

CONFIDENCE
IN EVERY CASE.



Highlights

- The River and Carmel fires are being contained. Most evacuation orders have been lifted and air quality is slowly returning to healthier levels; however, many industry crops (especially lettuces, leafy greens, celery, and broccoli) may continue to exhibit ash and other quality defects for a few weeks longer.
- Salinas Valley broccoli supplies continue to tighten due to abnormally high temperatures during the weekend of August 15.
- Expect tight spring mix supplies through mid-September; more hot weather is expected in the Salinas Valley. Dehydration, early breakdown, shortened shelf-life, and yellowing leaves are quality-related concerns.

Fresh Crop Report

WEEK OF SEPTEMBER 6, 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 global breakfast and brunch ideas?

A: I love to offer the Egyptian dish ful medames, a spicy bean dip infused with garlic, lemon, cumin, tahini, and coriander powder. It's especially delicious with an over-easy egg on top—serve with pita bread to dip into the yolk. In Hawaii I fell in love with their guava bowls, similar to an acai bowl, that's usually topped with bananas, granola, chia seeds, and a drizzle of local honey. Both dishes hold up well for delivery and outdoor dining!

- Shakshuka, an Israeli egg and tomato dish, brings together familiar flavors in an international manner; top with fresh herbs and crumbled feta cheese.
- Puffy, light Japanese pancakes are on-trend and delicious—smother them with fresh berries.

*Chef Kelli Welby,
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.



Sage Waffles

Not just a sweet breakfast dish, waffles are an ideal platform to serve a variety of produce items paired with herbs and spices. Let your imagination go wild.

Get the full recipe >

Tips for Serving Onions

- Mix chopped Markon First Crop® (MFC) Strawberries, cubed Hass avocados, minced MFC Yellow Onions, minced jalapeno chile peppers, Ready-Set-Serve® (RSS) Washed & Trimmed Cilantro, and RSS Lime Juice; serve with grilled fish or as a taco topping.
- Grill thickly sliced RSS Whole Peeled Onions; serve on burgers, gourmet hot dogs, steaks, and pork chops.
- Sauté sliced MFC Onions, RSS Peeled Garlic, edamame, and MFC Mint; puree and spread on crostini or serve as a dip.
- Caramelize onions; simmer in mushroom stock with thyme-cROUTONS; top with Gruyere cheese and broil until bubbly.



Browse additional usage tips >



Fresh Crop Report

WEEK OF SEPTEMBER 6, 2020

Apples



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

Expect elevated prices until the transition between storage crop and new crop fruit is complete. The Washington new crop Gala and Honeycrisp seasons have begun; new crop Fuji, Golden Delicious, and Red Delicious supplies will be on the market in mid-September, followed by the Granny Smith variety in October. The Washington storage season is ending, but storage crop MFC Fuji, Gala, Granny Smith, and Red Delicious Apples remain available. Quality is excellent: sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is holding steady despite limited Mexican supplies. 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 unchanged. Mexican volume is meeting demand; large sizes are the most plentiful. The California season will run through mid-October. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is weak; volume is high. Production is also underway in Canada and Michigan. 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	▲▲▲	*****	\$\$\$

Supplies are limited; prices remain elevated. California production has transitioned to coastal growing regions. New crop harvesting is off to a slow start; volume is expected to increase in mid-September. East Coast and Mexican stocks are scarce. Quality is very good. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable; yields 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 steady; stocks are sufficient. Production continues 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	▲▲▲	*****	\$\$\$

The market is level. Yields are lower than usual; extreme heat stresses plants, slowing maturity. Quality is good: the Salinas Valley wildfire is nearly contained, but ash, brown bead, and pin rot will remain an issue in some fields. MFC Broccoli Crowns are available.

Traditional offerings, like burgers, are big wins on Covid-19 menus. This plant-based version is piled high with produce to appeal to the growing number of flexitarian customers.

Produce Highlights

Bell Peppers

- Red bell peppers are limited; prices remain elevated.
- Green bell peppers remain ample.

Green Leaf & Romaine

- The green leaf market continues to rise.
- Romaine prices are fairly steady at elevated levels.

Oranges

- The California Valencia season is winding down faster than previously forecast; production is now expected to end in early to mid-October.
- Expect supply gap until the new crop Navel season starts sometime in late October.



Fresh Crop Report

WEEK OF SEPTEMBER 6, 2020

Cantaloupe



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

The market is weak; supplies are ample. Large sizes dominate the crop; 15- and 18-count melons are tight. Sugar levels range from 12 to 13 Brix. MFC Cantaloupes are available.

Cauliflower



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

Prices are stable. Volume is tightening as recent extreme heat has caused a supply gap. Quality is good: the fires affecting the Salinas Valley are nearly contained, but ash will remain an issue in some fields. ESS Cauliflower is available.

