



FRESH CROP REPORT

WEEK OF JUNE 9, 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

High prices persist. Poor weather and harvesting transitions have tightened supplies. New crop production should increase volume through this month.

ASPARAGUS

Volume is increasing slowly, as the harvesting transition from the West Coast to Central Mexico continues.

LIMES

Drought conditions are impacting supplies in Mexico; markets are poised to rise for the next three to four weeks.



BROCCOLI

- Overall supplies are sufficient to meet demand; markets are mostly steady at slightly above-average levels.
- Quality is very good; crown size, color, and structure is ideal.

LEMONS

- The 165- through 200-count lemon market remains elevated due to extremely low volume and strong demand.
- In early July, both offshore and Mexican lemons will supplement domestic supplies.

CAULIFLOWER

- Expect prices to firm up through this week but remain relatively depressed through June.
- Yields are lower, yet abundant in the West Coast growing regions of Salinas and Santa Maria, California.

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apples

The market is level; storage supplies are sufficient. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

Prices 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

The market is steady. Volume is average 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

Prices are stable. East Coast growers are moving to North Carolina over the next couple of weeks; volume will increase. Supplies are ample out of Coachella, California. Growers will move up to Bakersfield in approximately ten days. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is level. Supplies are plentiful in Watsonville, California. Quality is very good; berries are firm, yet juicy.

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



blueberries

Prices are low. California volume is high. Quality is excellent; berries are plump and delicious.

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

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broccoli

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

Overall supplies are sufficient to meet demand; markets are mostly steady at slightly above-average levels. Quality is very good; crown size, color, and structure is ideal. MFC Broccoli is available.



cantaloupe

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

Prices will inch down through June. Arizona-California desert supplies are increasing; nine-count fruit is most abundant. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Expect markets to firm up through this week but remain relatively depressed through June. Yields are lower, yet abundant in the West Coast growing regions of Salinas and Santa Maria, California. Quality issues are minimal but include dark spotting, off-color, and inconsistently sized heads. ESS Cauliflower is available.



celery

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

Prices are unchanged. California supplies are adequate in Oxnard, Santa Maria, and Salinas. The Michigan season will get underway 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	///	*****	\$\$\$

The market is fairly steady. East Coast growers are harvesting in Georgia. Serrano and Poblano supplies are limited but should increase this month. Quality is good on both coasts. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Prices are stable. Stocks are sufficient out of Georgia, but super selects are a bit tight. The North Carolina season is getting underway. Mexican volume is high out of three different regions. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Mexican green and red grape markets are level; portioned grapes will start shipping this week. 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	///	*****	\$\$\$

Prices are weak; Salinas Valley stocks are ample. Heat may cause some defects this week, but crews will remove in the fields. MFC Premium Green Leaf Lettuce is available.



honeydew

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

The market will inch down through June. Arizona-California desert supplies are increasing; five- and six-count sizes dominate the crop. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices remain active. This week's heat will aid growth but may also cause quality problems. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



lemons

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

The 165- through 200-count lemon market remains elevated due to extremely low volume and strong demand. In early July, both offshore and Mexican lemons will supplement domestic supplies. MFC and ESS Lemons are available.



limes

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

Drought conditions are impacting supplies in Mexico; markets are poised to rise for the next three to four weeks. Stocks are dominated by smaller, 200-through 250-count sizes; 110-through 175-count sizes are extremely limited. Quality is good; anticipate increased blanching, styler, thinner rinds, and lower juice content. MFC and ESS Limes are available.



onions

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

Prices for red, white, and yellow stocks are slowly inching down. Super colossal yellow onions are limited. West Coast growers will move to Northern California in mid-June. Markets should ease 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	///	*****	\$\$\$

High markets persist. The California Navel season will end in late June. California Valencia orange production is underway; large sizes dominate availability. Overall quality is very good. MFC and ESS Navel and Valencia Oranges are on the market.



pears

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

Prices are elevated. Washington supplies remain snug. Size is dominated by 70-through 90-count fruit; 110-count and smaller sizes are limited. The California Bartlett season will start in mid-July. MFC D'Anjou Pears are available.

