



FRESH CROP REPORT

WEEK OF JULY 21, 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

MIXED BERRIES

The warmer weather California has experienced over the past two weeks has tightened blackberry and raspberry yields and caused a supply gap. Prices will climb through the rest of July.

BELL PEPPERS

Bell pepper supplies are snug due to recent heat waves across the country. Demand has increased and markets are elevated.

SQUASH

Zucchini and yellow squash production is scattered across the East Coast, as local summer regional programs get underway; prices are stable. Western stocks are available but tightening; markets are a bit higher.



GRAPES

- The California season will get underway this week; Mexican production is winding down.
- Markets will ease once California harvests hit their stride.

BRUSSELS SPROUTS

- Prices continue to climb.
- The Mexican season is ending; California volume is low.

PEARS

- California-grown pears will start shipping later this week.
- The Washington pear season is winding down. Imports are available from Argentina and Chile.

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apples

Prices are fairly level; storage volume is average. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

The market has stabilized. Stocks are increasing in the Central Mexico growing region. Peruvian supplies are helping to supplement any potential shortages. MFC Asparagus is available.

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



avocados

Prices are steady at high levels. Growers will soon start harvesting the Flora Loca crop in Mexico. California stocks are helping fill the supply gap until Mexican volume increases. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Demand has increased and markets are elevated. Supplies are snug due to recent heat waves across the country. Expect high prices for at least another week or until more East Coast regions start summer harvests. MFC and ESS Green Bell Peppers are available; MFC and ESS Red Bell Peppers are limited.

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



blackberries

The warmer weather California has experienced over the past two weeks has tightened yields and caused a supply gap. Prices will climb through the rest of July.

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



blueberries

The market is level. Although California's San Joaquin Valley season is winding down, Mexican supplies are sufficient. Quality is very good; berries are plump and sweet.

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

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broccoli

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

Prices are a bit lower as supplies are available across multiple growing areas. California markets peaked last week and are expected to fall. MFC Broccoli is available in California; Markon Best Available will be shipped out of Mexico.



cantaloupe

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

Markets are low. Supplies are increasing in California's San Joaquin Valley, especially large sizes. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Prices are low; supplies are abundant. Elevated insect pressure is affecting quality is some lots. ESS Cauliflower is available.



celery

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

The market is weak. Supplies remain plentiful in Salinas and Santa Maria, California. Michigan stocks are increasing. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheim, Poblano, and Serrano prices are up. East Coast production is increasing; expect lower markets in a few weeks. West Coast stocks are adequate. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Super sizes remain tight on the East Coast; select-grade supplies are ample. West Coast stocks are increasing. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The California season is getting underway; prices will ease once harvests hit their stride. The Mexican grape season is ending. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Markets are weak; Salinas Valley supplies are plentiful. Defects are being removed in the fields. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Markets have stabilized after the recent heat wave tightened stocks. Supplies are increasing in California's San Joaquin Valley, especially large sizes. Domestic MFC Honeydew Melons are available.



iceberg

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

The market is steady to a bit lower. Damage caused by insects, sun, and wind is 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	///	*****	\$\$\$
MEX	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

Elevated prices persist for 165- through 235-count fruit. Offshore and Mexican fruit will help supplement domestic shortages through December. MFC and ESS Lemons are available.



limes

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

Prices for large sizes are falling; persistent rain has increased the crop profile. Markets for smaller sizes will inch up over the next several weeks. Quality is good, but recent rain has increased styler, oil spotting, and decay incidences. MFC and ESS Limes are available.



onions

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

Yellow onion markets are inching up; stocks are tightening. Red and white prices are level; supplies are sufficient in California and New Mexico. MFC and ESS Red and Yellow Onions are available.



oranges

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

Expect steady, yet elevated prices and limited small-size California fruit through early October. Prolonged heat in the San Joaquin Valley has caused what is called re-greening; quality remains very good. Imported Navel volume will increase over the next few weeks as the Chilean and South African seasons get underway. MFC and ESS Navel and Valencia Oranges are available.



pears

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

California-grown pears will start shipping later this week; expect markets to begin easing through the rest of July. The Washington pear season is winding down. Imports are available from Argentina and Chile. MFC D'Anjou Pears are available.

