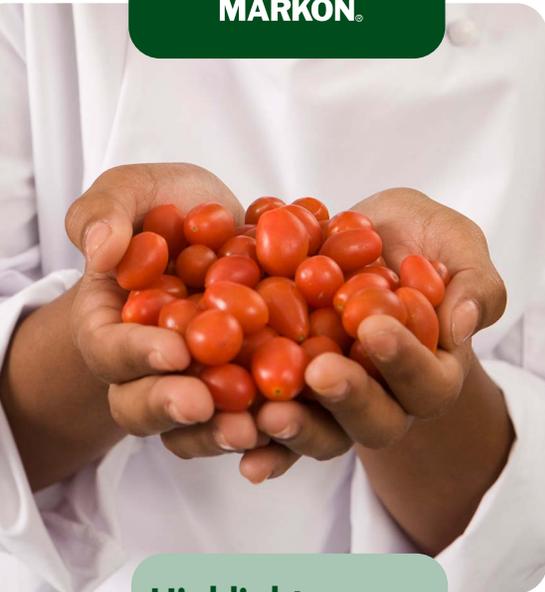


CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are much higher on average than the rest of the industry (46 to 50 pounds compared with 39 to 43 pounds).
- MFC Onions remain available in California and New Mexico. Limited supplies of fresh-run, packer label onions are now available in Washington. The Idaho/Oregon season will get underway later this week.
- Zucchini and yellow squash prices have risen due to strong demand and rain.

Fresh Crop Report

WEEK OF AUGUST 8, 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: Watermelons are a healthy, refreshing beverage ingredient. What ways to highlight this fruit on drinks menus?

A: Frozen drinks like margaritas and pina colodas are perennially popular for the hot summer months, but it's fun to experiment and showcase this versatile fruit in a variety of lesser-known beverage applications. I like to accent tequila with reduced watermelon juice and lime. Or mix pureed melon with gin and Thai basil. Or infuse vodka with butterfly pea flower and pour over watermelon juice for a cocktail sure to make the Instagram rounds. And always garnish with a wedge or cube of fresh melon!

- Compressed watermelon lends concentrated fruit flavors and deep color to iced tea, lemonade, and horchata.

*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.



Melon-Coconut Milk Soup with Crostini

A light, chilled fruit soup that refreshes and delights the senses—this Thai-inspired soup is vibrant, healthy, and social media worthy!

Get the full recipe >

Tips for Serving Cantaloupe Melons

- Layer Ready-Set-Serve® (RSS) Green Leaf Fillets, crisp applewood bacon, and shaved MFC Cantaloupe Melon on whole wheat bread.
- Stir together sweetened condensed milk, coconut milk, and grated lime zest; heat until slightly thickened; drizzle over bowls of RSS Cantaloupe Chunks.
- Mix diced MFC Cantaloupe and Honeydew Melons, golden raisins, chopped peanuts, and mango chutney into curried wild rice side dishes.



Browse additional usage tips >



To learn more about Markon brands, please contact your sales representative | [markon.com](https://www.markon.com)



Fresh Crop Report

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Luscious filet mignon gets complexity from crunchy, peppery radishes and earthy beets—plus a punch of tang from pomegranate syrup. Light enough for a salad, hearty enough for an entree.

Produce Highlights

Brussels Sprouts

- Expect elevated prices for the next 10 to 14 days.
- New crop Salinas Valley harvesting is just getting started.

California Strawberries

- Markets are poised to rise.
- Volume is on a steady decline as the Salinas/Watsonville season is past its peak.

Idaho Potatoes

- The 2020-2021 MFC Idaho Burbank Potato season will end by August 16.
- New crop, field-run MFC Norkotah Potatoes will become available towards the end of next week.

Apples



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

The market is slowly ticking up; storage stocks are adequate but tightening. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honey-crisp, and Red Delicious Apples are available. Sugar levels range from 12 to 14 Brix.

Asparagus



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

Prices remain weak. Harvesting is in full swing in Central Mexico; the Northern Baja season is also underway. Peruvian volume is rising (into Miami, Florida). MFC Asparagus is available.

Avocados



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

The market is high. Mexican supplies are limited; the Flora Loca crop is being harvested. California stocks will be on the market through August. Peruvian new crop supplies are increasing. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

Prices are level. The current crop is dominated by jumbo and extra-large sizes. California growers have moved to Hollister. East Coast volume is climbing. 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	^^^	*****	\$\$\$

The market is unchanged. San Joaquin Valley production is meeting demand; size is dominated by extra-large stocks. Canadian greenhouse supplies are increasing. Quality is very good: color is vibrant and shape is elongated. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are stable; California supplies are sufficient. Quality is very good: berries are plump and juicy with tangy-sweet flavor.

