



FRESH CROP REPORT

WEEK OF JULY 10, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Romaine weights are higher on average than the rest of the industry (36 to 38 pounds compared with 34 to 37 pounds).

California Strawberries

Supplies are tightening; prices are poised to climb. Expect volume to continue declining in early July as the Salinas/Watsonville season moves past peak production.

Heat-Related Quality Concerns

Markon inspectors have observed heat-related quality defects in various Salinas Valley row crops after two significant heat waves occurred over the past three weeks.

ORANGES

- Higher-than-normal temperatures are causing San Joaquin Valley Valencia oranges to soften and re-green.
- Fruit is still very ripe, sweet, and juicy.

BRUSSELS SPROUTS

- The market is elevated.
- The Salinas season will start in mid-July, increasing supplies and easing markets.

SQUASH

- Markets are rising due to diminishing supplies and quality.
- Recent hot weather and rain have been factors on the East Coast.

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bell peppers
green/red

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

The market is level. East Coast growers are focused in North Carolina, but will move to Kentucky, Michigan, New Jersey, and Virginia through the summer. Production is past its peak in Bakersfield, California; volume will diminish until the Gilroy/Hollister season starts in two weeks. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

Prices are stable. Sufficient storage stocks of Washington MFC Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples remain available. The MFC Gala Apple season is starting to wrap up; supplies are tight.



asparagus

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

High markets persist. Volume is low, especially large sizes. Domestic production is winding down. Peruvian supplies are sufficient on the East Coast. Quality is very good. MFC Asparagus is available.



avocados

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

Prices are elevated. Industry stocks are tight, especially 60- to 84-count sizes. 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	///	*****	\$\$\$

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



blueberries

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

The market is up. Stocks are limited in most growing regions; demand is strong. Production is ending in Baja, Mexico and California. East Coast growers are harvesting in New Jersey. The Pacific Northwest season has been delayed but should start in approximately two weeks. Quality ranges from good to very good.

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broccoli

Prices are elevated. High temperatures are disrupting the Mexican season, pushing strong demand to California. Quality is diminishing: brown bead, pin rot, and yellowing are problems. MFC Broccoli is sporadic; Markon Best Available is being substituted as needed.

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



cantaloupe

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

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



cauliflower

Prices keep rising; supplies are extremely tight. Quality is fair: browning, bracketed structure, and oversized heads are reducing harvestable yields. ESS Cauliflower is available.

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



celery

The market has stabilized and should inch lower over the next week. Salinas Valley supplies are abundant. 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

Prices are fairly steady. East Coast growers have moved to North Carolina. The season in Chihuahua, Mexico is nearly finished; volume is low. Production is underway in Baja. The new crop California season has begun; supplies will increase over the month. Quality is average.

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



cucumbers

Strong demand is keeping markets high. Growers are transitioning to new regions on both coasts; volume is low but expected to increase over the next ten days. Quality is very good. MFC and ESS Cucumbers are available.

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



grapes

The Mexican grape season has ended. California-grown green seedless supplies started shipping this week; red seedless stocks will hit the market next week. California-grown Markon First Crop Lunch Bunch Grapes will begin shipping next week also.

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

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green leaf

Although supplies are plentiful, the market has inched up slightly. Quality is very good: fringe burn and weak tip are being trimmed in the field, reducing weights. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices are level. California desert stocks are ample; the San Joaquin Valley season will begin in a week or two. Mexican supplies are limited. Quality is very good: sugar levels range between 10 and 14 Brix.

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



iceberg

The market has stabilized. Industry quality ranges from fair to 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 needed.

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



lemons

Overall markets are steady but prices for fancy grade fruit is a bit higher. Quality is very good: skins are smooth and fruit is juicy. MFC and ESS Lemons are available.

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



limes

The market is slightly higher. All sizes are available, but volume is diminishing due to high temperatures. 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

Prices are climbing. Thunderstorms in New Mexico have reduced yields. Wet muddy fields will slow harvesting and onions will require extra time to dry before shipment. The Northwest season will start in early August. MFC Onions are available in California's San Joaquin Valley.

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



oranges

Although the Valencia market remains stable, extreme California heat is causing softness and re-greening. *Citrus reabsorbs chlorophyll at high temperatures, resulting in a green tint, but fruit is ripe, sweet, and juicy.* MFC Valencia Oranges are on the market.

