



FRESH CROP REPORT

WEEK OF AUGUST 6, 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

MFC Strawberries are not available due to quality problems; the remaining crop will exhibit at least 20% bruising and 3% decay. Elevated temperatures have exacerbated the quality concerns; growers must heavily cull fruit. Quality will not improve through the month of August. New crop fall production is on schedule to start in late August/early September. Markon will continue to procure the best quality strawberries available in both regions during this period.

GRAPES

The Mexican grape season is wrapping up and the industry is starting to ship California-grown fruit. The Red Flame variety will be limited over the next three weeks. In order to fill all orders, the Sweet Bond black seedless variety will be substituted in portioned packs and destemmed grapes. New crop fall production is on schedule to start in late August/early September.

MIXED BERRIES

Blueberry volume is declining, while blackberry and raspberry supplies remain limited.



ONIONS

- Northwest MFC Onions will hit the market at the end of this week.
- California and New Mexico's MFC Onion seasons are beginning to wind down.

BRUSSELS SPROUTS

- Harvests are winding down in Oxnard, California
- Low yields persist in Mexico due to quality challenges; Salinas Valley production is two to three weeks behind schedule.

RED AND YELLOW POTATOES

- Storage crop MFC Red and Yellow Potato supplies are tight.
- New crop potatoes will start shipping in the Idaho and Midwest regions early next week.

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apples

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

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



asparagus

Markets remain elevated. Central Mexican production is underway. Peruvian supplies are sufficient, although lower compared to prior years. Quality is very good. Size profile favors standard; jumbo packs are scarce. MFC Asparagus is available.

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



avocado

The market for large sizes is up; prices for small fruit are level. All Mexican stocks are limited; smaller-sized fruit is being substituted for large-size shortages. California and Peruvian supplies are being substituted as needed. The Flora Loca 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.

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



bell peppers
green/red

West Coast green bell markets are slightly higher as the Hollister/Santa Clara growing regions ramp up. West Coast red bell prices are steady but may firm up as the transition to Hollister is in a week. East Coast markets are steady but may climb as the transition to Hollister approaches. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Supplies will remain limited through next week. Production out of California's Watsonville and Santa Maria regions is behind schedule due to weather conditions. Quality is fair with some berries exhibiting softness, bleeding, and red cell. Pacific Northwest volume is low but expected to increase. Improved quality and more abundant stocks are expected in the next 7-10 days.

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



blueberries

Pacific Northwest supplies are ample; fruit quality is exceptional. Michigan blueberries will ship through August; quality is excellent. New Jersey volume is low. Overall supply levels are lower than normal; prices are slowly increasing in all regions.

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

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broccoli

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

The market is steady; yields are high. Quality has improved in Mexico due to cooler, milder weather. MFC Broccoli is available.



cantaloupe

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

Weak demand and ample supplies are keeping prices low. High temperatures over last few weeks have accelerated crops. Quality is excellent; sugar levels range from 12 to 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

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



celery

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

Prices are weak; Salinas yields are high. Santa Maria harvesting is ongoing; the current size profile is dominated by medium-sizes and six-count packs. Michigan's entrance to the market will push West Coast prices lower. MFC Celery is available.



chile peppers

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

East Coast supplies are extremely limited. North Carolina is currently the production focal point, but Michigan harvesting will begin in the next two weeks. West Coast stocks are also tight. The Baja and California regions typically cover this time frame but both areas are off to a slow start; Poblanos and Serranos are especially scarce. Monsoon conditions have taken a toll on quality and production in Central Mexico. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices are mostly steady. East Coast stocks remain limited due to heat and rain in New Jersey. Michigan production has started but volume is being affected by smoke-related pollination issues. MFC and ESS Cucumbers are available.



grapes

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

The Mexican grape season is wrapping up and the industry is starting to ship California-grown fruit. The Red Flame variety is limited; the Sweet Bond black seedless variety will be substituted in portioned packs and destemmed grapes. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

Prices are low; supplies are ample. Quality is being challenged by heat and increasing aphid pressure, with some fields exhibiting fringe and internal burn issues. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Weak demand and ample supplies are keeping domestic markets low. High temperatures over last few weeks have accelerated crops; large sizes are most prevalent. Quality is excellent; sugar levels range from 13 to 16 Brix. MFC Honeydew Melons are available.

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



iceberg

Prices jumped but have stabilized at high levels. Fields with increased sclerotinia, bottom rot, mildew, fluctuating density, and low weights are being avoided for MFC Premium Iceberg Lettuce packs; Markon Best Available® (MBA) will be shipped as needed.

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



lemons

Elevated prices will persist for another two to four weeks, particularly for 165- through 235-count sizes. Offshore and Mexican fruit will be substituted to prevent ordering gaps. MFC and ESS Lemons are available.

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



limes

Rain and humidity have reduced yields, but growers are increasing production; size is dominated by small fruit (230- and 250-count limes). Quality issues due to past droughts, including skin breakdown, oil spotting, and styler are being culled. MFC and ESS Limes are available.

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



onions

Northwest MFC Red and Yellow Onions will hit the market at the end of this week. Healthy crops and strong yields are expected for this upcoming storage season; weather has been ideal for growing up to this point. California and New Mexico's MFC Red and Yellow Onion seasons are beginning to wind down. **Markets have eased** with the start of the Northwest season approaching.

