



FRESH CROP REPORT

WEEK OF JUNE 2, 2024

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

Zucchini and yellow squash markets are active; supplies are snug and prices are climbing.

SALINAS VALLEY CROPS

The quality and shelf-life outlook for Salinas Valley produce items is improving significantly. Although some disease and insect pressure are present in some crops, the extended outlook is better than it has been all season.

APPLES

Although Gala apple prices are rising due to tight storage supplies, the Granny Smith market is inching down as the school season has ended.



BELL PEPPERS

- The overall market is low.
- Volume is increasing in Coachella, California; high heat will aid red pepper ripening.

STRAWBERRIES

- Clear, warm weather will increase production in California over the next 10 days.
- Quality is strong; expect full color, sweet flavor, and very few misshaped berries.

MELONS

- The domestic/Arizona desert season is off to a slow start; small sizes dominate availability.
- Markets are climbing.

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apples

Although Gala apple prices are rising due to tight storage supplies, the Granny Smith market is inching down as the school season has ended. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

Markets are slightly elevated but steady amid weaker demand as fewer fields are available in Caborca, Mexico. Domestic regions like the Pacific Northwest and California are winding down while the Michigan season is in full swing. MFC Asparagus is available.

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



avocados

Prices are unchanged. Supply is meeting demand in California and Mexico. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

The overall market is low. Rain caused some quality issues in Georgia last week, but this week's supply looks great. East Coast growers will transition north to the Carolinas in mid-June. Volume is increasing in Coachella, California; high heat will aid red pepper ripening. MFC and ESS Green and Red Bell Peppers are available.

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
CAN	///	*****	\$\$\$
GA	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$



blackberries

Prices are stable. The season in Watsonville, California is fully underway. Quality is very good; berries are firm, yet juicy.

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



blueberries

Weak markets persist. The Mexican blueberry season has ended. California's San Joaquin Valley stocks are ample. Quality is excellent.

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

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broccoli

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

West Coast markets are steady at slightly above-average levels. Mexican volume is slightly lower, but both regions are meeting demand. Quality is strong. MFC Broccoli is available.



cantaloupe

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

The market is up. The domestic Arizona-California desert season is off to a slow start; small sizes dominate availability. MFC Cantaloupe Melons will start shipping out of the Arizona-California desert region once supplies increase.



cauliflower

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

Prices are low due to plentiful stocks in California. Expect high yields for the next 7 to 10 days at least. Quality is very good; heads are snowy white with firm curds. ESS Cauliflower is available.



celery

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

The market is level. Expect sufficient stocks out of Oxnard and Santa Maria, California. Salinas production is getting started; the Michigan season will begin in July. Quality is very good; disease pressure is more prevalent than in prior weeks, but easily trimmed at harvest. MFC Celery is available.



chile peppers

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

Prices are stable. The Florida season is ending; growers are moving to Georgia. Serrano and Poblano stocks will remain snug until new crop volume increases. Quality is good on both coasts. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

The market is steady. Last week's rain tightened Georgia stocks a bit; growers are moving production to the Carolinas. Supplies should remain ample in Baja, Mexico through the summer. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Mexican green and red grape prices are inching down; demand is moderate. Mexican portioned grapes will begin shipping the week of June 10. The California season will begin in late July. MFC Green and Red Seedless Grapes are available.

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green leaf

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

Markets are slightly lower as Salinas Valley supplies continue to increase. Defects are being trimmed at harvest. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are up. The domestic Arizona-California desert season is off to a slow start; small sizes dominate availability. MFC Honeydew Melons will start shipping out of the Arizona-California desert region once supplies increase.



iceberg

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

Volatile markets persist as growers work through planting gaps and fields with challenged quality. Inconsistent weather is also slowing growth. Insect and sun damage are being trimmed at harvest. Prices should stabilize later in June as volume increases. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



lemons

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

Expect elevated prices with spring/summer demand ramping up. Small sizes (165- and 200-count fruit) are limited; the crop is dominated by large sizes (95- through 140-count supplies). MFC and ESS Lemons are available.



limes

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

Small and medium markets are low; prices for larger limes (110- 175-count fruit) are up as those sizes are tight. Quality is very good, but thinner rinds and lighter color may be seen this summer as dry, hot weather conditions are forecast in Mexico. MFC and ESS Limes are available.



onions

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

Markets for red, white, and yellow supplies are slowly declining. Red onions remain tight but will increase as the New Mexico season ramps up. Southern California production is winding down; the Northern California season is expected to start in mid-June. Supply should meet demand by mid- to late June. Quality is very good: expect loose, feathery skins and juicy flesh. MFC Red and Yellow Onions are available.



oranges

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MX/AZ	///	*****	\$\$\$

Prices are elevated. The California Navel orange season is projected to wrap up in late June. California Valencia orange production is now in full swing. Overall quality is very good. MFC and ESS Navel and Valencia Oranges are available.



pears

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

The market is up. Washington stocks are limited. Size is dominated by 70- through 90-count fruit; 110-count and smaller sizes are tight. MFC Pears are available.

