

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are much higher on average than the rest of the industry (40 to 49 pounds compared with 38 to 43 pounds).
- The MFC Washington D'Anjou Pear season is ending. The new crop California Bartlett season is underway.
- MFC Idaho Burbank Potatoes are available through mid-August. New crop, field-run MFC Norkotahs will be available in early to mid-August.

Fresh Crop Report

WEEK OF AUGUST 1, 2021

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: Ripe melons are the epitome of summer. How do you showcase them on the plate?

A: Sweet, juicy cantaloupe and honeydew are delicious in a variety of green and fruit salads as well as breakfast/brunch plates year-round, but during the heat of this season, I like to char them on the grill to add a bit of smokiness. They are delicious with barbecue, burgers, sandwiches, and in grain bowls.

- Mince honeydew, cantaloupe, pineapple, red bell pepper, Serrano chile peppers, and cilantro; serve relish over grilled fish and chicken.
- Add chopped honeydew, cucumber, mint, and baby dill to cooked couscous; serve with grilled meat kebabs.
- Toss romaine with cantaloupe cubes, sliced celery, chopped red radishes, and mint leaves; serve with Champagne vinaigrette.

*Chef Vic "Vegas" Moea,
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.



Smashed Fingerlings with Garlicky Chimichurri

Whether you offer this as a spicy side or a shareable appetizer, these crisp yet tender potatoes smothered in a vibrant sauce satisfy even the toughest customers.

Get the full recipe >

Tips for Serving Green Onions

- Top miso soup with Ready-Set-Serve® (RSS) Shredded Carrots and chopped RSS Washed & Trimmed (W&T) Green Onions.
- Toss together RSS Cabbage, sliced MFC Cucumbers, and chopped RSS W&T Green Onions; stir in spicy peanut sauce and serve with chicken kebabs.
- Add diced RSS W&T Green Onions to buttermilk biscuit dough; serve with barbecue, chili bowls, or eggs and bacon.



Browse additional usage tips >



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



Fresh Crop Report

WEEK OF AUGUST 1, 2021



Smoky, briny Chipotle scallops pair with citrus and green onions to create this delicious warm-weather dish.

Produce Highlights

Broccoli

- Expect markets to climb over the next 10 to 14 days.
- Yields are decreasing in the fields due to cool weather.

Cauliflower

- Prices are inching up.
- Supplies are tightening following cooler-than-normal temperatures in California.

Onions

- MFC Onions will be available in California and New Mexico through mid-August.
- The Idaho/Oregon season will get underway the week of August 9.

Apples



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

Prices are fairly steady; storage supplies are sufficient but decreasing. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious varieties are available. Sugar levels range from 12 to 14 Brix.

Asparagus



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

The market is low. Production is at its peak in Central Mexico. The Northern Baja season will get underway this week. Peruvian stocks are increasing (into Miami, Florida). MFC Asparagus is available.

Avocados



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

Prices are elevated. Mexican volume is low; growers are harvesting the Flora Loca crop. The California season will wrap up later in August. Peruvian new crop stocks will continue to increase. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

The market has stabilized. Supplies are dominated by jumbo and extra-large sizes. California growers have new fields starting in Hollister this week. East Coast harvests are fully underway; volume is increasing. Quality is very good: skins are smooth, color is uniform, and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are level. San Joaquin Valley harvesting is consistent; size is dominated by extra-large supplies. Canadian greenhouse volume remains high. Quality is very good: shape is elongated. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is unchanged; California stocks are adequate. Quality is very good: berries are plump and juicy with tangy-sweet flavor.

Blueberries



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

Prices are high. Recent heat damaged a large percentage of the Pacific Northwest crop, but volume is starting to rise again. The market will start to ease over the next few weeks as the new crop Mexican season gets underway. Quality ranges from good to very good, depending on region.

Broccoli



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

Expect markets to climb over the next 10 to 14 days; yields are decreasing in the fields due to cool weather. Mexican-grown stocks are available in South Texas. Crown quality is very good: brown bead, hollow core, and yellowing are minor issues. MFC Broccoli is available.



Fresh Crop Report

WEEK OF AUGUST 1, 2021

Cantaloupe



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

Prices are steady. California's San Joaquin Valley harvesting is going strong. Large sizes dominate the crop. Quality is very good: sugar levels range from 11 to 13 Brix. MFC Cantaloupes are on the market.

Cauliflower



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

The market is inching up. Supplies are tightening following cooler-than-normal temperatures in California. Quality is very good: browning is an occasional issue. ESS Cauliflower is available.

Celery



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

Prices are low. Salinas Valley supplies are plentiful. Michigan production is underway. Seeder is an occasional problem. MFC Celery is available.

