



FRESH CROP REPORT

WEEK OF JULY 16, 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

LETTUCES

Ample supplies and weak post-holiday demand are keeping green leaf and romaine markets fairly steady. Iceberg prices will continue to ease as supplies increase in Salinas and Santa Maria, California.

CILANTRO

Markets are lower after an increase in available product out of the Central Coast growing regions of California.

ASPARAGUS

Prices are elevated; industry volume is down as domestic crops have been fully depleted and demand exceeds supply out of Mexico and Peru. Expect high markets through July.



CELERY

- Prices are expected to begin inching down later this week; however, higher-than-normal markets will persist until late July when the California and Michigan seasons are in full swing.
- The Salinas, California season continues to ramp up; this week's warm weather will promote growth.

BRUSSELS SPROUTS

- Domestic Brussels sprout volume is rising, although demand still far exceeds available supply.
- Expect elevated markets and limited supplies to persist until Salinas production ramps towards the end of July.

BROCCOLI

- Markets are sliding on the West Coast and in Mexico; favorable weather is aiding growth.
- Prices will fall during the current warming trend, but inch back up next week.

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apples

The market is level; storage stocks are sufficient to fill all orders. 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 have been fully depleted and demand exceeds supply out of Mexico and Peru. **Expect high markets through July.** MFC Asparagus is on the market.

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



avocado

Mexican growers are now harvesting the Flora Loca crop; markets will inch down a bit as production increases over the next two weeks. Flora Loca fruit will have longer a shelf-life than other varieties; expect bright green color regardless of the ripening stage. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

West Coast green bell prices are slightly lower as the San Joaquin Valley season continues to ramp up. Red bell markets are up a bit; harvests are just getting started. Extreme heat may affect production hours. East Coast prices are stable; harvesting is focused in North Carolina. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

The market is high. Volume is at its lowest point of the Oxnard, California season. Harvesting continues to ramp up in Watsonville, California; supplies should increase by the end of the month, easing prices. Quality ranges from good to very good.

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	///	*****	\$\$\$

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broccoli

Prices are sliding on the West Coast and in Mexico; favorable weather is aiding growth. Markets will fall during the current warming trend, but inch back up next week. MFC Broccoli is available.

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



cantaloupe

The market is weak, especially for nine-count fruit. Growers have fully transitioned to the Mendota area of the San Joaquin Valley region; volume is high. Quality is excellent: sugar levels range from 14 to 15 Brix. Markon will monitor extreme heat conditions this week that may reduce production hours, tightening stocks. MFC Cantaloupe Melons are available.

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



cauliflower

Prices are low; warm weather has aided growth and increased supply levels. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.

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



celery

Markets are expected to begin inching down later this week; however, higher-than-normal markets will persist until late July when the California and Michigan seasons are in full swing. Santa Maria production continues year-round; the current size profile is dominated by large-size/24-count stalks. The Salinas season continues to ramp up; this week's warm weather will promote growth. MFC Celery is available.

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



chile peppers

Prices are up. The seasons in California and Baja, Mexico are running two to three weeks behind schedule, creating some short-term supply and quality issues. Central Mexico usually bridges the gap, but high heat has damaged crops. Anaheims, Poblanos, and Serranos will tighten until Fresno, Santa Maria, and Baja supplies are shipping. East Coast production will be scattered across multiple states through the summer. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.

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



cucumbers

The market is steady. East Coast supplies are meeting demand. Baja volume is climbing. Quality is stronger in Mexico. MFC and ESS Cucumbers are available.

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



grapes

Mexican green and red grape markets are level. Mexican portioned grape stocks are abundant. The California season will start in late July. MFC and ESS Green and Red Seedless Grapes are available.

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

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green leaf

Prices are expected to remain steady at low levels through July. Quality is good; fringe burn, internal burn, and insect pressure are present in some lots. Head weights continue to increase. MFC Premium Green Leaf Lettuce is readily available.

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



honeydew

The market is weak, especially for six-count fruit. Growers are transitioning to the Mendota area of the San Joaquin Valley; volume is high. Markon will monitor extreme heat conditions this week that may reduce production hours, tightening stocks. Sugar levels range from 9 to 10 Brix. MFC Honeydew Melons are available.

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



iceberg

Prices are expected to continue falling into next week and remain low through July. Weights have increased following a recent warming trend; high temperatures are forecast again later this week. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as necessary.

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



lemons

Expect elevated domestic markets through the summer months. Chilean lemons are shipping into the West Coast, helping fill any gaps for 165- through 235-count domestic fruit. MFC and ESS Lemons are available.

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



limes

Prices are slightly lower; weak post-holiday demand has increased Mexican stocks (crossing into Texas). Markets should hold at this level for a week or two, then rise at the end of the month. Quality is fair due to drought conditions in Veracruz, Mexico. MFC and ESS Limes are available.