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pineapples

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

High prices persist. Costa Rican and Mexican stocks are limited, especially large sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

The market is elevated; volume is low. Idaho growers will ship through July. California and Florida potatoes will remain on the market through late June. New crop Arizona and Texas production will start in early July. Most Northwest new crop production will get underway in mid- to late August. MFC Red and Yellow Potatoes are available. Quality is very good.



potatoes

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

Prices are weak. MFC Norkotah storage stocks will be shipped through late June. MFC Burbanks will ship through August. Expect markets to start inching up this summer.



raspberries

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

The market is level. Mexican volume is high; most berries are shipping out of Mexico's Baja region. Quality is very good; berries are plump and sweet.



romaine

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

Prices are falling as demand subsides and quality improves. Quality is very good; defects are being trimmed in the fields. MFC Premium Romaine Lettuce is available.



salads & blends

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

The market is holding steady; iceberg stocks remain limited but romaine supplies are increasing. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

Prices are unchanged; Salinas Valley stocks are adequate. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini and yellow squash markets are active; supplies are snug and prices are climbing. The season is ending in Sonora, Mexico; Baja production will start over the next few weeks, increasing volume. Last week's rain tightened stocks in Georgia, but better weather is aiding growth. California and North Carolina stocks will start shipping this week. MFC Yellow Squash and Zucchini are available.

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



strawberries

Low prices persist. Supplies are abundant out of the Watsonville/Salinas strawberry growing region. Clear, warm weather will increase production in California over the next 10 days. Quality is strong; expect full color, sweet flavor, and very few misshaped berries. MFC Strawberries are available.

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



tomatoes

The market is weak. Florida round stocks are ample in Ruskin-Palmetto. Growers are also harvesting in Quincy, Florida and South Carolina; expect volume to climb through June. Many West Coast regions are in transition, but volume will ramp up over the next few weeks. MFC Tomatoes are available.

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



tree fruit

Prices are starting to stabilize. California nectarines and peaches will ship from mid-May to mid-September; volume is rising. The plum season is getting underway and will run through mid-October.

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



watermelon

Low prices persist; supplies are abundant. The domestic season is expected to start in a limited manner next week. Mexican production will continue through June. Quality is very good; melons are juicy and sweet.

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

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF
THOMAS VIGIL
MARKON MEMBER CHEF

Q

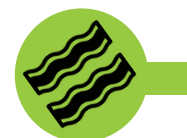
Melons are healthy spring/summer ingredients that add color and texture to both sweet and savory dishes. How do you use them on your menus?

A

Long gone are the days of the simple melon and prosciutto. The versatility in the different varieties of melon can bring seasonality to appetizers, entrées, and desserts.



My favorite thing is to mix in a little spice and acidity to bring out their full flavor.



Dish idea: Hamachi Crudo with Cantaloupe Agua Chile and Serrano Oil.



TIPS FOR SERVING RSS LIME JUICE



- 1.** Stir together sour cream, RSS Lime Juice, lime zest, cayenne pepper, and RSS Washed & Trimmed Cilantro; slather over grilled ears of corn
- 2.** Mix softened butter, RSS Lime Juice, lime zest, salt, minced Serrano chile peppers, and RSS Diced Onions; add dollop of compound butter to broiled fish such as trout or tilapia.
- 3.** Layer sliced MFC Strawberries and lime curd (made with RSS Lime Juice) between tuiles; top with whipped cream, lime zest, and a whole strawberry.

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.

Romaine, Corn, and Avocado Salad

This summer salad highlights seasonal ingredients that pair well with grilled seafood, barbecued meats, and Mexican food.

16 oz. Ready-Set-Serve Chopped Romaine
2 Ready-Set-Serve Avocado Halves, chopped
1 cup corn
4 hard-boiled eggs, halved
1 tsp. paprika

Arrange equal portions of romaine, corn, and avocado on salad plates. Top with halved egg; garnish with paprika. Serve salad with house-made creamy dressing.

Flaky pastry tarts filled with tangy mascarpone cheese and topped with an eye-catching, delicious strawberry lattice and hibiscus sugar crystals.

