



FRESH CROP REPORT

WEEK OF JULY 31, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (23 to 25 pounds compared with 18 to 22 pounds).

Broccoli & Cauliflower

Expect **prices to remain low** over the next 15 to 30 days as local/regional production helps meet demand.

Mixed Berries

Supplies remain tight. **Blueberry and raspberry volume will remain low over the next two weeks.** The Pacific Northwest season has begun; stocks will increase week over week as production moves into full swing.

APPLES

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

CUCUMBERS

- Prices are easing.
- Numerous regions are in production on both coasts.

ONIONS

- The California and New Mexico summer seasons are beginning to wind down.
- New crop Northwest supplies will start shipping in a limited manner next week.

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bell peppers
green/red

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

Overall markets are slightly lower than last week. East Coast production is focused in New Jersey and Michigan. California production is increasing in Gilroy/Hollister; extra-large and jumbo sizes dominate availability. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

Adequate storage stocks of Washington MFC Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples remain available. The Washington Gala season is ending, but California Galas are now on the market. Quality is excellent: sugar levels are in the 12 to 14 Brix range.



asparagus

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

The market has stabilized. Mexican supplies are sufficient. Peruvian stocks are 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	///	*****	\$\$\$

The market is holding steady. Although volume is meeting demand, 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	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$

High prices and limited supplies are forecast over the next two weeks. North Carolina harvests are past their peak. California growers are waiting on warmer weather in order for fruit to ripen; the peak growing season will run through August. Quality is very good.



blueberries

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

Expect elevated markets and tight supplies over the next 7 to 10 days; stocks will increase in early August. The Pacific Northwest season has begun; volume will climb week over week as production moves into full swing. New crop quality is very good.

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broccoli

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

Expect prices to remain low over the next 15 to 30 days as local/regional production contributes to overall volume. Quality is improving. MFC Broccoli is sporadic; Markon Best Available is being substituted as needed.



cantaloupe

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

Prices are weak; 15-count melons are scarce, but 9-count supplies are abundant. Domestic quality is excellent: sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

West Coast prices will remain low over the next 15 to 30 days as local/regional harvesting helps decrease demand. Quality issues like ricing, black spot, and inconsistent sized heads have become less prevalent. ESS Cauliflower is available.



celery

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

Markets are level. Salinas Valley stocks are abundant. Quality is very good: stalks are straight and flavor is zesty. Production is underway in Michigan. MFC Celery is available.



chile peppers

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

Prices are unchanged. East Coast harvesting is spread throughout several regions. California supplies are meeting demand. Baja production has begun; some shriveling has been reported in Anaheims, but quality is good in all other varieties. The New Mexico Hatch chile season will start next week.



cucumbers

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

Markets are lower as numerous regions are in summer production. Tennessee, New Jersey, New York (as well as others) are contributing, and Michigan is ramping up production. Overall quality is very good despite a few heat-related concerns observed during the grading process. MFC and ESS Cucumbers are available.



grapes

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

The market will ease once California-grown green and red seedless supplies reach volume levels. California-grown Markon First Crop Lunch Bunch Grapes are on the market. Quality is excellent.

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green leaf

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

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



honeydew

The market is level. San Joaquin Valley production is in full swing. The crop is dominated by 5- and 6-count melons; small sizes are scarce. Sugar levels range between 10 and 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Prices are a bit higher than last week. Quality ranges from fair to good due to persistently hot weather: 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 needed.

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



lemons

Prices are unchanged. Choice grade stocks are more abundant than fancy grade fruit. Quality is very good: scarring is minimal. MFC and ESS Lemons are available.

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



limes

Prices are stable. 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

Expect elevated markets through August. The California and New Mexico summer seasons are beginning to wind down. New crop supplies will start shipping from the Idaho/Oregon region in a limited manner next week. Colorado and Utah will follow later in the month. MFC Onions are available in California's San Joaquin Valley.

