



FRESH CROP REPORT

WEEK OF JULY 9, 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

ASPARAGUS

High prices persist as domestic volume has been depleted and Mexican harvests are behind schedule a bit.

POTATOES

MFC Idaho Potatoes will remain available through mid-August. New crop Norkotah harvesting will begin in the western part of Idaho by early August.

ONIONS

Expect markets to hold firm for the next few weeks. After a slow start, California supplies have increased. The New Mexican season will run through mid-August.



GRAPES

- Mexican green and red grape prices are stabilizing. Mexican portioned grape supply continues to meet demand.
- California's season will begin in late July. Expect steady markets through the month of July.

TOMATOES

- Tomato volume is low; markets are inching up.
- Growers are transitioning to new regions over the next two weeks.

MIXED BERRIES

- Raspberry supplies are limited; prices are rising.
- Blackberries stocks are tight, but markets are stable. Blueberry growers will ship promotable volume through July.

FRESH CROP REPORT

WEEK OF JULY 9, 2023



apples

Prices are steady; 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

High markets persist; domestic volume has been depleted. Production is slightly behind schedule in Central Mexico, and Northern Baja. MFC Asparagus is on the market.

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



avocado

Elevated prices persist. Supplies are limited; the Mexican season is winding down prematurely. Production is underway in California and Peru, but volume is not adequate to support demand for another week or so. 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 markets are level. East Coast production is underway in North Carolina. West Coast growers are harvesting in the Fresno/Central Valley area. Red bell prices are stabilizing as growers have moved into the San Joaquin Valley. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Prices will remain stable but elevated. Yields continue to decline in Central Mexico due to high heat. Volume is declining in Oxnard, California and will reach its lowest production by mid-July. Production is slowly increasing in Watsonville, California.

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



blueberries

The market is easing. Promotable volume is expected in California through July. The majority of fruit will ship from Oregon and Washington growing regions for the month; quality from the Pacific Northwest is exceptional. Quality is very good: berries are plump and sweet.

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

FRESH CROP REPORT



broccoli

High markets will persist for another two to three weeks. Volume has fallen in both California and Mexico (into South Texas). Hot weather is affecting quality in Mexico. MFC Broccoli is available.

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



cantaloupe

Prices are easing. Domestic volume is rising in the San Joaquin Valley region; 12- and 15-count fruit is limited. Quality is excellent: sugar levels range from 14 to 16 Brix. MFC Cantaloupe Melons are available.

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



cauliflower

The market continues to inch up; although stocks are fairly plentiful, levels have dipped over the past two weeks. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.

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



celery

Expect prices to remain active for another week, at minimum. The Salinas season is underway; yields are low due to planting delays and cold weather that impeded growth. Michigan harvests will start in another week or two, easing prices. MFC Celery is available.

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



chile peppers

Markets are elevated. Pasilla stocks are extremely tight. East Coast production is taking place in North Carolina. West Coast supply is meeting demand in Baja, Mexico and Coachella, California. Growers will move to the San Joaquin Valley later this week. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

Prices are fairly steady. East Coast production is underway in Virginia and New Jersey. Baja supplies are increasing. Quality is very good in all regions. MFC and ESS Cucumbers are available.

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



grapes

Mexican green and red grape **markets are stabilizing**. Mexican portioned grape supply continues to meet demand. California's season will begin in late July. Expect steady prices through the month of July.

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

FRESH CROP REPORT



green leaf

The market is low. Quality is very good: fringe and internal burn are slight issues. Head weights continue to increase. MFC Premium Green Leaf Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as needed.

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



honeydew

Prices are level. Stocks continue to increase. Large sizes dominate availability. Overall quality is mixed. The Bakersfield, California season will begin later this week. Sugar levels range from 11 to 12 Brix. MFC Honeydew Melons are available.

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



iceberg

High markets persist. Head weights are increasing but will remain erratic for several weeks. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped as necessary.

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



lemons

Strong demand and tight domestic stocks are keeping prices up. Chilean lemons are shipping into the West Coast, helping fill any gaps of 165- through 235-count domestic lemons. MFC and ESS Lemons are available.

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



limes

Markets have started to inch up; supplies are a bit tighter out of Veracruz, Mexico due to previously poor growing conditions that have necessitated extra grading. Availability is dominated by 175- through 250-count fruit. MFC and ESS Limes are available.

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



onions

Expect prices to hold firm for the next few weeks. After a slow start to the season, California supplies have increased. The New Mexican season will run through mid-August. Idaho, Oregon, and Washington growers expect to have yellow onions available the first week of August. MFC Red and Yellow Onions are available.

