



FRESH CROP REPORT

WEEK OF AUGUST 21, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 39 pounds compared with 32 to 36 pounds).

Green Leaf, Iceberg, & Romaine

Supplies have been impacted by disease pressure and high temperatures, particularly in south Salinas Valley. Although stocks will remain adequate through the month of August, many growers are seeing reduced yields that are causing markets to rise.

Onions

Heavy rain has been falling in the Idaho/Oregon growing region this week. New crop onions are fresh run, meaning they come straight from the fields into production. Growers will require extra time to allow onions to dry. Expect limited availability through next week.



GREEN ONIONS

- The market is escalating.
- Persistently elevated temperatures are leading to low yields in the primary growing region of Mexicali, Mexico.

ORANGES

- California Valencia supplies are tightening; the majority of California growers anticipate supplies to be depleted by the end of September.
- Imported volume will rise over the next two to three weeks as shipments from Chile and South Africa increase.

POTATOES

- Storage stocks are nearly depleted, while new crop relief remains several weeks away.
- The next few weeks will be the most challenging for ordering potatoes on record. Historic pricing levels will be met daily.

FRESH CROP REPORT

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bell peppers
green/red

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

Green bell prices are weak. Red bell markets are stable. East Coast harvests are underway in Michigan, New Jersey, New York, Ohio, Kentucky, and Virginia; jumbo and extra-large sizes are most prevalent. California supplies are sufficient. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

The market is up slightly. Washington MFC Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. New crop California Galas are now on the market. The new crop Washington Gala season begins this week; the Golden Delicious season starts in mid-September. Quality is excellent: sugar levels are in the 12 to 14 Brix range.



asparagus

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

Prices are high. Large sizes are tight. Mexican supplies are limited due to hot, dry weather. Peruvian stocks are scarce. 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	///	*****	\$\$\$

Prices are a bit lower. The California season is ending, but stocks are adequate 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.



blackberries

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

The market is steady. The California growing season will end in a week or two. Quality is very good: fruit is plump and flavorful.



blueberries

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

It's a great time to buy blueberries—prices have fallen. The Pacific Northwest season is underway; supplies are ample. New crop quality is excellent: size is large and flavor is sweet yet tangy.

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broccoli

The market is weak. Local/regional production throughout the U.S. is pushing up volume. Quality is very good: florets are tight and flavor is verdantly earthy. MFC Broccoli is available.

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



cantaloupe

The market is low. California stocks are plentiful, especially large sizes. Quality is good: occasional wind scarring and ground spotting are issues. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

The market is weak. Local/regional production combined with California harvests are keeping volume high. 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

Prices are steady. Salinas Valley supplies are ample. 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

The market is unchanged. East Coast stocks are adequate, although Cubanelles are scarce. West Coast supplies are a bit more plentiful, but quality is not as consistent. The New Mexico Hatch chile season is in full swing.

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



cucumbers

Prices are level. Volume remains high in Baja, Mexico and on the East Coast. Quality is excellent, especially in new crop fields. MFC and ESS Cucumbers are available.

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



grapes

Domestic prices are stable. California-grown green and red seedless stocks are abundant. California-grown Markon First Crop Lunch Bunch Grapes are available. Quality is excellent.

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

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green leaf

The market is inching up. Supplies have been impacted by disease pressure and high temperatures, particularly in south Salinas Valley. Although supplies will remain adequate through the month of August, many growers are seeing reduced yields that are causing markets to rise. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices are stable. California stocks are ample; 5- and 6-count melons are increasing, while 8- and 9-counts are limited. Quality is very good: wind scarring is a minor issue. Sugar levels range between 10 and 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Supplies have been impacted by disease pressure and high temperatures. Although supplies are sufficient, reduced yields are causing markets to climb. 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

Prices are steady. Choice-grade fruit is abundant; markets for fancy grade stocks are slightly higher. Imported supplies are now on the market. MFC and ESS Lemons are available.

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



limes

The market is forecast to climb through mid-September. Supplies are tightening due to heat and humidity in Veracruz Mexico. 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 to carry into the Northwest season. Heavy rain has been falling in the Idaho/Oregon growing region. Growers will require extra time to allow onions to dry. Expect limited availability through next week. Utah stocks will hit the market by the end of the month. MFC Onions are available.