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pineapples

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

The market is up. Costa Rican and Mexican supplies are snug, particularly large sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

High prices persist; stocks are tight. 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 begin 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	///	*****	\$\$\$

Markets are low. MFC Norkotah storage supplies will be shipped through late June. MFC Burbanks will ship through August. Prices will rise through the summer.



raspberries

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

Prices are unchanged. Mexican supplies are abundant; the majority of orders are shipping out of Mexico's Baja region. Quality is very good; berries are plump and sweet.



romaine

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

Markets are weak; Salinas Valley stocks are ample. Heat may cause some defects this week, but crews will remove in the fields. MFC Premium Romaine Lettuce is available.



salads & blends

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

Prices are level; although iceberg supplies are sporadic; romaine volume is high. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

The market is stable; Salinas Valley supplies are sufficient. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

High prices persist. Poor weather and harvesting transitions have tightened supplies on both coasts. New crop production should increase volume through this month. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is weak. Stocks are ample out of the Watsonville/Salinas strawberry growing region. Quality is very good; expect full color, sweet flavor, and very few misshaped berries. MFC Strawberries are available.

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



tomatoes

Prices are weak. East Coast supplies are ample out of Florida and South Georgia. Mexican stocks are plentiful. California's San Joaquin Valley season will start in mid-June. MFC Tomatoes are available.

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



tree fruit

The market is level. California nectarines and peaches will ship though mid-September. Plums are now shipping and will remain available through mid-October. Quality is very good.

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



watermelon

Prices are low; yields are high. The domestic season has begun; volume will rise through the month. Mexican production will continue through June. Quality is very good; melons are juicy and sweet.

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

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

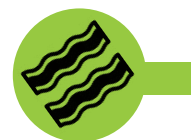
Q Father's Day is a great time to offer catered to-go meals and grill boxes. What do you suggest packing in these off-premise kits?

A

When I think of Father's Day, I think steak. To elevate the box, I suggest including a unique cut of beef, souped-up potatoes, and a seasonal selection of colorful produce.



Box idea: Dry Aged New York Strip, Smoked Spice Rub, French Onion Twice Baked Potato, Asparagus, Carrot, Zucchini, and Chimichurri sauce.



Offer a traditional Caesar salad kit with RSS Chopped Romaine, RSS Lemon Juice, RSS Peeled Garlic, olive oil, anchovies, and shaved Parmesan cheese.

TIPS FOR SERVING MFC SUGAR SNAP PEAS



- 1.** Add to stir-fries, rice dishes, and pasta recipes for a pop of color and toothsome texture.
- 2.** Saute with sliced RSS Peeled Shallots, RSS Peeled Garlic, and bacon; deglaze with RSS Lemon Juice and serve with grilled meats or seafood.
- 3.** For a sweet and spicy salad, slice sugar snap peas thinly and toss with radish rounds, MFC Mint, and crumbled Feta.

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.

Soba Noodle Salad with Peas and Bacon

Serve this salad as a shareable appetizer or main course. The tender buckwheat pasta is tossed with sugar snap and English peas, salty bacon, silken tofu, and the "it" condiment, XO sauce.

12 oz. soba noodles, boiled
 1 C English peas, steamed
 2 C Markon First Crop Sugar Snap Peas, steamed
 8 oz. thick-cut bacon, cooked
 12 oz. block of silken tofu, steamed
 3 T XO sauce
 1/2 C Ready-Set-Serve Green Onions, chopped
 Microgreens and edible flowers, to garnish

Lightly toss noodles with one teaspoon of XO sauce. Arrange in bowls and top with equal portions English peas, snap peas, bacon, and tofu. Drizzle two teaspoons XO sauce over tofu and garnish with green onions and microgreens.

Skip the processed box types and serve these house-made, retro treats filled with real fruit jam.

