



FRESH CROP REPORT

WEEK OF AUGUST 14, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Iceberg Lettuce weights are higher on average than the rest of the industry (46 to 48 pounds compared with 41 to 44 pounds).

California Weather

The combination of high humidity and elevated temperatures has been wreaking havoc on commodity and value-added lettuce and tender leaf items in particular.

The forecast calls for little or no relief throughout the month of August.

Imported Citrus

Volume will rise the next three to four weeks as imported navel oranges and lemons arrive at ports on both coasts. Limited quantities of Mexican lemons will begin to ship out of South Texas by mid-August.

STRAWBERRIES

- Expect markets to continue rising over the next 7 to 10 days.
- Stocks are declining as fields move past peak production for the spring crop and into the summer season over the next two weeks.

POTATOES

- The supply pipeline continues to diminish as the few remaining Idaho shippers deplete their final storage stocks.
- Historic pricing levels for the potato market will continue to be met daily.

TOMATOES

- Round tomato markets are up slightly due to rain/heat disrupting harvests along the East Coast.
- Demand has shifted to the West Coast.

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apples

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

Prices are fairly steady. Washington MFC Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. California Galas are now on the market. The new crop Washington Gala season will start the week of August 21, followed by the Golden Delicious season in mid-September. Quality is excellent: sugar levels are in the 12 to 14 Brix range.



asparagus

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

The market is elevated. Large sizes are limited. Mexican volume remains low due to high temperatures and virtually no rain. Peruvian supplies are limited. Quality is 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 stable to slightly lower. The California season is wrapping up, but supplies are sufficient in Mexico and Peru. 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.



bell peppers
green/red

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

The green bell market is easing; demand is falling. Red bell prices are holding steady. East Coast production is taking place in Michigan, New Jersey, New York, Ohio, Kentucky, and Virginia; jumbo and extra-large sizes dominate production. California supplies are adequate. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices have stabilized. The California growing season will wind down in late August. Quality is very good: fruit is plump and flavorful.



blueberries

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

After weeks of high markets, prices are falling. The Pacific Northwest season is hitting its stride; volume is climbing. New crop quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

Prices are low. Local/regional harvesting throughout the U.S. is keeping supplies abundant. Quality is improving: florets are tight and flavor is verdantly earthy. MFC Broccoli is available.

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



cantaloupe

Prices are weak. California harvests have transitioned to Fresno and San Joaquin County where large sizes are more readily available; 12- to 18-count fruit is tight. Quality is good: occasional wind scarring and ground spotting have been reported. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

Prices remain low. Local/regional harvesting is taking place across the U.S., increasing overall supply levels. Quality is very good: color is snowy white, curds are firm, and flavor is earthy. ESS Cauliflower is available.

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



celery

The market is stable. Salinas Valley stocks are plentiful. Quality is very good: stalks are straight and flavor is zesty. Harvesting has started in Michigan. MFC Celery is available.

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



chile peppers

Prices are level. East Coast production is scattered throughout New Jersey, North Carolina, and Michigan. Cubanelles are tight. West Coast stocks are more abundant, but quality is mixed. The New Mexico Hatch chile season is in full swing.

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



cucumbers

Weak demand and ample stocks are keeping prices level. East Coast production is underway in multiple regions. Rain-related quality issues are affecting Michigan supplies, but should improve soon. Baja volume is high. Quality is excellent, especially in new crop fields. MFC and ESS Cucumbers are available.

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



grapes

The domestic market is steady. California-grown green and red seedless supplies are plentiful. California-grown Markon First Crop Lunch Bunch Grapes are available. Quality is excellent.

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

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green leaf

Prices are up slightly; stocks are adequate. Quality is good: insect pressure is a light issue. MFC Premium Green Leaf Lettuce is available.

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



honeydew

The market is level. Harvesting has moved to Fresno and the San Joaquin Valley; 5- and 6-count melons are increasing, while 8- and 9-counts are tight. Quality is good: wind scarring is an occasional problem. Sugar levels range between 10 and 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Prices are steady. Hot weather has affected quality: sun scalding, wind burn, and disease pressure are industrywide issues. 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

The market is stable. The California coastal region is the dominant growing area. Choice-grade fruit is ample; prices for fancy grade supplies are inching up. Mexican grown stocks are expected to become available in mid-August. MFC and ESS Lemons are on the market.

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



limes

Prices are substantially higher this week and expected to continue to climb through mid-September. Availability is tightening due to heat and humidity in Veracruz Mexico. Quality is very good: light coloring is an occasional issue. MFC and ESS Limes are available.

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



onions

High markets persist. The California and New Mexico summer seasons are nearing their ends. New crop supplies are shipping from the Idaho/Oregon region; stocks will increase in the coming weeks. Colorado and Utah will follow later in the month. MFC Onions are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
ID & OR	///	*****	\$\$\$
NM	///	*****	\$\$\$



oranges

Valencia prices are stable. Imported Navel oranges are now available on both coasts; markets are higher than those for domestic fruit; supplies; will become more abundant over the next few weeks. The domestic Navel season will start in mid-October. MFC Valencia Oranges are available.

