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## Highlights

- Markon First Crop® (MFC) Premium Iceberg Lettuce weights are much higher on average than the rest of the industry (47 to 50 pounds compared with 39 to 44 pounds).
- Avocado supplies are extremely limited as Mexico's Flora Loca crop wraps up. The California and Peruvian seasons are also winding down. Prices are elevated.
- The lime market is up. Continual rain in the growing region of Veracruz, Mexico has reduced availability of high-quality fruit.

# Fresh Crop Report

WEEK OF AUGUST 29, 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:** Fennel is an ideal grilling vegetable. Describe how you like to serve it during the summer months. Which sauces/pairings you suggest?

**A:** The mild licorice flavor of fennel gets a complex smokiness when cooked on the grill. My favorite way to serve this is with seafood, especially scallops and mild fish. I like to take it off the grill before it's soft and serve al dente style.

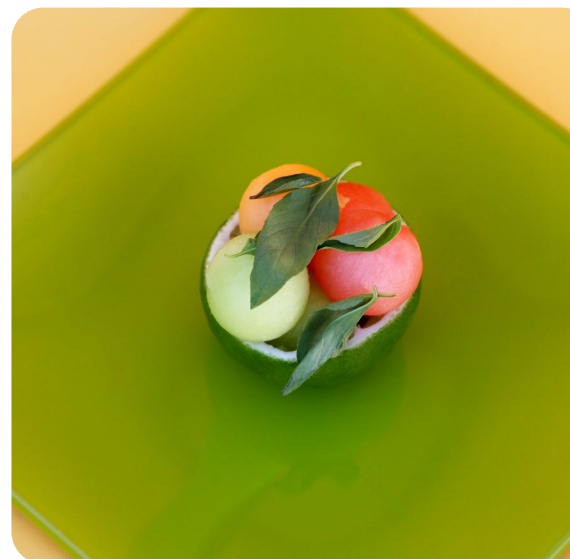
- Shave thin slices of MFC Fennel; toss with Ready-Set-Serve® (RSS) Brussels Sprouts Halves and citrusy vinaigrette.
- Roast thin slices of MFC Fennel until crisp and add to green salads in lieu of croutons.
- Simmer clams or mussels in a fennel- and onion-based broth along with chickpeas and new potatoes.

*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 Ball Cups

Fresh cantaloupe, honeydew, and watermelon check all the boxes for a healthy dessert: vitamin-rich, low carb, gluten-free, vegan, and delicious! Garnish with subtly spicy Thai basil for a sophisticated touch.

**Get the full recipe >**

## Tips for Serving RSS Sweet Baby Broccoli

- Saute RSS Sweet Baby Broccoli until tender; serve with chicken breasts cooked in a creamy Dijon sauce.
- Roast RSS Sweet Baby Broccoli, MFC Red and Yellow Bell Peppers, RSS Sliced Red Onions, and RSS Peeled Garlic; toss with MFC Basil and MFC Tomatoes and serve atop crostini.
- Steam and offer with creamy dips like hummus, aioli, or French onion.
- Add to long-simmered lentils toward the end of cooking for color and crunch!



**Browse additional usage tips >**



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# Fresh Crop Report

WEEK OF AUGUST 29, 2021



These hand-held snacks are easy to make, ideal starters at catered events or cocktail hours.

## Produce Highlights

### Cilantro

- The market continues to ease.
- Supplies are increasing.

### Onions

- MFC Onions are being shipped out of Idaho, Oregon, and Washington.
- Supplies are currently on the smaller side, favoring medium and jumbo sizes.

### Potatoes

- Field-run MFC Norkotah Potatoes are now shipping.
- Early season size is dominated by 90-count and smaller potatoes; expect limited quantities of 70-count and larger supplies for the next few weeks.



### Apples

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

Prices are up a bit as the transition between storage stocks and new crop fruit is on the horizon. Expect tight Granny Smith storage supplies, especially 88- to 138-count sizes. 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 rising. The season in Central Mexico is winding down, shifting demand to the Baja region. Peruvian volume remains sufficient. Quality is very good: tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.



### Avocados

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

Prices are elevated; supplies are extremely limited as Mexico's Flora Loca crop wraps up. The California and Peruvian seasons are also winding down. Quality is very good: flavor is slightly nutty and texture is creamy. 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 is stable. California volume is high in Hollister; growers have begun production in Oxnard and Santa Maria as well. East Coast stocks are sufficient despite recent rain/storms. West Coast quality is best. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.



### Bells: Red and Yellow

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

West Coast prices are level; supplies are adequate. East Coast storms have affected quality and reduced volume is some regions. West Coast quality is best: 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 steady; California volume is average. 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 have stabilized. New crop stocks are sufficient and forecast to increase through September. Quality is average: berries are plump and sweet.



