



FRESH CROP REPORT

WEEK OF JUNE 11, 2023



MARKON
ESSENTIALS

HIGHLIGHTS

Cilantro

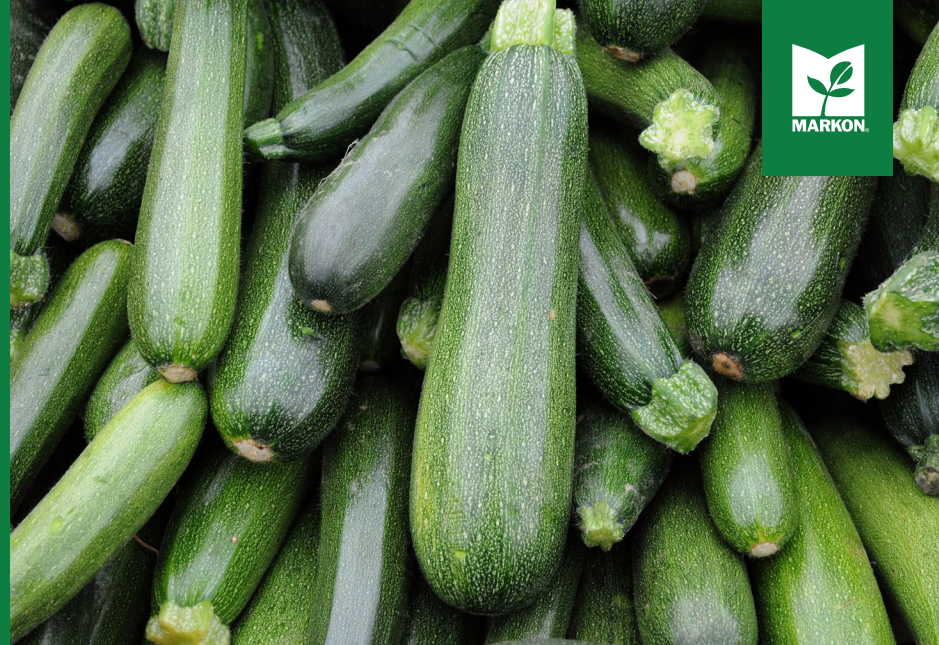
Markets continue to rise as mature supplies are limited in the Southern and Central Coast growing regions of California. Prices are expected to remain elevated for the next three weeks, until younger plantings are ready to be harvested.

Mixed Berries

Raspberry and blackberry demand is strong; markets are elevated but growers expect price relief in late June.

Red and Yellow Potatoes

Storage crop Markon First Crop (MFC) Red and Yellow Potato supplies are tight. Prices are expected to climb.



SQUASH

- Although squash production is transitioning north on both coasts through the month of June, markets are expected to remain steady.
- Harvests are winding down in Mexico's northern regions of Sonora; new crop production will commence on the Baja Peninsula this week.

BROCCOLI

- After a recent abundance of California supplies, availability is lower this week.
- Overall markets are expected increase over the next three to four weeks.

CELERY

- Prices will remain active and elevated until late June.
- Internal burn and seeder/bolting are reducing yields at the field level.

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bell peppers
green/red

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

Both markets are level. California volume is high; growers will move to Bakersfield/Fresno in ten days. The Mexican season is over. Georgia supplies are plentiful. North Carolina production will start in approximately three weeks. Expect slightly higher red bell markets for another week. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



apples

Prices are holding steady; storage stocks are sufficient. Quality is very good: sugar levels range from 14 to 18 Brix. Washington Markon First Crop® (MFC) Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

The market is stable. Baja supplies are abundant. Volume is average in Michigan, Peru, and Washington. Quality is very good: stalks are straight and tips are tight. MFC Asparagus is on the market.

