



FRESH CROP REPORT

WEEK OF SEPTEMBER 11, 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 24 to 35 pounds).

Green Onions

Demand for green onions remains strong, far exceeding supply. **Expect markets to remain elevated through mid-October at minimum, pending additional extreme heat conditions.**

Excessive California Heat

Most major California growing regions, including the Salinas Valley, reached the peak of the current heat wave this past weekend, with daytime highs that reached well into the 90°s near the coast to over 110° inland. **These temperatures are 15°-30° above seasonal averages and will absolutely have a negative effect on the quality and shelf-life of row crops such as broccoli, lettuce, strawberries, and tender leaf items.**



CUCUMBERS

- Supplies are tight as northern summer growing regions start to wind down.
- Markets are strong.

STRAWBERRIES

- California's heat wave will impact all growing regions. Higher-than-normal day and nighttime temperatures will stress fruit and tighten supplies. Markets will remain elevated.
- Prices are elevated.

BASIL

- West Coast basil supplies are tightening due to extreme heat; tip burn is a quality concern.
- Markon recommends ordering for quick turnaround.

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apples

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

The Washington storage crop season is wrapping up. MFC Fuji and Gala Apples are depleted. Washington MFC Golden Delicious, Granny Smith, and Red Delicious Apples will remain on the market until the new crop season starts (by late September). New crop California and Washington Galas are now available.



asparagus

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

The market is up. Central Mexican stocks remain scarce due to heavy rains and flooding. Supplies will remain tight until mid-October. Peruvian volume is low. 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 stable. Although the California summer season continues to wind down, supply is meeting demand. Volume is steady in Mexico. 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 market is level. East Coast harvests are still underway in Michigan, New Jersey, New York, and North Carolina. California growers have shifted to new crop fields; volume should inch back up soon. Canadian greenhouse supplies are limited. Hurricane Kay may delay harvests and tighten future supplies. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

Prices are steady. Growers in Watsonville, California are reporting high volume. Imported fruit is being transferred from Central Mexico as well. Quality is very good: berry size is large.



blueberries

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

The market is weak. Washington supplies are winding down, but growers in Oregon will ship for another few weeks. The East Coast seasons will wind down as cooler fall weather moves in. Although rain has slowed ripening in Mexico, stocks will slowly increase over the next few months. Quality is very good: size is large and flavor is sweet yet tangy.

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broccoli

Strong West Coast demand is keeping volume low. Industry stocks are forecast to remain tight for another week or two. Quality is wavering due to extreme heat. MFC Broccoli is available.

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



cantaloupe

The market is weak. California production is centered in Fresno and San Joaquin County. Large sizes are most plentiful; 12- and 18-count melons are limited. 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 up. Stocks are tightening as the summer starts to wind down. High California temperatures are affecting quality. ESS Cauliflower is on the market.

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



celery

The market is stable. Supplies are ample 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

Prices are fairly steady. Rain and flooding on the East Coast and in Baja, Mexico (Hurricane Kay) could tighten supplies in the near future. The New Mexican Hatch chiles season has ended until 2023.

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



cucumbers

Prices are strong: supplies are tight as northern summer growing seasons start to wind down. The summer growing regions of Michigan, Ohio, and New York are past peak production; overall quality and supply levels have diminished. Hurricane Kay may tighten Mexican stocks. MFC and Markon ESS Cucumbers are limited; packer label may be substituted as necessary.

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



grapes

The market is low. California-grown green and red seedless supplies are abundant. California-grown Markon First Crop Lunch Bunch Grapes are on the market. Quality is excellent: fruit is plump and sweet. Green seedless sugar levels range from 17 to 19 Brix, while red seedless vary from 18 to 20 Brix.

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

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green leaf

Persistent heat is tightening supplies in the Salinas Valley. Extremely hot weather is 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

The market is stable. California production is focused in Fresno and San Joaquin County where 5- and 6-count melons are most plentiful; 8- and 9-count melons are tighter. Quality is very good: wind scarring is an occasional problem. MFC Honeydew Melons are available.

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



iceberg

Prices are up. Persistently hot weather is reducing yields in 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 needed.

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



lemons

The market is level. The California Coast is the current growing region; the majority of harvested fruit is choice grade. Prices for fancy grade supplies are inching up. Quality is good. MFC and ESS Lemons are on the market.

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



limes

Prices are inching down after weeks of lower yields caused by tropical storms and humidity in the Mexican growing regions. High-quality stocks will remain limited until weather improves in late September. MFC and ESS Limes are available.

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



onions

Prices are elevated; demand is strong and volume is low. MFC Onions are being shipped from Idaho, Oregon, and Washington. Medium and jumbo sizes dominate availability. Utah-grown stocks are now entering the market.

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



oranges

The market is steady at high levels. The California Valencia season will run through late September. Imported stocks are increasing. Domestic Navels are expected to begin shipping in mid-October. Demand remains strong. MFC Valencia Oranges are available.

