



FRESH CROP REPORT

WEEK OF AUGUST 27, 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

POTATOES

New crop, fresh-run MFC Norkotah Potatoes are available. It is important to be aware of certain characteristics. Fresh-run quality is excellent; occasional skinning and excess moisture may be observed in fresh-run supplies. Potatoes release moisture as they cool, which gives the potato a wet look, and can cause a light, white surface residue to develop that is easily brushed off and does not pose any quality or food safety concerns.

GREEN ONIONS

Prices continue to rise. Persistent heat was already driving down yields preceding Hurricane Hilary's passing over the primary growing regions on the Baja peninsula of Mexico.

LIMES

Severe weather storms in Mexico and South Texas will impact lime supplies this week. **Markets are poised to increase.**



HURRICANE HILARY

- Markon is monitoring all key growing regions that have been impacted by Tropical Storm Hilary on Sunday, August 20.
- Significant disruptions can be expected for green onion and asparagus production; some tomato, cucumber, and squash supplies have been impacted as well.

STRAWBERRIES

- Markets are on an upward trend as lower yields and increased demand for the upcoming Labor Day holiday are pushing pricing higher.
- Humidity from recent tropical storm has growers culling more fruit.

BROCCOLI

- Prices are elevated and likely to rise more amid industry-wide quality challenges.
- Warm weather, strong winds, and high humidity across the Santa Maria and Salinas Valleys has accelerated growth but introduced several quality challenges.

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apples

The Washington MFC Granny Smith and Golden Delicious seasons are beginning to wind down; size substitutions may be needed until new crop harvesting begins in early to mid-September. Expect tight Granny Smith storage supplies and high markets through August. New crop Washington Granny Smith apples are forecast to enter the market the week of September 4. Michigan supplies are ample. Storage crop Washington MFC Gala, Fuji, and Red Delicious Apples remain available.

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



asparagus

Prices remain elevated. Damages caused by Hurricane Hilary are expected to further tighten Baja supplies. Harvesting is also underway in Central Mexico. MFC Asparagus is available.

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



avocado

The market is up. Mexican stocks are tight; smaller-size fruit is being substituted for large-size shortages. California and Peruvian supplies are being substituted as needed. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers
green/red

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

California new crop bell pepper production is struggling to keep up with demand; markets are elevated. Damages caused by Hurricane Hilary are expected to further tighten supplies and increase West Coast prices. East Coast supplies are tight following summer rains. Canadian greenhouse supplies are sufficient. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices will begin inching down over the next few weeks. Insect pressure from recent humidity caused availability to tighten domestic stocks but overall production is increasing in California growing regions. Inclement weather is slowing production in Mexico although it's expected to increase in the next 7-10 days. Quality will improve in new crop supplies.



blueberries

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

The market is rising. Pacific Northwest harvests are winding down fast. The Michigan season is expected to end over the next one to two weeks; production is finished in New Jersey. Mexico will start fall crop production next week; expect sufficient supplies in mid-September. Expect limited stocks and elevated markets over the next two to three weeks.

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broccoli

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

Prices are elevated and likely to rise more amid industry-wide quality challenges. Warm weather, strong winds, and high humidity across the Santa Maria and Salinas Valleys has accelerated growth but introduced several quality challenges including brown bead, yellowing, bracketing, and hollow core. MFC Broccoli Crowns are limited; Markon Best Available® (MBA) and packer label will be substituted as needed when supplies do not meet our specifications.



cantaloupe

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

The market is weak; domestic stocks are plentiful 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	///	*****	\$\$\$

Prices are low; ample supplies are projected through August 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	///	*****	\$\$\$

The market is weak. Stocks are ample in California's Salinas Valley and Michigan. Santa Maria production continues year-round. 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 volume is inching up in North Carolina and Michigan. West Coast supplies are limited. Growers are assessing damages from the recent hurricane in Baja and Southern California. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

The market is forecast to rise. Damages caused by Hurricane Hilary are expected to further tighten Baja supplies. East Coast volume is rising. Michigan production is fully underway. Quality is good. MFC and ESS Cucumbers are available.



grapes

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

Prices are fairly steady. California-grown green and red grape supplies are increasing. Quality is excellent. MFC Seedless Green and Red Grapes are now available.

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green leaf

Markets are steady to slightly lower; stocks are adequate but will tighten through August. Harvesting crews are trimming heads to avoid insect damage, wind damage, and mildew. MFC Premium Green Leaf Lettuce is available.

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



honeydew

Prices are weak; domestic supplies are plentiful in California's 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

A general uptrend in harvestable acres in August has kept markets steady to slightly lower. Harvesting crews are culling heads with sclerotinia, bottom rot, and mildew. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped when weights don't meet our specifications.