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



avocados

Low prices persist; yields are adequate. Quality is very good: texture is smooth and flavor is slightly nutty. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



blackberries

The industry is in a demand-exceeds-supply situation. Yields continue to decline in Central Mexico. Harvesting is increasing in Oxnard, California; the season's peak will be reached in mid-June. Expect abundant supplies in Watsonville, California by early July. Growers have begun harvesting in North Carolina; volume is low but will increase in late June. Supplies will slowly increase through the month of June.

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



blueberries

Demand is strong; markets are elevated but growers expect price relief in late June. Central Mexico, the primary growing region, is past its peak. Volume is climbing in Baja, Mexico; expect ample supplies. The California season has begun and will ramp up quickly week over week.

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

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broccoli

After a recent abundance of California supplies, availability is lower this week. Overall **markets are expected increase over the next three to four weeks**. Quality is good: pin rot and yellowing are being found in some lots MFC Broccoli is available.

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



cantaloupe

Prices are slightly lower. Domestic production continues to ramp up; stocks are dominated by large sizes, small fruit is limited. Quality is good; ground spotting is an occasional problem. Sugar levels range from 14 to 16 Brix. A limited supply of MFC Cantaloupes are available. Mexican supplies are nearly depleted; quality is fair-poor as suppliers work through remaining stocks.

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



cauliflower

The market is weak. California stocks are ample in the Salinas and Santa Maria Valleys. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.

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



celery

Prices will remain active and elevated until late June. Oxnard production is forecast to end in early to mid-June; Santa Maria production has begun but size is skewed towards smaller packs. Internal burn and seeder/bolting are reducing yields at the field level. The Salinas season will start two weeks later than normal, in mid-June, due to planting delays and cold weather. Michigan harvests will begin in early to mid-July, further easing markets. MFC Celery is available.

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



chile peppers

The market is level. As the Florida seasons wind down, Georgia volume is increasing in a more significant way. Between the two areas, all varieties are available. On the West Coast, stocks are average as production wraps up in mainland Mexico and the Baja and California seasons get underway. Ext Poblanos, Serranos, and Anaheims to tighten during the transition. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

Prices are steady. East Coast growers are moving from Georgia to North Carolina this week followed by New Jersey; supply is meeting demand. The Baja season has begun, but volume levels will not be reached for another week or two. Quality is very good in all areas. MFC and ESS Cucumbers are available.

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



grapes

The market is high, but will start inching down as more fruit comes into play. The Mexican portioned grape season was delayed, causing extremely high markets and limited stocks. Production will finally get underway this week. MFC Lunch Bunch Grapes will become available in mid-June.

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

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green leaf

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

Low markets persist. Supplies are mostly ample, but remain subject to erratic availability due to missed or delayed plantings earlier in the season. Quality is very good; internal burn is being trimmed at the field level. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Expect elevated markets for another week or so. Domestic supplies remain tight as growers struggle with weather-related planting delays and cooler-than-normal weather. Large fruit (five- and six-count melons) dominate the new crop. Quality is good; wind scarring is an occasional issue. Sugar levels range from 11 to 12 Brix. MFC Honeydew Melons are on the market.



iceberg

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

The market is weak; stocks are plentiful in Salinas and Santa Maria. Quality is very good; head weights are increasing. MFC Premium Iceberg Lettuce is available.



lemons

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

Expect fairly high prices through the summer due to seasonal demand, especially for 140- to 235-count sizes. MFC and ESS Lemons are available.



limes

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

Markets are steady to slightly lower; supplies are ample in Veracruz, Mexico. Size is dominated by 175- to 200-count fruit. Quality is very good; oil spotting, blanching, and scarring are slight issues. MFC and ESS Limes are sporadic.



onions

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

Prices will remain firm for the next few weeks or until new crop volume rises in New Mexico. MFC Onions are currently being shipped out of the California's Imperial Valley and New Mexico.



oranges

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

California Navel's will ship through late June. Valencia oranges from Mexico, (crossing into Nogales, Arizona), will remain available for approximately three more weeks. California Valencia production is increasing and should reach volume levels in a week or two. Quality is very good. MFC and ESS Navel Oranges are available.



pears

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

The market is unchanged. Washington D'Anjou pears will be shipped through August. Quality is excellent. California Bartletts will enter the market in early July. MFC D'Anjou Pears are available.

