



FRESH CROP REPORT

WEEK OF JUNE 26, 2022 - CANADIAN EDITION



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

Premium Romaine weights are higher on average than the rest of the industry (36 to 38 pounds compared with 32 to 35 pounds).

California Strawberries

Strawberry supplies are ample; demand is steady. Expect volume to decline in early July as the Salinas/Watsonville season will be past peak production.

Heatwave!

California's Salinas Valley will experience extremely high temperatures through the end of June. Markon Inspectors are working closely with our suppliers to ensure only the strongest quality product is packed in our brands.

BLUEBERRIES

- California supplies are becoming extremely limited; the Pacific Northwest season will be delayed up to three weeks due to inconsistent weather.
- Expect elevated markets over the next two to three weeks.

LETTUCES

- Green leaf, iceberg, and romaine supplies are being impacted by high temperatures.
- Although supplies will remain adequate through June, many growers are beginning to see reduced yields that are causing markets to inch up.

TOMATOES

- New summer tomato harvesting is under way across North America; markets and overall demand have been strong.
- Expect prices to remain steady over the next two weeks.

FRESH CROP REPORT

WEEK OF JUNE 26, 2022



**bell peppers
green/red**

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| CAN | /// | ***** | \$\$\$ |
| EAST COAST | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

The green bell market is stable; prices for red bells continue to inch up. East Coast growers are harvesting in Georgia and the Carolinas. California production will move to the San Joaquin Valley in late June. Mexican summer crops are supplementing the red bell market. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| WA, USA | /// | ***** | \$\$\$ |

Prices are steady. Storage crop Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available; 88- to 113-count sizes dominate stocks. Sugar levels range from 12 to 14 Brix.



asparagus

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

Markets have risen in June, especially prices for extra-large and jumbo sizes. Supplies are tightening as the domestic season winds down. New crop production has not reached full capacity in Central Mexico. MFC Asparagus is available.



avocados

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |
| PERU | /// | ***** | \$\$\$ |

Prices will remain high through the summer season. Supplies are tight, especially small avocados (60- to 84-count fruit). Quality is very good: 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, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

Prices are level; stocks are adequate. Quality is very good: berries are plump and sweet with deep purple color.



blueberries

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

Expect **tight supplies and elevated markets over the next two to three weeks**. The California season is ending due to high temperatures in the San Joaquin Valley. The Pacific Northwest season has been delayed up to three weeks due to inconsistent weather. Quality is very good.

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broccoli

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

Prices are weak; California stocks are abundant in Salinas and Santa Maria. Mexican supplies are slightly tighter. Quality is very good: head size is consistent. MFC Broccoli is available.



cantaloupe

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

The market is weak; although 15-count melons are limited, 9-count fruit is ample. Domestic quality is excellent: sugar levels range between 10 and 14 Brix.



cauliflower

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

Prices are level; volume is high in the Salinas Valley and Santa Maria regions. Quality is very good: curds are snowy white. ESS Cauliflower is available.



celery

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

The market is holding steady; Salinas Valley supplies are abundant. Quality is very good: seeder and disease pressure will not be problems in this new growing region. Harvesting will begin in Michigan by early July. MFC Celery is available.



chile peppers

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| FL, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

Prices are stable. East Coast supply is meeting demand, but volume is lower than last year. Poblanos are limited. On the West Coast, Anaheim and yellow chile stocks are tightening as the mainland Mexican season winds down. Growers are moving to Baja; new crop volume is rising.



cucumbers

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

The market is starting to inch down. East Coast growers are harvesting in Georgia, North Carolina, and New Jersey. Mexican volume is up in Baja. Quality ranges from very good to excellent: some scarring has been reported in mainland Mexico. MFC and ESS Cucumbers are available.



grapes

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

Expect steady pricing until the transition to California fruit in mid-July. Mexican fruit is meeting demand; supplies are increasing. MFC and ESS Green and Red Seedless Grapes as well as Lunch Bunch Grapes are available.



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green leaf

The market is low; Salinas Valley supplies are plentiful. Quality is very good: fringe burn is a minor problem being trimmed in the field. MFC Premium Green Leaf Lettuce is available.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |



honeydew

Prices are steady. California desert volume is high. Mexican stocks remain limited. Quality is very good: sugar levels range between 10 and 14 Brix.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |



iceberg

The market is fairly stable. Quality is good: sun scalding, wind burn, and disease pressure are being trimmed in the field. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® is being substituted as necessary.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |



lemons

Fancy grade prices are a bit higher than those for choice grade supplies. Quality is very good: skins are smooth and fruit is juicy. MFC and ESS Lemons are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |



limes

The market is level. Large sizes are scarce, but small sizes are abundant. The crop is dominated by 230- to 250-count sizes; 150-count and larger fruit is tight. Quality is very good: light green coloring is an occasional issue. MFC and ESS Limes are available.