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



oranges

Prices are level. Elevated temperatures are causing softness and re-greening. Citrus reabsorbs chlorophyll in high heat, resulting in a green tint, but quality remains 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 has ended. California Barletts are now shipping. Early season pack-outs are small, favoring 120- and 135-count cartons. Size will inch up through August. 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	///	*****	\$\$\$

Prices are level; supplies are adequate in both production areas. Quality is excellent: fruit is firm, sweet, and tangy.



red/yellow potatoes

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

New crop stocks continue to increase in Arizona, California, and Texas; the market is level. 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 available.



potatoes

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

Remaining storage stocks are extremely tight. Demand far exceeds supply in all regions. To extend volume until new crop harvesting begins, suppliers will shorten production schedules. Expect high prices to persist until early September when new crop volume ramps up.



raspberries

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

Expect elevated prices and tight supplies over the next two to three weeks. California supplies will decrease slowly until the seasons' end in late August. The Central Mexico growing season will start in late August. Production is in full swing in British Columbia and Quebec and will reach their peak in less than six weeks.



romaine

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

The market is stable. Overall supplies are plentiful, but quality problems such as fringe burn, sun scalding, thrip damage, wind burn, and INSV are reducing head size. Markon inspectors are ensuring only the best lots are packed in MFC Premium Romaine Lettuce cartons.



salads & blends

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

Prices for raw product iceberg and romaine are level. Salinas Valley volume is high. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

The market is steady. Salinas Valley supplies are adequate. Quality ranges from fair to good: mechanical damage and yellowing are heat-related issues. RSS Conventional and Organic Spring Mixes are available.

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



squash

Weak demand is keeping prices stable. Summer production is underway in multiple East Coast regions, including Michigan, New Jersey, and Virginia. West Coast supplies are shipping out of Fresno, Salinas, and Watsonville, California as well as Baja, Mexico. High volume is forecast for several weeks. MFC Zucchini and Yellow Squash are available.

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



strawberries

Most summer berry programs are past their peak. The market will start climbing as volume decreases week after week. 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

Moderate demand is holding prices level. East Coast harvesting has been at lower levels due to rain, but production is now increasing. More regions will come online in the next few weeks. West Coast volume is high in California and Mexico; large sizes are most dominant. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Expect climbing markets as the summer seasons starts to wind down over the next month. Size is dominated by small fruit (60-count); larger sizes are limited (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 stable; supplies are sufficient. 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

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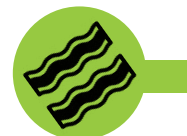
Ready-Set-Serve (RSS) Heart-Y Slaw takes the classic cabbage side dish and adds in more vitamin- and flavor-boosting ingredients like broccoli, radishes, cauliflower pearls, carrots, and kale. How do you use it?

A

During the summer, it's easy to get burnt out on traditional salads. I take RSS Heart-y Slaw to another level by adding thinly sliced green apples, toasted sunflower seeds, and a creamy herb dressing. This dish works great as a side salad to BBQ, fish tacos, or all by itself!



Tossing RSS Heart-y Slaw in a cider vinegar and sea salt softens the "rough" nature of kale and broccoli, allowing this to be used as a side, taco filling, or a topping for grilled salmon.



Use as a filling for egg rolls, topper for tacos, and stuffing for gyros.

TIPS FOR SERVING CANTALOUPE MELONS:



- 1.** Mix RSS Cantaloupe Chunks with chopped MFC Cucumbers, jicama, kiwifruit, and minced jalapeno chile peppers; serve with grilled fish.
- 2.** Toss RSS Cantaloupe Chunks with watercress, sliced Serrano ham, and Marcona almonds; drizzle with red pepper vinaigrette.
- 3.** Thread RSS Cantaloupe Chunks and shrimp on skewers and marinate in jerk seasoning; grill until just cooked, then serve on a bed of herbed rice.

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.

Chipotle Scallops with Green Onions and Lime

Smoky, briny flavors pair with citrus and onions to create the perfect warm-weather dish.

- ¼ C canola oil, split
- 16 scallops
- 2 tsp. kosher salt
- ½ tsp. black pepper
- 1 oz. chipotle chile peppers (canned), pureed
- Additional chipotle peppers (canned), sliced for garnish
- 1 lb. Ready-Set-Serve Washed & Trimmed Green Onions
- 3 Markon First Crop Limes, sliced

Season scallops with ½ teaspoon of salt and ¼ teaspoon of pepper. Brush them all with pureed chipotle pepper puree. Heat two tablespoons of oil a large grill pan. Add scallops and cook for one to two minutes per side, charring surface of the shellfish. Toss green onions with remaining oil. On a separate grill or pan, cook the green onions until charred. Add sliced limes to pan once onions are removed and cook until grill lines appear.

A light, chilled fruit soup that refreshes and delights the senses—this Thai-inspired soup is vibrant, healthy, and social media worthy!

