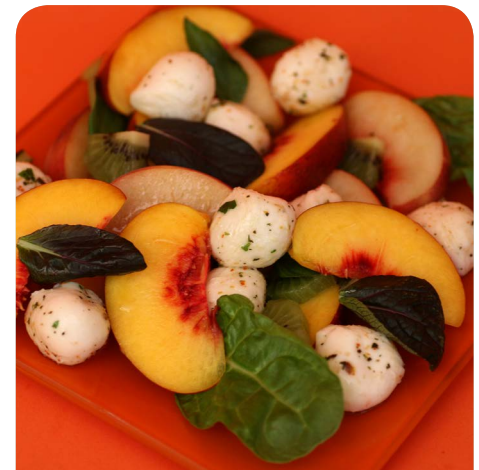
The market is stable; supplies are abundant. Quality is very good: nectarine and peach sugar levels range from 10 to 12 Brix, while plum levels vary from 12 to 14 Brix.

Watermelon



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

Prices have stabilized. Multiple growing 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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by MARKON

Ready-Set-Serve (RSS).
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safety at five key points.