



FRESH CROP REPORT

WEEK OF SEPTEMBER 3, 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

SQUASH

Yellow squash and zucchini stocks remain limited in all current growing regions; **markets are climbing.**

MIXED BERRIES

Blueberry volume continues to decrease causing rapidly rising prices. **Blackberry and raspberry supplies are slowly increasing** and will meet and/or exceed demand in September.

BROCCOLI

Prices are elevated. Industry-wide quality challenges are limiting yields at the field level.



STRAWBERRIES

- Prices are stabilizing as Labor Day demand slows.
- Supplies are expected to increase over the next two to three weeks as Santa Maria's fall crop ramps up.

GREEN ONIONS

- The market is elevated.
- Supplies are limited after Hurricane Hilary passed over the Baja peninsula of Mexico.

ASPARAGUS

- Tight supplies and elevated prices persist.
- Strong winds and flooding caused by Hurricane Hilary have affected yields.

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apples

Prices are up. The Washington MFC Granny Smith and Golden Delicious seasons are ending. New crop Washington Granny Smith apples are forecast to enter the market this week. Michigan volume is high. Quality is very good. Storage crop Washington MFC Gala, Fuji, and Red Delicious Apples remain available.

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



asparagus

Tight supplies and elevated markets persist. Northern Baja is the primary growing region at this time. Strong winds and flooding caused by Hurricane Hilary have affected yields. MFC Asparagus is available.

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



avocado

Mexican volume is increasing slowly; markets are softening. The California and Peruvian seasons are ending. Once production ends in these regions, pricing is expected to stabilize and possibly increase. 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 red bell prices are high, but green bell markets are relatively stable after Hurricane Hilary. Damages caused by Hurricane Idalia are being assessed, but East Coast stocks will be affected, driving up markets. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Expect rising volume into September; markets are easing. Improved weather has encouraged rapid growth and higher yields in both Watsonville, California and Mexico. Quality is very good; red cell and bruising are minimal.

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



blueberries

Volume continues to decrease causing rapidly rising markets. The main growing regions of the Pacific Northwest and Michigan are winding down for the season. The Mexican season is slow to ramp up. Peruvian production has been delayed due to El Nino conditions. Elevated markets and limited stocks are forecast through the month of September.

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

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broccoli

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

The market is elevated. Industry-wide quality challenges are limiting yields at the field level. Warm weather and high humidity across the Santa Maria and Salinas Valleys has helped promote growth but introduced several quality challenges including brown bead, yellowing, hollow core, and bracketing. 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	///	*****	\$\$\$

Prices are starting to inch up as supplies are not as ample as the past month. Quality is excellent; ground spotting and light green casting are occasional issues. Sugar levels are high, approximately 14 Brix. Large sizes dominate availability. MFC Cantaloupe Melons are on the market.



cauliflower

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

Supplies are a bit tighter than in prior weeks; the market is inching up. 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. Quality is excellent; stalks are firm with ideal color. MFC Celery is available.



chile peppers

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

The market is steady to slightly higher, but may shoot up if Hurricane Idalia damages East Coast crops. West Coast stocks are tight after Hurricane Hilary. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chiles are available.



cucumbers

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

Prices are a bit higher. Hurricane Hilary delayed Baja production last week; harvesting will return to normal this week. East Coast markets are on the rise due to Hurricane Idalia. MFC and ESS Cucumbers are available.



grapes

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

The market is climbing. California-grown green and red grape crops have been impacted by heavy rain and flooding during Hurricane Hilary. MFC Seedless Green and Red Grapes are now available.

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green leaf

Prices are weak; stocks have increased slightly. Harvesting crews are trimming defects such as insect damage, wind damage, and mildew in the fields. MFC Premium Green Leaf Lettuce is available.

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



honeydew

The market is up a bit. Large sizes are most prevalent. Quality is average; wind scarring and discoloration are occasional issues. Sugar levels are approximately 14 Brix. MFC Honeydew Melons are available.

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



iceberg

Prices continue to inch down. Quality is good, but low weights persist. 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 Markon specifications.

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



lemons

The market is high, especially for small lemons. Stocks are limited and demand is strong. Offshore and Mexican fruit will be substituted to offset ordering gaps. MFC and ESS Lemons are available.

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



limes

Prices are extremely active due to recent stormy weather. Supplies are tight due rain over the last two weeks in Veracruz, Mexico which slowed harvesting and downgraded quality. MFC and ESS Limes are available.

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



onions

The market is inching down. 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 stocks 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 supply is meeting demand. New crop stocks are dominated by 88- through 113-count supplies; small-size oranges (113- through 138-count fruit) are tighter. 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 Bartlett pear supplies will ship through September. The new crop Washington Bartlett season is now underway. D'Anjou harvesting will start in a week or two.