Blueberries



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

The market is elevated. Last month's high heat damaged a large portion of the Pacific Northwest crop, but supplies are starting to rebound. Prices will inch down through August as the new crop Mexican season gets underway. Quality ranges from good to very good.

Broccoli



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

Prices are steady; volume is meeting demand. Mexican-grown supplies are available in South Texas. Crown quality is very good: brown bead, hollow core, and yellowing are occasional problems. MFC Broccoli is available.



Fresh Crop Report

WEEK OF AUGUST 8, 2021

Cantaloupe



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

The market is level. California's San Joaquin Valley production is underway. 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	^^^	*****	\$\$\$

Prices are steady; volume is meeting demand. Quality is very good: browning is a sporadic issue. ESS Cauliflower is available.

Celery



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

The market is weak. Salinas Valley stocks are abundant. The Michigan season is at its peak. Seeder is a sporadic issue. MFC Celery is available.

Cucumbers



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

Prices are steady. East Coast supplies are tight due to weather. Baja Mexico is the primary growing region on the West Coast at this time. MFC and ESS Cucumbers are available.

Grapes



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

The market has eased; domestic supplies are ample. Expect good availability into the fall. Domestic MFC and ESS Green and Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

Prices remain weak. Quality is very good: internal and fringe burn are sporadic problems in some fields. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is level; California supplies are sufficient although 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	^^^	*****	\$\$\$

Prices are stable. Quality has improved and weights have rebounded from a recent downturn. Inconsistent weights and texture are present in some lots but yields are meeting demand. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market will remain elevated through early fall; domestic supplies are tight. Imported fruit is 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	^^^	*****	\$\$\$

Prices are climbing; rain is hindering harvests. Skin breakdown, stolar, and oil spotting are problems. MFC and ESS Limes are available.

Onions



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

The market is level. MFC Onions remain available in California and New Mexico. Limited supplies of fresh-run, packer label onions are now available in Washington. The Idaho/Oregon season will get underway this week.

Oranges



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

California Valencia prices are steady. The crop is dominated by 56- and 72-count sizes. Quality is very good: regreening, puffiness, and creasing are minor issues. 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 unchanged; stocks are adequate. The MFC Washington D'Anjou Pear season has ended. The new crop California Bartlett season has begun. The Washington Bartlett season will begin in a week or so; D'Anjous will be harvested in early September.

Pineapple



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

High prices persist. A seasonal supply gap is curtailing availability, especially large fruit. Quality is very good: internal color is golden and flavor is tangy-sweet. Sugar levels average 15 Brix.



Fresh Crop Report

WEEK OF AUGUST 8, 2021

Potatoes



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

Prices are inching up. Small sizes (90- to 100-count potatoes) dominate remaining Idaho Burbank storage supplies; 40- to 70-count supplies are limited. The 2020-2021 MFC Idaho Burbank Potato season will end by August 16. New crop, field-run MFC Norkotah Potatoes will become available towards the end of next week.

Raspberries



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

The market is climbing. A seasonal harvesting gap in Mexico is tightening supplies; expect low volume for two to three weeks. Quality is very good: berries are plump and sweet.

Romaine



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

Prices are steady. Quality is good: sporadic burn and wind damage are affecting some lots. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

The market is stable. Iceberg stocks are plentiful, but romaine volume is slightly lower. Raw product quality is very good: mildew and wind damage are minor problems that could potentially reduce shelf-life. Maintaining the cold chain is critical, especially during the hot summer months. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

Spring Mix



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

Prices are level. Overall quality is very good, yet brittle texture, mildew, and shorter shelf-life are potential issues this month. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices have risen due to strong demand and rain. Wet weather has slowed production in the East Coast regions of Michigan, New Jersey, and North Carolina. Smaller summer local/regional deals across the country are supplementing supplies. Heat is impacting production in California and Mexico. Markets will ease as the month progresses. Quality is very good. MFC Squash is available.

Strawberries



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

Prices are poised to rise. The Salinas/Watsonville crop is past its peak; volume is declining. The fall Santa Maria crop will begin in a week or two. Quality is very good, but 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	^^^	*****	\$\$

Round and grape tomato prices are level. The Roma market is down slightly. East Coast volume has fallen; rain is affecting quality in some lots. The Baja season is winding down; size is decreasing. MFC Tomatoes are available.

Tree Fruit



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

The market is up slightly. The California apricot season will wrap up in late August. Nectarines and peaches will remain on the market through mid-September. Sugar levels range from 10 to 12 Brix. Plums will be available through mid-October. Expect sugar levels to range from 12 and 14 Brix. Georgia peaches are shipping from the East Coast.

Watermelon



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

Prices are weak; supplies are ample. New crop California desert harvesting is underway. Large sizes dominate the crop. Quality is very good: fruit is sweet and juicy.



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