

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (36 to 38 pounds compared with 33 to 37 pounds).
- Idaho potato supplies continue to tighten; prices are climbing. Expect packing delays until new crop, fresh-run Norkotahs become available in early August.
- Green and red bell pepper markets remain elevated; stocks are tight on both coasts.

Fresh Crop Report

WEEK OF JULY 19, 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 are your favorite summer side or main course salads?

A: Chilled salads are moving from standards like macaroni and potato with mayonnaise into healthier bases like ancient grains and beans.

- Stuff grilled avocado halves with a couscous-chick pea salad flavored with MFC Red Bell Peppers and MFC Zucchini.
- Delicate flavors such as MFC Asparagus, MFC Cucumbers, and peas get a punch of brightness from Ready-Set-Serve® (RSS) Grapefruit Sections and MFC Chervil.
- Cold soba noodles are refreshing on summer days—toss with spicy Thai peanut sauce, RSS Color Shred Carrots, RSS Washed & Trimmed (W&T) Green Onions, and RSS W&T Cilantro.

*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.



White Pizza with RSS Lemony Arugula

These individual pizzas are topped with lemony arugula to balance the rich, creamy cheese and earthy mushroom flavors.

Get the full recipe >

Tips for Serving Cauliflower

- Toss roasted RSS Cauliflower Florets, MFC Onions, MFC Cherry Tomatoes, and crumbled bacon with sunflower seeds and poppy seed dressing.
- Add RSS Cauli Crumbles to veggie burger patties, pizza crusts, and as a rice substitute in sushi.
- Stir-fry chunks of boneless chicken, RSS Cauliflower Florets, and RSS Pineapple Chunks until browned; add sesame teriyaki sauce and serve over jasmine rice.
- Sauté Markon Essentials® (ESS) Cauliflower florets and capers; deglaze with sherry and top with crumbled bacon.

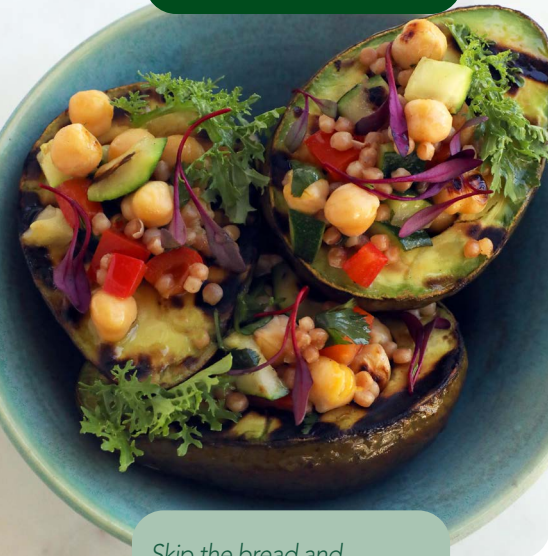


Browse additional usage tips >



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Skip the bread and use everyone's favorite ingredient, the avocado, as a platform for this protein-rich filling. Ideal as a light salad or appetizer. Vegetarian, vegan, and paleo—this one has something for everyone.

Produce Highlights

Asparagus

- Supplies have increased; prices have eased.
- Harvests out of Central Mexico and Northern Baja are ramping up.

California Strawberries

- Early June's high temperatures are negatively impacting July's volume.
- Fruit size will be smaller; more individual pieces of fruit will be needed to fill clamshells.

Squash

- The market is much lower.
- Supplies are ample on both coasts.

Apples



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

The market is slightly higher than last week; Washington storage stocks are adequate, yet will continue to diminish until new crop harvesting begins in the late August/early September. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available. New crop Gala and Honeycrisp supplies will enter the market in mid-August. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Supplies have increased; prices have eased. Harvests out of Central Mexico and Northern Baja are ramping up. Peruvian asparagus is being shipped out of Florida. Quality is very good: spears are straight and flavor is mildly grassy. MFC Asparagus is available.

Avocados



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

The market is level; 48-count and larger sizes dominate availability. The California season is winding down. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices remain elevated; stocks are tight. Production will increase through the month in North Carolina and New Jersey, followed by Ohio and Michigan. MFC and ESS Green Bell Peppers are available.