### Broccoli

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

Weak markets persist; California supplies are abundant. Mexican-grown stocks are available in South Texas. Crown quality is very good: brown bead, hollow core, and yellowing are sporadic issues. MFC Broccoli is available.



# Fresh Crop Report

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## Cantaloupe



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

Prices are unchanged. Large sizes dominate fall supplies. Quality is very good: sugar levels range from 11 to 13 Brix. Domestic MFC Cantaloupes are available.

## Cauliflower



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

The market is steady at low levels; supplies are plentiful. Quality is very good: browning is an occasional problem in some lots. ESS Cauliflower is available.

## Celery



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

Prices are weak. Stocks are ample in California's Salinas Valley and Michigan. Seeder is a minor issue. MFC Celery is available.

## Cucumbers



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

The market is steady. East Coast supplies are sufficient despite recent storms. Baja Mexico is the primary growing area on the West Coast. MFC and ESS Cucumbers are available.

## Grapes



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

Expect weak prices through September; 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 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, USA	^^^	*****	\$\$\$
CA, USA	^^^	*****	\$\$\$

Prices are unchanged; volume is meeting demand. Sugar levels range from 10 to 12 Brix. Domestic MFC Honeydew Melons are on the market.

## Iceberg Lettuce



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

The market is weak; demand is moderate. Quality is very good: seeder is a sporadic issue being seen in some fields. MFC Premium Iceberg Lettuce is available.

## Lemons



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

Prices are elevated; domestic stocks are tight. Imported lemons are being shipped from Argentina (East Coast), Chile (East and West) and Mexico (Texas). MFC and ESS Lemons are on the market.

## Limes



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

The market is up. Continual rain in the growing region of Veracruz, Mexico has reduced availability of high-quality fruit. Potential quality problems include styler, oil spotting, and scarring. MFC and ESS Limes are available.

## Onions



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

MFC Onions are being shipped out of Idaho, Oregon, and Washington. Supplies are currently on the smaller side, favoring medium and jumbo sizes. Utah-grown MFC Onions are also on the market. Packer label onions are available in Colorado.

## Oranges



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

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

## Pears



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

Prices are steady. New crop California Bartlett supplies are ample; the season will run through late October. Washington Bartlett production has begun; D'Anjous will hit the market in a week or two.

## Pineapple



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

The market is high; volume is starting to rebound. Quality is very good: 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	^^^	*****	\$\$\$

The market should remain elevated for another week or so. Field-run MFC Norkotah Potatoes are now shipping. Quality is good: minor skinning and excess moisture might be observed in fresh-run potatoes. U.S. No. 2 stocks are limited as new crop potatoes exhibit very few defects during the early stages of harvesting.

## Raspberries



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

Prices have stabilized. The seasonal gap has ended; new crop berries are increasing. Quality is very good: berries are deep red, plump, and sweet.

## Romaine



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

The market is level. Quality is very good. Fringe and internal burn are occasional issues, but overall supplies are plentiful; growers are trimming defects. MFC Premium Romaine Lettuce is available.

## Salads & Blends



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

Prices are unchanged; stocks are ample. Raw product quality is very good. Maintaining the cold chain is critical, especially during the hot summer and early fall months.

## Spring Mix



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

The market is stable. Overall quality is very good, yet brittle texture, mildew, and shorter shelf-life are occasional issues due to hot weather. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

West Coast prices are level. The East Coast market is high due to recent storms and rain; North Carolina production will start in mid-September. West Coast quality is best: skins are smooth and flavor is pleasantly bitter.

## Strawberries



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

The market is steady. Although volume is falling in the Salinas/Watsonville region, the fall Santa Maria crop is getting underway. Quality is very good: size is large and flavor is sweet. MFC Strawberries are available in Markon's recyclable cardboard or plastic clamshells.

## Tomatoes



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

Overall prices are up a bit. Severe East Coast storms have reduced volume, while high California temperatures are keeping stocks snug; extra grading is required. Hurricane Grace delayed production in Central Mexico. Quality is average. MFC Tomatoes are on the market.

## Tree Fruit



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

The overall market is starting to climb. California apricots will ship through this week. Nectarines and peaches will remain on the market through mid-September. Sugar levels range from 10 to 12 Brix. Plums will be shipped through mid-October. Sugar levels range from 12 and 14 Brix. The Georgia peach season is winding down.

## Watermelon



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

Prices are low; stocks are ample. New crop California desert production is in full swing. Large sizes are most plentiful. Quality is very good: fruit is sweet and juicy.



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by MARKON

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