Celery



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

The market is steady. The wildfires affecting the California's Salinas Valley are nearly contained, but ash may remain present in some lots. 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 level; stocks are adequate. MFC Red Seedless and MFC Lunch Bunch Grapes are currently in the Krissy and Scarlett Royal varieties. MFC Green Seedless Grapes are in the Ivory variety.

Green Leaf/Variety Lettuce



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

Expect high prices for approximately two weeks. The recent Salinas Valley heatwave in reduced supplies; weather-related defects, such as internal burn, seeder, sun scalding, and dehydration are limiting harvestable acres. Premium Green Leaf Lettuce is sporadic.

Honeydew



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

The market is low; stocks are plentiful. 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 steady; supplies are rebounding. Field weights and overall yields are increasing. MFC Premium Iceberg Lettuce is sporadic.

Lemons



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

The market is unchanged; stocks are abundant, 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	^^^	*****	\$\$\$

Prices have stabilized; small sizes are becoming more plentiful. MFC and ESS Limes are being packed, but packer label will be shipped as needed.

Onions



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

The market is steady. The crop is dominated by jumbo sizes, but will increase as the harvest progresses. New crop, fresh-run MFC Red and Yellow Onions are available in Idaho, Oregon, and Washington. Packer label stocks from Colorado are also on the market.

Oranges



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

Prices remain elevated. The California Valencia season is winding down faster than originally forecast; production is now expected to end in early to mid-October. Expect supply gap until the new crop Navel season starts sometime in late October. Offshore and Texas-grown fruit will be shipped to ensure that orders are filled during this time. MFC and ESS Valencia Oranges are available.

Pears



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

The market is level. New crop 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 harvesting will begin over the next few weeks.

Pineapple



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

Expect high prices through September due to heavy precipitation in production regions. Quality is average: rain is causing translucency in some lots. Sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF SEPTEMBER 6, 2020

Potatoes



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

Prices are stabilizing. New crop, field-run packer label Norkotah stocks are increasing. These supplies won't complete the sweat process until mid-October; 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	^^^	*****	\$\$\$

The market is level; supplies are ample. Sugar levels range from 13 to 14 Brix.

Romaine



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

Expect high prices for approximately two weeks. The recent Salinas Valley heatwave in reduced supplies; weather-related defects, such as internal burn, seeder, sun scalding, and dehydration are limiting harvestable acres. MFC Premium Romaine Lettuce is sporadic.

Salads & Blends



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

Iceberg stocks have increased, but romaine remains tight due to heat and wildfires. Markon inspectors are closely monitoring finished cartons to achieve the best packs possible.

Spring Mix



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

Expect tight supplies through mid-September as more hot weather is expected in the Salinas Valley over the next week. Dehydration, early breakdown, shortened shelf-life, and yellowing leaves are quality-related concerns due to higher-than-normal temperatures. Spinach is especially susceptible to heat-related defects; volume has been greatly impacted by recent heatwaves. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market is average; stocks are adequate. The North Carolina season is ramping up. Quality is very good: scarring and softness are minor issues.

Strawberries



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

High prices persist. The past few weeks of high temperatures and wildfires has reduced volume. Summer heat is also causing quality problems such as bleeding, bronzing, bruising, and softness. MFC Strawberries are sporadic.

Tomatoes



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

The round and Roma tomato markets are level, while grape tomato prices have inched down a bit. Vine ripe supplies are tightening.

Tree Fruit



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

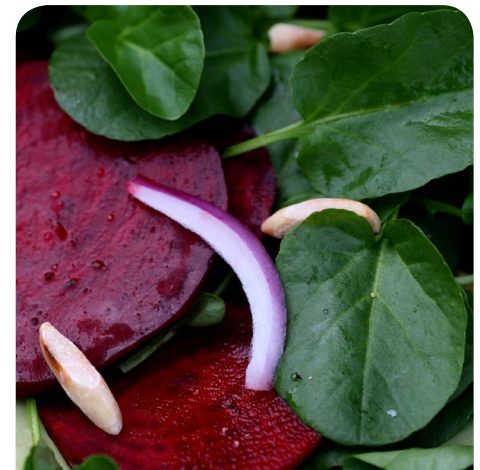
Prices are holding steady. The nectarine and peach seasons will run through September, while plum production will continue through October. Quality is very good: nectarine and peach sugar levels range from 10 to 12 Brix, while plum levels vary from 12 to 14 Brix.

Watermelon



Region	Supplies	Quality	Price
EAST COAST	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$
WEST COAST	^^^	*****	\$\$\$

The market is unchanged; supply is meeting demand. Domestic production is underway in in many regions from coast to coast. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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