



FRESH CROP REPORT

WEEK OF SEPTEMBER 18, 2022



MARKON
ESSENTIALS

HIGHLIGHTS

Markon First Crop® (MFC)

MFC Premium Romaine Lettuce weights are higher on average than the rest of the industry (37 to 39 pounds compared with 31 to 36 pounds).

California Strawberries

California's heatwave will continue to impact all strawberry growing regions. Markets are expected to start easing as early as next week, barring any unforeseen weather conditions.

Onions

MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. Early pack-out size is dominated by medium and jumbo sizes; colossal and super colossal onions are limited. Size will gradually increase as harvesting progresses.



POTATOES

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

BROCCOLI

- Prices are poised to rise.
- Excessive heat in the Salinas Valley growing region has increased quality challenges, reducing volume.

ASPARAGUS

- Markets remain elevated as growers transition production from Central Mexico to Northern Baja.
- Peruvian supplies (into Florida) are increasing.

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apples

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

The Washington storage crop season continues to wind down; MFC Fuji and Gala Apples have been depleted. Washington MFC Golden Delicious, Granny Smith, and Red Delicious Apples will remain available until growers start shipping new crop supplies in late September. New crop California and Washington Galas are on the market.



asparagus

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

Prices remain elevated as growers transition production from Central Mexico to Northern Baja. Peruvian supplies (into Florida) are increasing. 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 level. The California summer season is wrapping up, but stocks remain sufficient. Mexican and Peruvian supplies are adequate. Quality is very good. 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	///	*****	\$\$\$

Prices are slightly higher. The Michigan, New Jersey, and New York seasons will start wrapping up as fall weather cools; harvesting will move south. The California heatwave slowed production but volume is poised to return to normal levels. Canadian greenhouse stocks are tight. Hurricane Kay has delayed harvesting in Mexico. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

The market is unchanged; supplies are abundant out of Watsonville, California. Imported fruit is being transferred from Central Mexico. Quality is very good: berry size is large.



blueberries

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

Prices are low. The Washington season is ending, but growers in Oregon will harvest through the month. 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

The market is poised to rise due to increased quality challenges following excessive heat in the Salinas Valley growing region. Brown bead, dehydration, hollow core, and yellow shading are issues reducing harvestable yields. Rain has hindered harvests in Mexico. MFC Broccoli is sporadic; Markon Best Available® (MBA) is being packed where necessary.

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



cantaloupe

Prices are average. California growers are harvesting in Fresno and San Joaquin County. Large sizes are ample; 12- and 18-count melons are tighter. Quality is good; wind scarring and ground spotting are slight issues. Sugar levels range between 10 and 14 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

The market is elevated. Supplies are limited; the summer season is past its peak. Excessively hot California weather is reducing yields and affecting quality. ESS Cauliflower is on the market.

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



celery

Prices are unchanged. Volume is high in Salinas, California. The Michigan season will run through mid- to late October. 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 climbing. Rain and flooding from Hurricane Kay have hindered production in Baja, Mexico. Extreme California heat has lowered West Coast volume and put more pressure on Mexican crops. Quality may be erratic for several weeks.

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



cucumbers

Prices are elevated; volume is falling as northern summer growing seasons are wrapping up. The summer growing regions of Michigan, Ohio, and New York are past peak production; overall quality and supply levels have diminished. Hurricane Kay has affected Mexican volume. MFC and Markon ESS Cucumbers are sporadic; packer label may be substituted as needed.

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



grapes

Weak prices persist. California-grown green and red seedless stocks are plentiful. California-grown Markon First Crop Lunch Bunch Grapes are available. 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

The market is up a bit. The recent heatwave has lowered yields in the Salinas Valley. Industrywide quality problems include dense heads, fringe burn, pest pressure, and weak tip. MFC Premium Green Leaf Lettuce is sporadic; MBA is being packed where necessary.

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



honeydew

Prices are stable. California growers are harvesting in Fresno and San Joaquin County; 5- and 6-count melons are ample; 8- and 9-count melons are tighter. Quality is very good; wind scarring is a minor issue. MFC Honeydew Melons are available.

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



iceberg

High markets persist. The recent heatwave has tightened supplies in the Salinas Valley. Industry supplies have been affected by disease pressure and INSV presence. MFC Premium Iceberg Lettuce is sporadic due to low weights; MBA is being packed where necessary.

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



lemons

Prices are unchanged. Growers continue to harvest on the California Coast; choice-grade fruit dominates supplies. The fancy-grade market is a bit higher. Quality is good. MFC and ESS Lemons are available.

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



limes

The market is elevated. Heavy rain in Veracruz, Mexico is delaying harvests and affecting quality. Rain damage may be an issue in the upcoming weeks. MFC and ESS Limes are available.

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



onions

MFC Onions are being shipped out of Idaho, Oregon, Utah, and Washington. Early pack-out size is dominated by medium and jumbo sizes; colossal and super colossal onions are limited. Size will gradually increase as new crop harvesting progresses. Growers will begin to pack and ship onions out of storage in early October.

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



oranges

Prices are high. The California Valencia season will end in a few weeks. Imported supplies are sufficient. Domestic Navels are forecast to start shipping in mid-October. Demand is strong. MFC Valencia Oranges are on the market.

