



FRESH CROP REPORT

WEEK OF AUGUST 28, 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 39 to 45 pounds).

Cilantro

Favorable growing conditions have led to increased yields and limited quality concerns. **Expect steady markets through August with lower markets in September.**

Potatoes

Supply challenges persist in the Northwest. The bulk of Idaho harvesting will not begin until next week. **Expect highly elevated markets and tight supplies to persist into September.**

CUCUMBERS

- Supplies are tight due to heavy rains in Mexico and reduced volume on the East Coast.
- Markets are higher.

GREEN LEAF

- Markets are forecast to continue to climb over the next 7 to 14 days.
- Warm weather, particularly in southern Salinas Valley have resulted in dense heads, fringe burn, pest pressure, and weak tip, reducing harvestable yields and shelf-life.

BROCCOLI

- Prices are rising.
- Demand for West Coast broccoli is strong; poor quality and lower yields from Mexico are driving the market upwards.

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apples

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

Prices are a bit higher as the storage crop season winds down. Washington MFC Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples remain available. New crop California and Washington Galas are now on the market. The new crop Washington season starts in mid- to late September, depending on variety. Sugar levels are in the 12 to 14 Brix range.



asparagus

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

The market is elevated. Central Mexican volume has plummeted due to heavy rains and flooding. Stocks aren't expected to return to normal until mid-October. Peruvian supplies are limited. Quality is 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 stable. The California season is winding down. Supplies are meeting demand out of 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	///	*****	\$\$\$

Overall markets are level. Demand is stronger for red bells. East Coast volume is strongest out of Michigan, with moderate availability in New Jersey, New York, Ohio, Kentucky, and Virginia. Mexican production is limited due to heavy rains. California stocks are increasing in Hollister and Fresno; yellow bells will hit the market this week. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices are steady. The California growing season is on its last leg, but Mexican product is meeting demand. Quality is very good: fruit is plump and flavorful.



blueberries

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

The market is weak. The Pacific Northwest season is underway; stocks continue to increase. New crop quality is excellent: size is large and flavor is sweet yet tangy.

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broccoli

Prices are rising. Demand for West Coast broccoli is strong; poor quality and lower yields from Mexico are driving the market upwards. Overall industry supplies are adequate, but will become tighter through early September. MFC Broccoli is available.

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



cantaloupe

The market is weak. California supplies are ample, especially large sizes. Quality is good: wind scarring and ground spotting are occasional problems. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

Prices are inching up. Local/regional production as well as California harvests are past peak volume for the summer. 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 level. Salinas Valley stocks are abundant in California and Michigan. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

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



chile peppers

Prices are fairly steady. East Coast supplies are sufficient, although Cubanelles remain tight. West Coast stocks are adequate in Baja and California. Serrano quality is suffering due to recent flooding. The New Mexico Hatch chile season is underway.

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



cucumbers

Expect higher prices over the next one to two weeks; supplies are tight due to heavy rains in Mexico and reduced volume on the East Coast. New Jersey will harvest new fields this week, assisting overall volume heading into the weekend. MFC and ESS Cucumbers are available.

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



grapes

Domestic markets are low. California-grown green and red seedless supplies are ample. 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 forecast to continue to climb over the next 7 to 14 days. Warm weather, particularly in southern Salinas Valley have resulted in dense heads, fringe burn, pest pressure, and weak tip, reducing harvestable yields and shelf-life. MFC Premium Green Leaf Lettuce is available.

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



honeydew

The market is unchanged. California supplies are plentiful, especially 5- and 6-count melons, while 8- and 9-counts are scarce. Quality is very 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 a bit higher. Industry stocks have been impacted by disease pressure and high temperatures. 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. Choice-grade fruit is most plentiful; prices for fancy grade supplies are a bit higher. Imported stocks are now on the market. MFC and ESS Lemons are available.

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



limes

Prices are elevated. Stocks are limited 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

Prices will remain elevated over the next few weeks. MFC Onions are being shipped from Idaho, Oregon, and Washington. Medium and jumbo sizes dominate availability. Utah -grown supplies will hit the market in early September.

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



oranges

California Valencia stocks are limited; most growers predict the season will end in late September. Imported volume is climbing. Harvesting will begin 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 and Washington Barlett seasons have begun. Supplies are dominated by 120- and 135-count cases. Size will increase through mid-September. New crop Washington D'Anjou production will start in early September. Quality ranges from very good to excellent.