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pineapples

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

Prices are starting to inch down; after a long shortage, stocks are finally increasing in Costa Rica and Mexico. Seven-count is the most abundant. Quality is very good.



red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
ND	///	*****	\$\$\$
WI	///	*****	\$\$\$

Markets are expected to climb. Storage crop MFC Red and Yellow Potato supplies are tight.



potatoes

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

Remaining Norkotah storage supplies should be depleted in a week or two. Limited Idaho Burbank stocks are expected to ship through late July/early August. Advanced order lead-time is highly recommended for order fulfillment. MFC Burbank and Norkotah Potatoes are available.



raspberries

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

Markets will increase as the Central Mexican season continues to wind down. The industry is in a demand-exceeds-supply situation. Stocks are slowly increasing in Baja, Mexico and Oxnard, California; expect both regions to reach peak production in late June. Volume continues to downtrend in Central Mexico due to high temperatures. Quality is good; uneven ripening has been reported in some lots.



romaine

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

Low markets persist. Supplies are mostly ample, but remain subject to erratic availability due to missed or delayed plantings earlier in the season. Quality is very good: internal burn is being trimmed at the field level. MFC Premium Romaine Lettuce is available; weights are increasing.



salads & blends

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

The market is unchanged; iceberg and romaine stocks are plentiful. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Prices are stable; supply is meeting demand. Quality is very good: previous issue with yellowing and early breakdown have largely subsided. Markon's Quality Assurance team continues to monitor quality and processing for the best packs. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Although squash production is transitioning north on both coasts through the month of June, **markets are expected to remain steady**. Harvests are winding down in Mexico's northern regions of Sonora; new crop production will commence on the Baja Peninsula this week. California's Santa Maria/Fresno season has begun. East Coast growers are expected to limited production in North Carolina and New Jersey this week. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are low, but starting to inch back up with strong demand. Salinas Valley supplies are abundant. Size is dominated by large berries (10 to 18 pieces per one-pound clamshell). Quality is very good; fruit is firm with 90-95% color. MFC Strawberries are available.

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



tomatoes

The market ranges from steady to slightly higher markets. East Coast production will be focused in South Carolina until North Carolina/Tennessee mountain growers begin harvesting in early July. Round, Roma, cherry, and grape tomato stocks are tightening in Western Mexican. Supplies are increasing in Eastern Mexico and the Baja Peninsula. East Coast growers are ramping up in North Florida, Georgia, and South Carolina. The Northern California season will begin in early July. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Domestic prices remain elevated. Nectarines and peaches will ship from June to mid-September. Sugar levels range from 10 to 11 Brix. Plums and apricots will become available next week; sugar levels average 12 to 16 Brix.

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



watermelon

Mexican prices are level; supplies are sufficient. East Coast production is focused in Florida and Georgia. Arizona/California volume will ramp up through June. Quality is very good; sugar levels average 10 to 11.5 Brix.

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

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CODY MIDDLETON
MARKON MEMBER CHEF

Q

Father's Day is a great time to offer catered to-go meals and grill boxes. What do you suggest packing in these off-premise kits—think produce!

A

One of the best summertime items to pack as a to-go offering, or a prepped item to finish on the home grill, are halved artichokes. These are delicious ingredients for operators to use as income generators while giving customers something memorable to dig their teeth into.



Offer a traditional Caesar salad kit with RSS Chopped Romaine, RSS Lemon Juice, RSS Peeled Garlic, olive oil, anchovies, and shaved Parmesan cheese.



Wrap spears of MFC Asparagus in thinly sliced pancetta—ready to grill until meat is crisp and asparagus is tender.

