



# FRESH CROP REPORT

WEEK OF JUNE 25, 2023 - CANADIAN EDITION



RSS



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

MFC



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

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MARKON  
ESSENTIALS

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

# HIGHLIGHTS

## GREEN BEANS

Overall supplies will remain limited over the next two to three weeks due to recent weather affecting growing regions on both coasts. **Prices are climbing.**

## ICEBERG LETTUCE

Last week the Salinas Valley lettuce industry ran into a drop in iceberg lettuce case weights due to abnormally cool temperatures reducing plant maturity and delayed plantings in mid-March/early April when heavy rain created soil conditions too wet for growers to plant fields. **Head weights are higher this week, but will remain erratic for several weeks.**

## AVOCADOS

**Stocks are extremely limited** as Mexico's crop is wrapping up early this year. The California and Peruvian seasons are underway but volume is not sufficient to support demand over the next three weeks.



## CORN

- Markets are escalating as the California desert season comes to an end.
- Poor weather in Georgia has decreased East Coast volume.

## BRUSSELS SPROUTS

- Low yields persist in Mexico due to quality challenges, but domestic production is increasing in Oxnard, California
- Prices will remain high until production ramps up in Salinas, California in July.

## SQUASH

- Yellow squash markets are rising.
- Cooler weather on the West Coast continues to slow production.

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WEEK OF JUNE 25, 2023



apples

Prices are steady; storage supply is meeting demand. 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, USA | ///      | *****   | \$\$\$ |
| WA, USA | ///      | *****   | \$\$\$ |



asparagus

Markets are elevated. Production in Southern Baja and Central Mexico is underway. Peruvian volume is lower compared to prior years. The Michigan season is winding down. Quality is very good in all regions. MFC Asparagus is on the market.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| MEX     | ///      | *****   | \$\$\$ |
| MI, USA | ///      | *****   | \$\$\$ |
| PERU/FL | ///      | *****   | \$\$\$ |



avocado

Supplies are extremely limited as Mexico's crop is wrapping up early this year. The California and Peruvian seasons are underway, but volume is not sufficient to support demand over the next three weeks. Expect to make size and grade substitutions to help fill orders. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |
| MEX     | ///      | *****   | \$\$\$ |
| PERU    | ///      | *****   | \$\$\$ |



bell peppers  
green/red

West Coast green bells are a bit snug. California's Coachella season is nearing its end. Fresno/Central Valley production won't begin until later this week. East Coast markets are higher due to rain in Georgia. The North Carolina region is expected to start later this week. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

| REGION     | SUPPLIES | QUALITY | PRICE  |
|------------|----------|---------|--------|
| CA, USA    | ///      | *****   | \$\$\$ |
| CAN        | ///      | *****   | \$\$\$ |
| EAST COAST | ///      | *****   | \$\$\$ |



blackberries

High prices persist. Supplies are tight in Central Mexico and Oxnard, California. High volume is forecast in Watsonville, California by early July. East Coast supplies are increasing in North Carolina. Overall quality is very good: berries are juicy.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |
| MEX     | ///      | *****   | \$\$\$ |
| NC      | ///      | *****   | \$\$\$ |



blueberries

Although markets are up, they're starting to inch down. Supplies are increasing in Baja, Mexico. California production will ramp up through the month. Quality is very good: berries are plump and sweet.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |
| MEX     | ///      | *****   | \$\$\$ |

# FRESH CROP REPORT



## broccoli

Markets are steady to slightly lower. There's a small price spread between California and Mexican as growers work through quality challenges south of the border. Quality is good: pin rot and yellowing are issues in some fields. MFC Broccoli is available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |
| MEX/TX  | ///      | *****   | \$\$\$ |



## cantaloupe

Prices are steady. Arizona/California volume is dominated by large sizes. Fresno production is set to start July 1. Quality is excellent in most lots. Sugar levels range from 14 to 16 Brix. MFC Cantaloupe Melons are available.