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



pears

Markon First Crop Washington D'Anjou Pears will be shipped through late July. Remaining storage supplies are dominated by 90- and 100-count sizes. New crop California Bartlett pears will hit the market later this week. 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
CA	///	*****	\$\$\$
WA	///	*****	\$\$\$

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pineapples

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

The market is level; stocks are sufficient in both harvesting regions. 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 have started shipping from Arizona, California, and Texas; prices will stabilize as stocks increase. Production will start in Idaho, Minnesota, and Wisconsin in early August followed by North Dakota and Washington in late September. MFC Red and Yellow Idaho Colored Potatoes are tight.



potatoes

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

Idaho and Washington storage potato stocks are extremely limited. Expect high markets until new crop Norkotah production starts in mid-August. Quality is fair: pressure and shoulder bruising, along with hollow heart, will be seen in remaining storage supplies. MFC Burbank Potatoes are available.



raspberries

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

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



romaine

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

Prices are inching up. Overall volume is high, but quality issue such as sun scalding, wind burn, and disease pressure are reducing head weights MFC Premium Romaine Lettuce is available.



salads & blends

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

Markets for raw product iceberg and romaine are steady to a bit higher; although Salinas Valley supplies are ample, quality defects are lowering yields. 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 volume is high. Quality ranges from fair to good: mechanical damage and yellowing are problems. RSS Conventional and Organic Spring Mixes are available.

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



squash

The market is climbing due to diminishing supplies and quality. Recent hot weather and rain have been factors on the East Coast, but more regions are opening up, including Virginia, Michigan, and New Jersey. West Coast volume is stable, but demand is strong. MFC Zucchini and Yellow Squash are available.

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



strawberries

Supplies are tightening; prices are poised to climb. Expect volume to continue declining as the Salinas/Watsonville season moves past peak production. High humidity is forecast for the next 7-10 days; fruit quality will be affected. MFC Strawberries are sporadic; packer label will be shipped as necessary.

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



tomatoes

The market is a bit higher. East Coast supplies are tight; the South Carolina season has ended and North Carolina, Tennessee, and Virginia production is just getting started. The California season is underway throughout the state. Mexican volume will climb through the month. MFC Tomatoes are available.

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



tree fruit

California prices are up. Nectarine, peach, and plum seasons are moving past their peak. Size is dominated by small fruit (60-count); larger sizes are less plentiful (54- and 56-count). Apricots, cherries, and plums are also on the market. Quality is very good: sugar levels are elevated.

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



watermelon

The market is steady; stocks are sufficient. Quality is excellent: sugar levels range between 10 and 14 Brix. Central California is now 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 MANNESS
MARKON MEMBER CHEF

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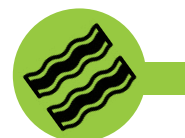
Bright, healthy carrots can be served raw or cooked in myriad ways. What are your favorite flavor combinations and preparations when using this product?

A

I love roasting carrots with local honey and cider vinegar to bring out some of their natural sugars. Another favorite is lightly blanched, then grilled baby carrots—these really shine when topped with gremolata and goat cheese.



RSS Shredded Carrots make healthy, crunchy toppers for tacos, salads, and rice or noodle bowls.



Don't forget RSS Baby Carrots when serving global dips like hummus, tzatziki, or baba ghanoush.

TIPS FOR SERVING CARROTS:



- 1.** Sauté RSS Baby Carrots in butter; add brown sugar and grainy brown mustard, cook until slightly caramelized, and serve with steak.
- 2.** Toss RSS Shredded Carrots, sliced MFC Zucchini, minced ginger, and RSS Washed & Trimmed Green Onions with cooked soba noodles; drizzle with sesame dressing, chill, and serve.
- 3.** Pickle RSS Carrot Sticks with vinegar, sugar, and jalapeno chile peppers.

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.

Ready-Set-Serve Tiny Chopped Blend with Quinoa & Carrots

Although most frequently used as a burger or taco topper, this versatile lettuce blend can be used many other ways.

- 24 Ready-Set-Serve Baby Carrots
- 2 T vegetable oil
- 1 T brown sugar
- 1 tsp. kosher salt
- ½ tsp. black pepper
- 16 oz. RSS Tiny Chopped Blend
- 2 C Quinoa, cooked

Preheat oven to 400 degrees F.

Mix carrots, oil, brown sugar, salt, and pepper; roast until tender, approximately 20-25 minutes.

Toss carrots (and any pan drippings), quinoa, and Ready-Set-Serve Tiny Chopped Blend. Divide into equal portions and serve.

OPTIONAL: top with roasted pork or chicken.

Sweet, nutty notes complement the deep umami of seared beef tenderloin. This shareable entree is paired with a vibrant carrot sauce and delicate veggies.