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

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pineapples

Costa Rican stocks remain tight; size substitutions may be required for order fulfillment. Elevated prices are forecast until volume returns to normal levels in early September.

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



red/yellow potatoes

New crop volume continues to rise in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; the market has stabilized. Production will begin 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

Supply challenges persist in the Northwest. Expect highly elevated markets and tight supplies to persist into September. Expect new crop Idaho Burbank harvesting to begin in late September/early October; shipping out of storage will start in late October/early November.

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



raspberries

Prices are high. The California season is nearly over. Production will start in Central Mexico soon. Quality remains very good: berries are plump and sweet.

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



romaine

The market is slightly higher. Stocks continue to be impacted by disease pressure, especially in South Salinas Valley. Although stocks are sufficient, many growers are reporting lower volume that is causing prices to inch up. 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 level. Salinas Valley stocks are meeting demand. 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

Strong demand is driving up prices. The East Coast summer season is winding down; volume is falling. Heat has affected supply levels in Santa Maria, California. Yellow squash shelf-life may be affected. Stocks are extremely tight out of Mexico's Baja Peninsula. MFC Zucchini and Yellow Squash are on the market.

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



strawberries

The market remains high. California volume is low. Quality is very good: fruit size is small/medium (20-24 per 1-pound clamshell). MFC Strawberries are on the market.

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



tomatoes

Prices are poised to climb. East Coast supplies are tightening; heat and rain have impacted quality. Relief isn't expected until the fall Florida crop starts in October. West Coast volume is average; fewer acres were planted this year due to water restrictions. Stocks are tight in Baja, but production is increasing in the Jalisco and San Luis Potosi areas. Quality ranges from good to very good. MFC Tomatoes are available.

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



tree fruit

The market is rising. Size is dominated by small fruit (60-count); larger sizes are limited (54- and 56-count). The domestic season will wrap up in a few weeks. Quality is very good: sugar levels are high.

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



watermelon

Prices are elevated; recent quality problems reduced remaining volume. 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

Green beans can be incorporated into many savory dishes. Name a few of your favorite ways to serve this item.

A

I am a big fan of roasted green beans. Simply toss in extra-virgin olive oil, MFC Herbs, RSS Peeled Garlic, salt, and pepper then roast until crispy. Another dish I like this season is blanched green beans with ripe summer melons, Feta or goat cheese, and MFC Mint—drizzle with high-quality oil and balsamic crema glaze.



Top steamed RSS Trimmed Green Beans with grated cheese, house-made breadcrumbs, and MFC Tarragon; broil until browned.



Stir-fry RSS Trimmed Green Beans and strips of MFC Red Bell Peppers in a hot wok; deglaze with soy sauce, sesame oil, and mirin.

TIPS FOR SERVING GREEN BEANS:



- 1.** Toss oven-roasted RSS Trimmed Green Beans in Parmesan cheese for a delicious French fry alternative.
- 2.** Wrap steamed bundles of RSS Trimmed Green Beans in prosciutto and sear until meat is crisp. Top with crumbled goat cheese and minced MFC Bell Peppers.
- 3.** Green beans pair well with a wide variety of flavors, including red meats, potatoes, onions, and garlic.

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.

Swordfish with Sea Beans

Wow your customers with this meaty swordfish-sea bean combination plated in a geometric presentation.

- 16 oz. swordfish steaks cut into eight two-ounce cubes
- 1/4 C sesame oil, split
- 1/4 C low-sodium soy sauce
- 1/2 lb. sea beans, lightly sauteed
- 1/4 lb. cranberry beans, lightly sauteed
- 1/4 C Markon First Crop Chives, snipped
- Edible flowers for garnish

Marinate swordfish cubes in two tablespoons sesame oil and the soy sauce. Heat a large skillet; using marinade, sear the fish on all sides. Reserve. Heat remaining two tablespoons sesame oil and sauté sea beans and cranberry beans for one to two minutes. Cut beans to same length as fish cube height. Place a square, greased mold in the center of a serving plate. Arrange two fish cubes, chopped sea beans, and cranberry bean tips inside mold (make sure it is tightly packed). Garnish with chives and edible flowers. Repeat three more times. Remove molds right before serving to preserve shape.

Fresh cantaloupe, honeydew, and watermelon check all the boxes for a healthy dessert: vitamin-rich, low carb, gluten-free, vegan, and delicious! Garnish with subtly spicy Thai basil for a sophisticated touch.