TIPS FOR SERVING ROMAINE:



- 1.** Purée grilled MFC Jalapeno Chile Peppers, RSS Lime Juice, and RSS Washed & Trimmed Cilantro. Chop MFC Romaine Hearts and toss with fried tortilla strips; serve on top of grilled mahi mahi and drizzled chile pepper dressing.
- 2.** Grill MFC Romaine until slightly charred; serve with lemon-chive buttermilk dressing.
- 3.** Top cucumber gazpacho with RSS Romaine Ribbons and drizzled crème fraîche.

FEATURED PARTNER SPOTLIGHT: 4EARTH FARMS

Who?

4Earth Farms is a passionate, diverse collection of farmers, workers, drivers, and thinkers who are dedicated to passing the bounty of the earth into the hands of your customers. The company was founded in 1993 on a very simple ideal: provide superior customer service and high-quality and consistent produce year-round. Over the years, their guiding principles have grown with them – rapid innovation that responds to their customer's needs, sustainable practices, and measurable stewardship at every level. From the soil to sale, land to logistics, farm to fork, 4Earth Farms are ambassadors of efficiency, champions of the consumer, and custodians of the earth.

Why?

4Earth Farms works to employ new and existing farming techniques to limit pesticide and herbicide use on their farms. They grow both organically and conventionally and employ many organic farming practices to the conventional farms to help reduce reliance on non-organic farming inputs. Their farming practices include low input sustainable agricultural techniques, also known as "LISA", which strive to keep these farms as natural as possible. They also use predator insects and "soft pesticides" that target harmful pests but don't hurt beneficial insect populations as well as use modern drip irrigation technology to preserve water and minimize soil erosion. 4Earth Farms' state-of-the-art facility features cutting edge "green" technologies, including energy saving water treatment and refrigeration, and has installed motion-activated LED lighting throughout their offices and distribution center. 4Earth Farms utilizes earth-friendly field boxes and recycles hundreds of thousands of pounds of corrugate every year. In many of their fields, they use Reusable Plastic Containers (RPCs) in place of corrugate. Almost all the packaging they send to market is made from recyclable PET or PolyProp materials as well as trays made from post consumer pulp.

Which Markon Products?

MFC Bell Peppers
RSS Brussels Sprouts
RSS Green Beans
RSS Peeled Garlic



To learn more, please contact your sales representative.

SUSTAINABILITY AT MARKON:



From our inception, Markon's focus is sustainability, including our four pillars: sourcing responsibly, operating sustainability, empowering people, and supporting communities.



PILLAR 1: SOURCING RESPONSIBLY



PILLAR 2: OPERATING SUSTAINABLY



PILLAR 3: EMPOWERING PEOPLE



PILLAR 4: SUPPORTING COMMUNITIES



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.

Grilled Romaine Hearts with Green Goddess Dressing

An on-trend alternative to fresh salads, these grilled romaine hearts are a great accompaniment to steaks and chops.

4 heads Ready-Set-Serve Washed & Trimmed Romaine Hearts, split
4 tsp. olive oil

Dressing:

1/4 cup low fat mayonnaise
1/4 cup low fat sour cream
1 tsp. anchovy paste
1 tsp. Ready-Set-Serve Peeled Garlic
1 Tbsp. white wine vinegar
2 Tbsp. Markon First Crop Italian Parsley, chopped
1 Tbsp. Markon First Crop Basil, chopped
1 Tbsp. Markon First Crop Chives, chopped
1 tsp. salt
1/4 tsp. black pepper

Brush equal portions of olive oil over the surface of each romaine heart. Place on hot grill and cook for approximately five minutes or until grill marks appear. Serve each half drizzled with Green Goddess dressing.

For Dressing:

Add all ingredients in a food processor; blend until smooth.

This Thai-
inspired cold noodle

salad combines
RSS Color
Shred Organic
Carrots with
zesty green
onions,
buckwheat
pasta, and
spicy peanut sauce.

