



FRESH CROP REPORT

WEEK OF JULY 2, 2023

**RSS**

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

MFC

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

ESS

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

HIGHLIGHTS

ASPARAGUS

Markets are **elevated**; industry volume is down as domestic crops out of Washington, Michigan, South Carolina, and others have been fully depleted. Full production out of Central Mexico is expected slightly later than normal (late July), while Northern Baja harvests will begin in 14-21 days.

BROCCOLI

Prices are **climbing** on the West Coast and in Mexico (into South Texas). After a recent abundance of California supplies, availability is lower this week.

LEMONS

Markets for **small lemons** remain **high** due to short supplies and strong demand. Chilean lemons have begun shipping into the West Coast, helping fill the void of 165- through 235-count domestic stocks.



CELERY

- Markets are escalating due to limited California supplies. Expect prices to remain active through mid-July, at minimum.
- Michigan harvests are scheduled to begin in early to mid-July.

LIMES

- Demand has increased, driving markets higher.
- Supplies are dominated by 175- through 250-count fruit.

STRAWBERRIES

- Markets remain elevated but stable.
- Cool, cloudy weather is keeping yields lower than anticipated.

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apples

The market is unchanged; storage stocks are sufficient. 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 elevated; industry volume is down as domestic crops out of Washington, Michigan, South Carolina, and others have been fully depleted. Full production out of Central Mexico is expected slightly later than normal (late July), while Northern Baja harvests will begin in 14-21 days. MFC Asparagus is on the market.

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



avocado

Markets remain high. Stocks tight; Mexico's crop is ending prematurely. The California and Peruvian seasons are underway, but supplies are not adequate enough to support demand over the next two weeks. Size and grade substitutions will be necessary to help fill orders. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Green bell prices have stabilized. East Coast supplies are moving from Georgia to North Carolina. Fresno/Central Valley production is underway on the West Coast. Red bell markets are up a bit; growers will move north out of Coachella this week. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

The market is starting to ease; stocks will increase in Central Mexico and Oxnard, California through July. High volume is forecast in Watsonville, California. East Coast supplies are sufficient in North Carolina. Overall quality is very good: berries are juicy.

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



blueberries

Prices will inch down over the next few weeks. Volume is rising in Baja, Mexico and California. Quality is very good: berries are plump and sweet.

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

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broccoli

Prices are climbing on the West Coast and in Mexico (into South Texas). After a recent abundance of California supplies, availability is lower. Mexican stocks (into South Texas) are experiencing quality challenges amidst high heat. Overall markets are expected increase over the next three to four weeks. MFC Broccoli is available.

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



cantaloupe

Slightly lower markets are expected due to increasing domestic supplies; however, 12- and 15-count fruit remains tight. Fresno production is set to start this week. Quality is excellent: sugar levels range from 14 to 16 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

Prices are inching up; supplies remain ample, though slightly lower than in prior weeks. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.

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



celery

Prices are escalating due to limited industry supplies. Production has largely finished in Oxnard, California. Expect markets to remain active through mid-July, at minimum. The Salinas season has started in a light way; harvests are currently limited due to planting delays and cold weather that has impeded growth. Michigan harvests will begin in early to mid-July. MFC Celery is available.

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



chile peppers

Strong demand has pushed up prices. Pasilla supplies are extremely limited. East Coast growers are focused in North Carolina. West Coast stocks are sufficient out of Baja, Mexico and Coachella, California. Growers will move north to Fresno in two weeks. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

The market is mostly steady, but prices are up for super select grades. East Coast growers are moving to Virginia and New Jersey. Baja volume is climbing. Quality is very good in all regions. MFC and ESS Cucumbers are available.

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



grapes

Prices for Mexican green and red grapes are elevated. Mexican portioned grapes are now shipping. The California season will begin in late July. MFC Lunch Bunch Grapes will enter the market in two weeks.

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

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green leaf

Weak prices persist. Quality is very good: fringe and internal burn are occasional problems. Head weights are meeting weight specifications more consistently. MFC Premium Green Leaf Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as necessary.

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



honeydew

The market is stable. Supplies have increased in both regions. Large sizes dominate availability. Overall quality is mixed. The Bakersfield, California season will start in the next 10 days. Sugar levels range from 11 to 12 Brix. MFC Honeydew Melons are available.

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



iceberg

Prices are elevated. Head weights are increasing but will remain erratic for several weeks. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped as needed.

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



lemons

Markets for small lemons remain elevated due to short supplies and strong demand. Chilean lemons have begun shipping into the West Coast, helping fill the void of 165- through 235-count domestic lemons. MFC and ESS Lemons are available.

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



limes

Demand has increased, driving prices higher out of Veracruz, Mexico due to previously poor growing conditions that have necessitated extra grading. Supplies are dominated by 175- through 250-count fruit. MFC and ESS Limes are available.

