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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 26 pounds compared with 20 to 25 pounds).
- Raw product romaine quality is currently inconsistent due to weather conditions across California's Central Coast. After an extended cooling period, coastal temperatures rose into the upper 70s to low 80s, weakening texture and increasing internal burn.
- The Washington apple storage market will continue to inch up until new crop harvesting starts in late August/early September.

Fresh Crop Report

WEEK OF AUGUST 16, 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: Tomatoes are at their peak this season. What is your favorite summer preparation?

A: I'm old school all the way. Use the best olive oil, aged balsamic vinegar (best you can afford), fresh chiffonade of basil (experiment with cinnamon or Thai or different basil), and fresh ground salt and pepper. Plate together, that's all you need for a delicious salad or appetizer.

- Toss chopped MFC Grape Tomatoes, sliced MFC Cucumbers, chopped jicama, Ready-Set-Serve® (RSS) Romaine Ribbons, garlic croutons, and buttermilk dressing.
- Mix chopped MFC Roma Tomatoes, fresh garbanzo beans, cooked rotini noodles, and RSS Washed & Trimmed Green Onions; serve on RSS Romaine Fillets with mint vinaigrette.

*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.



Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entree.

Get the full recipe >

Tips for Serving Arugula

- Use this versatile leafy green as an herb to give appetizers and soups complexity; great on crostini, in dumplings, quiches, and spring rolls.
- RSS Wild Arugula is no stranger to entrées—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.
- Pair the zesty flavor of arugula with sweeter lettuces like green leaf and romaine or fruits such as apples, pears, and figs. It also pairs quite well with salty hams, toasted nuts, and roasted vegetables such as beets, carrots, and winter squashes.



Browse additional usage tips >



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The pumped up produce in these chicken gyro wraps make them healthier than the average sandwich. Ideal for delivery or outside dining too!

Produce Highlights

Cucumbers

- The West Coast market is starting to climb; volume is low out of Baja, Mexico.
- Michigan stocks are adequate, but expected to tighten due to shifting demand.

Melons

- California's Westside cantaloupe and honeydew seasons are in full swing.
- Weak prices and high volume are forecast through August.

Squash

- Prices are starting to climb on both coasts.
- Expect limited supplies for the next two weeks.

Apples



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

The Washington storage market will continue to inch up until new crop harvesting starts in early September. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available. New crop Gala and Honeycrisp stocks will enter the market next week. Sugar levels range from 14 to 18 Brix.

Asparagus



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

Prices are climbing due to a dip in Mexican volume. 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, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

The market is stable. Mexican stocks are sufficient; large sizes are most abundant. 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	▲▲▲	*****	\$\$\$

Prices are easing; supplies are increasing in all 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, USA	▲▲▲	*****	\$\$\$

The market is level; however, supplies will tighten as harvesting transitions to the San Joaquin Valley. Quality is 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, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

The market is unchanged; stocks 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, USA	▲▲▲	*****	\$\$\$
NJ, USA	▲▲▲	*****	\$\$\$
PNW, USA	▲▲▲	*****	\$\$\$

The market is unchanged; supplies are sufficient. 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, USA	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$

Barring any unexpected weather problems, prices will remain weak through the month. New crop California and Mexican supplies (into South Texas) are ample. Quality is excellent: crowns are uniform in shape, color, and bead size. MFC Broccoli Crowns are available.



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Cantaloupe



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

Weak markets and high volume are forecast through August. Large sizes dominate the crop; 15- and 18-count supplies are tight. Sugar levels range from 12 to 13 Brix. Domestic MFC Cantaloupes are available.

Cauliflower



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

Prices are weak; yields are high. 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 is low; stocks are abundant. Quality is very good: stalks are straight with zesty flavor. MFC Celery is available.

Cucumbers



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

The West Coast market is starting to climb; volume is low out of Baja, Mexico. Michigan stocks are expected to tighten due to shifting demand. Quality is good: texture is firm, skins are smooth, and flavor is refreshing.

Grapes



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

The market is elevated, but will level out as new crop volume rises. Quality is very good: berries are 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, USA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

The market is near the bottom; supplies are ample. Sporadic insect pressure is affecting some fields, but overall quality is strong. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are weak; San Joaquin Valley 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, USA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$

The market is fairly steady at low levels. Field weights are inconsistent, but quality is very good: puffy texture and seeder are occasional issues. MFC Premium Iceberg Lettuce is available.

Lemons



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

Overall prices are stable; supplies are abundant, especially choice grade fruit. Quality is very good. MFC and ESS Lemons are available.

Limes



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

High markets persist; stocks (crossing into South Texas) have dipped. MFC and ESS Limes are sporadic; packer label will be substituted as necessary.

Onions



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

Prices are unchanged. MFC Onions will remain available in California and New Mexico for another week or two. Fresh-run, packer label onions are available in Idaho, Oregon, and Washington. The Colorado season will begin next week. MFC Red and Yellow Onions are available.

Oranges



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

Valencia markets are elevated. Large fruit (88-count and larger sizes) are most plentiful. Sugar levels range from 12 to 14 Brix. Expect the domestic Navel season to begin in mid-October. MFC and ESS Valencia Oranges are available.

Pears



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

Prices have stabilized. California Bartlett supplies are ample. Washington Bartlett stocks are now available. D'Anjou production will start in September.

Pineapple



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

The market is weak; stocks are abundant. 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 Idaho Burbank season has ended. New crop, field-run packer label Norkotahs are on the market. These supplies have not gone through the sweat process yet; until they do, potatoes may release moisture as they cool, causing very light, white surface residue that can be easily be brushed off. The white residue will dissipate as potatoes dry and does not pose any quality problems. New crop Burbank harvesting will start in late September.

Raspberries



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

Prices are starting to ease; stocks are increasing. 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 volatile. Raw product romaine quality is currently inconsistent due to weather across California's Central Coast. After an extended cooling period, coastal temperatures rose into the low 80s, weakening texture and increasing internal burn. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are level; iceberg and romaine stocks are sufficient. Quality is average.

Spring Mix



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

The market is unchanged; Salinas Valley stocks are abundant. Quality is very good: minor issues may 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 starting to climb on both coasts. Expect limited supplies for the next two weeks. Quality is very good: scarring and softness are occasional problems.

Strawberries



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

After several weeks at elevated levels, the market is starting to inch down; volume is rising. Quality is very good: last week's sunshine increased color. MFC Strawberries are available.

Tomatoes



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

Stocks are starting to increase on both coasts; expect prices to begin easing over the next few weeks. Quality is very good: fruit is firm, yet juicy with tangy flavor.

Tree Fruit



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

The market is holding steady; volume is average. The nectarine and peach seasons will run through September, while plum harvesting 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; supplies are sufficient. Domestic production is in full swing from coast to coast. Quality is very good: color is deep red, texture is firm, and flavor is sweet.



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