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



onions

Markets are unchanged. California stocks are sufficient. The New Mexican season will run through mid-August. Idaho, Oregon, and Washington growers start shipping yellow onions in early August. MFC Red and Yellow Onions are available.

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



oranges

California Valencia stocks are meeting demand; new crop fruit is dominated by 88- through 113-count oranges. South African and Chilean Navels are also on the market. Quality is very good. MFC and ESS Navel and Valencia Oranges are available.

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



pears

Prices are up. The Washington MFC D'Anjou Pear season is nearly over; remaining supplies are extremely limited. New crop California Bartlett pears will become available in late July.

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

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pineapples

Expect elevated markets through the summer as volume typically dips through August in Costa Rica, Mexico, and South America. Large sizes (five- and six-count fruit) are especially tight.

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



raspberries

High prices persist. Supplies continue to tighten in Central Mexico due to extreme heat. Cooler weather in California's Watsonville growing region will push up volume in late July. Quality is very good in new crop lots.

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



red /yellow potatoes

High prices will persist through the summer; non-Idaho production has ended. Storage crop Idaho MFC Red and Yellow Potato supplies are scarce.

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



romaine

Prices are expected to remain steady at low levels through July. Quality is good; fringe burn, internal burn, and insect pressure are present in some lots. Head weights continue to increase. MFC Premium Romaine Lettuce is readily available.

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



potatoes

MFC Burbank Potatoes will be shipped out of Idaho through mid- to late August, while Washington storage supplies will be depleted later this week. New crop Norkotah harvesting will begin in late July in Washington followed by Idaho production in early August.

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 unchanged; supplies are sufficient. Arugula yields are low; many fields are immature and small in size but this week's hot weather should aid growth. Quality is good: oversized components and mechanical damage are minor issues. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Although West Coast zucchini prices are level, they may inch up in the coming weeks as stocks are tight in Santa Maria, California and Baja, Mexico. Elevated yellow squash markets will persist until supplies increase. East Coast prices are holding steady. Quality ranges from good to very good. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market has stabilized. Sunnier weather is aiding growth. Quality is good; green shoulders and occasional mildew problems are decreasing. MFC Strawberries are available.

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



tomatoes

West Coast Roma and round prices are steady out of both Baja and mainland Mexico. East Coast growers have moved out of South Carolina to Tennessee, Alabama, and Virginia. Grape tomato markets will inch higher until new crop production ramps up. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is stable; supply is meeting demand. 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

Strong demand is keeping prices firm. Production has moved from the Southwest to California's San Joaquin Valley; high heat is aiding growth. Mini seedless watermelons remain tight. Quality ranges from very good to excellent; sugar levels range from 10 to 12 Brix.

REGION	SUPPLIES	QUALITY	PRICE
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

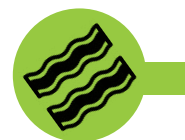
RSS Heart-Y Slaw takes the classic cabbage side dish and adds in more vitamin- and flavor-boosting ingredients like broccoli, radishes, cauliflower pearls, carrots, and kale. How do you use it?

A

I like to utilize the RSS Heart-Y Slaw in place of a traditional coleslaw on top of pulled pork or chicken sandwiches. Pair with a spicy aioli or a romesco sauce to help cut through some of the hearty flavors and textures.



Toss slaw with cooked quinoa or Israeli couscous and garlicky-lemon vinaigrette.



Use as a filling for egg rolls, topper for tacos, and stuffing for gyros.

TIPS FOR SERVING NECTARINES:



- 1.** Toss arugula with sliced nectarines, beet ribbons, crumbled feta cheese, and pecan vinaigrette.
- 2.** Layer sliced nectarines, blackberries, and honey-sweetened Mascarpone cheese in parfait glasses.
- 3.** Grill halved nectarines and chicken pieces until charred; drizzle with roasted chile-yogurt dressing.

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.

Tomato-Cucumber Salad with Caesar Dressing

This family-style tomato salad gets balance from crunchy cucumbers, zesty garlic, and classic Caesar dressing flavors.

- 2 Large yellow tomatoes, in thick slices
- 2 Large red heirloom tomatoes, in thick slices
- 2 Markon First Crop Cucumbers, cut into rounds
- ½ C House-made croutons
- 4 Cloves Ready-Set-Serve Peeled Garlic, minced
- ½ C Caesar dressing

On a large serving plate, arrange tomatoes in a decorative pattern. Top with sliced cucumbers and croutons. Strew minced garlic around the plate. Before serving (or at the table), drizzle all with Caesar dressing.

Charred to give these mild peppers smoky, sweet notes, this shareable appetizer is tossed with Japanese furikake and crispy puffed rice. Serve alone or with a dipping sauce.

