



FRESH CROP REPORT

WEEK OF JULY 3, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Iceberg weights are higher on average than the rest of the industry (46 to 48 pounds compared with 37 to 41 pounds).

Grapes

The Mexican grape season will wrap up by the end of next week. The California season will start approximately July 6.

California Strawberries

Expect volume to continue declining in early July as the Salinas/Watsonville season moves past peak production. Prices will rise as harvesting wanes.

BLUEBERRIES

- Supplies continue to tighten in most growing regions. The Pacific Northwest season has been delayed up to three weeks.
- Prices will climb over the next two to three weeks.

POTATOES

- Idaho and Washington storage potato supplies continue to tighten. New crop Norkotah harvesting is expected to begin August 15.
- The overall market continues to climb.

APPLES

- Sufficient storage supplies of Washington Markon First Crop Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples remain available.
- The MFC Gala Apple season is beginning to wind down; volume is low.

FRESH CROP REPORT

WEEK OF JULY 3, 2022



bell peppers
green/red

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

While overall prices have stabilized, demand for red bells remains strong. East Coast growers are moving from Georgia to the Carolinas. The Bakersfield, California region is in peak green bell production. Mexican summer crops continue to supplement the red bell market. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

REGION	SUPPLIES	QUALITY	PRICE
WA	///	*****	\$\$\$

The market is level. Sufficient storage supplies of Washington MFC Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples remain available. The MFC Gala Apple season is beginning to wind down; volume is low.



asparagus

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
PERU/FL	///	*****	\$\$\$
WEST COAST	///	*****	\$\$\$

Prices remain elevated. Large sizes are tight. Domestic production is winding down. Peruvian supplies are adequate, but only available on the East Coast. MFC Asparagus is available.



avocados

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$

Expect high markets through the summer. Stocks are limited, especially 60- to 84-count fruit. Quality is very good: flavor is subtly nutty and texture is creamy. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is holding steady; supplies are sufficient. Quality is very good: berries are plump and sweet with deep purple color.



blueberries

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices will climb over the next two to three weeks. Supplies continue to tighten in most growing regions; demand is strong. California harvesting is ending early due to extreme heat. Mexican volume is winding down in Baja. East Coast production is focused in New Jersey. The Pacific Northwest season has been delayed up to three weeks due to inconsistent weather. Quality ranges from good to very good.

FRESH CROP REPORT



broccoli

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is escalating. Extreme heat is ending the Mexican season early, pushing strong demand to California supplies. Quality is good: brown head and yellowing are problems. MFC Broccoli is available.



cantaloupe

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

Low prices persist; although 15-count fruit is tight, 9-count supplies are plentiful. Domestic quality is excellent: sugar levels range between 10 and 14 Brix.



cauliflower

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

The market is escalating; demand is strong and volume has dipped. Quality is fair: browning, bracketed structure, and oversized heads are problems. ESS Cauliflower is available.



celery

Prices are level; Salinas Valley volume is high. Quality is very good: stalks are straight and flavor is zesty. Harvesting will start in Michigan in mid-July. MFC Celery is available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



chile peppers

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is a bit higher than last week. East Coast stocks are tight; the Georgia season has ended, and North Carolina harvests are just getting started. Mexican supplies are shipping out of Chihuahua and Baja. Harvesting has begun in California. Quality is average.



cucumbers

REGION	SUPPLIES	QUALITY	PRICE
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are up; demand is strong. East Coast supplies are tightening as the growers Georgia season ends and North Carolina is winding down early due to poor weather. The majority of volume is out of New Jersey. Mexican production is focused in Baja with fewer stocks crossing through South Texas. Quality is very good. MFC and ESS Cucumbers are available.



grapes

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$

The Mexican grape season will wrap up by the end of next week. California-grown Markon First Crop Lunch Bunch Grapes will start shipping when the Mexico Lunch Bunch season comes to an end July 10. California-grown green seedless supplies are expected to begin shipping on July 12; red seedless stocks will start shipping by the middle of the week of July 6.

FRESH CROP REPORT



green leaf

Prices are steady to slightly higher despite ample stocks; demand is strong. Quality is very good: fringe burn and weak tip are issues. MFC Premium Green Leaf Lettuce is available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



honeydew

The market is unchanged. California desert supplies are abundant; the San Joaquin Valley season will start in a few weeks. Mexican volume is low. Quality is very good: sugar levels range between 10 and 14 Brix.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$



iceberg

Prices have plateaued after a steep rise in demand for the holiday. Quality is average: sun scalding, wind burn, and disease pressure are being avoided at harvest. MFC Premium Iceberg Lettuce is sporadic due to light weights and INSV presence; Markon Best Available® is being substituted as necessary.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



lemons

The fancy grade market continues to command higher prices; choice grade stocks are more plentiful. Quality is very good: skins are smooth and fruit is juicy. MFC and ESS Lemons are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



limes

Prices are inching up. All sizes are available, but yields are tightening due to inclement weather. Quality is very good: most issues are being culled before packing, but expect a slight decrease in dark green coloring. MFC and ESS Limes are available.

REGION	SUPPLIES	QUALITY	PRICE
MEX/TX	///	*****	\$\$\$



onions

Strong demand has pushed up the market. Fresh-run onions have dry, thin skins and light-colored exteriors; size is dominated by medium and jumbo stocks, with few super colossals. Northwest onion production will begin in early August. MFC Onions are available in New Mexico and California's San Joaquin Valley.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
NM	///	*****	\$\$\$



oranges

Prices are unchanged. The Valencia season is in full swing; 88- through 163-count sizes are less readily available. Valencia quality concerns include re-greening and softness due to hot summer weather. Sugar levels range from 12 to 13 Brix. MFC Valencia Oranges are on the market.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



pears

Markon First Crop Washington D'Anjou Pears will be available through late July. Remaining storage stocks are dominated by 90- and 100-count sizes. New crop California Bartlett pears will begin shipping the week of July 11. California suppliers ship 40-pound packs; Washington growers use 44-pound cartons. The new crop Washington season will get underway in mid-August.

