



FRESH CROP REPORT

WEEK OF JULY 17, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Green Leaf weights are higher on average than the rest of the industry (23 to 25 pounds compared with 19 to 21 pounds).

Cilantro

Volume fell following recent high temperatures in Oxnard, Salinas, and Santa Maria, California; burn, disease pressure, seeder, and yellowing are reducing harvestable volume at the field level by 35-40%. **Expect high markets through July, at minimum**, until younger plantings reach harvest maturity.

Green Cabbage

Markets are elevated. The heatwaves experienced in June have reduced yields at the field level.

RED BELL PEPPERS

- Prices remain elevated due to extremely tight supplies.
- Volume is expected to increase later this week.

ONIONS

- Yellow onion markets are inching up due to rain in New Mexico.
- Demand has shifted to California, increasing prices there as well.

POTATOES

- Remaining storage supplies are extremely limited in Idaho, Oregon, and Washington.
- Prices will continue rising.

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bell peppers
green/red

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

Green bell prices are slightly higher. The red bell market is elevated, but will ease over the next two weeks. East Coast growers have begun harvesting in Kentucky, New Jersey, and Virginia; the Michigan, season starts next week. The Gilroy/Hollister season will also get underway next week. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

The market is level; storage supplies are adequate. Washington MFC Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. The MFC Gala Apple season is ending; volume is low.



asparagus

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

The market remains elevated but should start easing by late July. Central Mexico is the main growing region at this time. Peruvian stocks are also being shipped into the East Coast. Quality is very good: stalks are straight with tight tips and grassy flavor. MFC Asparagus is available.



avocados

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

The market is inching down. Industry volume is a bit higher, but Ready-Set-Serve® (RSS) Avocado Halves are tight. Quality is very good: flavor is subtly nutty and texture is creamy. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



blackberries

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

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



blueberries

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

Expect elevated prices until the Pacific Northwest season gets underway. Supplies are limited; demand is strong. Production has wrapped up in Baja, Mexico and California. East Coast growers are harvesting in New Jersey. The Pacific Northwest season has been delayed but is forecast to start next week; volume will ramp up through the summer. New crop quality is very good.

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broccoli

The market is steady at high levels. Extreme heat is disrupting the Mexican season, pushing strong demand to California. Quality is fair: brown bead, pin rot, and yellowing are problems. MFC Broccoli is sporadic; Markon Best Available is being substituted as necessary.

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



cantaloupe

Prices are slightly lower than last week; 15-count fruit is extremely limited, but 9-count supplies are abundant. Domestic quality is excellent: sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

Prices have started inching down a bit; supplies are increasing. Quality is starting to improve. ESS Cauliflower is available.

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



celery

Prices are level. Salinas Valley stocks continue to increase. Quality is very good: stalks are straight and flavor is zesty. Production will begin in Michigan in later this week. MFC Celery is available.

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



chile peppers

The market is unchanged. East Coast growers are harvesting in North Carolina. Mexican production has moved to the Baja region. The new crop California season is underway; stocks are ramping up. Quality is improving with these new seasons underway.

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



cucumbers

Prices remain elevated; demand is strong. Growers are on the move on both coasts; supplies will increase next week. Quality is very good: skins are smooth and flavor is refreshing. MFC and ESS Cucumbers are available.

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



grapes

The market has stabilized. California-grown green seedless stocks are on the market; red seedless supplies will become available later this week. California-grown Markon First Crop Lunch Bunch Grapes are on the market.

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

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green leaf

Prices are steady; stocks are adequate. Quality is good: insect pressure is being noted in some fields, reducing harvestable yields. MFC Premium Green Leaf Lettuce is available.

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



honeydew

The market is stable. The California desert season is winding down; San Joaquin Valley production will start next week. The crop is dominated by 5- and 6-count melons; small sizes are limited. Sugar levels range between 10 and 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Prices are starting to ease as regional harvesting increases. Quality is average: sun scalding, wind burn, and disease pressure are problems being trimmed at harvest. MFC Premium Iceberg Lettuce is sporadic due to low weights and INS presence; Markon Best Available® is being substituted as necessary.

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



lemons

Prices are stable. Choice grade fruit is more abundant than fancy supplies. Quality is very good: scarring is minimal. MFC and ESS Lemons are on the market.

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



limes

Prices are fairly steady. All sizes are available, but hot weather is reducing production hours. Quality is very good: light coloring is an occasional issue. MFC and ESS Limes are available.

