



FRESH CROP REPORT

WEEK OF JULY 23, 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

STRAWBERRIES

Warmer temperatures and high humidity are causing berries to exhibit softness, bruising, and initial stages of decay in some lots. Suppliers are culling poor quality fruit, reducing available yields. **Expect markets to continue to rising** as well as decreased shelf-life over the next several weeks.

LEMONS

Expect high prices and tight supplies over the next four to six weeks. Small-size domestic fruit (165- through 235-count sizes) are limited. Offshore and Mexican supplies have arrived on the West Coast to help fill small-size shortages.

BRUSSELS SPROUTS

Domestic volume is low but starting to rise in the Salinas and Castroville growing regions. Despite increases, demand still far exceeds available supply. **Expect elevated markets** and limited stocks to persist until Salinas production ramps towards the end of July.



STONE FRUIT

- The California stone fruit season is at its peak.
- Nectarine, peach, plum, and apricot supplies are abundant.

CELERY

- The Salinas season continues to ramp up, pushing markets lower.
- Michigan celery production will begin next week.

PEARS

- Washington D'Anjou Pear supplies will be depleted by the end of next week.
- California pear growers will start shipping new crop Bartletts by the middle of next week.

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apples

Prices are unchanged; 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	///	*****	\$\$\$
WA	///	*****	\$\$\$



asparagus

Markets are elevated; industry volume is down 25-40% from the same time last year. Recent rains followed by a warming trend pushed spear Mexican production ahead of schedule. New crop harvesting will start soon, easing demand. MFC Asparagus is on the market.

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



avocado

Prices are starting to ease; Mexico's summer Flora Loca volume is climbing. Expect a longer shelf-life than other varieties; color will be bright green at every 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 markets are a bit higher. Some Central Valley fields are past peak production. Extreme heat is cutting harvests short. The Hollister area will start harvesting over the next ten days, easing prices. Red bell prices are unchanged. North Carolina supplies should remain ample for the next two weeks. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Prices are elevated. Supply levels are at their lowest point of the Oxnard, California season. Stocks are increasing in Watsonville, California. Expect lower prices in two weeks. Quality ranges from good to very good.

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



blueberries

Markets are low. Expect abundant stocks through July. Most orders are shipping from the Oregon and Washington growing regions; quality is excellent in the Pacific Northwest.

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

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broccoli

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

The market is low; volume is high in both regions. Mexican weather has not been affected by seasonal monsoons so far, keeping supply levels ample. MFC Broccoli is available.



cantaloupe

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

Prices are holding steady despite extreme heat. So far growers are reporting no damage, but persistently high temperatures can stunt growth and lower yields. Large fruit dominates the crop; small sizes are tight. MFC Cantaloupe Melons are available.



cauliflower

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

The market is near the bottom; stocks are abundant. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.



celery

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

The Salinas season continues to ramp up, pushing prices lower. Santa Maria production continues year-round; the current size profile is dominated by large-size/24-count stalks. The Michigan season will begin next week. MFC Celery is available.



chile peppers

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

The market is high but should inch down as volume increases in multiple regions. The season in Baja, Mexico is finally underway. California production is getting a slow start, but volume will ramp up. East Coast harvesting is scattered across several states. Washington growers will begin shipping supplies in the next 10-14 days. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices for Baja-grown stocks are level, while markets are up a bit in Central Mexico due to extreme heat. East Coast supplies are extremely limited out of North Carolina, New Jersey, Pennsylvania, and Michigan. Weather and smoke have caused some production issues, lowering volume. Wildfire smoke has stunned bees, causing pollination issues in the crops. MFC and ESS Cucumbers are available.



grapes

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

Mexican green and red grape prices are holding steady. Mexican portioned grape supplies are ample. The California season will begin in late July. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

Weak prices are forecast through July. Quality is very good; fringe burn and internal burn are minor issues. MFC Premium Green Leaf Lettuce is readily available.

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



honeydew

Prices remain stable despite extreme heat. So far growers are reporting no damage but persistently high temperatures can stunt growth and lower yields. Large fruit dominates the crop; small sizes are tight. Sugar levels range from 9 to 10 Brix. The Mexican season is winding down. MFC Honeydew Melons are available.

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



iceberg

The market will ease through July; stocks are ample. Quality is very good; head weights are increasing. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as necessary.

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



lemons

Expect elevated pricing and tight supplies over the next four to six weeks. Small-size domestic fruit (165- through 235-count sizes) are limited. Offshore and Mexican supplies have arrived on the West Coast to help fill small-size shortages. MFC and ESS Lemons are available.

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



limes

Growers are starting to increase pricing in anticipation of bad weather forecast through August; markets for small fruit will likely jump more than those for large fruit. Quality issues from past droughts persist; suppliers are culling damaged stocks. MFC and ESS Limes are available.

