



FRESH CROP REPORT

WEEK OF SEPTEMBER 4, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Green Leaf Lettuce weights are higher on average than the rest of the industry (22 to 26 pounds compared with 19 to 23 pounds).

Potatoes

Supply challenges persist in the Northwest. Demand outpaces yields and pack-outs. Expect highly elevated markets and tight supplies to persist for the next several weeks.

Limes

Markets have leveled out after several weeks of rising costs and lower yields caused by tropical storms and humidity in the Mexican growing regions.



CALIFORNIA STRAWBERRIES

- Prices are elevated.
- Expect stocks to continue to decline over the next two to three weeks as the Salinas/Watsonville season is past peak production.

TOMATOES

- The market continues to rise.
- Rain along the East Coast and Mexico has reduced overall supply, shifting demand towards California.

LETTUCES

- California green leaf, iceberg, and romaine supplies have been impacted by disease pressure and higher-than-normal temperatures, particularly in South Salinas Valley.
- Prices continue to climb.

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bell peppers
green/red

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

Prices are stable. East Coast production is going strong in Michigan, New Jersey, New York, and North Carolina. Volume has dipped slightly in Gilroy, California as growers shift to new fields. Canadian greenhouse yields are lower due to cloudy weather. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

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

The market continues to inch up as the storage crop season ends. MFC Fuji and Golden Delicious Apples are extremely tight. Washington MFC Granny Smith and Red Delicious Apples will remain available until the new crop season begins in mid- to late September. New crop California and Washington Galas are now on the market.



asparagus

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

High prices persist. Central Mexican supplies are extremely tight due to heavy rains and flooding. Volume isn't forecast to return to normal until mid-October. Peruvian stocks are scarce. Quality is good: stalks are straight with tight tips and grassy flavor. MFC Asparagus is available.



avocados

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

Prices are holding steady. The California season is wrapping up, but yields are meeting demand 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 level. Production is Increasing in Watsonville, California. Overall numbers will rise as fruit is being transferred from Central Mexico as well. Quality is very good: berry size is large.



blueberries

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

Prices are low. The Pacific Northwest season is in full swing; volume is increasing. New crop quality is excellent: size is large and flavor is sweet yet tangy.

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broccoli

The market is up due to strong West Coast demand and tight stocks from Mexico. Expect industry supplies to become tighter through mid-September. MFC Broccoli is available.

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



cantaloupe

Low prices persist. California growers are harvesting in Fresno and San Joaquin County. Large sizes are more readily available; 12- and 18-count melons are tight. Quality is good: wind scarring and ground spotting are minor issues. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

The market is rising. Stocks are tightening as the summer starts to wind down. 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 unchanged. Stocks are plentiful in Salinas, California as well as Michigan. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

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



chile peppers

The market is level. East Coast stocks are adequate, with the exception of Cubanelles, which remain limited. West Coast volume is average in Baja and California. Serrano quality is suffering due to recent flooding. New Mexican Hatch chiles will remain available for a few more weeks.

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



cucumbers

The market has stabilized despite strong demand. Stocks are tightening in Michigan, New Jersey, and New York, but late summer/early fall production has begun in North Carolina. Heavy rains have slowed Mexican harvests, but supplies should rebound later this week. Quality has remained very good despite the poor weather. MFC and ESS Cucumbers are available.

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



grapes

Prices are weak. California-grown green and red seedless volume is high. 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 up as the Salinas Valley braces for another heat wave. High temperatures are causing 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

Prices are level. California stocks are being harvested in Fresno and San Joaquin County where 5- and 6-count melons are most abundant; 8- and 9-counts are tight. Quality is very good: wind scarring is slight issue. MFC Honeydew Melons are available.

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



iceberg

Markets will rise as another round of hot weather is forecast for the Salinas Valley region. Industry supplies have been affected by disease pressure and INSV presence. MFC Premium Iceberg Lettuce is sporadic due to low weights; Markon Best Available® is being substituted as necessary.

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



lemons

Prices are steady. Choice-grade fruit is abundant; The market for fancy grade stocks is a bit higher. Imported stocks are available. MFC and ESS Lemons are on the market.

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



limes

Markets have leveled out after several weeks of rising costs and lower yields caused by tropical storms and humidity in the Mexican growing regions. High-quality supplies will remain tight until weather improves in late September. MFC and ESS Limes are available.

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



onions

High markets are forecast for several weeks; demand is strong and supplies are tight. MFC Onions are being shipped from Idaho, Oregon, and Washington. Medium and jumbo sizes dominate availability. Utah -grown supplies will become available in a week or two.

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



oranges

California Valencia supplies are extremely tight; most growers forecast the end of the season in late September. Imported stocks are increasing. Production will start in Mexico, Florida, and Texas in late October/early November. MFC Valencia Oranges are available.

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



pears

New crop California Barlett stocks are on the market. Harvests are dominated by 120- and 135-count fruit. Size will increase through mid-September. Washington Bartless will start shipping next week The new crop Washington D'Anjou season will begin in late September. Quality ranges from very good to excellent.

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

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pineapples

The market remains elevated but will start easing as fall production gets underway. Costa Rican supplies are limited; size substitutions may be required for order fulfillment.