Cucumbers



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

Markets are stable. East Coast stocks are ample. Baja Mexico is the main source on the West Coast. MFC and ESS Cucumbers are available.

Grapes



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

Prices are beginning to inch down as domestic production increases; expect good availability and abundant stocks into the fall. Domestic MFC and ESS Green and Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

The market is low. Quality is very good: internal and fringe burn are occasional issues. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Prices are stable; California stocks are increasing even though there were fewer plantings this year. Sugar levels range from 10 to 12 Brix. MFC Honeydew Melons are on the market.

Iceberg Lettuce



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

The market is steady to slightly higher; weights are a bit lower and quality is merely average: internal burn, uneven texture, and mildew pressure are affecting some lots. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being substituted as necessary.

Lemons



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

Summer prices are high; domestic stocks are limited. Imported supplies are shipping from Argentina (East Coast), Chile (East and West) and Mexico (Texas). MFC and ESS Lemons are available.

Limes



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

The market is rising for all sizes due to reduced yields. Skin breakdown, stolar, and oil spotting are issues. MFC and ESS Limes are available.

Onions



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

The market is steady; fresh-run supplies are adequate. MFC Onions will be available in California and New Mexico through mid-August. The Idaho/Oregon season will get underway the week of August 9.

Oranges



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

The California Valencia market is unchanged. Supplies are dominated by 56- and 72-count sizes. Quality is very good: regreening, puffiness, and creasing are occasional problems. Imported Navel oranges are available on the East Coast from Chile and South Africa and into the West Coast from Chile. Sugar levels range from 12 to 13 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

The market is level; volume is average. The MFC Washington D'Anjou Pear season is ending. The new crop California Bartlett season is underway. The Washington Bartlett season will start in mid-August; D'Anjous will be harvested in early September.

Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
ECUADOR	^^^	*****	\$\$\$

The market is elevated. A seasonal supply gap is limiting availability, particularly large sizes. Quality is very good: internal color is golden and flavor is tangy-sweet. Sugar levels average 15 Brix.



Fresh Crop Report

WEEK OF AUGUST 1, 2021

Potatoes



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

The market is inching up. Small sizes (90- to 100- count potatoes) dominate remaining Idaho Burbank storage supplies; 40- to 70-count stocks are tightening. MFC Idaho Burbank Potatoes are available through mid-August. New crop, field-run MFC Norkotahs will be available in early to mid-August.

Raspberries



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

Prices are steady; stocks are plentiful in California and Mexico. Quality is very good: berries are plump and sweet.

Romaine



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

The market is a bit higher this week due to increased demand and lower volume. Quality is very good: sporadic mildew and wind damage are present in some lots. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are level. Iceberg supplies are ample, but romaine is a bit tighter this week. Raw product quality is very good: mildew and wind damage are issues that can potentially reduce shelf-life at this time. Maintaining the cold chain is critical. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

The market is stable. Overall quality is very good, but brittle texture, mildew, and shorter shelf-life are occasional problems. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Strong demand is pushing up prices. Heat is hindering production in Baja and California; fancy-grade and medium-size stocks are most prevalent. East Coast volume is down due to rainy weather. Quality is very good. MFC Squash is available.

Strawberries



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

The market is starting to rise. Salinas/Watsonville fields are past their peak; supplies are diminishing. The fall Santa Maria crop will start in mid- to late August. Quality is very good: berry size is a bit smaller than normal. MFC Strawberries are available in Markon's recyclable cardboard or regular clamshells.

Tomatoes



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

Prices will climb for the next few weeks. Northern California is the primary production source; demand is strong. Baja growers are shipping some vine ripe supplies; volume will increase through the month. Grape tomato markets are stable, yet higher than normal for this time of year. Overall quality is very good. MFC Tomatoes are available.

Tree Fruit



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

Prices are near the bottom. California apricots will wind down later this month. Nectarines and peaches will remain available through mid-September. Sugar levels range from 10 to 12 Brix. Plums are on the market through mid-October. Expect sugar levels to range from 12 and 14 Brix. Georgia peaches are also available on the East Coast.

Watermelon



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

The market has eased; volume is high. New crop California desert production has begun. Large sizes dominate availability. Quality is very good: fruit is sweet and juicy.



READY-SET-SERVE
by MARKON

Ready-Set-Serve (RSS).
Table-ready fruits & vegetables.
Backed by 5-Star.



Markon First Crop (MFC).
Whole fresh fruits &
vegetables. Backed by 5-Star.

MARKON ESSENTIALS

Markon Essentials (ESS).
No.2 grade value-focused
brand. Quality, food safety,
and consistency in every
box. Backed by 5-Star.



5-Star Food Safety.
Addressing quality and
safety at five key points.



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