



FRESH CROP REPORT

WEEK OF JUNE 16, 2024

**RSS**

Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC

Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

Whole fresh fruits &
vegetables.
Backed by 5-Star.



HIGHLIGHTS

GREEN BELL PEPPERS

The California desert and Georgia seasons are winding down, tightening supplies. Expect prices to remain elevated until new crop harvesting is well established.

CHIPPING POTATOES

New crop stocks are available in California. The market is high due to strong demand.

AVOCADOS

Mexico's normal-style avocado supplies are tightening as the season is rapidly winding down, while the loca-style crop is not expected to meet maturity standards until mid-July. California and Peruvian stocks will be shipped to help fill the void but will not meet U.S. avocado demand.

MELONS

- The domestic Arizona-California desert season is ramping up after a slower-than-normal start; markets are slightly lower.
- MFC Cantaloupe and Honeydew are available.

CITRUS

- Large sizes dominate California lemon and orange production.
- Prices for small-size fruit are up.

RASPBERRIES

- High temperatures have reduced volume in Central Mexico, but Watsonville growers are starting production.
- Expect steady markets.

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apples

Prices are stable; storage volume is meeting demand. Quality is very good. MFC Apples are available.

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



asparagus

Markets will firm up through this week as demand concentrates in Central Mexico and the Michigan season winds down. The Pacific Northwest and California seasons have ended. MFC Asparagus is available.

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



avocados

Prices are climbing. Mexico's normal-style avocado supplies are tightening as the season is rapidly winding down, while the loca-style crop is not expected to meet maturity standards until mid-July. California and Peruvian stocks will be shipped to help fill the void but will not meet U.S. avocado demand. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

California desert and Georgia green bell production is winding down, tightening supplies. Expect markets to remain elevated until new crop harvesting is well established. Red bells are forecast as slightly higher next week. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are expected to start inching up. Watsonville harvesting is underway; demand is moderate. Quality is good; expect good shine and firm texture.

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



blueberries

The market is level. Harvesting has begun in California's San Joaquin Valley. Quality is very good; berries are plump and sweet.

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

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broccoli

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

Prices are rising. Strong demand is focused on California's Central Coast. Quality is very good but sporadic heat spikes have led to some incidences of hollow core and branchy crown structures. Heat- and drought-related issues are tightening Mexican stocks (into South Texas). MFC Broccoli is available.



cantaloupe

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

The domestic Arizona-California desert season is ramping up after a slower-than-normal start. Markets are slightly lower. Quality is very good but high temperatures may start to soften fruit. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Prices are falling; supplies are increasing. Quality is very good. ESS Cauliflower is available.



celery

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

Markets are slightly lower. Although the Oxnard season is ending, Salinas production continues to ramp up. Santa Maria growers will harvest year-round. The Michigan season will begin in July. Quality is very good in all regions; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheim and Serrano prices are high for this time of year. While stocks are available, they're not plentiful. 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. East Coast stocks are adequate in North Carolina; supplies will ship through late June. The New Jersey season will begin next week. Mexican volume is meeting demand. Quality is very good in all regions. MFC and ESS Cucumbers are available.



grapes

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

Mexican green and red seedless grape prices are level. Portioned packs are now shipping. The California season will begin in late July. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

The market is low; Salinas Valley supplies are plentiful. Any heat-related defects are being removed at harvest. MFC Premium Green Leaf Lettuce is available.



honeydew

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

The domestic Arizona-California desert season is ramping up after a slower-than-normal start. Prices are slightly lower. Quality is very good but high temperatures may start to soften fruit. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets will continue to inch down as Salinas Valley supplies increase. Weights are rising. Quality is very good; insect-, sun-, and wind-damage are being trimmed at harvest. 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 tight supplies and elevated markets over the next six weeks. Offshore and Mexican stocks will supplement domestic shortages starting in late June. Quality concerns include decay and scarring. MFC and ESS Lemons are available.



limes

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

Drought conditions continue to tighten Mexican stocks; prices will climb for the next three to five weeks. Supplies are dominated by small, 200- to 250-count sizes; 110- to 175-count fruit is extremely scarce. Quality is average; water scarcity is causing some blanching, stilar, thinner rinds, and lower juice content. MFC and ESS Limes are available.



