

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Green Leaf weights are higher on average than the rest of the industry (22 to 25 pounds compared with 20 to 23 pounds).
- The Idaho potato market continues to climb. Freezing temperatures during the October 2019 harvests have affected the integrity of storage crop Burbanks. Expect packing delays until new crop, fresh-run Norkotahs become available in early August.
- California-grown green and red seedless supplies will start shipping next week.

Fresh Crop Report

WEEK OF JULY 12, 2020 | CANADIAN EDITION

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: Burgers have evolved from a meat patty into a variety of delicious definitions. How do you incorporate more fresh produce into your burger menus?

A: There is a wide variety of burger types available now. Whether you offer traditional beef or one of the popular alternatives (turkey, veggie, or the ultra-modern plant-based Impossible or Beyond varieties), toppings really add to the flavor profile of this classic dish.

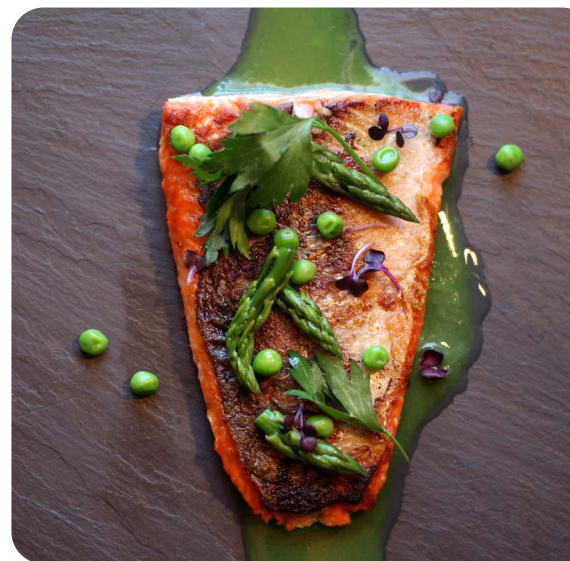
- Tomato, lettuce, and cheese are old-school toppings that can be made more sophisticated by using heirloom varieties, soft butter lettuce versus iceberg, and gourmet slabs of cheese like Gouda or Brie.
- Giving burgers a global slant can be as easy as using mashed avocado, fresh cilantro, and white onion (Mexican) or Roma tomatoes, basil leaves, and thick mozzarella (Italian).
- Summer burgers taste great with the addition of charred corn, roasted bell peppers, or grilled green onions right in the patty!

*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.



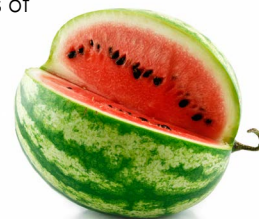
Salmon with Green Juice

Bright flavors and bold colors make this seared fish dish a standout on any health-focused, sophisticated menu.

Get the full recipe >

Tips for Serving Watermelon

- Combine watermelon chunks, chopped MFC Tomatoes, and chunks of MFC Cucumbers with MFC Baby Dill vinaigrette.
- Layer Ready-Set-Serve® (RSS) Washed & Trimmed Green Leaf Fillets, crisp applewood bacon, and sliced watermelon on toasted whole wheat bread.
- Toss RSS Romaine Hearts with watermelon cubes, sliced celery, and MFC Mint; serve with a peppery vinaigrette.



Browse additional usage tips >

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Fresh Crop Report

WEEK OF JULY 12, 2020



A balance of bitter and sweet flavors, this tomato-mango-arugula recipe makes an ideal salad or side dish.

Produce Highlights

Asparagus

- Volume has increased.
- Prices are falling.

Bell Peppers

- New crop harvesting will start in Southern California this week.
- Although the market is elevated, it will ease as supplies increase.

Cantaloupe

- The market is easing.
- The California crop will complete the transitions north to the San Joaquin Valley this week.

Apples



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

Prices continue to inch up; Washington storage supplies are sufficient, but volume will continue to fall until new crop production starts in the late August/early September. The Michigan season is over. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious are extremely limited. Sugar levels range from 14 to 18 Brix.

Asparagus



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

The market is falling; volume has increased. Harvesting is ending in California and Michigan. Production will be centered in Central Mexico and Baja through October. Peruvian supplies have increased. Quality is very good: spears are straight and flavor is mildly grassy. MFC Asparagus is available.

Avocados



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

Prices are stable; 48-count and larger sizes are the most plentiful. Quality is very good: flavor is nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Although the market is elevated, it will ease as supplies increase. New crop harvesting will start in Southern California this week. Expect limited East Coast stocks until the North Carolina, New Jersey, Ohio, and Michigan crops ramp up over the next several weeks. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

High prices will persist for a week or two more; stocks will start increasing once California production starts later this week. Quality ranges from fair to good; expect it to improve once new crop desert supplies enter the market. MFC and ESS Red Bell Peppers are sporadic.

Blackberries



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

The market is holding steady; yields are average. Quality is very good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

Blueberries



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

Prices are elevated; the seasons in Central Mexico, Georgia, and North Carolina have ended. Production in the Pacific Northwest is behind schedule due to rain. New crop harvesting has started in Watsonville, California and New Jersey; stocks are starting to increase. 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, USA	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$

The market is showing some relief. New crop California stocks are starting to increase. Mexican volume is rising also. Quality issues include hollow core, pin rot, and oversized crowns. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF JULY 12, 2020

Cantaloupe



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
GA, USA	▲▲▲	*****	\$\$\$

Prices are inching down; expect slightly lower prices as the California crop transitions north to the San Joaquin Valley this week. Quality is good: sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are limited.