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



lemons

Prices for small lemons remain elevated due to tight supplies and strong demand. Offshore and Mexican fruit will be substituted to prevent ordering gaps. MFC and ESS Lemons are available.

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



limes

Expect active prices over the next two weeks. Mexico experienced heavy rains over the weekend; Hurricane Hilary has hampered production. Severe weather storms in Mexico and South Texas will impact supplies as well. MFC and ESS Limes are available.

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



onions

Expect prices to ease over the next few weeks. MFC Onions are readily available in the Northwest. Early pack-outs are dominated by medium and jumbo sizes. New crop onions will have a rounder, more globe-like shape than supplies shipped during the spring and summer months; early season supplies will still exhibit thin, light-colored skins until shipped out of storage.

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



oranges

California Valencia stocks are sufficient; new crop fruit is dominated by 88- through 113-count supplies. Expect small-size oranges (113- through 138-count fruit) to become limited through the month of August as schools ramp up. 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 underway; stocks will ship through September. The new crop Washington Bartlett season is starting this week. D'Anjou harvesting will begin in early September.

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

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pineapples

The market is elevated. Supplies are 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 through the rest of the month.

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



raspberries

Prices are inching down now that Watsonville production is underway; expect increased stocks by September. Mexican production is forecast to increase over the next several weeks. Quality is very good with some lots exhibiting yellow tones.

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



red /yellow potatoes

Prices have stabilized. 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.

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



romaine

The market is expect to remain weak despite strong demand; supplies are abundant. Harvesting crews are trimming heads to avoid insect damage, wind damage, and mildew. MFC Premium Romaine Lettuce is available.

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



potatoes

New crop, fresh-run MFC Norkotah Potatoes are available. 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 begin shipping out of storage in mid-October. Fresh-run Burbanks will enter the market in early October.

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



salads & blends

Prices are level; Salinas Valley supplies are sufficient. 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.

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 minor issues. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are climbing. Many Baja growing regions experienced extensive flooding as a result of tropical storm Hilary. Heat, humidity, and strong winds are expected to negatively impact shelf-life in Santa Maria, California; suppliers are reporting bruising and scarring during grading. MFC Yellow Squash and Zucchini are available.

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



strawberries

Markets are on an upward trend as lower yields and increased demand for the upcoming Labor Day holiday are pushing pricing higher. 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 supplies are tight due to planting gaps in the San Joaquin region and potential field/crop damage in Baja caused by Hurricane Hilary. On the East Coast, stocks are also tightening; size is dominated by large fruit. 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 sufficient. 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 end in mid-October. Sugar levels typically range from 16 to 20 Brix.

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



watermelon

Elevated 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

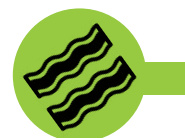
What are your favorite barbecue sides?

A

My favorite is a grilled watermelon and goat cheese salad with cucumbers and red onions.



No BBQ is complete without some grilled corn on the cob done in the Mexican street corn style.



Coleslaw made with the delicious, healthy RSS Heart-Y Slaw, a combination of julienned broccoli and radishes, cauliflower pearls, shredded cabbage, carrots, and kale, makes an ideal BBQ side.

TIPS FOR SERVING GREEN BEANS:



- 1.** Hand mix sauteed RSS Trimmed Green Beans with feta cheese, fresh basil, sliced almonds, and lemony dressing for a light summer salad or side.
- 2.** Toss with olive oil, salt, and pepper; roast until tender; serve aside steaks with grated Parmesan cheese.
- 3.** Add steamed, chopped green beans to feta cheese omelets.

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.

Swordfish with Sea Beans

Wow your customers with this meaty swordfish-sea bean combination plated in a geometric presentation.

16 oz. swordfish steaks cut into eight two-ounce cubes
 1/4 C sesame oil, split
 1/4 C low-sodium soy sauce
 1/2 lb. sea beans, lightly sauteed
 1/4 lb. cranberry beans, lightly sauteed
 1/4 C Markon First Crop Chives, snipped
 Edible flowers for garnish

Marinate swordfish cubes in two tablespoons sesame oil and the soy sauce. Heat a large skillet; using marinade, sear the fish on all sides. Reserve. Heat remaining two tablespoons sesame oil and saute sea beans and cranberry beans for one to two minutes. Cut beans to same length as fish cube height. Place a square, greased mold in the center of a serving plate. Arrange two fish cubes, chopped sea beans, and cranberry bean tips inside mold (make sure it is tightly packed). Garnish with chives and edible flowers. Repeat three more times. Remove molds right before serving to preserve shape.

Fresh cantaloupe, honeydew, and watermelon check all the boxes for a healthy dessert: vitamin-rich, low carb, gluten-free, vegan, and delicious!

