

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 50 pounds compared with 40 to 44 pounds).
- MFC Onions remain available in California and New Mexico. Limited supplies of fresh-run, packer label onions are available in Washington. The Idaho/Oregon season will get underway this week.
- California Bartlett pears will remain available through October. Washington Bartlett production is just starting. The D'Anjou pear harvest will follow in September.

Fresh Crop Report

WEEK OF AUGUST 9, 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: Watermelon can be used in every day part and menu category. What are your best dishes?

A: I enjoy serving guests things that they would not expect like watermelon that has been vacuum-packed (compressed) with aromatics like herbs, spices, or ginger. When you vacuum-pack watermelon cubes with a piece of cinnamon stick or star anise pod it turns into a jello-like flavor burst like something out of this world. You can pickle the rind of watermelon too, which is a crazy fun garnish for something like a compressed watermelon salad with Thai basil, feta, and red onions.

- Mango, watermelon, and shaved MFC Cucumbers are another great summer salad combination; toss slices with MFC Mint and vinaigrette made with Markon Essentials® (ESS) Limes.
- Boozy watermelon pops make a great hot-weather to-go treat.

*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.



Pavlova with Aquafaba and Fresh Berries

Aquafaba, a.k.a. chickpea liquid is an ingenious way to make meringue without animal products. Sounds strange, but believe the hype—it's just as fluffy and sweet as the classic version.

Get the full recipe >

Tips for Serving Green Beans

- Toss Ready-Set-Serve® (RSS) Trimmed Green Beans with olive oil, salt, and pepper; roast until tender; serve aside steaks with grated Parmesan cheese.
- Dip individual RSS Trimmed Green Beans into beaten eggs, buttermilk, then panko breadcrumbs; lightly fry and serve with spicy wasabi dipping sauce.
- Wrap bundles of RSS Trimmed Green Beans with prosciutto and fry until crisp; garnish with goat cheese and chopped yellow tomatoes.



Browse additional usage tips >



Fresh Crop Report

WEEK OF AUGUST 9, 2020



Fresh cantaloupe, honeydew, and watermelon check all the boxes for a healthy dessert: vitamin-rich, low carb, gluten-free, vegan, and delicious! Garnish with Thai basil for a sophisticated touch.

Produce Highlights

Brussels Sprouts

- The market is market is easing.
- Production is increasing.

California Grapes

- MFC Red Seedless and MFC Lunch Bunch Grapes are currently in the Flame variety.
- MFC Green Seedless Grapes are in the Ivory variety.

Idaho Potatoes

- The Burbank storage crop season is winding down. Limited supplies of MFC Idaho Burbank Potatoes will be available through this week.
- The new crop, field-run packer label Norkotah season will has begun.

Apples



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

Washington storage prices are slightly higher than last week. New crop harvesting will begin in late August/early September. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available. New crop Gala and Honey-crisp stocks will enter the market next week. Sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is level; supplies are sufficient in Central Mexico and Northern Baja. Peruvian stocks are available out of Florida. Quality is very good: spears are straight and flavor is mildly grassy. MFC Asparagus is on the market.

Avocados



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

Prices are steady. Mexican volume is meeting demand; large sizes dominate the crop. The California season is ending. Quality is very good: texture is creamy and flavor is nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market has stabilized. West Coast yields are sufficient; supplies remain ample on the East Coast. Quality is very good: walls are thick, texture is crunchy, and flavor is fresh and zesty. MFC and ESS Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are inching down. California production has increased; growers are harvesting in the San Joaquin Valley. Quality is good: flavor is slightly sweet with peppery tanginess. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is unchanged; stocks are adequate. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are level; supplies are increasing. Pacific Northwest production is underway. Growers are also harvesting in Watsonville, California and New Jersey. 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	^^^	*****	\$\$\$

Expect low markets through the month of August, barring any unexpected weather issues. New crop California and Mexican stocks are plentiful. Quality is excellent: crowns are uniform in shape, color, and bead size. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF AUGUST 9, 2020

Cantaloupe



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

Price are steady; supplies are ample. California's Westside season is in full swing. Large sizes dominate the crop; 15- and 18-count melons are limited. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

The market is low; volume is high. Quality is very good: texture is firm, color is snowy white, and flavor is earthy. ESS Cauliflower is available.