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



oranges

California Valencia stocks are sufficient; new crop fruit is dominated by 88- through 113-count supplies. 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

California growers will ship new crop Bartletts 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	///	*****	\$\$\$

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pineapples

Expect high prices through this month. Stocks remain extremely limited in Costa Rica, Mexico, and South America. Each year, pineapples tighten up 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

Supplies will remain limited over the next 10 to 14 days; **markets are elevated**. California's Oxnard and Santa Maria seasons are winding down. Watsonville production is slow due to cool, wet mornings but is steadily increasing. Quality is good with some lots exhibiting occasional softness.

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



red /yellow potatoes

Storage crop MFC Red and Yellow Potato supplies are tight. **New crop potatoes will start shipping in the Idaho and Midwest regions early next week**, alleviating some markets.

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



romaine

Prices are low; supplies are ample. Quality is being challenged by mildew, minor wind thrip damage, fringe/internal burn issues, and increasing presence of sclerotinia. Damaged leaves are being trimmed in the field, reducing head weights. 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. New crop Idaho and Washington Norkotah production is getting underway this week; prices will begin easing. Fresh-run potatoes have not gone through the "sweat" yet; this process allows field heat to leave potatoes, putting them in dormancy, and preventing sprouting during the early months of storage. New crop Burbanks will enter the market early October.

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



salads & blends

The market is stable; Salinas Valley yields are high. Iceberg and romaine quality is good; damaged leaves are being trimmed in the field, reducing head weights. 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; supplies are adequate. Quality is very good: oversized leaves and mechanical damage are occasional problems. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

West Coast markets are a bit lower; ideal conditions in Santa Maria are aiding growth. East Coast prices are slightly higher due to heat and occasional rain causing erratic quality in North Carolina. Michigan production will increase this week, holding markets level. MFC Yellow Squash and Zucchini are available.

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



strawberries

MFC Strawberries are not available due to quality problems; the remaining crop will exhibit at least 20% bruising and 3% decay. Elevated temperatures have exacerbated the quality concerns; growers must heavily cull fruit. Quality will not improve through the month of August. New crop fall production is on schedule to start in late August/early September. Markon will continue to procure the best quality strawberries available in both regions during this period.

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



tomatoes

Expect limited supplies and elevated markets on the West Coast through August. Northern California round and Roma supplies remain tight due to rain-related planting delays. High temperatures in California's San Joaquin Valley and Baja, Mexico are lowering yields. Volume is low in Tennessee and Alabama; occasional summer rain is hindering harvests but volume will increase over the coming weeks. MFC Tomatoes are on the market.

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



tree fruit

Prices are unchanged; nectarine, peach, plum, and apricot stocks are abundant. Nectarines will ship through September; the peach season will wrap up 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 wind down in mid-October; growers are currently shipping black plums. Sugar levels typically range from 16 to 20 Brix.

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



watermelon

Strong summer demand is keeping markets high. California supplies are adequate; East Coast fruit is a bit tighter. Quality ranges from very good to excellent. Mini seedless watermelons remain scarce. 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 KURT
KWIATKOWSKI
MARKON MEMBER CHEF

Q

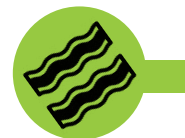
Green beans can be incorporated into any savory day part. Name a few of your favorite ways to serve this item.

A

I like to quickly blanch, then saute the beans in rendered bacon fat, fold the bacon back in, and serve with crispy shallots. I also suggest a Thai Green Papaya Salad with green beans, limes, and roasted peanuts served over jasmine rice.



For spicy chili garlic green beans, blanch and saute green beans with soy, garlic, ginger, and sesame seeds; top with chili crunch.



Saute green beans with Shiitake mushrooms and caramelized cipollini onions.

TIPS FOR SERVING ICEBERG LETTUCE:



- 1.** Use RSS Shredded Iceberg to top tacos, tostadas, burgers, and sandwiches.
- 2.** Top RSS Chopped Iceberg with apple-smoked bacon, pickled MFC Red Onions, and spicy pecans; drizzle with Gorgonzola dressing.
- 3.** Slather whole wheat bread with RSS Avocado Pure Pulp; top with sliced heirloom tomatoes, crisp bacon strips, and MFC Premium Iceberg.

FEATURED PARTNER SPOTLIGHT: BALOIAN FARMS

Who?

Baloian is a fourth-generation family farm with roots that date back to their humble beginnings in 1917 when their Armenian parents, grandparents, and great-grandparents stressed the importance of hard work, honesty, humility, and a job well done.

Why?

They believe the land is our greatest asset. Using good sustainable practices to promote long-term agriculture is not only a good business practice, but it is also our responsibility to ensure a healthy planet for many generations to come.

Which Markon Products?

MFC and ESS Green and Red Bell Peppers
MFC Eggplant

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 Iceberg/ Romaine Blend with Apples & Pecans

This well-rounded salad combines sweet and salty flavors with both crunchy and tender textures.

16 oz. Ready-Set-Serve Iceberg/Romaine 80/20 Blend
1 C Markon First Crop Red Delicious Apples, chopped
1 C candied pecans
1/4 C blue cheese, crumbled

Arrange equal portions of RSS Iceberg/Romaine 80/20 Blend, apples, pecans, and blue cheese on salad plates. Serve with house-made vinaigrette.

Optional: top with roasted chicken or turkey slices.



Luscious
filet mignon gets
complexity from
crunchy, peppery
radishes and earthy
beets—plus a
punch of tang from
pomegranate syrup.
Light enough for a
salad, hearty enough for
an entree.