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



onions

The market is rising due to rain in New Mexico. Demand has shifted to California, pushing up those prices as well. The Northwest season will get underway in early August. MFC Onions are available in California's San Joaquin Valley.

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



oranges

Valencia prices are unchanged. High California temperatures are causing softness and re-greening. Citrus reabsorbs chlorophyll in elevated heat, resulting in a green tint, but fruit is ripe, sweet, and juicy. MFC Valencia Oranges are available.

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



pears

Markon First Crop Washington D'Anjou Pears will be shipped through the end of this month. Remaining storage fruit is dominated by 90- and 100-count sizes. New crop California Bartlett pears are now available. 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	///	*****	\$\$\$

Prices are stable; supplies are adequate in both 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 stocks are available in Arizona, California, and Texas; markets are starting to stabilize. Harvesting will begin 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 limited but will increase through the month.



potatoes

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

The market will continue climbing. Idaho and Washington storage supplies are nearly depleted. Norkotah production will begin 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	///	*****	\$\$\$

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



romaine

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

The market is stable. Overall supplies are plentiful, but quality issue like sun scalding, wind burn, and disease pressure are reducing head weights. MFC Premium Romaine Lettuce is available.



salads & blends

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

Prices for raw product iceberg and romaine are holding steady; although Salinas Valley stocks are abundant, 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

The market is level. Salinas Valley stocks are sufficient. Quality ranges from fair to good: mechanical damage and yellowing are occasional issues. RSS Conventional and Organic Spring Mixes are available.

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



squash

Prices are starting to ease a bit as more regions start production, including Virginia, Michigan, and New Jersey. West Coast supplies are sufficient, but demand is strong. MFC Zucchini and Yellow Squash are available.

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



strawberries

The market is starting to inch up. Volume is declining as the Salinas/Watsonville season moves past peak production. High humidity persists in the region; fruit quality is being affected. MFC Strawberries are sporadic; packer label will be shipped as needed.

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



tomatoes

Prices are steady to slightly higher. East Coast are moving to North Carolina, Tennessee, and Virginia. Harvesting is underway in several California growing areas. Mexican stocks are increasing. MFC Tomatoes are available.

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



tree fruit

The market is a bit higher. Nectarine, peach, and plum harvesting is past its peak; production will run through late August. Size is dominated by small fruit (60-count); larger sizes are less abundant (54- and 56-count). Apricots and cherries are also available. Quality is very good: sugar levels are elevated.

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



watermelon

Prices are unchanged; supplies are average. Quality is excellent: sugar levels range between 10 and 14 Brix. Central California is packing both 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

Q

What are your favorite summer fruits and vegetables to grill?

A

Tender asparagus benefits from a hot grill finished with a squeeze of lemon. All varieties of peppers do well on the grill also. Many people are afraid of grilling fruit, but a perfectly grilled, sweet and smoky peach is on another level. Cooking watermelon on a clean grill enhances its natural sugars and creates an earthy aroma.



I also love to grill fresh pears brushed with vanilla bean butter.



And who doesn't love grilled artichokes?

TIPS FOR SERVING NECTARINES:



- 1.** Toss RSS Wild Arugula with sliced nectarines, beet ribbons, crumbled feta cheese, and pecan vinaigrette.
- 2.** Layer sliced nectarines, MFC Strawberries, and honey-sweetened Mascarpone cheese in parfait glasses.
- 3.** Grill halved nectarines and chicken pieces until charred; drizzle with roasted chile-yogurt dressing.

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.

Blistered Shishito Peppers with Puffed Rice

Charred to give these mild peppers smoky, sweet notes, this shareable appetizer is tossed with Japanese furikake and crispy puffed rice. Serve alone or with a dipping sauce.

- 1 lb. Shishito peppers
- 2 T sesame oil
- 1 T furikake seasoning
- 2 T Ready-Set-Serve Orange Juice
- 1 T soy sauce
- 1 C puffed rice
- 1 T zest of Markon First Crop Oranges
- Microgreens and edible flowers, to garnish

Toss peppers in oil and furikake. Add to a hot wok and cook, tossing occasionally, but allowing peppers to char on all sides. Deglaze with orange juice and soy sauce, tossing until liquid cooks off.

Remove from heat and toss with puffed rice and orange zest. Arrange all on a sharing platter and serve.

This family-style tomato salad gets balance from crunchy cucumbers, zesty garlic, and classic Caesar dressing flavors.

