



FRESH CROP REPORT

WEEK OF JUNE 18, 2023

RSS



Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC



Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
Backed by 5-Star.

HIGHLIGHTS

MELONS

The Arizona/California desert domestic melon season is continuing to ramp up; supplies remain limited, especially honeydews.

PEARS

Washington D'Anjou Pear supplies are beginning to wind down. New crop California Bartlett pears will start shipping in late July.

TOMATOES

Production is transitioning to new regions on both coasts. Northern Florida and Georgia will be primary growing regions for the month of June.



GRAPES

- Mexican green and red grape prices are declining. Mexican portioned grapes will begin shipping this week.
- The California season will start in late July. Expect firm markets for the next two to three weeks.

CHIPPING POTATOES

- Chipping potato supplies are increasing.
- Markets are easing.

ORANGES

- California Navel oranges will remain available through the month of June.
- Valencia orange production is now in full swing.

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apples

The market is level; storage supplies are adequate. Quality is very good: sugar levels range from 14 to 18 Brix. MFC Braeburn, Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

Prices are fairly stable. Stocks are sufficient in Mexico and Peru; domestic production is winding down in Michigan 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	///	*****	\$\$\$



avocado

The market is weak; supply is meeting demand. Quality is very good: texture is smooth and flavor is slightly nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers
green/red

East Coast green bell prices are unchanged, but West Coast markets are up a bit. California desert stocks are tight; growers are transitioning to Bakersfield/Fresno. Georgia stocks are ample. Expect slightly lower red bell prices as the desert season is coming into its peak. North Carolina production will begin on June 20 followed by Kentucky, New Jersey, and Virginia. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is elevated. Volume is low in Central Mexico. Production is past its peak in Oxnard, California. Ample yields are anticipated in Watsonville, California by early July. East Coast stocks are becoming more plentiful in North Carolina.

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



blueberries

High prices persist, but should begin easing when volume rises in Baja, Mexico through the end of the month. The California season is underway; supplies are increasing. Quality is very good: berries are plump and sweet.

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

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broccoli

Prices are steady to slightly higher; stocks are forecast to tighten for the next two to three weeks. Quality is good: pin rot and yellowing are issues in some fields. MFC Broccoli is available.

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



cantaloupe

Expect steady to lower markets over the next week. Domestic supplies are slowly increasing; size is dominated by 9-count jumbo melons. Quality is good; ground spotting is a minor issue. Sugar levels range from 14 to 16 Brix. Limited Arizona/California MFC Cantaloupe Melons are available; packer label is being substituted as needed.

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



cauliflower

Low prices persist. California supplies are abundant 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

Expect high markets through late June. The Oxnard season has ended; Santa Maria production is underway, but size is smaller than normal. Internal burn and seeder/bolting are quality problems. The Salinas season was delayed but has begun this week. Michigan harvests will start in early to mid-July, pushing prices down. MFC Celery is available.

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



chile peppers

East Coast prices are stable; supplies are ample in Georgia. Mexican markets are up due to hail in Chihuahua. The Baja season is just getting underway; volume will climb in early July. California growers have harvested limited Jalapenos and Poblanos; Habaneros and Anaheims remain tight. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

The market is a bit higher than last week. East Coast stocks are being harvested in Georgia and North Carolina; growers will move to New Jersey next. The Baja season has started, but volume remains low. Quality is very good in all areas. MFC and ESS Cucumbers are available.

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



grapes

Mexican green and red grape prices are declining; demand is strong. Mexican portioned grapes will start shipping this week. The California season will begin in late July. Expect firm markets for the next two to three weeks. MFC Lunch Bunch Grapes will become available next week.

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

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green leaf

Prices are weak. Stocks are plentiful but remain subject to erratic availability due to missed or delayed plantings earlier in the season. Quality is very good: internal burn, fog burn, and insect pressure are occasional problems. MFC Premium Green Leaf Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as needed.

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



honeydew

The domestic Arizona/California desert season has started; Mexican melons will continue shipping as needed. Demand exceeds current supply levels due to delayed domestic plantings and increased summer demand. Sugar levels range from 11 to 12 Brix. **MFC Honeydew Melons remain extremely limited**; packer label is being substituted as needed.

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



iceberg

Prices are climbing; supplies are erratic in Salinas and Santa Maria. Head weights are falling due to missed or delayed plantings earlier in the season. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped as necessary.

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



lemons

Elevated markets are forecast through the summer due to strong seasonal demand, especially for 140- to 235-count sizes. MFC and ESS Lemons are available.

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



limes

Prices for small sizes are low; larger stocks are tighter out of Veracruz, Mexico but should increase over the next 7 to 10 days. The market is expected to inch down. Quality is very good; oil spotting, blanching, and scarring are slight issues. MFC and ESS Limes are sporadic.

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



onions

The market will remain elevated until new crop supplies increase in New Mexico. After a slow start, volume is ramping up. California's Imperial Valley season will end this week; growers will move to Central and Northern California. MFC Red and Yellow Onions are available.

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



oranges

California Navel oranges will remain available through the month of June. Valencia orange production is now in full swing. **Prices for small fruit (88-through 138-count stocks) are rising slightly** as early yields are tight. South African and Chilean Navels are expected to arrive in early July. Quality is very good. MFC and ESS Navel and Valencia Oranges are available.