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pineapples

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

Strong demand and limited supplies are keeping prices elevated. Costa Rica's recent drought has slowed crop growth; volume is down 50%. Most Mexican fruit is not being exported. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Idaho markets are rising; volume is low. Expect new crop harvesting to start in Minnesota, Washington, and Wisconsin the first week of August. MFC Red and Yellow Potatoes will ship through early August.



potatoes

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

Prices are up for 40- and 70-count supplies; 80- to 100-count markets are fairly steady. Idaho MFC Norkotah Potatoes are no longer shipping; new crop production will start in mid-August. Overall quality is good; air checks, pressure, and shoulder bruising will be seen sporadically from all growing regions. MFC Burbank Potatoes are available.



raspberries

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

The warmer weather California has experienced over the past two weeks has tightened yields and caused a supply gap. Markets will climb through the rest of July.



romaine

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

Prices are up a bit; elevated internal burn and tip burn are affecting some lots in the Salinas Valley. MFC Premium Romaine Lettuce is available.



salads & blends

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

The market is stable; Salinas Valley stocks are abundant. 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 volume is meeting demand. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Production is scattered across the East Coast, as local summer regional programs get underway; markets are stable. Western stocks are available but tightening; prices are a bit higher. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are erratic. Yields are down as the Santa Maria and Salinas/Watsonville seasons have passed their peaks. Temperatures are expected to drop from recent high levels. Color is darker than normal due to the heat, but overall quality remains very good. MFC Strawberries are available.

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



tomatoes

East Coast stocks are increasing. Production is taking place in multiple growing regions, including Alabama, North Carolina, and Virginia. Mexican supplies are adequate in Baja and Central Mexico. Volume has increased in California's San Joaquin Valley; a supply gap is forecast for later this season. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Prices are level. California nectarines and peaches will ship through mid-September. Plums will remain available through mid-October. Quality is very good; nectarine sugar levels range from 10 to 12 Brix, while those for peaches vary from 11 to 13 Brix. Plums are sweeter at 14 to 17 Brix.

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



watermelon

The market has stabilized with the addition of California's San Joaquin Valley supplies. Production is underway on the East Coast and Mexico as well. Quality is very good.

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
SHANE HENDERSON
MARKON MEMBER CHEF

Q

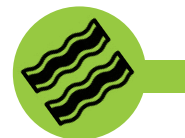
RSS Heart-Y Slaw takes the classic cabbage side dish and adds in more vitamin- and flavor-boosting ingredients like broccoli, radishes, cauliflower pearls, carrots, and kale. How do you use it?

A

Extremely versatile, RSS Heart-Y Slaw can be served raw or sautéed for a warm component. Either way, this blend is prepped and ready to go, saving on labor and waste while helping your food stand apart from others. It's a big time win on the menu.



I like to make a slaw using RSS Heart-Y Slaw with apple cider vinegar, golden raisins, honey, and high-quality oil.



Serve as a side for burgers, stand-alone salad, or to top sandwiches, especially smoked beef.

TIPS FOR SERVING NECTARINES



- 1.** Grilled nectarines add sweetness to summer salads, chicken tacos, cheese boards, and flatbreads.
- 2.** Chop and serve on oatmeal, pancakes, waffles, and French toast.
- 3.** Delicious in smoothies, cocktails, mocktails, and iced teas.

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.

Tomato-Cucumber Salad with Caesar Dressing

This family-style tomato salad gets balance from crunchy cucumbers, zesty garlic, and classic Caesar dressing flavors.

2 large yellow tomatoes, in thick slices
2 large red heirloom tomatoes, in thick slices
2 Markon First Crop Cucumbers, cut into rounds
1/2 cup house-made croutons
4 cloves Ready-Set-Serve Peeled Garlic, minced
1/2 cup Caesar dressing

On a large serving plate, arrange tomatoes in a decorative pattern. Top with sliced cucumbers and croutons. Strew minced garlic around the plate. Before serving (or at the table), drizzle all with Caesar dressing.

Charred to give these mild peppers smoky, sweet notes, this shareable appetizer is tossed with Japanese furikake and crispy puffed rice.