REGION	SUPPLIES	QUALITY	PRICE
WA	///	*****	\$\$\$

FRESH CROP REPORT



pineapples

REGION	SUPPLIES	QUALITY	PRICE
CR	///	*****	\$\$\$
ECUADOR	///	*****	\$\$\$

Prices are unchanged; supplies are adequate in both major growing areas. Quality is excellent: fruit is firm, sweet, and tangy.



red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
AZ & TX	///	*****	\$\$\$
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MN & ND & WIS	///	*****	\$\$\$
PNW	///	*****	\$\$\$

New crop supplies will ship from Arizona, California, and Texas in early July and from Idaho, Minnesota, and Wisconsin in early August. New crop will start in North Dakota and Washington in late September. Storage crop MFC Red and Yellow Idaho Colored Potatoes are limited.



potatoes

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
OR	///	*****	\$\$\$
TX	///	*****	\$\$\$
WA	///	*****	\$\$\$

Idaho and Washington storage potato supplies continue tighten. Prices will continue climbing until new crop Norkotah harvesting begins in mid-August. Quality is fair: pressure and shoulder bruising, along with hollow heart, will be seen in remaining storage stocks. MFC Burbank Potatoes are available.



raspberries

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Prices are level; stocks are sufficient in both growing regions. Quality is very good: berries are plump, deep red, and tangy sweet.



romaine

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

Despite ample supplies, the market is inching higher. Demand is strong. Quality is average: sun scalding, wind burn, and disease pressure are being avoided at harvest. MFC Premium Romaine Lettuce is available.



salads & blends

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$

Prices for raw product iceberg and romaine are stable to slightly higher; Salinas Valley stocks are plentiful. Chunks and core material are being closely monitored in finished cartons. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

FRESH CROP REPORT



spring mix

The market is unchanged. Salinas Valley supplies are abundant. Quality is very good: mechanical damage and yellowing are occasional issues. RSS Conventional and Organic Spring Mixes are available.

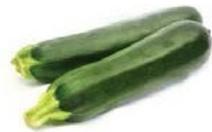
REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



tomatoes

Expect prices to remain steady over the next two weeks. New summer tomato harvesting is under way across North America; markets and overall demand have been strong. The California season has begun with light harvesting in the San Joaquin Valley. MFC Tomatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



squash

Prices are inching up. East Coast heat is taking its toll on quality, reducing volume, but overall supplies are sufficient. The Michigan season will start later this week. Stocks are fairly tight in California and Mexico. MFC Zucchini and Yellow Squash are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$



tree fruit

California stone fruit markets are level. Nectarine, peach, and plum volume is high. Size is dominated by small fruit (60-count); larger sizes are tight (54- and 56-count). Apricots, cherries, and plums are also available. Quality is very good: sugar levels are increasing.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$



strawberries

Expect volume to continue declining in early July as the Salinas/Watsonville season moves past peak production. Berry size ranges from 18 to 22 pieces per pound. **Overall prices will rise as harvesting wanes.** MFC Strawberries are sporadic; packer label will be shipped as necessary.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$



watermelon

Prices are stable; supplies are adequate. Quality is excellent: sugar levels range between 10 and 14 Brix. Central California has begun shipping full-size and mini melons.

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF TIM MANNES
MARKON MEMBER CHEF

Instagram, Tik Tok, Pinterest, and other visual social media platforms have never held more sway. What ingredients do you suggest using to make dishes pop with photo appeal?

A

Properly blanched and shocked vegetables make for great photos. The bright green of bok choy or the vibrant colors of baby rainbow carrots and beets can turn an ordinary picture into something that pops. I also use the watermelon radish as a unique garnish for its amazing color.



Fresh herbs, microgreens, and edible flowers can increase a dish's attractiveness for pennies per plate.



Showcase brightly colored, seasonal produce like peaches, strawberries, tomatoes to lend vibrancy to social media photos.

TIPS FOR SERVING READY-SET- SERVE HEARTY SLAW:



- 1.** Ready-Set-Serve Super Slaw contains four superfoods; kale, Brussels sprouts, broccoli, and cabbage. Nutritious, delicious, and versatile; sauté, roast, steam, stir-fry, or eat it raw.
- 2.** Mix shredded rotisserie chicken, mayonnaise, spicy mustard, and diced onions; serve chicken salad on toasted bread.
- 3.** Serve with burgers, barbecued chicken, or on top of pulled pork sandwiches.



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.

Watermelon, Mango, Mint, and Red Onion Salad

Packed with complex flavor and nutritious vitamins, this fruit salad blends colorful watermelon, mango, onions, and mint.

- 12 oz. Watermelon, sliced
- 2 Mangos, sliced
- 1 Markon First Crop Red Onion, sliced
- 1/4 C Goat cheese, crumbled
- 1/4 C Pepitas, toasted
- 1/4 C Markon First Crop Mint, chopped

Toss watermelon, mango, and red onions together. Put equal portions into four serving bowls. Top each with 1 Tbsp. of goat cheese, pepitas, and mint. Serve with house-made dressing.

This combination of creamy dressing, zesty garlic, and spicy wasabi make this tzatziki slaw truly super.