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



pears

Prices are steady. **Washington MFC D'Anjou Pears are available but will be depleted by early July.** Remaining stocks favor 70- through 100- count sizes; 120- and 135-count fruit is limited. Washington Bartletts have been depleted. New crop California Bartlett pears will start shipping in late July.

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

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pineapples

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

Expect rising markets; supplies are scarce in Costa Rica, Mexico, and South America. Historically, pineapples become limited from mid-June through August. In particular, large sizes (five- and six-count fruit) will tighten.



red /yellow potatoes

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

Prices will remain strong through the summer months as non-Idaho production is winding down. Storage crop MFC Red and Yellow Potato volume is falling.



potatoes

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

The Norkotah storage season is ending. Limited Idaho Burbank supplies are forecast 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	///	*****	\$\$\$

Prices are elevated. The Central Mexican season is wrapping up; supplies are limited. Yields have begun increasing in Baja, Mexico and Oxnard, California. Both areas will hit peak volume in late June. Quality is good; uneven ripening has been reported in some lots.



romaine

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

Markets are weak. Stocks are plentiful but remain subject to erratic availability due to missed or delayed plantings earlier in the season. Quality is very good: internal burn, fog burn, and insect pressure are occasional problems. MFC Premium Romaine Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as needed.



salads & blends

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

Prices are level. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

The market is level; stocks are sufficient. Quality is below average; oversized components and mechanical damage are elevated. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are steady. East Coast production is scattered from Georgia, to North Carolina, Virginia, and New Jersey. Expect ample supplies for weeks. New crop production has begun in Baja; volume will increase through June. California's Santa Maria/Fresno seasons are getting slow starts due to cool weather. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is stable. Salinas Valley stocks are adequate. Large berries (10 to 18 pieces per one-pound clamshell) dominate availability. Quality is very good; fruit is firm with 90-95% color. MFC Strawberries are available.

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



tomatoes

Expect steady to slightly higher prices until late June when supplies tighten (between June 25 – July 7). Production is transitioning to new regions on both coasts. Northern Florida and Georgia will be primary growing regions for the month of June. California Roma and round harvesting is delayed from late plantings and cool spring temperatures; a July 4 start is anticipated. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Domestic markets are high. Nectarines and peaches will be on the market from June to mid-September. Sugar levels range from 10 to 11 Brix. Plums and apricots are now shipping; sugar levels average 12 to 16 Brix.

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



watermelon

Prices are up. Mexican production is nearly over. Arizona/California supplies are tight but should start increasing next week. East Coast production is focused in Florida and Georgia. Mini watermelons are commanding the highest markets. Quality ranges from very good to excellent; sugar levels range from 10 to 12 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.



CHEF CODY
MIDDLETON
MARKON MEMBER CHEF

Q

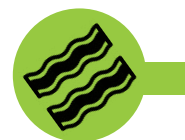
Crunchy RSS Washed & Trimmed Green Leaf and Romaine Lettuces save busy operators time and money. Where do you suggest using it on menus?

A

Green leaf lettuce is a flexible item to add to any appetizer or salad menu—lettuce wraps are big movers this season. Crunchy, cool RSS Romaine is a great base for hearty salads with creamy dressings and robust ingredients.



RSS Green Leaf Fillets make a fresh, crisp base for any grilled vegetable, grains, shrimp, or chilled Korean Bibimbap.



Top sliced RSS Avocado Halves and MFC Strawberries atop crisp RSS Romaine; add a creamy balsamic dressing along with sliced steak that's been grilled to perfection.



TIPS FOR SERVING GREEN LEAF LETTUCE:



- 1.** RSS Washed & Trimmed Green Leaf Fillets make ideal gluten-free substitutes in sandwiches, wraps, dumplings, and hand-held appetizers.
- 2.** Crisp with subtly sweet flavor, MFC Premium Green Leaf works as a base in a limitless number of summer salads.
- 3.** Shred and use to top tacos, sandwiches, burgers, and more.

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.

Kid-Friendly Tacos

Perfect for kids' menus and cafeteria specials, these chicken tacos are topped with healthy tomatoes, avocados, and green leaf lettuce.

- 8 whole wheat flour tortillas
- 2 chicken breasts
- 1/2 cup Markon First Crop Red Tomatoes (diced)
- 3 sprigs Ready-Set-Serve Washed & Trimmed Cilantro (remove leaves and discard stems)
- 2 Ready-Set-Serve Avocado Halves (cut in 8 slices)
- 4 leaves Markon First Crop Green Leaf Lettuce (cut into strips)
- 2 limes (cut into 8 wedges)
- Salt and pepper, to taste

Season chicken with salt and pepper; grill until cooked thoroughly. Cut into strips. Warm tortilla shells; place two on each plate. Divide chicken among tortillas. Top with diced tomatoes, green leaf strips, cilantro, and avocado. Garnish plate with two lime wedges.

Complement tacos with dipping sauces, rice, beans, guacamole, hominy, tomatillos, or cactus (nopales).

A healthy option to oatmeal and other warm breakfast cereals... piled high with fruits, nuts, and seeds.