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



pears

New crop California Barletts are on the market. Early season pack-outs are dominated by 120- and 135-count cartons. Size will increase through August. The new crop Washington Bartlett season will the week of August 29, followed by Washington D'Anjou production in early September.

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

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pineapples

Costa Rican stocks are extremely limited; size substitutions may be necessary for order fulfillment. Expect elevated prices until supplies begin increasing in early September.

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



red/yellow potatoes

The new crop seasons have started in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; markets are fairly stable. Growers in North Dakota and Washington will harvest in late September. MFC Red and Yellow Idaho Colored Potatoes are available.

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



potatoes

The potato supply pipeline continues to diminish as the few remaining Idaho shippers deplete their final storage stocks. The next several weeks will be the most challenging. [Historic pricing levels will continue to be met daily.](#) New crop production has begun in Washington; early volume is low; the bulk of production will get underway the week of August 22.

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



raspberries

Prices remain high. The California season will continue through late August. Harvesting will begin in Central Mexico at that time. Quality remains very good: berries are plump and sweet.

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



romaine

The market is up a bit. Supplies are plentiful, but industry-wide problems like 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.

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



salads & blends

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

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

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spring mix

The market is unchanged. Salinas Valley supplies are adequate. Quality is good: mechanical damage and yellowing are occasional issues. RSS Conventional and Organic Spring Mixes are available.

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



squash

Prices are inching up a bit. East Coast supplies are plentiful, but recent rain may cause quality issues that reduce acceptable product. West Coast supplies are available in Fresno, Salinas, Santa Maria, and Watsonville, California. The season has ended in Baja, Mexico; new crop fall production will start in mid-September. MFC Zucchini and Yellow Squash are on the market.

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



strawberries

Expect markets to continue rising over the next 7 to 10 days. Stocks are declining as fields move past peak production. Fruit size is small/medium (20-24 per 1-pound clamshell). Quality will improve as ideal growing temperatures are forecast. MFC Strawberries are available.

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



tomatoes

Round tomato prices are up slightly due to rain/heat disrupting harvests along the East Coast. Demand has shifted to the West Coast. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is starting to climb. Size is dominated by small fruit (60-count); larger sizes are limited (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

Prices are elevated; volume has fallen due to erratic weather and quality issues. 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 ADAM WALKOVER
MARKON MEMBER CHEF

Q

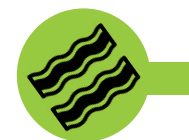
Grapes are a healthy, snack-friendly ingredient. What ways do you like to highlight this fruit on menus?

A

I love to roast grapes for a short amount of time, treating them like cherry tomatoes. Rub them with some good oil, fresh herbs, and pop them into a hot oven to get a nice char on the fruit. This really adds a new layer of smoky-sweet flavor!



Toss MFC Green Seedless Grapes and RSS Sliced Onions with olive oil; bake alongside chicken roasters; serve all with pan juices.



Garnish cold soups such as green gazpacho, honeydew, and cucumber with sliced MFC Grapes and slivered almonds.

TIPS FOR SERVING GRAPES:



- 1.** Serve MFC Red Seedless Grapes, sliced MFC Apples, pears, and figs on specialty cheese platters.
- 2.** Top pizza dough with MFC Lunch Bunch Grapes and crumbled Gorgonzola cheese; bake until crust is crisp and cheese is bubbly.
- 3.** Top rolled puff pastry with sliced sweet onions, halved MFC Green Grapes, fresh thyme, and Cheddar cheese; bake.

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.

Red Grape and Ricotta Toasts

Sweet and salty, these crostini make an excellent appetizer to split or light entree for one.

- 1 C ricotta cheese
- 1/4 C honey
- Pinch of kosher salt
- 2 T almonds, finely chopped
- 2 T Markon First Crop Basil, finely chopped
- 2 tsp. zest of Markon First Crop Lemons
- 2 C Markon First Crop Red Seedless Grapes
- 1 T olive oil
- Pinch of kosher salt
- 1 T Ready-Set-Serve Lemon Juice
- 1 T sherry
- 4 slices bread, toasted

Lightly whip ricotta, honey, salt, almonds, and zest together. Chill. Toss grapes, olive oil, and salt in a mixing bowl. Heat a skillet; when hot, add grapes and cook until just starting to burst. Deglaze with lemon juice and sherry (taking care not to ignite alcohol). Continue heating until liquid has cooked off. Plate by putting equal portions of ricotta on the slices of toasted bread, then topping with grapes.

Bright flavors and bold colors make this seared wild salmon with vegetables and pressed juice dish a standout on any health-focused, sophisticated menu.