onions

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

Markets for red, white, and yellow stocks are easing. Medium yellow onions are snug in New Mexico. Production is underway in Northern California. Quality is very good: expect loose, feathery skins and juicy flesh. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices remain high. California new crop Valencia supplies are dominated by large sizes (56- through 88-count fruit); small sizes (113- through 138-count fruit) will remain limited through the season. MFC and ESS Navel and Valencia Oranges are available.



pears

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

High markets persist; Washington volume is low. Size is dominated by 70- through 90-count fruit; 110-count and smaller sizes are tight. The California Bartlett season will begin in mid-July. MFC D'Anjou Pears are available.

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pineapples

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

Prices are high. Costa Rican and Mexican volume is low, especially large sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

The market is up; supplies are snug. California and Florida potatoes will remain on the market through late June. Idaho growers will ship through July. 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	///	*****	\$\$\$

Prices are up for 40- and 50-count supplies; markets are steady for 60- to 100-count stocks. MFC Norkotah Potatoes will be shipped through late June. MFC Burbank Potatoes will ship through August.



raspberries

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

Expect steady markets. High temperatures have reduced volume in Central Mexico, but California's Watsonville growers are starting production. Quality is good; no issues have been reported from Watsonville at this time.



romaine

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

Prices are low; Salinas Valley supplies are plentiful. Any heat-related defects are being removed at harvest. MFC Premium Romaine Lettuce is available.



salads & blends

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

The market is steady; iceberg stocks are increasing while 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

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

The market is starting to ease. East Coast volume is increasing. Quality has improved from last week. Although cooler weather remains a factor, California supplies are also on the rise. MFC Yellow Squash and Zucchini are available.

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



strawberries

Low prices persist. Supplies are abundant in California's 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

The market is low. East Coast stocks are increasing in Quincy, Florida and South Carolina. Large size dominates crops. Mexican supplies are ample. California's San Joaquin Valley season will begin next week. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Prices are stable. California nectarines and peaches will ship through mid-September. Plums will remain available through mid-October. Quality is very good: sugar levels are increasing.

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



watermelon

Weak markets persist; supplies are plentiful. Domestic production is fully underway. Mexican supplies will ship through June. Quality is very good; melons are juicy and sweet with full color.

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

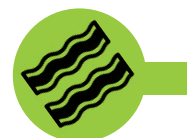
RSS Peeled Shallots are a true labor saver, allowing chefs to skip the mess, the employee hours, and potential kitchen injuries. How do you suggest using them across menus?

A

Shallots can be a substitute for any onion in any dish. They possess the perfect amount of onion intensity that you need for any application.



Pickle them for tacos and charcuterie boards, brulee them as a garnish for high-end steak dishes, and add them to braises alongside slow-cooked meats.



My favorite is to use raw shallots in my vinaigrettes. The background flavor they provide in a dressing is something most people can't put their finger on but really enjoy.

TIPS FOR SERVING MFC ARTISAN ROMAINE



- 1.** Halved heads can be grilled or sautéed for an unusual side dish.
- 2.** Use leaves to line sandwiches made with house-baked breads, hand-sliced deli meats, and heirloom vegetables.
- 3.** Great as a hand-held wrap filled with fruit salads, stir-fried chicken, and seasoned ground beef.

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.

MFC Artisan Romaine Grilled Salad with Croutons

Add smoky notes to this romaine-avocado salad by charring split heads of MFC Artisan Romaine.

1 C ranch dressing
 ½ C Ready-Set-Serve (RSS) Avocado Pulp
 1 T oil
 8 heads Markon First Crop (MFC) Artisan Romaine Lettuce, split in half lengthwise
 8 RSS Avocado Halves, sliced
 32 MFC Cherry Tomatoes
 2 C house-made croutons
 Micro greens for garnish

Blend ranch dressing and avocado pulp until smooth.

Heat oil on flat top or grill pan. Char romaine, avocado slices, and cherry tomatoes until grill marks appear.

Fill MFC Artisan Romaine cups with seasoned ground turkey, Cotija cheese, pico de gallo, and diced avocado.

