



FRESH CROP REPORT

WEEK OF AUGUST 20, 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

Expect tight Granny Smith storage supplies and elevated prices for the rest of the month. Growers estimate approximately 98 percent of the storage crop has been shipped. New crop Washington Granny Smith apples are expected to hit the market the week of September 4.

STRAWBERRIES

Markets have declined this week due to weaker demand. Improved weather increased yields in both regions. Markon recommends ordering for quick turns.

ONIONS

MFC Onion growers in Idaho, Oregon, and Washington have begun harvesting. The California and New Mexico MFC Onion seasons are ending.



GRAPES

- California-grown red grapes continue to increase in volume. MFC Seedless Red Grapes will start shipping this week.
- Sweet Bond black seedless grapes, utilized as substitutions for certain packs, will no longer be needed next week.

POTATOES

- New crop, fresh-run potatoes are now on the market.
- Norkotah stocks will start shipping out of storage in mid-October followed by Burbanks in late October/early November.

LIMES

- Favorable weather has increased production in Veracruz, Mexico.
- Markets are slightly lower.

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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 beginning to wind down; size substitutions may be necessary until new crop harvesting begins (early-to-mid September). **Expect tight Granny Smith storage supplies and elevated prices for the rest of the month.** New crop Washington Granny Smith apples are expected to hit the market the week of September 4. Michigan volume remains high.

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



asparagus

The market is elevated. Central Mexico production is underway. Peruvian supplies are sufficient, although lower compared to prior years. MFC Asparagus is available.

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



avocado

Prices remain high. Mexican supplies are limited; smaller-sized fruit is being substituted for large-size shortages. California and Peruvian stocks are being shipped 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

East Coast prices are low; multiple regions are harvesting. West Coast green bell markets are level, while red bell prices are slightly higher; expect higher red bell volume as the Oxnard, California season gets underway. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Stocks remain tight; elevated markets are expected to persist until the week of August 21. 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.

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



blueberries

Prices are inching up; overall volume is falling. Supplies will ship from the Pacific Northwest and Michigan through August. East Coast supplies are tight 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	///	*****	\$\$\$

Markets are slightly higher; volume is lower compared to prior weeks. Quality is very good in all areas; brown bead and hollow core are occasional issues. MFC Broccoli is available.



cantaloupe

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

Prices are low; domestic supplies are abundant due to high temperatures in the San Joaquin Valley region. 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; plentiful stocks 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	///	*****	\$\$\$

Prices are low. Volume is high 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 supplies are limited but starting to increase. Production is underway in North Carolina and Michigan. West Coast stocks are tight. The Baja and California seasons are off to a slow start; Poblano and Serrano volume is especially low. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices are steady. East Coast stocks are starting to increase. 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 market is stabilizing. California-grown red grapes continue to increase in volume. Sweet Bond black seedless grapes, utilized as substitutions for certain packs, will no longer be needed next week. MFC Seedless Green and Red Grapes will start shipping this week.

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green leaf

Prices have inched up a bit; supplies are sufficient but will be tighter week over week through August. Quality is being challenged by heat and increasing aphid pressure, with some lots exhibiting fringe and internal burn issues. MFC Premium Green Leaf Lettuce is available.

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



honeydew

The market is low; domestic stocks are abundant due to high temperatures in the San Joaquin Valley region. Quality is excellent; sugar levels range from 13 to 16 Brix. MFC Honeydew Melons are available.

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



iceberg

Demand remains focused on the West Coast with recent extreme weather across the U.S. and Canada hampering many regional deals. West Coast prices have eased from this recent demand-driven peak; supplies will increase through September. Fields with increased sclerotinia, bottom rot, mildew, and fluctuating density/low weight are being avoided for MFC Premium Iceberg Lettuce packs; Markon Best Available® (MBA) will be shipped as necessary.

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



lemons

Elevated markets are forecast for another two 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.



limes

Prices are slightly lower. Small fruit is becoming limited; lighter blooms and occasional rains are still affecting quality and pack outs in Veracruz. Rain is forecast later this week; markets may inch up. MFC and ESS Limes are available.

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



onions

The market has stabilized. MFC Onion growers have begun harvesting in Idaho, Oregon, and Washington. Healthy crops and strong yields are expected for this upcoming storage season; weather has been ideal for growing up to this point. Colorado- and Utah-grown onions will hit the market after the Labor Day weekend. The New Mexico season has ended; production in will run through next week in California's San Joaquin Valley.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
NM	///	*****	\$\$\$
OR	///	*****	\$\$\$
WA	///	*****	\$\$\$



oranges

California Valencia supplies are adequate; 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

The California Bartlett pear season is in full swing; supplies will be on the market through September. The new crop Washington Bartlett season will begin next week; D'Anjou production will start in early September.