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



## cauliflower

The market is near the bottom. 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, USA | ///      | *****   | \$\$\$ |



## celery

Expect elevated prices until Salinas is in full swing in mid-July. Salinas production has started in a limited manner. California's Oxnard season will wrap up by the end of the week. Michigan harvests will begin in early to mid-July. MFC Celery is available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |



## chile peppers

Most varieties are available on the East Coast; however, last week's rainstorms slowed production. Harvesting is set to start in North Carolina over the next two to three weeks. West Coast supplies are average as Mexico's mainland season ends and the Baja and California seasons ramp up. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



## cucumbers

Prices are up a bit. East Coast production is focused in Georgia and North Carolina. Growers will move to Virginia and New Jersey next week. Baja volume will ramp up through the end of the month. Quality is very good in all areas. MFC and ESS Cucumbers are available.

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



## grapes

Expect firm Mexican green and red grape markets for the next two weeks. Mexican portioned grapes are now shipping. The California season will get underway in late July. MFC Lunch Bunch Grapes will become available next week.

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

# FRESH CROP REPORT



## green leaf

The market is low but has inched up off the bottom. Quality is very good: fringe and internal burn are minor issues. Head weights are increasing. MFC Premium Green Leaf Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as needed.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |



## honeydew

Prices are slightly lower. Stocks are increasing; large sizes are most abundant. Quality has been average this year out of the desert; some softness has been reported. Sugar levels range from 11 to 12 Brix. MFC Honeydew Melons are available.

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



## iceberg

The market is up. Last week the Salinas Valley lettuce industry ran into a drop in case weights. **Head weights are higher this week, but will remain erratic for several weeks.** MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped as necessary.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |



## lemons

Expect firm prices through the summer due to strong seasonal demand, particularly for 140- to 235-count sizes. MFC and ESS Lemons are available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |
| IMPORTS | ///      | *****   | \$\$\$ |



## limes

Weak markets persist, especially for large-size stocks. Mexican volume (into South Texas) is relatively consistent. High humidity and heat are affecting quality; light color remains an issue. Prices will firm up in July due to increased grading. MFC and ESS Limes are sporadic.

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



## onions

Prices are high, but starting to inch down as stocks increase in New Mexico. California's Imperial Valley season has ended; growers are now harvesting in Central and Northern California. The California and New Mexican seasons are expected to run through mid-August. MFC Red and Yellow Onions are available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |
| NM      | ///      | *****   | \$\$\$ |



## oranges

California Navel oranges will remain on the market through the month of June. The California Valencia season is fully underway. Small sizes (88- through 138-count stocks) are commanding higher prices. South African and Chilean Navels will enter the market in early July. Quality is very good. MFC and ESS Navel and Valencia Oranges are available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |



## pears

The market is level. Washington MFC D'Anjou Pears will be depleted by early July. Remaining supplies are dominated by 70- through 100- count sizes; 120- and 135-count fruit is tight. New crop California Bartlett pears will enter the market in late July.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| WA, USA | ///      | *****   | \$\$\$ |



# FRESH CROP REPORT



## pineapples

Prices are high; stocks are diminishing in Costa Rica, Mexico, and South America. Historically, pineapples tighten from mid-June through August, especially large sizes (five- and six-count fruit).

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



## raspberries

The market is up. The Central Mexican season has ended. Supplies are increasing in Baja, Mexico and Oxnard, California. Both areas will reach peak volume in late June. Quality is good; uneven ripening has been reported in some lots.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |
| MEX     | ///      | *****   | \$\$\$ |



## red /yellow potatoes

Expect elevated markets through the summer months; non-Idaho harvesting is ending. Storage crop MFC Red and Yellow Potato supplies are becoming tight.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| ID, USA | ///      | *****   | \$\$\$ |
| ND, USA | ///      | *****   | \$\$\$ |
| WI, USA | ///      | *****   | \$\$\$ |



## romaine

Prices are low but have inched up off the bottom. Quality is very good: fringe and internal burn are minor issues. Head weights are increasing. MFC Premium Romaine Lettuce is sporadic; MBA will be shipped as needed.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |



## potatoes

The Norkotah storage season has ended. Limited Idaho Burbank stocks will be available through late July/early August. Advanced order lead-time is highly recommended for order fulfillment. MFC Burbank Potatoes are on the market.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CO, USA | ///      | *****   | \$\$\$ |
| ID, USA | ///      | *****   | \$\$\$ |
| WA, USA | ///      | *****   | \$\$\$ |



