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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 24 pounds).
- Broccoli and cauliflower prices will remain low through July/early August.
- Fresh-run onions will ship out of California's San Joaquin Valley as well as New Mexico through mid-August. The Washington season is forecast to start later this week.

Fresh Crop Report

WEEK OF JULY 26, 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: Instagram and other visual social media platforms are helping restaurants communicate directly with their customers, especially now during the COVID-19 pandemic. What ingredients do you suggest using to make dishes pop with photo appeal?

A: Colorful, fresh fruits and vegetables enhance both flavor and appearance. Since it's summer, I like to use tomatoes, corn, mangoes, and melons.

- Add charred corn kernels and bright red MFC Grape Tomatoes to romaine- and green leaf-based salads.
- Thick slices of green, yellow, purple, and red heirloom tomatoes should be the stars this season. Toss them with garlicky vinaigrette and torn leaves of MFC Basil.
- Vibrant, sweet mango slices can accent both sweet and savory dishes like rice bowls, green salads, and fruit tarts.

*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.



Mango and Pineapple Chamoy and Tajin

Tangy, spicy, and sweet—enjoy this classic Mexican street food all year long!

Get the full recipe >

Tips for Serving Asparagus

- Sauté MFC Asparagus, MFC Portabella Mushrooms, and shallots; serve over polenta with snipped MFC Chives and edible nasturtiums.
- Wrap a small bunch of MFC Asparagus with fillet of sole; bake until fish is cooked; drizzle all with wasabi cream sauce.
- Lightly fry asparagus in buttermilk and panko breadcrumbs; serve with spicy gochujang dipping sauce.
- Add steamed and chopped MFC Asparagus, grated Gruyere cheese, and ham cubes to quiche batter; bake until set and serve warm or chilled.



Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com



Bright citrusy flavors "cook" this tender shrimp appetizer. Mint and cilantro complete the clean flavors of this updated ceviche starter.

Produce Highlights

Green Leaf Lettuce

- The market is falling.
- Demand is focused in California, but some orders are shifting to Canada, the East Coast, and the Midwest.

Idaho Potatoes

- Rising prices persist as the Idaho season winds down.
- Expect limited stocks until new crop, fresh-run Norkotahs become available in early August.

Pears

- The new crop California Bartlett season has begun and will run through October.
- Growers pack and sell by the count as opposed to the volume-fill method used in Washington.

Fresh Crop Report

WEEK OF JULY 26, 2020

Apples



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

Prices continue to inch up; Washington storage supplies are average, but will continue to diminish until new crop harvesting starts in the late August/early September. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available. New crop Gala and Honeycrisp stocks will hit the market in mid-August. Sugar levels range from 14 to 18 Brix.

Asparagus



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

The market has fallen; volume is high in Central Mexico and Northern Baja. Peruvian asparagus is being shipped from Florida. 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 steady; 48-count and larger sizes dominate the Mexican crop. 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, USA	▲▲▲	*****	\$\$\$
NC, USA	▲▲▲	*****	\$\$\$
NJ, USA	▲▲▲	*****	\$\$\$
OH, USA	▲▲▲	*****	\$\$\$

The market is slightly lower than last week; East Coast stocks are ramping up to relieve strong West Coast demand. Quality is very good. MFC and ESS Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are high; supplies are tight. Production has moved from the California desert area to the San Joaquin Valley. Quality is average. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is unchanged; volume is 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 starting to ease. Although Pacific Northwest production is behind schedule, growers are starting to catch up with orders. New crop harvesting has begun in Watsonville, California and New Jersey; volume will climb through August. 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	▲▲▲	*****	\$\$\$

Expect low markets through early August. New crop California stocks are plentiful. Mexican yields are high. Occasional quality issues include hollow core, pin rot, and oversized crowns. MFC Broccoli Crowns are available.



Fresh Crop Report

WEEK OF JULY 26, 2020

Cantaloupe



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

Prices are easing as stocks ramp up in California's San Joaquin Valley season. Foodservice sizes (12- and 15-count melons) are tight; the crop is running larger than normal. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

Expect low markets through early August; volume is high. Quality is very good. ESS Cauliflower is available.

Celery



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

Prices are stable; summer yields are increasing. Quality is very good. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX/TX	▲▲▲	*****	\$\$\$
MI, USA	▲▲▲	*****	\$\$\$
OH, USA	▲▲▲	*****	\$\$\$

The market is steady; supplies are sufficient. Quality is good: texture is firm, skins are smooth, and flavor is refreshing.

