



FRESH CROP REPORT

WEEK OF AUGUST 13, 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

APPLES

Storage crop Washington MFC Gala and Red Delicious Apples remain available. The Washington MFC Fuji, Granny Smith, and Golden Delicious seasons are beginning to wind down.

BRUSSELS SPROUTS

Low yields persist in Mexico due to quality challenges. Harvests are winding down in Oxnard, California. Salinas Valley production remains two to three weeks behind schedule; however, supplies are slowly increasing.

LETTUCES

Ample supplies of green leaf and romaine persist, keeping markets low. Iceberg yields are adequate; demand has increased on the West Coast due to rain challenging the Eastern Seaboard growing areas.



CELERY

- Prices continue to decline.
- Supplies are increasing in California's Salinas Valley and Michigan.

POTATOES

- MFC Burbank Potatoes are beginning to wind down; supplies will run through mid- to late August.
- Expect the market to soften with the start of the new crop season approaching.

BLACKBERRIES

- Supplies are extremely limited due to fair quality.
- Improved quality and more abundant supplies are expected by August 21.

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apples

Storage crop Washington MFC Gala and Red Delicious Apples remain available. The Washington MFC Fuji, Granny Smith, and Golden Delicious seasons are beginning to wind down; size substitutions may be needed until new crop harvesting begins. Michigan volume remains high.

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



asparagus

Prices are high. Central Mexican supplies will increase as the season progresses. Peruvian stocks are adequate. Quality is very good. Size is dominated by standard spears; jumbo packs are limited. MFC Asparagus is available.

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



avocado

Markets for large sizes are elevated; prices for small fruit are stable. Mexican volume is low; smaller-sized fruit is being substituted for large-size shortages. California and Peruvian stocks are being substituted as necessary. 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 prices are steady; supplies are increasing in the Hollister/Santa Clara growing regions. West Coast red bell markets are inching up; growers are transitioning to Hollister. East Coast prices are fairly level. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

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



blackberries

Supplies are extremely limited due to fair quality. The fall Watsonville, California season is off to a very slow start due to lower-than-normal temperatures. Volume is expected to increase in Santa Maria, California over the next 10-14 days. Improved quality and more abundant supplies are expected by August 21.

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



blueberries

The market is slowly rising; overall supplies are tightening. Stocks from the Pacific Northwest and Michigan will ship through August. Volume is low in New Jersey. Quality ranges from very good to excellent.

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

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broccoli

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

Prices are low; supplies are abundant in both regions. Quality is very good: brown bead is an occasional issue. MFC Broccoli is available.



cantaloupe

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

The market is weak; domestic volume continues to increase due to high temperatures. Quality is excellent; sugar levels range from 12 to 14 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are low; ample supplies are projected for the month barring any inclement weather. 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 continue to ease. Supplies are increasing in California's Salinas Valley and Michigan. Santa Maria production continues year-round; the current size profile is dominated by large 24-count stalks. Quality is excellent; stalks are firm with ideal color. MFC Celery is available.



chile peppers

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

East Coast stocks are tight. Most production is occurring in North Carolina, but the Michigan season is scheduled to start next week. West Coast supplies are limited. The Baja and California seasons are off to a slow start, especially Poblano and Serrano harvests. Monsoon conditions have hurt quality in Central Mexico. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market is level. East Coast supplies are tight, but starting to make a comeback. Michigan production has begun; some fields are being affected by smoke-related pollination issues. MFC and ESS Cucumbers are available.



grapes

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

The industry has shifted from Mexico to California. 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

Weak market persists; stocks are abundant. Challenges continue due to heat and insect pressure; crews are trimming fringe and internal burn issues in the field to pack the best quality. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices are low; domestic stocks are plentiful. 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

The market is up. 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 necessary.

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



lemons

Expect high prices for another one to three weeks, especially 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

The market is fairly steady. Crops are dominated by small sizes (230- and 250-count fruit). Quality issues due to past droughts, including skin breakdown, oil spotting, and styler are being culled before shipment. MFC and ESS Limes are available.

