

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 49 pounds compared with 39 to 44 pounds).
- California is in the grip of a record-breaking heat wave. Markon inspectors will be monitoring conditions and working directly with growers and harvesting crews to select the best products. Cold chain management will be especially critical through the entire supply chain for maximizing quality and shelf-life.
- The cantaloupe and honeydew markets are easing; supplies are plentiful. It's a great time to promote these items.

Fresh Crop Report

WEEK OF AUGUST 23, 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: Ice cream, sorbets, gelato... summer is the time for frozen treats. What are your favorites to make in-house?

A: I love the look of checkerboard sorbets. We used to make a black licorice and orange sorbet that was really cool to look at and delicious to eat. This sort of dessert can be made with many different flavors and safely delivered in to-go orders with simple cooler packs.

- Blood oranges, dragon fruits, mangoes, and kiwifruits are all vibrantly colored fruits to use in sorbets, granitas, and ice pops.
- Stone fruits such as apricots, nectarines, peaches, and plums pair well with vanilla ice cream.
- Adult ice pops, made with spirits or sparkling wines and fruit like strawberries, watermelons, and blackberries are ideal for outdoor dining.

*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.



Risotto with Peas and Lemon

Brighten rich, creamy risotto with the fresh flavors of fresh peas and lemon zest.

Get the full recipe >

Tips for Serving Honeydew Melons

- Add chopped MFC Honeydew, MFC Cucumbers, MFC Mint, and MFC Baby Dill to cooked couscous; serve with grilled kebabs.
- Mix MFC Cantaloupe and Honeydew, golden raisins, chopped peanuts, and mango chutney into curried wild rice.
- Mince MFC Honeydew, MFC Cantaloupe, pineapple, MFC Red Bell Pepper, Serrano chile peppers, and Ready-Set-Serve® (RSS) Cilantro; serve relish over grilled fish and chicken.



Browse additional usage tips >



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Top crunchy crostini rounds with smoked salmon, shaved cucumber, and finely minced red bell peppers; pack baby dill and remoulade sauce separately for delivery.

Produce Highlights

Bell Peppers

- Green bells are ample; prices are fairly steady.
- Red bell markets are slightly higher than last week.

Imported Citrus

- Imported Navel oranges and lemons have been arriving into both coasts for the past five weeks.
- Markon will continue to ship domestic Valencia oranges and lemons out of California through mid- to late October.

Onions

- New crop, fresh-run MFC Red and Yellow Onions are readily available in Idaho, Oregon, and Washington.
- Stocks from California and New Mexico have been depleted.

Apples



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

Washington storage prices continue to creep higher. Washington storage MFC Fuji, Gala, Granny Smith, and Red Delicious Apples are available. New crop Gala and Honeycrisp stocks are now also on the market; new crop Red Delicious will be available in September. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Tight Mexican supplies are keeping the market elevated. 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 sufficient; large sizes are most plentiful. The California season is nearly over. 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 is fairly steady; stocks are ample. Quality is very good: walls are thick, texture is crunchy, and flavor is fresh and zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are slightly higher than last week; growers are transitioning to new regions in the San Joaquin Valley. Quality is good: skins are smooth and brightly colored, while 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 stable; supply levels are meeting demand. 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; stocks are adequate. Production is taking place in California, New Jersey, and the Pacific Northwest. 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	^^^	*****	\$\$\$

Low markets persist. New crop California and Mexican supplies (into South Texas) are abundant. Quality is excellent: crowns are uniform in shape, color, and bead size. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

The market is weak; supplies are plentiful. It's a great time to promote melons. Large sizes dominate the crop; 15- and 18-count stocks are tight. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

The market is low; stocks are ample. 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 are near the bottom; volume is high. 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 remains elevated; supplies are limited in Baja, Mexico. Michigan stocks are tightening due to shifting demand. Quality is good: texture is firm, skins are smooth, and flavor is refreshing.

Grapes



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

Prices have stabilized; volume continues to rise. Quality is very good: fruit is 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	^^^	*****	\$\$\$

Prices are starting to inch up; stocks are ample, but recent high temperatures are causing quality issues that may reduce yields. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is low; San Joaquin Valley supplies are ample. It's a great time to promote melons. 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	^^^	*****	\$\$\$

Prices are starting to climb. Record-temperature California heat is impacting volume and quality. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is unchanged; stocks are plentiful, particularly choice grade fruit. Quality is very good. MFC and ESS Lemons are available.

Limes



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

Prices are starting to inch down. Supplies (crossing into Texas) are slowly increasing; small sizes (230- and 250-count stocks) are the most plentiful. MFC and ESS Limes are sporadic; packer label will be substituted as necessary.

Onions



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

The market has stabilized. Stocks from California and New Mexico have been depleted. New crop, fresh-run MFC Red and Yellow Onions are readily available in Idaho, Oregon, and Washington. Packer label stocks from Colorado will hit the market this week.

Oranges



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

Valencia prices remain high. Large fruit (88-count and larger sizes) dominates the crop. 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 steady. Ample quantities of California Bartletts will be on the market through October. Washington Bartletts are now available. D'Anjou harvesting will begin in September.

Pineapple



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

Low prices persist; supplies are abundant. Quality is excellent: fruit is juicy and tangy. 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	^^^	*****	\$\$\$

New crop, field-run packer label Norkotahs are available. These stocks haven't 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 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.

Raspberries



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

The market is low; 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	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

Prices are starting to inch up; stocks are adequate, but recent high temperatures are causing quality issues that may reduce yields. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Despite level markets, volume may fall due to California's recent record-breaking high temperatures. The heat may cause prolonged, industry-wide problems.

Spring Mix



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

Prices are steady; Salinas Valley yields are average, but may decrease due to recent hot weather. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is stable to slightly higher; stocks are expected to continue tightening for another week at least. Quality is good: scarring and softness are potential issues.

Strawberries



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

Prices are inching back up; extreme heat over the past week has caused quality issues such as bleeding, bronzing, bruising, and softness. MFC Strawberries are available.

Tomatoes



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

The market has begun easing; volume is increasing in most regions. Quality is very good: fruit is firm, yet juicy with tangy flavor.

Tree Fruit



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

Prices are stable; supplies are abundant. The nectarine and peach seasons will run through September, while plum production will continue through October. 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 level; stocks are adequate. Domestic harvests are taking place in multiple regions. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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