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



red/yellow potatoes

New crop supplies are reaching adequate levels in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; prices are steady. Harvesting will start in North Dakota and Washington later this month. MFC Red and Yellow Idaho Colored Potatoes are available.

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



potatoes

The market is elevated; **stocks are expected to remain extremely tight for the next several weeks**. New crop harvests are dominated by small-size potatoes (80- thru 120-count supplies). U.S. No. 2 volume is low. MFC Norkotah Potatoes are available.

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



raspberries

The market has eased; supplies will be at peak levels for the next four to six weeks. Growers are harvesting in Adelita, Mexico and Watsonville, California. Quality is very good: berries are large, firm, and sweet.

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



romaine

The market is up as the Salinas Valley braces for another heat wave. High temperatures are causing dense heads, fringe burn, pest pressure, and weak tip, reducing harvestable yields and shelf-life. 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 inching up. Salinas Valley fields are battling intense heat and INSV. 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 holding steady. Salinas Valley stocks are sufficient. Quality is good: mechanical damage and yellowing are slight issues. RSS Conventional and Organic Spring Mixes are available.

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



squash

Expect high markets until the fall season starts in Georgia. The East Coast summer season is ending; supplies are tightening. High temperatures have reduced supply levels in California. Yellow squash shelf-life may be affected. Supplies are limited out of Mexico's Baja Peninsula. MFC Zucchini and Yellow Squash are on the market.

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



strawberries

Prices are elevated; supplies remain tight. **Expect stocks to continue to decline over the next two to three weeks** as the Salinas/Watsonville season is past peak production. Size currently ranges from small to medium (20-to 24-count per 1-pound clamshell). The fall crop is expected to begin in mid-September; low numbers are being reported now, but the crop is expected to come on quickly and steadily increase over the next month. MFC Strawberries are available.

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



tomatoes

Markets will continue to rise for the next two weeks. Rain along the East Coast and Mexico has reduced overall supply, shifting demand towards California. Water restrictions led California growers to plant fewer Roma and mature green tomatoes this year. Mexican Roma, cherry, and grape tomatoes are very limited; farmers are assessing and recovering from monsoon rains and flooding. Quality ranges from good to very good. MFC Tomatoes are available.

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



tree fruit

Prices are elevated. Size is dominated by small fruit (60-count); larger sizes are limited (54- and 56-count). The domestic season is starting to wind down. Quality is very good: sugar levels are high.

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



watermelon

The market is high; recent weather-induced quality issues 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 PATRICK
MITCHELL
MARKON MEMBER CHEF

Q

Onions are used in nearly every type of cuisine and savory day part. What's our favorite way to highlight its pungent flavor?

A

I love onions and the many ways they can enhance different dishes. I love the way raw sweet onions add a subtle bite to a cold pasta dish, a couscous bowl, or a green salad. A thin slice of raw onion on a burger, sandwich or hot dog makes all the difference in the world.



I love cooked onions also. Sweat down thinly sliced onions and add a little fennel with it. It works great as a base under a piece of fish.



Or blister smaller onions in a pan with olive oil then roast in the oven or grill with global seasonings.

TIPS FOR SERVING MFC TRIMMED LEEKs:



1. Add chopped leeks and smoked salmon while scrambling eggs and cream; serve with snipped chives.
2. Arrange halved leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.
3. Steam halved leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and chervil.

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.

Cream of Leek & Potato Soup with Crispy Leeks

Topped with roasted crispy leeks, this soup is light and flavorful – inspired by spring! Serve hot or cold.

2 T	Butter
2 bunches	MFC Trimmed Leeks, sliced (white and light green parts only)
1/2 tsp. each	Sea salt and pepper, divided
4 C	Sodium-reduced vegetable broth
1 lb.	MFC Potatoes, peeled and chopped
2	Sprigs of MFC Thyme
2	MFC Bay Leaves
2 T	35% whipping cream
2 T	Ready-Set-Serve Lemon Juice
Pinch	Ground nutmeg
4 tsp.	Canola oil
1 tsp.	All-purpose flour
4 tsp.	Finely chopped MFC Chives

Preheat oven to 425°F. Melt butter in saucepan set over medium heat; cook half of the leeks and 1/4 tsp each salt and pepper for 8 to 10 minutes or until lightly golden brown and tender. Stir in broth, potatoes, thyme and bay leaves; bring to boil. Reduce heat to medium-low; cook for 15 to 18 minutes or until potatoes are tender. Remove thyme and bay leaves. Stir in cream; cook for 1 to 2 minutes or until heated through. Using hand blender, purée until smooth. Stir in lemon juice and nutmeg. Meanwhile, pat remaining leeks dry with paper towel; toss with oil. Sprinkle with flour and remaining salt; toss until evenly coated. Arrange in single layer on parchment paper-lined baking sheet. Bake, turning once, for 8 to 10 minutes or until golden brown. Let cool completely. Divide soup among 4 bowls. Top with crispy leeks, chives, and remaining pepper.



As delicious in taste as they are beautiful in presentation, these blossomed onions are a healthier version of the fried favorite.

