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IN EVERY CASE.



Highlights

- The River Fire near Salinas has now burned over 33,000 acres. It is having an immediate impact in the form of poor air quality and ash falling onto row crop vegetables.
- Growers are monitoring air quality and may curtail production hours to ensure farmworker safety.
- Harvesting and processing crews are working to remove as much ash as possible, but will not be able to eliminate it completely.
- Field-packed items are the most impacted, but RSS lightly-processed items may contain a small amount of ash even after the processor's wash.



Fresh Crop Report

WEEK OF AUGUST 30, 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: Avo toast, oat milk, green smoothies... Despite Covid-19 disruptions, what do you see as the next must-have dishes?

A: Seaweed salads are on my hit list. Phytoplankton, seed weed, green and blue spirulina, nutrition-rich things from the sea will be hot. We have been playing with some really great farmed kelps that are sustainable and packed full of nutrients. New superfoods that are good for you and the environment will be top of mind on everyone's meal planning, great bang for your buck in regards to nutrition, cost, and preparation time, incorporated into salads and meal toppings/seasonings. And these ingredients fit with the times, meaning they sustain delivery times and the heat of summer 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.



Tropical Toasts

Hand-held and packed with healthy fruits, these Ricotta-spread bites work well in many sections of the menu: breakfast, bar snack, appetizer. Ideal for summer deliveries and outdoor dining too.

Get the full recipe >

Tips for Serving Carrots

- Shredded carrots add toothsome texture and a pop of color to salads of all sorts; try mixing them into mayonnaise-based recipes such as chicken, crab, potato, and tuna salads.
- They are a classic ingredient in many Asian recipes such as spring rolls and lettuce wraps, as well as Hispanic dishes like burritos and tacos.
- Serve Ready-Set-Serve® (RSS) Carrot Sticks, RSS Broccoli and Cauliflower Combo, and Markon First Crop® (MFC) Squash with dips such as hummus, spinach and cheese, or roasted red bell pepper mayonnaise.



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Charred to give these mild peppers smoky, sweet notes, this on-trend appetizer is tossed with Japanese furikake and crispy puffed rice. These durable, tasty ingredients can be served alone or with a dipping sauce.

Produce Highlights

Broccoli & Cauliflower

- Expect active markets.
- Harvesting continues to be affected by smoke and ash.

Limes

- Prices are low for small sizes.
- The large-size market will remain elevated until the mid-September.

Oranges

- A potential two-week gap is forecast between the Valencia and domestic Navel seasons.
- Expect new crop Navels to hit the market in late October.

Apples



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

The Washington storage season is nearly over. Washington storage MFC Fuji, Gala, Granny Smith, and Red Delicious Apples remain available. New crop Gala and Honeycrisp stocks are now also on the market; new crop Fuji, Golden Delicious, and Red Delicious will be available in September, followed by the Granny Smith variety in October. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Although Mexican stocks are tight, Peruvian supplies 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	▲▲▲	*****	\$\$\$

The market is stable. Mexican supplies are meeting demand; large sizes are most abundant. 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	▲▲▲	*****	\$\$\$

Prices are steady at low levels; stocks are plentiful in multiple growing regions. 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	▲▲▲	*****	\$\$\$

The market is fairly steady; growers continue their move to new production areas. Quality is very 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	▲▲▲	*****	\$\$\$

Prices are unchanged; stocks 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	▲▲▲	*****	\$\$\$
PNW	▲▲▲	*****	\$\$\$

The market is level; supplies are meeting demand. Growers are harvesting 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	▲▲▲	*****	\$\$\$

Expect active prices. Harvesting continues to be affected by smoke and ash, as fields recover from the heat-related supply gap. Quality is very good, but brown bead and pin rot are sporadic issues resulting from recent high temperatures. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

Prices are low; stocks are abundant. 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	^^^	*****	\$\$\$

Expect active prices. Harvesting continues to be affected by smoke and ash, as fields recover from the heat-related supply gap. ESS Cauliflower is available.

Celery



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

The market is weak; volume is high. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

Prices are high. Mexican supplies are tight; new crop Baja production has had a slow start due to weather. Quality is average: texture is firm, skins are smooth, and flavor is refreshing.

Grapes



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

The market is holding steady; stocks are adequate. 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	^^^	*****	\$\$\$

The market is climbing; high temperatures and California wildfires are causing quality problems, reducing harvestable yields. MFC Premium Green Leaf Lettuce is sporadic.

Honeydew



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

Prices are weak; volume is high. 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	^^^	*****	\$\$\$

The market has stabilized. Despite high heat and California wildfires, this week's harvests have rebounded more than expected. Field weights and overall yields are increasing. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

Prices are steady; supplies are ample, especially choice grade fruit. Quality is very good: fruit is juicy and tart. MFC and ESS Lemons are available.

Limes



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

The market for small sizes is easing. Large-size prices will remain elevated until the mid-September. MFC and ESS Limes are sporadic; packer label will be shipped as needed.

Onions



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

Prices are stable; supplies continue to increase. New crop, fresh-run MFC Red and Yellow Onions are readily available in Idaho, Oregon, and Washington. Packer label stocks from Colorado are also on the market.

Oranges



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

The Valencia market is elevated. Large fruit (88-count and larger sizes) dominates the crop; small/foodservice sizes are tighter. Sugar levels range from 12 to 14 Brix. A potential two-week gap is forecast between the Valencia and domestic Navel seasons; expect Navels to hit the market in late October. Offshore and Texas-grown fruit will be shipped to ensure that orders are filled during this time period. MFC and ESS Valencia Oranges are available.

Pears



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

Prices are unchanged. Abundant supplies of California Bartletts will be shipped through October. Washington Bartletts are now on the market as well; 110- and 120-count sizes dominate the crop. D'Anjou production will start in September.

Pineapple



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

The market is depressed despite adequate stocks. Expect low prices for weeks to come. 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 on the market. These supplies haven't completed 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 issues. New crop Burbank harvesting will start in late September.

Raspberries



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

Prices are weak; 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	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

The market is elevated; high temperatures and California wildfires are causing quality problems, reducing harvestable yields. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Prices are stable, but yields are tightening due to the effects of California wildfires that are occurring throughout the industry. Markon inspectors are closely monitoring finished cartons to achieve the best packs possible.

Spring Mix



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

The market is holding level, but Salinas Valley yields are falling due to the effects of California wildfires and falling ash. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are fairly steady; cool nights have reduced yields in the Midwest including Michigan, Ohio, and Wisconsin, but stocks are increasing in Santa Maria, California. Quality is good: scarring and softness are occasional problems.

Strawberries



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

The market is escalating; regional wildfires are reducing harvestable hours and lowering yields. Summer heat is also causing quality problems like bleeding, bronzing, bruising, and softness. MFC Strawberries are sporadic.

Tomatoes



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

Prices are steady; stocks are meeting demand. Quality is very good: fruit is firm, yet juicy with tangy flavor.

Tree Fruit



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

The market is level. 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	^^^	*****	\$\$\$

Prices are stable; volume is meeting demand. Domestic production is underway in multiple regions. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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