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



oranges

The California Navel season has ended. California Valencia supplies are increasing; new crop fruit is dominated by 88- through 113-count oranges. South African and Chilean Navels are now on the market. Quality is very good. MFC and ESS Navel and Valencia Oranges are available.

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



pears

The market will rise until the California season starts. The Washington MFC D'Anjou Pear season is ending; very few supplies remain on the market. New crop California Bartlett pears will become available in late July.

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

FRESH CROP REPORT



pineapples

Prices are high; stocks are tight in Costa Rica, Mexico, and South America. Pineapples typically diminish from mid-June through August, particularly large sizes (five- and six-count fruit).

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



raspberries

Markets are up. Volume continues to fall in Central Mexico due to high temperatures. Better weather is forecast in California's Watsonville growing region which should increase supplies later in July. Quality is very good in new crop lots.

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



red /yellow potatoes

Expect elevated markets through the summer; non-Idaho production has ended. Storage crop MFC Red and Yellow Potato stocks are limited.

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



romaine

Prices are low. Quality is very good: fringe and internal burn are slight issues. Head weights continue to increase. 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

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

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

FRESH CROP REPORT



spring mix

Prices are stable; volume is average. Arugula stocks remain limited; many fields are immature and small in size due to recent cool weather 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 markets are level, while yellow squash prices have stabilized. Higher West Coast temperatures are increasing yields. East Coast harvesting is taking place in 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

Prices are steady. Although overcast conditions have lowered volume, demand has fallen. Quality is good; green shoulders and occasional mildew are issues being caused by cloudy, wet mornings. MFC Strawberries are available.

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



tomatoes

Expect slightly higher markets as new crop production starts to ramp up in Virginia, the Carolinas, and California. Mexican round, Roma, cherry, and grape tomato production has transitioned to summer growing regions in Baja and Eastern Mexico. Supplies will increase in early July. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Prices are steady; stocks are increasing. Nectarines and peaches will be on the market through mid-September. Sugar levels range from 10 to 11 Brix. Plums and apricots are also available; sugar levels average 12 to 16 Brix.

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



watermelon

The market is starting to inch down. The Mexican season has ended, but domestic supplies will become more plentiful through July. Mini seedless melons remain tight. Quality ranges from very good to excellent; sugar levels range from 10 to 12 Brix.

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

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

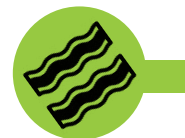
Fennel is an ideal grilling vegetable. Describe how you like to serve it during the summer months. Which sauces/ pairings do you suggest?

A

Fennel pairs very well with fish. I like to slow cook thinly shaved fennel in butter to make a caramelized or as I like to call it, melted fennel. The lacey fennel fronds also work really well when chopped in a vinaigrette or a cream-based sauce.



Charring slabs of fennel on the grill adds a smoky flavor that works well with meats and seafood.



Toss shaved fennel with quartered Brussels sprouts and creamy dressing for a hearty summer salad.

TIPS FOR SERVING CARROTS:



- 1.** Serve RSS Matchstick Carrots, RSS Broccoli and Cauliflower Combo, and halved MFC Baby Squash with dips such as hummus, spinach and cheese, or roasted red bell pepper mayonnaise.
- 2.** Add RSS Shredded Carrots to ginger-soy dressing; shake well and drizzle over RSS Spring Mix
- 3.** Pickle RSS Carrot Sticks with vinegar, sugar, and jalapeno chile peppers.

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.

Ready-Set-Serve Tiny Chopped Blend with Quinoa & Carrots

Although most frequently used as a burger or taco topper, this versatile blend can be used many other ways.

- 24 Ready-Set-Serve Baby Carrots
- 2 Tbsp. vegetable oil
- 1 Tbsp. brown sugar
- 1 tsp. kosher salt
- 1/2 tsp. black pepper
- 16 oz. Ready-Set-Serve Tiny Chopped Blend
- 2 cups quinoa, cooked

Preheat oven to 400 degrees F.

Mix together carrots, oil, brown sugar, salt, and pepper; roast until tender, approximately 20-25 minutes.

Toss carrots (and any pan drippings), quinoa, and Ready-Set-Serve Tiny Chopped Blend. Divide into equal portions and serve.

OPTIONAL: top with roasted pork or chicken.

Sweet, nutty notes complement the deep umami of seared beef tenderloin. This shareable entree is paired with a vibrant carrot sauce and delicate veggies.

