



FRESH CROP REPORT

WEEK OF JULY 24, 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 29 to 36 pounds).

California Strawberries

Expect volume to continue declining through July as the Salinas/Watsonville season has moved past peak production.

Seeder in Salinas Valley Lettuce Crops

Unseasonably warm and humid weather in June and early July has caused many lettuce crops to develop seeder/long core. Markon inspectors have mostly been able to avoid seeder concerns for Markon First Crop commodity packs. Value-added processors have had a hard time eliminating core from incoming raw product and finished packs.

BELL PEPPERS

- Overall green bell pepper stocks are tightening due to harvesting transitions.
- Red bell pepper supplies are increasing in California; markets are slowly decreasing.

ZUCCHINI

- Stocks are being harvested in multiple East Coast regions, including Michigan, New Jersey, and Virginia.
- West Coast growers are packing out of Fresno, Santa Maria, and Watsonville, California as well as Baja, Mexico.

POTATOES

- Remaining storage supplies are extremely limited in Idaho, Oregon, and Washington.
- Washington supplies are expected to be depleted in this week. Prices will continue to climb.

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bell peppers
green/red

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

Overall green bell pepper stocks are tightening due to harvesting transitions. California's San Joaquin Valley season is past its peak. East Coast production is in New Jersey, Kentucky, Virginia, Tennessee, and Michigan. Red bell pepper supplies are increasing in California; markets are slowly decreasing. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

MFC Washington Fuji, Granny Smith, Gold Delicious, and Red Delicious apples are readily available. Sizes are dominated by 88- to 113- count fruit. Remaining MFC Gala Apples supplies are limited. The California Gala Apple season will start next week. Quality is excellent: sugar levels are in the 12 to 14 Brix range.



asparagus

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

Prices are starting to ease. Stocks are adequate in Central Mexico. Peruvian supplies are also being shipped into the East Coast. Quality is very good: stalks are straight with tight tips and grassy flavor. MFC Asparagus is on the market.



avocados

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

Prices are fairly stable. Industry supplies are sufficient, but Ready-Set-Serve® (RSS) Avocado Halves remain limited. 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	///	*****	\$\$\$

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



blueberries

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

The market remains high; volume is low and demand is strong. The Pacific Northwest season was delayed but is getting underway this week. East Coast production is centered in New Jersey. Supplies will ramp up through the summer. New crop quality is very good.

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broccoli

Prices have stabilized. Extreme heat continues to affect volume in Mexico, but California supplies are increasing. Quality is fair: 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 ranges from low to steady; 15-count fruit is extremely tight, but 9-count stocks are ample. Domestic quality is excellent: sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

The market continues to ease; volume is rising. Quality is average: bracketing, browning, and oversized heads are industrywide issues. ESS Cauliflower is available.

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



celery

The market is unchanged. Salinas Valley supplies are abundant. Quality is very good: stalks are straight and flavor is zesty. Production is underway in Michigan. MFC Celery is available.

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



chile peppers

East Coast production is taking place in several regions including New Jersey, Kentucky, and North Carolina. In the West, the last and largest of the Baja growers has started up this week; expect adequate supplies moving forward. Inspectors are reporting some shrivel in Anaheims, but quality is good in all other varieties.

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



cucumbers

The market is inching down; demand is easing. Volume is climbing in Michigan, New Jersey, and New York. Aside from some heat-related shriveling, East Coast quality is very good in most regions. Supplies are plentiful in Baja, Mexico. Quality is excellent on the West Coast. MFC and ESS Cucumbers are available.

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



grapes

Prices are steady. California-grown green and red seedless supplies are both available. California-grown Markon First Crop Lunch Bunch Grapes are on the market. Quality is excellent.

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

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green leaf

The market is unchanged; supplies are sufficient. Quality is average: insect pressure is being reported in some fields, reducing harvestable yields. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices are level. The California desert season has ended; San Joaquin Valley production is underway. The crop is dominated by 5- and 6-count melons; small sizes are tight. Sugar levels range between 10 and 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Expect the market to climb. Quality ranges from fair to good due to high temperatures: sun scalding, wind burn, and disease pressure are problems. MFC Premium Iceberg Lettuce is sporadic due to low weights and INSV presence; Markon Best Available® is being substituted as necessary.

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



lemons

The market is stable. Choice grade supplies are more plentiful than fancy stocks. Quality is very good: scarring is minimal. MFC and ESS Lemons are available.

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



limes

The market is steady. All sizes are available. Quality is very good: light coloring is a minor problem. MFC and ESS Limes are available.