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



onions

Prices are elevated. California supplies are winding down. The New Mexican season will run through mid-August. Idaho, Oregon, and Washington growers begin shipping yellow onions in early August, easing markets. MFC Red and Yellow Onions are available.

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



oranges

California Valencia volume is average; 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

The market is elevated. Washington D'Anjou Pear supplies will be depleted by the end of next week. California pear growers will start shipping new crop Bartletts by the middle of next week; growers pack and sell by the count as opposed to the volume-fill method used in Washington. California suppliers ship 40-pound packs; Washington growers use 44-pound cartons. Due to this pack difference, California ships approximately 6 to 10 fewer pieces of fruit per unit compared to Washington.

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

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pineapples

Prices continue to rise; supplies remain scarce in all regions. Historically, yields become limited from mid-June through August. Large sizes (five- and six-count fruit) are extremely scarce while smaller sizing is also tightening. Coverage will be sporadic with pro rates and size substitutions expected over the next six weeks.

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



raspberries

The market is a bit lower and will continue to ease as the end of the month approaches. Cooler weather in California's Watsonville growing region is beginning to increase yields. Quality is very good in new crop lots.

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



red /yellow potatoes

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

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



romaine

Weak prices are forecast through July; Salinas Valley supplies are plentiful. Quality is very good; fringe burn and internal burn are minor issues. MFC Premium Romaine Lettuce is readily available.

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



potatoes

Washington storage supplies have been depleted; the season has ended. MFC Burbank Potatoes will be shipped out of Idaho through mid- to late August. New crop Norkotah harvesting will start over the next couple of weeks in Washington followed by Idaho production in early August.

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



salads & blends

The market is unchanged. Salinas Valley stocks are abundant. 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

Prices are stable; supply is meeting demand. Quality is very good: oversized components and mechanical damage are occasional problems. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini markets are fairly level, while prices for yellow squash are up a bit. Although there are many East Coast regions harvesting, the higher volume areas are dealing with production issues. Michigan crops have been negatively impacted by the recent wildfire smoke; yields are much lower than anticipated. New Jersey growers have also had trouble with heavy rain. Quality varies, but suppliers are culling damaged product. MFC Yellow Squash and Zucchini are available.

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



strawberries

Warmer temperatures and high humidity are causing berries to exhibit softness, bruising, and initial stages of decay in some lots. Suppliers are culling poor quality fruit, reducing available yields. **Expect markets to continue rising** as well as decreased shelf-life over the next several weeks. MFC Strawberries are available.

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



tomatoes

Roma and round markets are fairly steady. East Coast growers will ramp up production in Tennessee, Alabama, and Virginia over the next ten days, increasing supplies. Grape and cherry tomato prices have stabilized. Mexican stocks are increasing in both Baja and on the mainland. The California season has begun; size is dominated by small fruit. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The California stone fruit season is at its peak. Expect steady prices over the next three weeks; nectarine, peach, plum, and apricot stocks are abundant. Nectarines expected to ship through September, followed by peaches that will wind down in mid-October. Sugar levels range from 12 to 15 Brix. Apricots will ship through mid-September; sugar levels range between 12 and 16 Brix. The plum season will run through mid-October; growers are currently shipping black plums. Sugar levels typically range from 16 to 20 Brix.

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



watermelon

The market is elevated. Production is focused California's San Joaquin Valley; although extremely hot weather has increased growth, it may cause plants to shut down if it persists too long. Mini seedless watermelons remain limited. Quality is very good; 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 MILES
MARKON MEMBER CHEF

Q

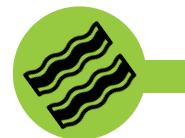
Ripe melons are the epitome of summer. How do you showcase them on the plate?

A

I love to serve compressed melons for intensely sweet flavor and presentation that pops.



I also love making fresh melon granitas. They work particularly well in the hot summer months as an intermezzo that cools the palate during a multi-course dinner.



One of my favorite combinations is aged balsamic vinegar with fresh cantaloupe or watermelon.

TIPS FOR SERVING FENNEL:



- 1.** Shave raw fennel into coleslaw mixes and toss with a creamy dressing like buttermilk Ranch; serve with barbecued meats or fried chicken.
- 2.** Toss shaved fennel, radicchio, red quinoa, and fresh mint; serve with blood orange vinaigrette.
- 3.** Bake flatbread or pizza dough topped with chopped fennel, olives, garlic confit, and grated Emmental cheese.

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.

Fennel-Brussels Sprouts Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with grilled meats.

2 Markon First Crop Fennel bulbs, shaved (reserve fronds)
1 pound Ready-Set-Serve Brussels Sprouts, shaved
1/2 C citrus vinaigrette
Edible flowers as garnish, if desired

Toss shaved fennel and sprouts with citrus vinaigrette. Arrange on large serving platter and garnish with fennel fronds and edible flowers. Serve.

Grilling sweet stone fruits such as peaches and plums brings out a deep, smoky sweetness—a perfect complement to the creamy, saltiness of fresh Burrata.