Bells: Red and Yellow



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

The market remains high; stocks are limited. Production has moved from the California desert area to the San Joaquin Valley. Quality is good. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are stable; supplies are sufficient. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

The market is high; production in the Pacific Northwest is behind schedule due to rain, keeping volume below normal levels. New crop production has begun in Watsonville, California and New Jersey; yields will increase through the month. Quality is very good: size is large and flavor is subtly floral, yet sweet. Sugar levels range from 12 to 16 Brix.

Broccoli



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

Prices are inching down. New crop California supplies are abundant. Mexican volume is rising also. Heat-induced quality problems on the market 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	^^^	*****	\$\$\$

The market is slightly lower this week. California's San Joaquin Valley season is underway. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

Prices have eased; Salinas Valley stocks are ample. 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 a bit lower than last week; volume is starting to rise in Canada and Michigan. Prices should stabilize by next week. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX/TX	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
OH	^^^	*****	\$\$\$

Prices are slightly lower than last week; yields are adequate on both coasts. Quality is very good. MFC Cucumbers are available.

Grapes



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

California-grown green and red seedless supplies are on the market. The market is up, but will inch down as stocks become more plentiful. Lunch Bunch Grapes from California will hit the market next week.

Green Leaf/Variety Lettuce



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

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

Honeydew



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

Prices keep inching down; San Joaquin Valley supplies are ramping up. Quality is very good: sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Weak demand is keeping prices level; stocks are sufficient. Heat-related quality problems include growth cracks, internal burn, mildew, seeder, and tip burn. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices for fancy-grade fruit are climbing. California Coastal choice-grade fruit is more plentiful. Mexican supplies will enter the market in mid-August. 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 is low; stocks are abundant. Quality is average: as much as possible, harvesting crews are culling fruit with yellowing and skin break down. MFC and ESS Limes are available.

Onions



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

Prices are slightly higher than last week. Fresh-run MFC Onions are being shipped from California, Mexico, and New Mexico; yields will be on the market through mid-August. New crop quality is excellent: fresh-run onions have feathery skins and light color. New crop Northwestern stocks will start shipping in Washington by late July, followed by Idaho and Oregon in early August. MFC Red and Yellow Onions are available.

Oranges



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

Expect elevated markets through the Valencia season. The crop is dominated by 88-count and larger sizes. Sugar levels range from 12 to 14 Brix. The domestic Navel season is forecast to start in mid-October. MFC and ESS Valencia Oranges are available.

Pears



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

Prices are up. The Washington season will end next week. D'Anjou pears are extremely limited; 90- to 110-count sizes remain available. The California Bartlett season is just getting started and will run through October. Washington Bartlett production will begin in August, with D'Anjou harvesting following in 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	^^^	*****	\$\$\$

Supplies continue to tighten; the market is climbing. 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. Placing orders in advance is recommended to ensure coverage.

Raspberries



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

Prices are slightly higher this week; stocks are average. 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 stable; supplies are sufficient. Quality-related problems include fringe burn and insect pressure. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are unchanged; iceberg and romaine volume is average. Possible heat-related quality problems include fringe burn, growth cracks, internal burn, mildew, and seeder. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

The market is steady; stocks are adequate. Quality is good: potential issues include tip burn and yellowing. RSS Conventional and Organic Spring Mixes are available.

Squash



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
NC	^^^	*****	\$\$\$
NJ	^^^	*****	\$\$\$
OH	^^^	*****	\$\$\$

Prices are much lower. Volume has reached sufficient levels in North Carolina; stocks are ramping up in Michigan, New Jersey, and Ohio. 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 elevated. Early June's high temperatures are negatively impacting July's volume. Fruit size will be smaller; more individual pieces of fruit will be needed to fill clamshells. Quality is holding strong despite these issues. MFC Strawberries are available.

Tomatoes



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

Prices are ticking up due to strong overall demand and tighter volume on both coasts. Mexican supplies are limited at this time of year. Quality is very good: fruit is firm, yet juicy with tangy flavor.

Tree Fruit



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

The market is level; it's peak season for nectarines, peaches, and plums. 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	^^^	*****	\$\$\$
GA	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$
SC	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$

Prices are unchanged. Yields are merely average, yet multiple growing areas are in production. 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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Addressing quality and
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