



FRESH CROP REPORT

WEEK OF JULY 30, 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

ONIONS

New crop Northwest onion harvesting will begin the week of August 7. Colorado and Utah-grown onions will hit the market after the Labor Day weekend. Healthy onion crops and strong yields are expected this upcoming storage season; weather has been excellent for growing up to this point.

PINEAPPLES

Stocks remain extremely scarce in Costa Rica, Mexico, and South America. Historically, pineapples become limited from mid-June through August. Markets continue to rise; coverage will be sporadic with pro rates and size substitutions expected over the next four to six weeks.

LEMONS

The 165- through 200-count market remains elevated due to limited supplies and strong demand. Offshore and Mexican lemons will help fill any ordering gaps.



PEARS

- Washington D'Anjou pear supplies will be depleted by the end this week.
- California pear growers will start packing new crop Bartletts later this week.

CELERY

- The Salinas season continues to ramp up, pushing markets lower.
- Michigan production will increase this week.

BELL PEPPERS

- Harvesting is transitioning on both coasts.
- Prices are steady.

FRESH CROP REPORT

WEEK OF JULY 30, 2023



bell peppers
green/red

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

Harvesting is transitioning on both coasts; prices are steady. California's Bakersfield season is ending; Fresno and Santa Clarita new crop production is ramping up. North Carolina production is winding down; New Jersey and New York are now the primary source on the East Coast. Canadian greenhouse volume is lower this week. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.



blackberries

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

The market should begin easing in a week or so. Volume has been at its lowest point of the Oxnard, California season, but yields are becoming more plentiful in Watsonville, California. Expect lower prices next week. Quality ranges from good to very good.



blueberries

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

Prices are weak; stocks are ample. Most fruit is shipping from the Oregon and Washington growing regions; quality is excellent in the Pacific Northwest.



apples

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

Storage crop Washington MFC Gala, Fuji, and Red Delicious Apples remain available. The Washington MFC Granny Smith and Golden Delicious seasons are beginning to wind down; size substitutions may be necessary for order coverage until new crop harvesting begins in early to mid-September. Michigan apples are readily available.



asparagus

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

Prices remain high but are expected to inch down as new crop harvesting increases; industry volume is down 25-40% from the same time last year. MFC Asparagus is available.



avocado

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

Expect elevated markets for large sizes and steady prices for smaller fruit. All Mexican avocado supplies are tight; smaller-sized fruit is being substituted for large-size shortages. California and Peruvian stocks are being shipped when needed due to the Mexican season's slow start. This variety has a longer shelf-life; expect bright green color at every ripening stage. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

FRESH CROP REPORT



broccoli

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

Prices are weak; supplies are abundant in both regions. Mexican weather has not been affected by seasonal monsoons so far, preventing shortages. MFC Broccoli is available.



cantaloupe

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

The market is slightly lower; yields are abundant. Large fruit dominates the domestic crop; small sizes are limited. Quality is excellent; sugar levels are high. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are low; supplies are ample. Quality is very good: florets are exhibiting snowy white color and consistent size. ESS Cauliflower is available.



celery

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

Markets are easing; Salinas supplies are increasing. Santa Maria harvesting is ongoing; the current size profile is dominated by large-size/24-count stalks. The Michigan season is underway; volume is rising. MFC Celery is available.



chile peppers

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

Prices are stabilizing; volume is rising in multiple regions. Production is ramping up in Baja, Mexico and California. East Coast harvests are scattered across several states. Washington growers will begin shipping supplies in the next 7-10 days. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Markets for Baja-grown supplies are steady; prices are slightly higher in Central Mexico due to high temperatures. East Coast stocks remain snug, shifting demand to the West Coast. MFC and ESS Cucumbers are available.



grapes

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

Prices are up. The California season has begun. Stocks are tight from both regions, but domestic supplies will ramp up over the next few weeks. MFC and ESS Green and Red Seedless Grapes are available.