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



pears

Growers are shipping new crop California Barletts. The crop is dominated by 120- and 135-count fruit. Size will increase through September. Washington Bartletts are now available. New crop Washington D'Anjou production will begin later in a week or two. Quality ranges from very good to excellent.

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

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pineapples

High prices persist but will start to inch down now that fall harvesting has begun. Supplies will increase in early October. Quality will improve as well.

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



red/yellow potatoes

New crop supplies are increasing in Arizona, California, Idaho, Minnesota, Texas, and Wisconsin; prices are stable. Harvesting will start in North Dakota and Washington by the end of the month. 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. Demand continues to outpace harvest yields and pack-outs. **Expect highly elevated prices and tight supplies for the next several weeks.** New crop harvests continue to be dominated by small-size potatoes. MFC Norkotah Potatoes are available.

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



raspberries

The market is weak; production 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

Prices are up. The recent Salinas Valley heatwave has reduced yields and caused industrywide quality problems such as dense heads, fringe burn, pest pressure, and weak tip. MFC Premium Romaine Lettuce is sporadic due to low weights; MBA is being packed where necessary.

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



salads & blends

Markets for raw product iceberg and romaine are rising. Excessive heat in the Salinas Valley reduced industry volume. 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 up slightly. Salinas Valley stocks are adequate. Quality is good: the recent heatwave caused yellowing in some lots. RSS Conventional and Organic Spring Mixes are available.

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



squash

The California market is down substantially; recent hot weather has increased volume. Shelf-life may be affected, especially in yellow squash. The East Coast summer season is ending; supplies will increase once the fall season starts in Georgia. Hurricane Kay has tightened Mexican supplies.

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



strawberries

California's heatwave will continue to impact all growing regions. Size is small (20 to 24 per one-pound clamshell). **Prices are expected to start easing as early as next week**, barring any unforeseen weather conditions. MFC Strawberries are available.

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



tomatoes

The market is rising. Supplies are tight on the East Coast and in Mexico; demand has shifted to California. Water restrictions led California growers to plant fewer Roma and mature green tomatoes this year. Mexican Roma, cherry, and grape tomatoes have been impacted by Hurricane Kay. Quality ranges from good to very good. MFC Tomatoes are available.

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



tree fruit

The season is winding down, driving up prices. Nectarines will remain on the market another one to two weeks, while peaches will be available for three to four weeks, and plum for four to five weeks. 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

High markets persist; volume remains low. 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

Using RSS Collard Greens is a fast and easy way to add this healthy, increasingly popular ingredient to menus. How do you serve them raw? Cooked?

A

Collard greens are one of the real super foods that are high in antioxidants and offer many health benefits whether you eat them raw, cooked, or juiced.



As a chef, I like to cook RSS Chopped Collard Greens with bacon, onions, garlic, and stock. Let them cook down until tender, then add vinegar and adjust seasonings.



Adding braised collard greens like this to a dish high in fat helps cut the richness.

TIPS FOR SERVING CARROTS:



- 1.** Pickle RSS Carrot Sticks with vinegar, sugar, and jalapeno chile peppers.
- 2.** RSS Shredded Carrots add toothsome texture and a pop of color to salads of all sorts; try mixing them into mayonnaise-based recipes such as chicken, crab, potato, and tuna salads.
- 3.** Roast RSS Baby Carrots with shaved MFC Fennel and fresh MFC Thyme; serve with shaved Parmesan.

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.

Modern Matzo Ball Soup

Retro soups like matzo ball satisfy the older crowd's need for familiarity as well as the younger set's desire for authenticity. This recipe is modified by using touchstones like house-made pasta, fresh herbs, and a hint of ginger.

1 C	Matzo meal
3	Eggs, beaten
1/4 C	Schmaltz (chicken fat)
1 tsp.	RSS Peeled Garlic, minced
1 T	MFC Baby Dill, chopped
1 tsp.	Zest of MFC Lemons
1/2 tsp.	Fresh ginger, minced
1/2 tsp.	Baking powder
1/2 tsp.	Kosher salt
6 C	Chicken stock (plus water if needed)
2 large	Chicken breasts, rib meat included
1 C	RSS Carrot Coins
1/2 C	MFC Trimmed Leeks, sliced
1/2 C	RSS Diced Yellow Onions
1/2 C	RSS Diced Celery
1 T	RSS Washed & Trimmed Parsley, chopped
9 oz.	Egg noodles

Mix matzo, eggs, schmaltz, garlic, dill, lemon zest, ginger, baking powder, and salt in a large bowl. Form balls, cover, and refrigerate for 30 minutes. Simmer chicken breast in chicken stock until meat is cooked. Remove chicken and shred or chop. Strain stock; if liquid is less than six cups, add water to reach the six-cup mark. Add carrots, leeks, onions, celery, matzo balls, and noodles; simmer for 20 minutes until vegetables are tender. Add chicken and parsley; continue simmering for ten more minutes. Ladle into soup bowls.

Offer a hearty vegetarian option with umami-flavored Portabella mushrooms stuffed with healthy kale and rainbow chard, crunchy pine nuts, and creamy Fontina cheese.