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

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pineapples

Prices are expected to start inching down through September. Seasonal stocks will increase in Costa Rica, Mexico, and South America. Sporadic coverage will persist until new crop production ramps up in multiple regions.

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



raspberries

Supplies are slowly increasing and will meet and/or exceed demand in September. Watsonville, California is shipping adequate volume but humidity has lowered harvesting estimates; expect deep red color with occasional over ripe berries. Mexican production will slowly increase into September; expect some soft tips and broken fruit. Ample supplies with relatively stable markets are forecast.

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



red /yellow potatoes

The market is level. 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

Prices are low; Salinas Valley volume is high. Harvesting crews are trimming heads to avoid insect damage, wind damage, and mildew. MFC Premium Romaine Lettuce is sporadic; MBA will be packed when head weights or quality don't meet specifications.

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



potatoes

New crop, fresh-run MFC Norkotah Potatoes are on the market. 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

The market is steady; Salinas Valley stocks are adequate. 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

The market is unchanged; 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

Stocks remain limited in all current growing regions; **prices are elevated**. Warm weather, humidity, and strong winds are resulting in shorter shelf-life out of the Santa Maria region; scarring, dehydration, and soft/overripe texture are occasional issues. East Coast demand is shifting to the West Coast as damage from Hurricane Idalia is assessed. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are stabilizing as Labor Day demand slows. Supplies are expected to increase over the next two to three weeks as Santa Maria's fall crop ramps up. Fruit size is large with counts in the mid- to upper teens per one-pound clamshell. 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

Prices are skyrocketing; nectarine and peach stocks are extremely limited. Hurricane/Tropical Storm Hilary ended the nectarine and peach seasons early. Apricots and plums are still shipping, but tight.

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



watermelon

Strong demand is keeping markets elevated. California volume is average; East Coast supplies are 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 DREW
MARCHMAN
MARKON MEMBER CHEF

Q

Onions are used in nearly every type of cuisine and savory day part. What's our favorite way to highlight its pungent flavor?

A

Cooked onions bring out great umami flavors while also adding a little sweetness.



I try to keep my approach simple when it comes to quality ingredients so adding caramelized onions to sauces, pork, beef, or chicken can really balance out a dish and provide depth.



I've also recently enjoyed using these same caramelized onions in desserts making different ice creams fortified with assorted wines and liqueurs.

TIPS FOR SERVING LEEKS:



1. Add chopped MFC Trimmed Leeks and smoked salmon while scrambling eggs and cream; serve with snipped MFC Chives.
2. Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.
3. Steam halved MFC Trimmed Leeks until tender; dress with grainy mustard vinaigrette then top with chopped egg and MFC Chervil.

FEATURED PARTNER SPOTLIGHT: DUDA FARMS

Who?

For nearly 100 years and 6 generations, the Duda family has brought farm fresh produce to both the foodservice and retail sectors. Based in Oxnard, California, Duda farmers grow thousands of acres in five different states across the U.S.

Why?

Duda Farms produces 33% of all celery consumed in the U.S., all with the promise to responsibly harvest the freshest quality while reducing their environmental footprint, just as their founders envisioned.

Which Markon Products?

MFC Green Leaf Lettuce
MFC Iceberg Lettuce
MFC Romaine Lettuce
MFC Celery
RSS Celery

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.

Crunchy Green Fritters with Labneh Dip

A little bit southern, a little bit Israeli, these crossover fritters are crispy with verdant flavors and a hint of spice. So delicious you almost forget they're packed with healthy green vegetables.

1 C	Labneh cheese
1 T	RSS Lemon Juice
1 tsp.	Zest of Markon First Crop Lemons, minced
2 tsp.	Sea salt
3 tsp.	Everything bagel spice
1 C	Ready-Set-Serve Chopped Collard Greens, sauteed
1 C	Ready-Set-Serve Bite-Size Broccoli Florets
1/2 C	MFC Asparagus, steamed and chopped
1/2 C	Peas, steamed
1/4 C	MFC Trimmed Leeks, chopped and sauteed
4 cloves	RSS Peeled Garlic, roasted and smashed
2	Eggs
3/4 C	Chickpea flour
1/4 C + 1 T	Vegetable oil (for frying)

Mix together labneh, lemon juice, zest, and one teaspoon each of salt and everything bagel spice; reserve dip. Combine one teaspoon salt and everything bagel spice, collards, broccoli, asparagus, peas, leeks, two cloves of garlic, eggs, flour, and one tablespoon of vegetable oil. Mix well, then form into small patties. Heat remaining oil in a large skillet. When hot, add patties, being careful not to crowd the pan (cook in batches). Once browned on one side (two minutes), flip and cook on remaining side. Drain on cooling rack while cooking all patties. Serve with labneh dip drizzled with extra virgin olive oil and remaining everything bagel spice.



Topped with roasted
crispy leeks, this
soup is light
and flavorful.
Delicious &
versatile—
serve hot or
cold.