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



pears

The new crop California Bartlett season is underway. Production is dominated by 120- and 135-count fruit. Size will increase through September. Washington Bartletts are entering the market this week. The new crop Washington D'Anjou season will start later this month. Quality ranges from very good to excellent.

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

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pineapples

Although markets have been elevated for quite some time, fall production is set to begin; volume is low but is set to rise. Quality will improve.

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



red/yellow potatoes

New crop stocks are sufficient in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; the market is level. Production will begin 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

High prices persist; supplies will remain extremely limited for the next two weeks. Markets for small-size potatoes (80- through 120-count stocks) will inch down first; prices for larger sizes will hold strong. U.S. No. 2 stocks remain tight. MFC Norkotah Potatoes are available.

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



raspberries

Prices are low; the season is at its peak. 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

Persistent heat in the Salinas Valley has pushed up markets and caused quality problems such as dense heads, fringe burn, pest pressure, and weak tip. Markon inspectors are ensuring only the best lots are packed in MFC Premium Romaine Lettuce cartons.

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



salads & blends

Markets for raw product iceberg and romaine are climbing. High temperatures continue to plague the Salinas Valley fields; volume has fallen. 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 steady to slightly higher. Salinas Valley volume is average. Quality is average: hot weather is affecting some lots. RSS Conventional and Organic Spring Mixes are available.

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



squash

Prices are elevated. The fall season will begin in Georgia soon, easing demand somewhat. The East Coast summer season is ending; yields are tightening. High temperatures are lowering California volume. Yellow squash shelf-life may be affected. Stocks are tightening in Mexico's Baja Peninsula. MFC Zucchini and Yellow Squash are on the market.

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



strawberries

Markets are elevated. California's heat wave will impact all growing regions. Higher-than-normal day and nighttime temperatures will stress fruit and tighten supplies. Sizing is expected to be 20 to 24 pieces per one-pound clamshell. Quality concerns include bruising and soft tips. MFC Strawberries are available.

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



tomatoes

High prices persist. Stocks are limited on the East Coast and in Mexico; demand has shifted towards California. Water restrictions led California growers to plant fewer Roma and mature green tomatoes this year. Mexican Roma, cherry, and grape tomatoes remain limited; Hurricane Kay may further delay harvests. Quality ranges from good to very good. MFC Tomatoes are available.

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



tree fruit

The market is up as the season is winding down. Size is dominated by small fruit (60-count); larger sizes are scarce (54- and 56-count). Quality is very good: sugar levels are high.

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



watermelon

Prices are elevated; supplies are limited. 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

Fall is near—which ingredients do you suggest to transition from summer to autumn seasonal menus?

A

Fall and winter vegetables have so much more depth and intensity than those of other seasons. When the weather starts to turn, I start craving root vegetables like beets, parsnips, turnips, and rutabagas.



Use them for roasting, braises, and stews. Brussels sprouts are also a fall favorite: roasted, steamed, or sautéed leaves for a pop of color and earthy flavor.



The hearty texture, bright color, and mildly sweet flavors of winter squash (whether roasted, mashed, or pureed), are delicious seasonal cues that fall has arrived.

TIPS FOR SERVING ONIONS:



- 1.** Add caramelized onions and braised short rib meat to grilled cheese sandwiches.
- 2.** Caramelize onions; simmer in mushroom stock with thyme-cROUTONS; top with Gruyere cheese; broil until bubbly.
- 3.** Mix chopped MFC Strawberries, cubed RSS Avocado Halves, minced MFC Yellow Onions, minced jalapeno chile peppers, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; serve with grilled snapper.

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.

Jackfruit Tacos with Ready-Set-Serve Heart-Y Slaw

Spicy jackfruit mimics pulled pork without all of the fat and cholesterol. Top these on-trend tacos with crunchy, creamy slaw for the perfect hand-held treat.

2 Ready-Set-Serve Avocado Halves
3 tomatillos, charred and chopped
2 Tbsp. Ready-Set-Serve Lime Juice
2 cloves Ready-Set-Serve Peeled Garlic
1/4 C cilantro, chopped
1 tsp. cumin, ground
1 tsp. kosher salt
1/4 tsp. cayenne pepper
2 Tbsp. avocado oil
16 oz. Ready-Set-Serve Heart-Y Slaw
16 oz. prepared jackfruit with barbeque sauce
8 corn tortillas, grilled

Blend avocados, tomatillos, lime juice, garlic, salt, and cayenne in a food processor. With the machine running, drizzle in oil. Process until emulsified and smooth.

Toss dressing with slaw. Fill each tortilla with equal parts barbecue jackfruit and slaw; serve.

A dream crostini appetizer for gluten-free diners, these sweet potato rounds are topped with a variety of flavors and textures, making it a scrumptious bite.