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



oranges

California Valencia supplies are tightening; most California growers anticipate supplies will be depleted by late September. Imported volume will rise over the next two to three weeks. Harvesting will start in Mexico, Florida, and Texas in late October/early November. MFC Valencia Oranges are available.

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



pears

The new crop California Barlett season is underway. Pack-outs are dominated by 120- and 135-count cartons. Size will increase through mid-September. The new crop Washington Bartlett season will begin next week, followed by Washington D'Anjou production in early September.

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

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pineapples

Costa Rican supplies are very tight; size substitutions may be required for order fulfillment. Expect high markets until volume returns to normal levels in early September.

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



red/yellow potatoes

New crop production continues to increase in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; prices have leveled. Harvesting will start in North Dakota and Washington by late September. MFC Red and Yellow Idaho Colored Potatoes are available.

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



potatoes

Idaho storage stocks are nearly depleted while new crop relief is still several weeks away. The next few weeks will be the most challenging for ordering potatoes on record. **Historic pricing levels will be met daily.** New crop production has begun in Washington, but it will take time for volume to reach adequate levels.

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



raspberries

The market is elevated. The California season is winding down. Harvesting will begin in Central Mexico soon. Quality remains very good: berries are plump and sweet.

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



romaine

Prices are inching up. Supplies have been impacted by disease pressure and high temperatures, particularly in south Salinas Valley. Although supplies will remain adequate through the month of August, **many growers are seeing reduced yields that are causing markets to rise.** Markon inspectors are ensuring only the best lots are packed in MFC Premium Romaine Lettuce cartons.

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



salads & blends

The market for raw product iceberg and romaine is unchanged. Salinas Valley supplies are ample. 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

Prices are fairly level. Salinas Valley stocks are sufficient. Quality is good: mechanical damage and yellowing are minor problems. RSS Conventional and Organic Spring Mixes are available.

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



tomatoes

The East Coast market is slightly higher than last week; demand has shifted to the West Coast where prices are stable. Quality is very good. MFC Tomatoes are available.

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



squash

Markets are up slightly. **California has steady volume but East Coast supplies are reduced due to recent weather.** Mexico's Baja Peninsula stocks are limited as some growers have finished until mid-September. MFC Zucchini and Yellow Squash are on the market.

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



tree fruit

Prices are up. Size is dominated by small fruit (60-count); larger sizes are tightening (54- and 56-count). The domestic season will wind down at the end of next month. Quality is very good: sugar levels are high.

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



strawberries

Prices are elevated. California fields are past peak production. Fruit size is small/medium (20-24 per 1-pound clamshell). Quality is very good. MFC Strawberries are available.

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



watermelon

The market remains high; erratic weather has caused quality problems and reduced yields. 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

Tomatoes are at home on menus across the foodservice spectrum. What are your favorite casual and upscale suggestions?

A

Tomatoes are another versatile ingredient. At the peak of ripeness, I use MFC Tomatoes in a simple, savory jam. This tangy condiment works well on charcuterie boards, on burgers, and to dip fries.



Add roasted and finely chopped MFC jalapenos, chopped MFC Tomatoes, minced MFC Red Onion, and RSS Lime Juice to RSS Avocado Pure Pulp; serve with chips.



I like to plate thick vine-ripened tomato slices on classic BLT sandwiches as well.

TIPS FOR SERVING HONEYDEW MELONS:



- 1.** Add chopped honeydew, cucumber, mint, and baby dill to cooked couscous; serve with grilled meat kebabs.
- 2.** Wrap slices or chunks of honeydew and cantaloupe with salty prosciutto.
- 3.** Blend honeydew puree with coconut milk and fresh mint for a refreshing summer soup.

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.

Tomato, Cucumber, and Bell Pepper Salad

This Mediterranean-style salad is packed with the sweet, zesty flavors of summer.

- 8 MFC Roma Tomatoes, chopped
- 2 MFC Cucumbers, peeled and chopped
- 2 MFC Red Bell Peppers, chopped
- ½ C MFC Basil, chopped
- ½ C balsamic vinaigrette

Toss all ingredients together and serve garnished with fresh basil leaves.

The perfect blend of sweet and salty, these appetizers are ideal for a pre-dinner appetizer or fresh bar snack.