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



onions

Northwest MFC Red and Yellow Onions now available. Healthy crops and strong yields are expected for this upcoming storage season; weather has been ideal for growing up to this point. The California and New Mexico seasons are ending.

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 become available next week, followed by D'Anjous in early September.

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

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pineapples

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

Markets are elevated. Expect extremely tight supplies out of 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 few weeks.



red /yellow potatoes

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

New crop potatoes have begun shipping in the Idaho and Midwest regions. Prices will start inching down. Quality is very good.



potatoes

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

MFC Burbank Potatoes are beginning to wind down; supplies will run through mid- to late August. **Norkotah harvesting will begin this week.** Expect the market to soften with the start of the new crop season approaching. 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.



raspberries

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

Expect tight stocks for the next week or so; prices are high. California's Oxnard and Santa Maria seasons are ending. Watsonville production is starting to increase. Quality is very good with some lots exhibiting occasional softness.



romaine

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

Weak markets persists; stocks are abundant. Challenges continue due to heat and insect pressure; crews are trimming fringe and internal burn issues in the field to pack the best quality. MFC Premium Romaine Lettuce is readily available.



salads & blends

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

Prices are steady; Salinas Valley supplies are abundant. Iceberg and romaine quality is good; damaged leaves are being trimmed in the field, reducing head weights in some lots. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Prices are stable; supplies are adequate. Quality is very good: oversized leaves and mechanical damage are minor issues. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are level; West Coast stocks are sufficient. East Coast production is underway in Michigan. Quality ranges from average to very good. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are elevated. Extreme heat has exacerbated problems; quality is not expected to improve through the month of August. New crop fall production will begin in late August/early September. Markon will continue to procure the best quality strawberries available in both regions during this period. MFC Strawberries are available.

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



tomatoes

High prices will persist through August. Northern California round and Roma stocks are limited due to rain-related planting delays. Hot weather in California's San Joaquin Valley and Baja, Mexico are tightening supplies. Volume will increase in Tennessee and Alabama over the coming weeks. MFC Tomatoes are available.

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



tree fruit

The market is stable; nectarine, peach, plum, and apricot supplies are ample. Nectarines will ship through September; the peach season will end 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 wrap up 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 prices persist; demand is strong. California stocks are average; East Coast fruit is limited. 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 KURT
KWIATKOWSKI
MARKON MEMBER CHEF

Q

Low- or no-alc beverages continue to climb in popularity, especially with Gen Z and Alphas. What are some produce-driven drink combinations that you can suggest for summer?

A

A few of my favorites are cucumber-lime coolers made with thin slices of cucumber and limes, lime juice, sparkling water, and a little honey for sweetness and balance.



Peach-ginger iced tea combines ripe peach nectar, chilled black tea, grated ginger, and a little fresh lemon juice.



And I also suggest a carrot-ginger spritz with fresh carrot juice, grated ginger, lime juice, sparkling water, and honey.

TIPS FOR SERVING GRAPES:



- 1.** MFC Green Seedless Grapes are ideal burger and sandwich sides.
- 2.** Garnish cold soups such as green gazpacho, honeydew, and cucumber with sliced MFC Green Seedless Grapes and slivered almonds.
- 3.** Grill or roast MFC Red Seedless Grapes until they burst; serve atop hummus, crostini, and custards.

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.

Grape and Ricotta Toasts

Sweet and salty, these crostini make an excellent appetizer to split or light entree for one.

- 1 C ricotta cheese
- 1/4 C honey
- Pinch of kosher salt
- 2 T almonds, finely chopped
- 2 T Markon First Crop Basil, finely chopped

Lightly whip ricotta, honey, salt, almonds, and zest together. Chill. Toss grapes, olive oil, and salt in a mixing bowl. Heat a skillet; when hot, add grapes and cook until just starting to burst. Deglaze with lemon juice and sherry (taking care not to ignite alcohol). Continue heating until liquid has cooked off.

Plate by putting equal portions of ricotta on the slices of toasted bread, then topping with grapes. Garnish with microgreens and edible flowers.

Bright flavors and bold colors make this seared fish dish a standout on any health-focused, sophisticated menu.