## salads & blends

The market is steady. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |

# FRESH CROP REPORT



## spring mix

Prices are unchanged; supplies are adequate. Quality is fair; oversized components and mechanical damage are problems. RSS Arugula, Spinach, and Spring Mix are available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |



## squash

Yellow squash markets will continue to rise. Cooler weather on the West Coast continues to slow production. Zucchini prices are steady; stocks are adequate. Better weather and new crop production in Kentucky, New Jersey, and Virginia will increase supplies next week. MFC Yellow Squash and Zucchini are available.

| REGION     | SUPPLIES | QUALITY | PRICE  |
|------------|----------|---------|--------|
| CA, USA    | ///      | *****   | \$\$\$ |
| EAST COAST | ///      | *****   | \$\$\$ |
| MEX        | ///      | *****   | \$\$\$ |



## strawberries

Prices are rising rapidly. Supplies are tight due to low temperatures and strong demand for the upcoming Fourth of July holiday. Quality is very good; white shoulders, green shoulders, and mildew are occasional issues. MFC Strawberries are available.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| CA, USA | ///      | *****   | \$\$\$ |



## tomatoes

West Coast markets are level, while East Coast prices are up a bit due to rain in Georgia. Overall stocks are expect to tighten between June 25 and July 7 when production moves to new crop regions on both coasts. Northern Florida and Georgia are the primary growing regions for the month of June. California Roma and round harvesting will start July 4. Quality is very good. MFC Tomatoes are available.

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



## tree fruit

Although supplies are starting to increase, prices are elevated. 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, USA | ///      | *****   | \$\$\$ |



## watermelon

Markets are climbing this week as the Mexican season continues its wind down and domestic growers start to ramp up production. Harvesting in the Southeast has been delayed by storms. Mini seedless stocks are in shorter supply, commanding the highest prices. Quality ranges from very good to excellent; sugar levels range from 10 to 12 Brix.

| REGION     | SUPPLIES | QUALITY | PRICE  |
|------------|----------|---------|--------|
| AZ-CA, USA | ///      | *****   | \$\$\$ |
| 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

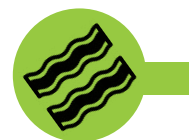
Summer means ripe, juicy tomatoes. As the season gets underway, how do you suggest showcasing these well-loved ingredients across the menu?

A

Raw MFC Tomatoes are one of my favorite compliments to summer melons. They make a delicious combination of sweet and savory flavors just waiting for fresh MFC Herbs, high-quality olive oil, and Feta cheese.



I suggest roasted MFC Roma Tomatoes as an accompaniment to any hot or grilled proteins.



Green tomatoes are truly unsung heroes—they're wonderful to use in tomato jam condiments or as buttermilk-and-cornmeal fried appetizers.



# TIPS FOR SERVING TOMATOES:



- 1.** Summer tomatoes combine sweet and savory notes to accent salads, sandwiches, tacos, burgers, and more.
- 2.** Showcase the flavor of raw tomatoes in bruschetta; mix them with minced garlic, fresh basil, and extra virgin olive oil then serve on crostini.
- 3.** For a gooey, craveable appetizer, oven-roast cherry tomatoes until they burst and serve over Burrata cheese.

# 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.

## California BLT Salad

Serve everyone's favorite sandwich as a crunchy, delicious salad.

- 24 oz. Ready-Set-Serve Chopped Romaine
- 4 Markon First Crop Roma Tomatoes, quartered
- 1 ½ C Markon First Crop Cucumbers, chopped
- 1 C Ready-Set-Serve Avocado Halves, chopped
- 1 C Garlic croutons, preferable house-made
- ½ C Bacon, baked and crumbled

Arrange equal portions of romaine, tomatoes, cucumbers, avocados, croutons, and bacon on four serving plates. Serve with choice of house-dressing.

These sweet, yet smoky eggplant wedges are topped with tangy goat cheese, crunchy lettuces, and nutty pignoli.