FRESH CROP REPORT



green leaf

The market is unchanged but will climb next week; stocks are forecast to tighten. Fringe and internal burn are increasing quality problems. MFC Premium Green Leaf Lettuce is readily available.

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



honeydew

Prices are slightly lower; yields are abundant. Large fruit dominates the domestic crop; small sizes are limited. Quality is very good; sugar levels range from 9 to 10 Brix. The Mexican season is ending. MFC Honeydew Melons are available.

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



iceberg

Prices are escalating; yields are tightening. Recent high temperatures in South Salinas County have increased insect pressure over the last 7 to 10 days. Head weights are sporadic. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available® (MBA) will be shipped as needed.

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



lemons

High markets will persist for the next three to five weeks, especially for 165- through 235-count sizes. Offshore and Mexican fruit will help fill any ordering gaps. MFC and ESS Lemons are available.

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



limes

Markets are starting to inch up in anticipation of monsoon weather forecast through August. Size is shifting to larger fruit; 230- and 250-count sizes are tightening. Quality is average: skin breakdown, oil spotting, styler, and light color are problems being culled in the grading process. MFC and ESS Limes are available.

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



onions

While the California market remains high, prices have dipped a bit in New Mexico; stocks will ship through mid-August. [New crop Northwest yellow onion harvesting will begin the week of August 7](#), followed by red onion production August 14. Colorado and Utah-grown onions will hit the market after the Labor Day weekend. MFC Red and Yellow Onions are available.

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



oranges

California Valencia supply is meeting demand; new crop fruit is dominated by 88- through 113-count stocks. 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

Washington D'Anjou pear supplies will be depleted by the end this week. [California growers will start packing new crop Bartletts later this week](#) and ship through September. 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. New crop Washington Bartletts will hit the market in mid-August, followed by D'Anjous in early September.

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

FRESH CROP REPORT



pineapples

The market is elevated. Supplies remain extremely scarce in Costa Rica, Mexico, and South America. Historically, pineapples become limited from mid-June through August. Coverage will be sporadic with size substitutions expected over the next four to six weeks.

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



raspberries

Prices are elevated; supplies are tight. Quality is very good; berries are plump and ruby red.

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



red /yellow potatoes

Prices are up; non-Idaho production has ended. Storage crop Idaho MFC Red and Yellow Potato supplies are tight. Quality is very good.

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



romaine

The market is unchanged but will climb next week; stocks are forecast to tighten. Fringe and internal burn are increasing quality problems. MFC Premium Romaine Lettuce is readily available.

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



potatoes

The Washington storage season has ended. New crop Washington Norkotah production will start next week. MFC Burbank Potatoes will be shipped out of Idaho through mid- to late August; new crop harvesting will begin in two to three weeks.

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



salads & blends

Prices are level; Salinas Valley supplies are ample. Iceberg and romaine quality is very good; head weights are increasing. 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

The market is level; stocks are sufficient. Quality is very good: oversized components and mechanical damage are slight issues. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

West Coast prices are steady to slightly lower; warmer weather in Santa Maria is increasing growth. On the East Coast, heat and occasional rain are reducing yields due to erratic quality. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is elevated. The Santa Maria spring crop is ending; the fall crop is getting a late start. Persistently high temperatures and humidity are causing softness, bruising, and initial stages of decay, reducing available supplies from this region. Demand is strong for Watsonville berries but cool, overcast weather is keeping volume low. MFC Strawberries are available.

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



tomatoes

Prices are steady to slightly higher. The West Coast is experiencing planting gaps; rain has delayed round and Roma harvests approximately one week in the San Joaquin Valley. Volume should climb in about a week when the Manteca, Mexico season begins. East Coast supplies are tight as the Tennessee season got a slow start. Large sizes dominate availability. Quality is very good. MFC Tomatoes are on the market.

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



tree fruit

The market is expected to remain stable for at least two more weeks; nectarine, peach, plum, and apricot supplies are ample. Nectarines will ship through September; peaches 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

Prices remain high due to strong summer demand. The California season is in full swing production. Weather is hot, with temperatures hovering around 100° F. Quality ranges from very good to excellent. Mini seedless watermelons remain tight. 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

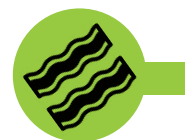
Grapes are a healthy, snack-friendly ingredient. What ways do you like to highlight this fruit on menus?