Cauliflower



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

The market is low; supplies are abundant. Quality is very good: texture is smooth and flavor is earthy. ESS Cauliflower is available.

Celery



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
CAN	▲▲▲	*****	\$\$\$
FL, USA	▲▲▲	*****	\$\$\$
MI, USA	▲▲▲	*****	\$\$\$

High prices persist; expect low volume until Canadian and Michigan stocks increase in a week or two. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX/CA	▲▲▲	*****	\$\$\$
NC, USA	▲▲▲	*****	\$\$\$

The market is unchanged; stocks are sufficient on both coasts. MFC Cucumbers are available.

Grapes



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

The Mexican season will finish up this week. California-grown green and red seedless supplies will start shipping next week. California prices will begin higher than current markets, but will stabilize when stocks increase. Lunch Bunch Grapes from California will hit the market the week of July 20.

Green Leaf/Variety Lettuce



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

Prices are a bit lower than last week; post-holiday demand has eased. Quality is good: fringe burn and insect pressure are occasional problems. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is slightly lower than last week; demand has eased a bit. The California crop is transitioning to the San Joaquin Valley. The Mexican season has ended. Quality is very good: sugar levels range from 11 to 13 Brix. MFC Honeydew Melons are available.

Iceberg Lettuce



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

Although inconsistent weather continues to affect current volume, demand has eased, causing the market to inch down a bit. Quality is average: growth cracks, internal burn, mildew, seeder, and tip burn are minor issues. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is unchanged; stocks are adequate. 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	▲▲▲	*****	\$\$\$

Prices are weak; supplies are ample. Quality is very good: fruit is juicy with complex, sour flavor and smooth skins. MFC and ESS Limes are available.

Onions



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
ID, USA	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$
NM, USA	▲▲▲	*****	\$\$\$
OR, USA	▲▲▲	*****	\$\$\$
UT, USA	▲▲▲	*****	\$\$\$
TX, USA	▲▲▲	*****	\$\$\$
WA, USA	▲▲▲	*****	\$\$\$

The market is starting to inch up. New crop MFC Onions are being shipped from California, Mexico, and New Mexico. New crop quality is excellent: fresh-run onions have feathery skins and light color. MFC Red and Yellow Onions are available.

Oranges



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
FL, USA	▲▲▲	*****	\$\$\$

Prices are forecast to remain high throughout the Valencia season. Available stocks are dominated by 88-count and larger sizes. Sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

High markets persist. Washington D'Anjou pears will be shipped through this month; 135-count sizes have been depleted. The California Bartlett season will begin later this week. Washington Bartlett harvesting will start in August, with D'Anjou production following in September. MFC Pears are available.

Pineapple



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

The market is weak; supplies are abundant. Quality is excellent: sugar levels are, on average, above 13 Brix.



Fresh Crop Report

WEEK OF JULY 12, 2020

Potatoes



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

Idaho prices continue to climb. Freezing temperatures during the October 2019 harvests have affected the integrity of storage crop Burbanks. 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.

Raspberries



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

The market is low; 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, USA	^^^	*****	\$\$\$

Although reduced plantings due to COVID-19 and erratic weather are affecting volume, post-holiday prices are a bit lower. Quality is fair: fringe burn and insect pressure are problems. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is level despite limited iceberg and romaine stocks; post-holiday demand has eased. Markon inspectors are closely monitoring finished cartons to achieve the best packs. Issues include fringe burn and insect pressure.

Spring Mix



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

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

Squash



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

The market has eased; stocks have increased on both coasts, especially large sizes. Quality is good: scarring and softness are occasional problems. MFC Yellow Squash and Zucchini are available.

Strawberries



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

High prices are forecast for the month of July. Hot weather has negatively affected the Salinas/Watsonville crop. Santa Maria supplies are limited; harvesting is past its peak. Despite these issues, quality remains strong. MFC Strawberries are available.

Tomatoes



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

The market has stabilized. Stocks are increasing in California, on the East Coast, and in Mexico. Quality is very good: fruit is firm, yet juicy with tangy flavor.

Tree Fruit



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

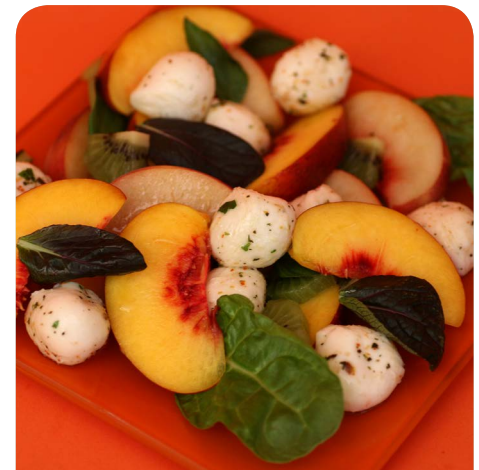
Prices are steady; yields are high. Quality is very good: nectarine and peach sugar levels range from 10 to 12 Brix, while plum levels vary from 12 to 14 Brix. The season is at its peak.

Watermelon



Region	Supplies	Quality	Price
CA, USA	^^^	*****	\$\$\$
GA, USA	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$
SC, USA	^^^	*****	\$\$\$
TX, USA	^^^	*****	\$\$\$

The market is level. Although volume is on the low side, multiple growing regions are harvesting to fill all orders. 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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Markon First Crop (MFC).
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