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



onions

Prices are unchanged; volume is climbing. Fresh-run onions have dry, thin skins and light-colored exteriors; size is dominated by medium and jumbo sizes, with few super colossals. Northwest onion harvesting will start in early August. MFC Onions are available in New Mexico and California's San Joaquin Valley.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| NM, USA | /// | ***** | \$\$\$ |



oranges

The market is stable. The Valencia season is fully underway; 88- through 163-count sizes are tight. Valencia quality concerns include re-greening and softness due to above-normal temperatures. Sugar levels range from 12 to 13 Brix. MFC Valencia Oranges are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |



pears

Prices are average; storage supplies are sufficient. MFC Washington D'Anjou Pears will be on the market through late July; the crop is dominated by 90- to 110-count fruit. Small sizes are limited. The new crop California Bartlett season will begin in early July.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| WA, USA | /// | ***** | \$\$\$ |

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pineapples

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

The market is level; stocks are sufficient in both major growing regions. Quality is excellent: fruit is firm, sweet, and tangy.



raspberries

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

The market is stable; supplies are adequate in both growing regions. Quality is very good: berries are plump, deep red, and tangy sweet.



red /yellow potatoes

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

Prices are climbing; volume is low. MFC Red and Yellow Potato supplies continue to diminish.



romaine

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

Prices are unchanged; Salinas Valley and Santa Maria stocks are abundant. Quality is very good: fringe burn, thrip damage, and sun scalding are problems being trimmed in the field. MFC Premium Romaine Lettuce is available.



potatoes

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CO, USA | /// | ***** | \$\$\$ |
| ID, USA | /// | ***** | \$\$\$ |
| OR, USA | /// | ***** | \$\$\$ |
| TX, USA | /// | ***** | \$\$\$ |
| WA, USA | /// | ***** | \$\$\$ |

The market is elevated. Burbanks will be the sole variety on the market until new crop Norkotahs become available in August. Pressure and shoulder bruising, along with hollow heart, will be seen sporadically in remaining storage stocks. MFC Burbank Potatoes are available.



salads & blends

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |

Markets for raw product iceberg and romaine are level; Salinas Valley supplies are ample. 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.

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spring mix

Prices are stable. Salinas Valley stocks are abundant. Quality is very good: mechanical damage and yellowing are minimal. RSS Conventional and Organic Spring Mixes are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |



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, USA | /// | ***** | \$\$\$ |
| EAST COAST | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |



squash

The market is weak. East Coast growers are harvesting in Georgia, North Carolina, New Jersey, Kentucky, and Virginia. Expect steady supplies out of California's Central Valley and Santa Maria through the summer. MFC Zucchini and Yellow Squash are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| EAST COAST | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |



tree fruit

The California stone fruit season is going strong. Nectarine, peach, and plum supplies continue to increase. Size is dominated by small fruit (60-count); larger sizes are limited (54- and 56-count). Apricots, cherries, and plums are also on market. Quality is very good: sugar levels are rising.

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |



strawberries

Supplies are ample; demand is steady. Expect volume to decline in early July as the Salinas/Watsonville season will be past peak production; prices will rise. MFC Strawberries are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| CA, USA | /// | ***** | \$\$\$ |
| EAST COAST | /// | ***** | \$\$\$ |



watermelon

The market is fairly steady; stocks are sufficient. Quality is excellent: sugar levels range between 10 and 14 Brix. Central California growers will start full-size and mini melon production in next week.

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ/CA, USA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |

ASK A MARKON CHEF

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



CHEF SHANE
HENDERSON
MARKON MEMBER CHEF

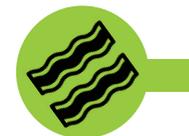
Q What is your favorite summer fruit and how do you like to use it?

A ←←

Peaches and tomatoes are neck and neck for first place. There's nothing better than upgraded BLTs made with juicy heirloom tomatoes, thick bacon, crunchy romaine, and nutty avocados for summer menus. Firm peaches are a terrific item to grill—the heat brings out their inherent sweetness while adding smokiness.



Top with charred peaches with creamy ricotta and you have a flavor-packed dessert that is simple to plate.



Cross-utilize the peach trimmings to make a simple syrup to use in cocktails/mocktails, salad dressings, and meat glazes.

TIPS FOR SERVING WATERMELON:



- 1.** Toss watermelon chunks with chopped MFC Cucumbers and MFC Tomatoes; top with MFC Mint, Feta cheese, and a citrus vinaigrette.
- 2.** Grill thick slices until charred; season with salt and RSS Lime Juice then serve with sandwiches and burgers.
- 3.** Add chopped watermelon to a host of drinks, daiquiris, margaritas, lemonade, teas, and smoothies.

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.

Romaine, Corn, and Avocado Salad

This summer salad highlights seasonal ingredients that pair well with grilled seafood, barbecued meats, and Mexican food.

- 16 oz. Ready-Set-Serve (RSS) Chopped Romaine
- 2 RSS Avocado Halves, chopped
- 1 cup Corn kernels
- 4 Hard-boiled eggs, halved
- 1 tsp. Paprika

Arrange equal portions of romaine, corn, and avocado on salad plates.

Top with halved egg; garnish with paprika. Serve salad with house-made creamy dressing.

Skip the processed box types and serve these house-made, retro strawberry pop tarts made with real fruit jam.