A

I suggest adding frozen grapes in flutes of prosecco—it's a visually creative and delicious drink to for hotel pool bar menus. I prefer to use green grapes as the reds can leave hard-to-remove stains on the glasses.

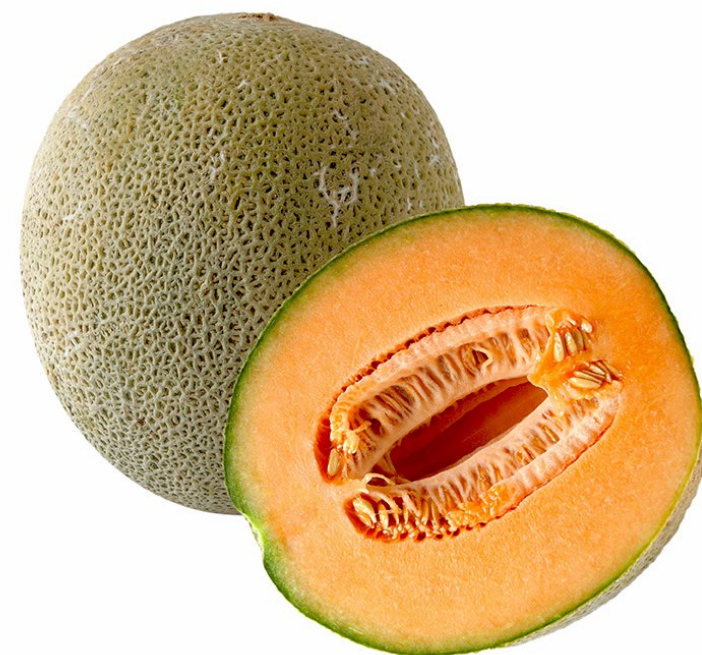


I also enjoy blistered grapes served with hot honey butter. I grill the grapes to give them a nice smoky char that balances the fruit's natural sweetness.



Garnish cold soups such as green gazpacho, honeydew, and cucumber with sliced MFC Green Seedless Grapes and slivered almonds.

TIPS FOR SERVING CANTALOUPE:



- 1.** Toss RSS Hearts & Hearts with RSS Cantaloupe Chunks and RSS Sliced Celery; drizzle with creamy buttermilk-tarragon dressing.
- 2.** Thread RSS Cantaloupe Chunks and shrimp on skewers; marinate in jerk seasoning; grill until just cooked; serve on a bed of herbed rice.
- 3.** Combine RSS Cantaloupe Chunks with coarsely chopped MFC Tomatoes, RSS Diced Red Onions, RSS Washed & Trimmed Cilantro, RSS Lime Juice, and ground cumin; serve aside fish tacos.

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.

Chipotle Scallops with Green Onions and Lime

Smoky, briny flavors pair with citrus and onions to create the perfect warm-weather dish.

- ¼ C Canola oil, split
- 16 Scallops
- 2 tsp. Kosher salt
- ½ tsp. Black pepper
- 1 oz. Chipotle chile peppers (canned), pureed
- Additional chipotle peppers (canned), sliced for garnish
- 1 lb. RSS Washed & Trimmed Green Onions
- 3 MFC Limes, sliced
- Edible petals, to garnish

Season scallops with ½ teaspoon of salt and ¼ teaspoon of pepper. Brush them all with pureed chipotle pepper puree. Heat two tablespoons of oil in a large grill pan. Add scallops and cook for one to two minutes per side, charring surface of the shellfish. Toss green onions with remaining oil. On a separate grill or pan, cook the green onions until charred. Add sliced limes to pan once onions are removed and cook until grill lines appear.

A light, chilled fruit soup that refreshes and delights the senses—this Thai-inspired soup is vibrant, healthy, and social media worthy!