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

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pineapples

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

Prices remain high. Volume is low 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 through the rest of the month.



raspberries

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

Low volume is keeping markets elevated. California's Oxnard and Santa Maria seasons have ended. Watsonville production is now underway; supplies will increase in September. Quality is very good with some lots exhibiting occasional softness.



red /yellow potatoes

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

Markets are steady. New crop potatoes are shipping out of Idaho, Minnesota, Wisconsin, and Washington. MFC Red and Yellow potatoes are available in Idaho and Minnesota. Quality is very good.



romaine

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

Prices are weak; supplies are abundant in Salinas and Santa Maria. Quality is good, but mildew, minor wind and thrip damage, fringe and internal burn, and increasing presence of sclerotinia are problems. MFC Premium Romaine Lettuce is available.



potatoes

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

New crop, fresh-run MFC Norkotah Potatoes are now shipping. Prices will start to ease as the new crop season gets underway. 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. Potatoes may release moisture as they cool, causing a very light, white surface residue that can be easily brushed off and poses no quality problems. Norkotah stocks will start shipping out of storage in mid-October. Fresh-run Burbanks will enter the market in early October.



salads & blends

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

The market is unchanged; Salinas Valley stocks are meeting demand. Iceberg and romaine quality is good; damaged leaves are being trimmed in the field. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

The market is steady; stocks are sufficient. 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 prices are expected to remain stable for the next few weeks. Baja production is also underway. East Coast volume remains erratic following summer rains in some growing regions. Quality ranges from average to very good. MFC Yellow Squash and Zucchini are available.

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



strawberries

Markets have declined this week due to weaker demand. Improved weather increased yields in both regions. Size currently ranges from small to medium (18-to 22-count per one-pound clamshell). Suppliers will begin transitioning to the Santa Maria growing region in mid-September. Markon recommends ordering for quick turns. MFC Strawberries are on the market.

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



tomatoes

West Coast Romas are a bit snug; several growers are experiencing planting gaps in the San Joaquin region. Round supplies are more abundant. Volume is rising in Eastern Mexico. Quality is best out of California and Baja. On the East Coast, yields have dipped slightly; size is dominated by large fruit. MFC Tomatoes are available.

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



tree fruit

Prices are level; nectarine, peach, plum, and apricot stocks are meeting demand. 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

The market is high; demand is strong. California supplies are adequate; East Coast fruit is tight. 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

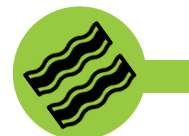
Q MFC Strawberries are delicious on summer menus...and they are packed in recyclable, corrugated clamshells to make ordering and serving them feel even better. How do you like to incorporate fresh strawberries into menus?

A

I'm a big fan of strawberry short cake, strawberry hand pies, and clafouti. I also like to go savory and add to sauces for lamb or duck to add a fresh fruit component to the protein.

Mix chopped MFC Strawberries, cubed RSS Avocado Halves, RSS Diced Red Onions, minced MFC Jalapeno Chile Peppers, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; serve with grilled snapper.

Purée MFC Strawberries, butter-milk, and sugar; pour through a sieve; sprinkle with gelatin, pour into molds, and chill; serve panna cotta with sliced MFC Strawberries.



TIPS FOR SERVING HONEYDEW MELONS:



- 1.** Wrap RSS Honeydew Chunks with prosciutto and serve as appetizers or bar snacks.
- 2.** Add chopped MFC Honeydew Melons, MFC Cucumbers, MFC Mint, and MFC Baby Dill to cooked couscous; serve with grilled meat kebabs.
- 3.** Layer RSS Green Leaf Fillets, crisp applewood bacon, and sliced MFC Cantaloupe and Honeydew Melons on whole wheat.

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.

Tomato, Cucumber, and Bell Pepper Salad

This Mediterranean-style salad is packed with the sweet, zesty flavors of summer.

8 Markon First Crop Roma Tomatoes, chopped
2 Markon First Crop Cucumbers, peeled and chopped
2 Markon First Crop Red Bell Peppers, chopped
1/2 cup Markon First Crop Basil, chopped
1/2 cup balsamic vinaigrette

Toss all ingredients together and serve garnished with fresh basil leaves.

The perfect blend of sweet and salty, these melon-prosciutto appetizers are ideal for a pre-dinner appetizer or fresh bar snack.