Grapes



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

California-grown green and red seedless grapes are available. Prices will inch down as production increases. Lunch Bunch Grapes from California will hit the market later this week.

Green Leaf/Variety Lettuce



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

Prices are low. Demand is focused in California, but some orders are shifting to regional harvesting areas in Canada, the East Coast, and the Midwest. Quality is good: fringe burn and insect pressure are minor problems. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is weak; the San Joaquin Valley season is in full swing. 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 prices eased last week, the market is starting to inch back up a bit due to tightening supplies. Quality is good. MFC Premium Iceberg Lettuce is available.

Lemons



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

The fancy-grade market is climbing. California Coastal choice-grade stocks are more abundant. Mexican supplies will become available in mid-August. Quality is very good: skins are smooth and flavor is pleasantly sour. MFC and ESS Lemons are available.

Limes



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

Prices are inching up a bit; volume is tightening. Mexican fruit is crossing into both California and Texas. Quality is very good: production crews are culling fruit with problems such as yellowing and skin break down. MFC and ESS Limes are available.

Onions



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

The market is up. Fresh-run onions will ship out of California's San Joaquin Valley as well as New Mexico through mid-August. The Washington season is forecast to start later this week, followed by Idaho and Oregon in early August. MFC Red and Yellow Onions are available.

Oranges



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

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

Pears



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

The new crop California Bartlett season has begun and will run through October. The market is elevated, but will ease once new crop yields increase. Growers pack and sell by the count as opposed to the volume-fill method used in Washington. MFC Pears are available. Washington Bartlett production will begin in August, with D'Anjou harvesting following in September.

Pineapple



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

Ample supplies are keeping prices low. 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, USA	▲▲▲	*****	\$\$\$
ID, USA	▲▲▲	*****	\$\$\$
OR, USA	▲▲▲	*****	\$\$\$
TX, USA	▲▲▲	*****	\$\$\$
WA, USA	▲▲▲	*****	\$\$\$
WI, USA	▲▲▲	*****	\$\$\$

Tight supplies and rising prices persist as the Idaho potato season winds down. Expect extremely limited stocks until new crop, fresh-run Norkotahs become available in early August. Supplementing MFC Washington Norkotahs may be necessary to bridge the gap. Placing orders in advance is recommended to ensure coverage.

Raspberries



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

The market is level; 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, USA	▲▲▲	*****	\$\$\$

Although prices eased last week, the market is starting to inch back up a bit due to tightening supplies. Quality-related problems include fringe burn and insect pressure. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is steady; supplies are sufficient. Possible heat-related quality issues include fringe burn, growth cracks, internal burn, mildew, and seeder. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

Prices are stable; yields are average. 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	▲▲▲	*****	\$\$\$
MI, USA	▲▲▲	*****	\$\$\$
NC, USA	▲▲▲	*****	\$\$\$
OH, USA	▲▲▲	*****	\$\$\$

The market is steady; growers are harvesting in multiple regions throughout the U.S. Quality is good: scarring and softness are potential issues.

Strawberries



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

High prices persist. Hot weather has decreased overall fruit size; it takes more individual pieces to fill clamshells. Quality is very good: flavor is sweet with slight tang. MFC Strawberries are available.

Tomatoes



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

Strong summer demand and lower yields are keeping markets elevated on both coasts. Mexican stocks are normally tight at this time of year. Quality is very good: fruit is firm, yet juicy with tangy flavor.

Tree Fruit



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

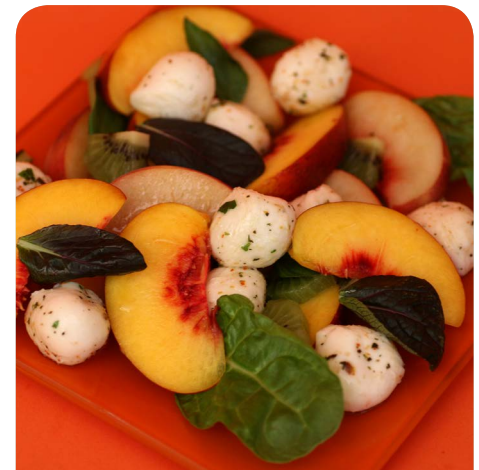
Prices are unchanged; it's peak season for nectarines, peaches, and plums. Quality is very good: nectarine and peach sugar levels range from 10 to 12 Brix, while plum levels vary from 12 to 14 Brix.

Watermelon



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

The market is stable. Volume is average, but multiple growing regions are harvesting. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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