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



onions

Yellow onion prices have leveled, but remain high; red onion markets are stable. Scattered showers and thunderstorms continue to slow production in New Mexico. The Northwest season will start in August. MFC Onions are available in California's San Joaquin Valley.

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



oranges

The Valencia market is steady. High California heat is causing softness and re-greening. Citrus reabsorbs chlorophyll in elevated heat, resulting in a green tint, but quality is very good. Fruit is ripe, sweet, and juicy. MFC Valencia Oranges are available.

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



pears

The MFC Washington D'Anjou storage season is winding down; remaining supplies are limited. The California Barlett season is now underway. Early season pack-outs are small, favoring 120- and 135-count cartons. Sizing will increase in the upcoming weeks. The new crop Washington season will begin in mid-August.

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

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pineapples

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

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



red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
TX	///	*****	\$\$\$
PNW	///	*****	\$\$\$

New crop supplies are increasing in Arizona, California, and Texas; prices are steady. Harvesting will get underway 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 available.



potatoes

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

The remaining supply situation continues worsen. Demand far exceeds offerings in all areas. To extend supply until new crop production starts, suppliers will shorten production schedules. Expect elevated markets to persist until early September when new crop supplies ramp up.



raspberries

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

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



romaine

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

Prices are starting to inch lower. Overall stocks are abundant, but quality issues such as fringe burn, sun scalding, thrip damage, wind burn, and INSV are reducing head weights. Markon inspectors are ensuring only the best lots are packed in MFC Premium Romaine Lettuce cartons.



salads & blends

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

Markets for raw product iceberg and romaine are inching down. Salinas Valley supplies are ample. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Prices are unchanged. Salinas Valley volume is meeting demand. Quality ranges from fair to good: mechanical damage and yellowing are heat-related problems. RSS Conventional and Organic Spring Mixes are available.

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



squash

The market has stabilized. Stocks are being harvested in multiple East Coast regions, including Michigan, New Jersey, and Virginia. West Coast growers are packing out of Fresno, Santa Maria, and Watsonville, California as well as Baja, Mexico. MFC Zucchini and Yellow Squash are available.

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



strawberries

Expect prices to rise as production falls and demand strengthens. **Volume will continue declining through July** as the Salinas/Watsonville season has moved past peak production. MFC Strawberries are sporadic. Industrywide packaging delays will cause some orders to be substituted into packer label.

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



tomatoes

The market is stable. East Coast production remains light, but is forecast to increase over the next seven to ten days. West Coast harvests are increasing in California and Mexico; large sizes dominate shipments. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Prices are high but steady. The California nectarine, peach, and plum seasons have past their peak and will wind down in late August. Size is dominated by small fruit (60-count); larger sizes are tight (54- and 56-count). Apricots and cherries are also on the market. Quality is very good: sugar levels are elevated.

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



watermelon

The market is level; stocks are adequate. Quality is excellent: sugar levels range between 10 and 14 Brix. Central California is shipping 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

Fennel is an ideal grilling vegetable. Describe how you like to serve it during the summer months. Which sauces/pairings you suggest?

A

Fennel is extremely versatile. When raw, it has a strong anise or licorice flavor; however, a soft grilling, freshly grated Reggiano cheese and lemon transform this Mediterranean staple into a delicious side dish for steaks and fish.



Toss raw, shaved MFC Fennel with thick slices of MFC Tomato, crispy bacon, and blue cheese.



Throw sliced MFC Fennel on the grill or flat top and cook until charred; drizzle with dressing made with Kalamata olives, garlic, and basil.

TIPS FOR SERVING FENNEL:



- 1.** Shave raw MFC Fennel into green salads; add their fronds to salad dressing or use as a garnish.
- 2.** Fennel pairs well with onions, citrus, poultry and sausages, cheese, and apples.
- 3.** Give roasted meats and poultry the subtle anise flavor that fennel develops as it cooks.

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.

Fennel-Brussels Sprouts Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with roasted poultry.

- 2 Markon First Crop Fennel bulbs, shaved (reserve fronds)
- 1 lb. Ready-Set-Serve Brussels Sprouts, shaved
- ½ C citrus vinaigrette
- Edible flowers as garnish, if desired

Toss shaved fennel and sprouts with citrus vinaigrette.

Arrange on large serving platter and garnish with fennel fronds and edible flowers. Serve.

Grilling sweet stone fruits such as peaches and plums brings out a deep, smoky sweetness—a perfect complement to the creamy, saltiness of fresh Burrata.

