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IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 50 pounds compared with 38 to 44 pounds).
- The Mexican grape season has come to an end. **California supplies are currently being shipped.** MFC Red Seedless and Lunch Bunch Grapes are currently in the Flame variety. The Ivory variety is now being shipped for MFC Green Seedless Grapes.
- California's Westside cantaloupe season is in full swing. Prices are slightly lower than last week; supplies are ample.

Fresh Crop Report

WEEK OF AUGUST 2, 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: What is your favorite summer fruit and how do you like to use it?

A: I love to serve strawberries macerated in Cointreau or Grand Marnier with sweetener (agave or maple syrup). Serve them over a dense shortcake with cream cheese frosting. Summer heaven!

- Mashed MFC Strawberries work well in mayonnaise-based salads (such as chicken and turkey), house-made ice cream, cocktails, and punches like sangria.
- Toss whole or halved berries into green salads; spinach and arugula pair especially well with strawberries.
- Mix chopped MFC Strawberries, cubed Ready-Set-Serve® (RSS) Avocado Halves, minced MFC Red Onions, minced jalapeno chile peppers, RSS Cilantro, and RSS Lime Juice; serve with chips.

*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.



Arancini

These classic Italian fried rice balls make great bar snacks or appetizers.

Get the full recipe >

Tips for Serving Cantaloupe Chunks

- Mix RSS Cantaloupe Chunks with chopped MFC Cucumbers, chopped jicama, diced kiwifruit, and minced jalapeno chile peppers; serve fruit salsa with grilled fish or chicken.
- Thread RSS Cantaloupe Chunks and shrimp on skewers; marinate in jerk seasoning; grill until just cooked and serve on a bed of herbed rice or couscous.
- Mix RSS Cantaloupe Chunks, MFC Green Seedless Grapes and chopped MFC Mint with a light white wine; stir in plain gelatin and chill in decorative cups until set—light dessert ideal for delivery.



Browse additional usage tips >



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Sticky, sweet, and juicy, these charred peaches are a succulent summer dessert. Serve with a scoop of coconut gelato and edible nasturtiums.

Produce Highlights

Brussels Sprouts

- Prices are climbing.
- Production will increase on California's Central Coast and in Mexicali, Mexico over the next two to three weeks.

Strawberries

- Demand is strong.
- Strong markets are forecast through mid-August.

Tomatoes

- The market is inching up; supplies are limited in multiple growing regions as East Coast demand is strong.
- Expect slightly higher prices until early August.

Apples



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

Expect the Washington storage market to continue inching up until new crop harvesting starts in late August/early September. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available. New crop Gala and Honey-crisp stocks will enter the market in another week or two. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices are weak; stocks are abundant in Central Mexico and Northern Baja. Peruvian supplies are 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	^^^	*****	\$\$\$

The market is stable. The Mexican crop is dominated by 48-count and larger sizes. The California season is winding down. 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	^^^	*****	\$\$\$
MI, USA	^^^	*****	\$\$\$
OH, USA	^^^	*****	\$\$\$

California prices are up. West Coast volume is tighter than normal; supplies are more plentiful on the East Coast. Quality is very good: walls are thick, texture is crunchy, and flavor is fresh and zesty. MFC and ESS Green Bell Peppers are available.

Bells: Red and Yellow



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

The market continues to inch down; California stocks are increasing. Production has moved from the California desert area to the San Joaquin Valley. Quality is good: flavor is slightly sweet with peppery tanginess. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are steady; supplies 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, USA	^^^	*****	\$\$\$
NJ, USA	^^^	*****	\$\$\$
PNW, USA	^^^	*****	\$\$\$

The market has eased to average. Pacific Northwest harvesting has finally begun. New crop production is also underway in Watsonville, California and New Jersey. Volume will increase through the month. 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	^^^	*****	\$\$\$

Weak prices persist. New crop California and Mexican supplies are ample. Potential quality problems include hollow core, pin rot, and oversized crowns. MFC Broccoli Crowns are available.



Fresh Crop Report

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Cantaloupe



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

The market is slightly lower than last week; supplies are ample. California's Westside season is in full swing. Large sizes dominate the crop; 12- and 15-count melons are limited. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

Weak prices persist; stocks are abundant. 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, USA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
MI, USA	^^^	*****	\$\$\$

The market ranges from low to average; supplies are sufficient. Stalks are straight with zesty flavor. MFC Celery is available.

Cucumbers



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

Prices are unchanged; stocks are adequate. Quality is good: texture is firm, skins are smooth, and flavor is refreshing.

Grapes



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

The Mexican grape season has come to an end. California supplies are currently being shipped. MFC Red Seedless and Lunch Bunch Grapes are currently in the Flame variety. The Ivory variety is now being shipped for MFC Green Seedless Grapes.

Green Leaf/Variety Lettuce



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

The market is weak; supplies are ample. Growers are harvesting in California, Canada, and on the East Coast. Quality is good: fringe burn and insect pressure are issues. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Low prices persist; San Joaquin Valley 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, USA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

The market is level; supplies are sufficient. Quality is very good. MFC Premium Iceberg Lettuce is available.

Lemons



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

Fancy-grade prices are inching up. California Coastal choice-grade supplies are ample. Mexican stocks are increasing. MFC and ESS Lemons are available.

Limes



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

The market is escalating. Rain from Hurricane Hanna is delaying shipments. Production crews are culling fruit with problems such as softness, skin break down, and yellowing. MFC and ESS Limes are available.

Onions



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

Prices are holding steady. Fresh-run onions will ship out of California's San Joaquin Valley, Mexico, and New Mexico for another few weeks. The Washington season is just getting started; Idaho and Oregon production will begin over the next few weeks. MFC Red and Yellow Onions are available.

Oranges



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

The market will remain elevated throughout the Valencia season. Supplies are dominated by 88-count and larger sizes. 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, USA	^^^	*****	\$\$\$
WA, USA	^^^	*****	\$\$\$

Prices are up, but will ease as new crop stocks increase. The California Bartlett season will run through October. Growers pack and sell by the count rather than 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	^^^	*****	\$\$\$

The market is low; yields are high. 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	▲▲▲	*****	\$\$\$

The market is elevated; stocks are limited. The 2019 Idaho potato season is nearly over. New crop, fresh-run Norkotahs will hit the market over the next several weeks. 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	▲▲▲	*****	\$\$\$

Prices are unchanged; stocks are sufficient. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

Romaine



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

The market is active; supplies are limited. Quality is good: 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; volume is average. Possible 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	▲▲▲	*****	\$\$\$

The market is stable; supplies are adequate. Quality is good: possible issues 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	▲▲▲	*****	\$\$\$

Prices are steady at low levels; stocks are sufficient. Quality is very good: scarring and softness are minor problems.

Strawberries



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

Summer demand is strong; supplies remain tight as the season is past peak production. Strong markets are expected through early August. Quality is very good: fruit size is increasing slowly due to recent cooler weather over the past 7 to 10 days. MFC Strawberries are available.

Tomatoes



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

Prices are inching up; supplies are limited in multiple growing regions as East Coast demand is strong. Mexican Roma and vine ripe volume is below normal, but grape tomato markets are a bit lower. Quality is very good: fruit is firm, yet juicy with tangy flavor. Expect slightly higher markets until early August.

Tree Fruit



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

The market is level; nectarine, peach, and plum stocks are plentiful. 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 to slightly lower than last week; supplies are sufficient. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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