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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).
- Markon inspectors are observing quality issues in Salinas Valley romaine. Heat spikes followed by humid, overcast mornings are causing internal burn and fog burn in commodity and value-added products.
- Strawberry prices are on the rise. Volume continues to downtrend as the Salinas/Watsonville season is past its peak.

Fresh Crop Report

WEEK OF AUGUST 15, 2021 | 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 home on menus across the foodservice spectrum. What are your favorite casual and upscale suggestions?

A: Since tomatoes are at peak flavor in the summer, I like to showcase their natural beauty and tangy-sweet flavor in simple preparations. Try arranging thick rounds in different colors and drizzling with basil-ginger vinaigrette. Or cut into wedges and toss with cucumber chunks, Kalamata olives, and garlicky dressing.

- Combine Ready-Set-Serve® (RSS) American Blend with chickpeas, chopped MFC Tomatoes, chopped MFC Mint, and sunflower seeds; dress with lemon vinaigrette made with RSS Lemon Juice.
- Top pizza dough with MFC Cherry Tomatoes, crumbled Italian sausage, and feta cheese; bake.

*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.



Cold Soba Noodle Salad with Carrots and Peanut Sauce

This Thai-inspired cold noodle salad combines RSS Color Shred Organic Carrots with zesty green onions, buckwheat pasta, and spicy peanut sauce—works as an entrée or accompaniment to grilled meats.

Get the full recipe >

Tips for Serving Honeydew Melons

- Add chopped MFC Honeydew Melons, MFC Cucumbers, and MFC Baby Dill to cooked couscous; serve with grilled meat kebabs.
- Toss RSS Romaine Hearts with RSS Cantaloupe and Honeydew Chunks, crumbled Applewood-smoked bacon, RSS Sliced Celery, chopped red radishes, and MFC Mint; serve with Champagne vinaigrette.
- Combine minced MFC Honeydew, MFC Red Bell Peppers, Serrano chiles, RSS Washed & Trimmed Cilantro, and RSS Pineapple Chunks; serve over grilled fish or chicken.



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A light shareable that's perfect for any season, this hardwood-smoked salmon gets brightness from lemon and watercress. Serve with seeded crackers to add some crunch!

Produce Highlights

Broccoli

- The market is inching down.
- Stocks are abundant in California and Mexico.

Brussels Sprouts

- Prices remain elevated.
- Supplies have diminished; inconsistent weather patterns are affecting yields.

Idaho Potatoes

- Field-run, new crop MFC Norkotah Potatoes have begun shipping.
- There is a split market; new crop Norkotah cartons are higher priced than storage crop Burbank stocks.



Apples

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

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



Asparagus

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

The market is low. Production is ample in multiple growing regions. Quality is very good: tips are firm, color is bright, and flavor is pleasantly grassy. MFC Asparagus is available.



Avocados

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

Elevated prices persist. Mexican Flora Loca supplies are limited due to rain, especially 48-count and larger sizes. California stocks will be harvested through August. The Peruvian season will run through September. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



Bells: Green

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

The market has eased. Supplies are dominated by jumbo and extra-large sizes. California growers are focused in Hollister. East Coast stocks are 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, USA	^^^	*****	\$\$\$
CAN	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are a bit lower than last week. San Joaquin Valley volume is average; size is dominated by extra-large supplies. Canadian greenhouse stocks 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, USA	^^^	*****	\$\$\$

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



Blueberries

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

Prices are up. July's heatwave damaged a large portion of the Pacific Northwest crop, but new crop volume is starting to climb. The market will ease through August as new crop Mexican harvesting starts. Quality ranges from good to very good.



Broccoli

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

The market is inching down; stocks are abundant. Mexican-grown supplies are available in South Texas. Crown quality is very good: brown bead, hollow core, and yellowing are minor issues. MFC Broccoli is available.



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Cantaloupe



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

Prices are steady. Large sizes dominate the crop. Quality is very good: sugar levels range from 11 to 13 Brix. MFC Cantaloupes are available.

Cauliflower



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

The market is low; supplies are plentiful. Quality is very good: browning is an occasional issue. ESS Cauliflower is available.