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



onions

The market is starting to inch down; volume is rising in New Mexico. California growers are now harvesting in California's San Joaquin Valley. The California and New Mexican seasons will continue through mid-August. The Northwest storage season will start in early August. MFC Red and Yellow Onions are available.

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



oranges

California Navel supplies are winding down for the season. California Valencia volume is rising; new crop fruit is dominated by 88- through 113-count oranges. South African and Chilean Navels will become available in early July. Quality is very good. MFC and ESS Navel and Valencia Oranges are available.

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



pears

Prices are unchanged. Washington MFC D'Anjou Pears are nearly depleted. Remaining stocks are dominated by 70- through 100- count sizes; 120- and 135-count fruit is limited. New crop California Bartlett pears will become available in late July.

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

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pineapples

Elevated markets persist; supplies are scarce in Costa Rica, Mexico, and South America. Pineapples typically tighten from mid-June through August, especially large sizes (five- and six-count fruit).

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



raspberries

Prices remain elevated. Volume is low in Baja, Mexico and Oxnard, California but will climb through the month. Quality is very good in new crop lots.

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



red /yellow potatoes

High prices are forecast for the summer months; non-Idaho production has ended. Storage crop MFC Red and Yellow Potato stocks are limited.

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



romaine

Weak markets persist. Quality is very good: fringe and internal burn are occasional problems. Head weights are meeting weight specifications more consistently. MFC Premium Romaine Lettuce is sporadic; MBA will be shipped as necessary.

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



potatoes

MFC Burbank Potatoes are currently being shipped out of Idaho and Washington. Idaho, storage supplies will ship through mid- to late August. Washington storage stocks will run through mid-July. New crop Norkotah harvesting will start early August in Idaho and in late July in Washington.

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



salads & blends

Prices are level. 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; stocks are sufficient. Arugula supplies are tightening as many fields are immature and small in size due to low temperatures in the Salinas Valley. Mechanical damage is present in some spring mix components, though quality has improved overall. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini prices are a bit lower, while yellow squash prices remain elevated. Warmer weather is forecast for the West Coast next week; expect more abundant supplies. East Coast production is beginning to diversify across many states. Quality ranges from good to very good. MFC Yellow Squash and Zucchini are available.

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



strawberries

Markets remain elevated but stable. Cool, cloudy weather is keeping yields lower than anticipated. Quality is good; green shoulders and occasional mildew have been reported due to continued overcast and wet mornings. MFC Strawberries are available.

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



tomatoes

West Coast prices are relatively steady with the Baja, Culiacan, and Sonora, Mexico growing regions in play. East Coast markets are steady to slightly higher as growers transition from Quincy, Florida to Virginia and Tennessee. East Coast grape and cherry tomato prices are up; expect snug supplies through this week. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market has stabilized. 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 high. The Mexican season is ending. Domestic stocks are tight, but production will increase through July. Mini seedless melons are limited. 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.



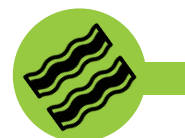
CHEF DAVID MYLES
MARKON MEMBER CHEF

Q

Instagram, Tik Tok, Pinterest, and other visual social media platforms have never held more sway. What ingredients do you suggest using to make dishes pop with photo appeal?

A

I'm a huge fan of using the many different bright, vibrant colors and interesting textures that are naturally in Markon fruits, vegetables, and juices.



The deep greens of baby broccoli, reds, oranges, and yellows of heirloom tomatoes, the lacey tops of fennel, delicate baby arugula, light green, cuplike gem lettuce, and the hearty leaves of heritage greens...using these ingredients makes your dishes pop with excitement.

TIPS FOR SERVING RSS HEART-Y SLAW:



- 1.** Whether you serve kosher, pork, or vegan hot dogs, topping with RSS Heart-Y Slaw will increase the flavor profile and health quotient.
- 2.** Use as a filling for egg rolls, topper for tacos, and stuffing for gyros.
- 3.** Hand-mix RSS Heart-Y Slaw with buttermilk Ranch dressing and pile on top of fried chicken sandwiches.

FEATURED PARTNER SPOTLIGHT: CALIFORNIA GIANT BERRY FARMS

Who?

Co-founded by CEO Bill Moncovich over 40 years ago, California Giant is a Watsonville-based, family-owned and operated business that has grown into a global family of people passionate about delivering the berry best. Quality, consistency, and community inspire the mission and values that continue to sustain them.

Why?

Annually, they ship over 30 million trays of strawberries, blueberries, raspberries, and blackberries while remaining true to the roots laid down by their founders and guided by their core values of community, quality, philanthropy, fairness, and mutual respect. This includes their partnership with Markon in creating the Markon First Crop Recyclable Corrugated Clamshell packaging, the first of its kind in our industry.

Which Markon Products?

MFC Strawberries

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.

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.

The combination of creamy dressing, zesty garlic, and spicy wasabi make this slaw truly super.