Celery



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

Prices have eased; supplies are plentiful. Quality is very good: stalks are straight with zesty flavor. MFC Celery is available.

Cucumbers



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

The market is stable; stocks are sufficient. Quality is very good: texture is firm, skins are smooth, and flavor is refreshing.

Grapes



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

Pricing will gradually decrease as harvesting ramps up. Quality is very good: berries are plump and sweet. MFC Red Seedless and MFC Lunch Bunch Grapes are currently in the Flame variety. MFC Green Seedless Grapes are in the Ivory variety.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

Low prices persist; stocks are abundant. Sporadic insect pressure is affecting some lots, but overall quality is very good. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market remains weak; San Joaquin Valley yields are ample. Quality is very good: sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

Barring any significant COVID developments, expect soft prices over the next two to three weeks. Field weights and overall supplies are increasing. Quality is excellent. MFC Premium Iceberg Lettuce is available.

Lemons



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

The fancy-grade market is high, but prices are stable for California choice-grade stocks. MFC and ESS Lemons are available.

Limes



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

Prices are elevated; rain has tightened availability. MFC and ESS Limes are sporadic; packer label will be substituted as needed.

Onions



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

The market is stable. MFC Onions will remain available in California and New Mexico through mid-August. Limited supplies of fresh-run, packer label onions are available in Washington. The Idaho/Oregon season is getting underway this week. MFC Red and Yellow Onions are available.

Oranges



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

Valencia prices are high. The crop is dominated by 88-count and larger sizes. Sugar levels range from 12 to 14 Brix. The domestic Navel season will start in mid-October. MFC and ESS Valencia Oranges are available.

Pears



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

The market is starting to inch down. California Bartlett fruit will remain available through October. Growers pack and sell by the count rather than the volume-fill method used in Washington. Washington Bartlett production is just starting. The D'Anjou harvest will follow in September.

Pineapple



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

Weak prices persist; volume is high. Quality is excellent: fruit is juicy and tangy. Sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF AUGUST 9, 2020

Potatoes



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

Limited supplies of MFC Idaho Burbank Potatoes will be available through this week. The new crop, field-run packer label Norkotah season will have begun. Stocks have not gone through the sweat process yet; until they do, supplies may release moisture as they cool, causing very light, white surface residue that can be easily be brushed off. The white residue will dissipate as potatoes dry and does not pose any quality problems. New crop Burbank production will begin in late September/early October.

Raspberries



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

The market is stable; supplies are adequate. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

High prices persist; stocks are tight. Quality is good: fringe and internal burn are occasional problems. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is unchanged; supplies are adequate. Possible quality issues include fringe and internal burn are issues in romaine.

Spring Mix



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

Prices are level; volume is average. Quality is good: occasional problems may include tip burn and yellowing. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is slightly higher than last week; supplies are adequate in all growing regions. Quality is very good: scarring and softness are potential issues.

Strawberries



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

Strong demand will keep prices elevated through August; stocks are limited as the season is past peak production. Quality is very good: berries are deep red and sweet. MFC Strawberries are available.

Tomatoes



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

The market is a bit higher than last week; supplies are average. Quality is very good: fruit is firm, yet juicy with tangy flavor.

Tree Fruit



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

Prices are starting to inch up; the nectarine, peach, and plum seasons are past their peak. 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
EAST COAST	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$
WEST COAST	^^^	*****	\$\$\$

The market is steady; stocks are adequate. Domestic production is underway from coast to coast. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



READY-SET-SERVE
by MARKON

Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.

MARKON
FIRST CROP

Markon First Crop (MFC).
Whole fresh fruits &
vegetables. Backed by 5-Star.

MARKON
ESSENTIALS

Markon Essentials (ESS).
No.2 grade value-focused
brand. Quality, food safety,
and consistency in every
box. Backed by 5-Star.

FOOD
5
SAFE

5-Star Food Safety.
Addressing quality and
safety at five key points.