Celery



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

Low prices persist. Salinas Valley supplies are ample. The Michigan season is underway. Seeder is a minor problem in some lots. MFC Celery is available.

Cucumbers



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

The market is unchanged. East Coast stocks are limited, but starting to increase. Baja Mexico is the primary growing region on the West Coast. MFC and ESS Cucumbers are available.

Grapes



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

Prices are weak; domestic stocks are abundant. Quality is very good: fruit is firm, yet juicy with subtly sweet flavor. Domestic MFC and ESS Green and Red Seedless Grapes are available.

Green Leaf/Variety Lettuce



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

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

Honeydew



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

Prices are stable; California stocks are adequate despite fewer plantings this season. Sugar levels range from 10 to 12 Brix. MFC Honeydew Melons are on the market.

Iceberg Lettuce



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

The market has eased. Quality is very good: head weights have increased. Seeder is affecting some lots but volume is high. MFC Premium Iceberg Lettuce is available.

Lemons



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

Expect high prices through early fall; domestic stocks are scarce. 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	^^^	*****	\$\$\$

The market is high; rain has reduced volume in Mexico. Quality is average: skin breakdown, styler, and oil spotting are affecting yields. MFC and ESS Limes are available.

Onions



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

Prices are 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, USA	^^^	*****	\$\$\$

California Valencia markets are stable; 56- and 72-count sizes dominate stocks. Quality is very good: regreening, puffiness, and creasing are occasional issues. Imported Navel oranges are available from Chile (on both coasts) and South Africa into the West Coast. Sugar levels range from 12 to 13 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

Prices are level; supplies are sufficient. The new crop California Bartlett season is underway. Washington Bartlett production is just getting started; D'Anjous will be harvested in early September.

Pineapple



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

The market is high. The seasonal supply gap persists, lowering volume (especially large fruit); Costa Rican rain has further limited stocks. Supplies will begin to increase next week. Quality is very good: internal color is golden and flavor is tangy-sweet. Sugar levels are approximately 15 Brix.



Fresh Crop Report

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Potatoes



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

Field-run, new crop MFC Norkotah Potatoes have begun shipping. There is a split market; new crop Norkotah cartons are higher priced than storage crop Burbank stocks. Minor skinning and excess moisture will be observed in fresh-run potatoes. U.S. No. 2 markets are up; new crop potatoes exhibit very few defects during the early stages of harvesting. Remaining Burbank quality continues to be a challenge as pressure bruising and hollow heart issues persist.

Raspberries



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

Prices are elevated. A seasonal harvesting gap has reduced volume in Mexico; tight supplies are forecast for two more weeks. Quality is very good: berries are plump and sweet.

Romaine



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

The market is a bit lower than last week. Quality is good: fringe and internal burn are more prevalent than recent weeks but overall supplies are ample. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are unchanged. Raw product quality ranges from average to very good. Maintaining the cold chain is critical, especially during the hot summer months.

Spring Mix



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

The market is steady. Overall quality is very good, but brittle texture, mildew, and shorter shelf-life are occasional issues normal for this time of year. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are up. Rain curtailed last week's East Coast harvests, but volume is rebounding. Heat continues to affect supply levels in California and Mexico. Expect markets to inch down through August. Quality is very good: skins are smooth and flavor is pleasantly bitter. MFC Squash is available.

Strawberries



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

Markets are on the rise. Volume continues to downtrend as the Salinas/Watsonville season is past its peak. Supplies will diminish until the fall Santa Maria, California crop ramps up in late August/early September. Quality is very good. MFC Strawberries are available in Markon's recyclable cardboard or regular clamshells.

Tomatoes



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

Round and grape tomato prices are stable. The Roma has eased. East Coast supplies are tight. In Mexico, the Baja season is winding down; size is decreasing. MFC Tomatoes are available.

Tree Fruit



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

Prices are starting to rise. The California apricot season will run through 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, USA	^^^	*****	\$\$\$
EAST COAST	^^^	*****	\$\$\$
TX, USA	^^^	*****	\$\$\$

Low markets persist; stocks are plentiful. New crop California desert production is in full swing. Large sizes dominate the crop. Quality is very good: fruit is sweet and juicy.



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by MARKON

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