



FRESH CROP REPORT

WEEK OF JULY 28, 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

ORANGES

The California Valencia crop is dominated by large sizes; small fruit (113- and 138-count oranges) remains limited. With many schools starting in the next few weeks, small-size fruit will become even tighter.

HIGH TEMPERATURES

Markon inspectors are carefully monitoring strawberries, lettuces, leafy greens, and other row crops for potential quality challenges caused by recent high temperatures across California.

NEW CROP NORKOTAH POTATOES

Washington new crop production will begin the first week of August followed by Idaho in mid- to late August, and Colorado in early September.



MELONS

- California's San Joaquin Valley melon season is reaching peak production; prices are low.
- Domestic MFC Cantaloupe and Honeydew are available.

PINEAPPLES

- Costa Rica's recent drought has slowed crop growth; volume is down 50%.
- Mexican stocks are scarce due to poor weather; most fruit is not being exported.

CILANTRO

- Markets will remain steady at low-to-average levels through July.
- Quality has improved; expect to see reduced levels of seeder/bolting, damaged/yellow leaves, and generally increased shelf-life.

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apples

The market is stable; 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 fairly steady. Volume is up in the Central Mexico growing region. Peruvian stocks will supplement any potential shortages. Quality is very good; spears are straight with closed tips. MFC Asparagus is available.

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



avocados

The market is starting to inch down. The Flora Loca crop is getting underway in Mexico. California yields will supplement any supply gaps. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Strong demand will keep prices high for another week. Hot weather has tightened stocks on both coasts. Several East Coast regions are slated to begin summer harvests in early August. 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

Markets are elevated; high temperatures have caused a supply gap in California. Once production starts in the Pacific Northwest, prices will start to inch down. Quality is fair; some red cell and soft skin has been reported.

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



blueberries

Prices are level. Mexican and Pacific Northwest supplies are adequate. Quality ranges from good to very good; slight dehydration is being reported due to warmer temperatures in Mexico.

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

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broccoli

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

The market is fairly steady; stocks are increasing across several growing regions. Occurrences of hollow cores, branchy crown structures, and yellowing are on the rise after recent West Coast heat. MFC Broccoli is available in California; Markon Best Available will be shipped out of Mexico.



cantaloupe

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

California's San Joaquin Valley melon season is reaching peak production; prices are low, especially for large sizes. Quality is very good, but high heat is causing occasional sunburn and over ripeness. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Weak markets persist; volume is high. Quality is average; insect pressure is an occasional quality issue in some lots. ESS Cauliflower is available.



celery

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

Prices are low. Yields are high in Salinas and Santa Maria, California. Michigan supplies are adequate. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheim, Jalapeno, and Serrano markets are inching down. Pasilla prices are fairly stable. Habanero, Red Fresno, and Shishito markets will remain elevated for the next few weeks or until harvesting moves to Baja. MFC Chile Peppers are available.



cucumbers

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

Prices are level. Super sizes are limited on the East Coast; select-grade stocks are abundant. Quality is very good; skins are smooth and texture is firm. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless supplies are shipping; markets will inch down in August. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Prices remain low; Salinas Valley stocks are ample. Quality is very good; any defects are being removed in the fields. MFC Premium Green Leaf Lettuce is available.



honeydew

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

California's San Joaquin Valley melon season is reaching peak production; prices are low, especially for large sizes. Quality is very good, but high heat is causing occasional sunburn and over ripeness. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices are inching down; Salinas Valley supplies are plentiful. Quality is good; any defects caused by insects, sun, and wind are being trimmed at harvest. MFC Premium Iceberg Lettuce is available; MBA will be shipped if head weights don't meet Markon specifications.



lemons

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

Expect high markets for 165- through 235-count fruit. Offshore and Mexican supplies will supplement domestic shortages through December. MFC and ESS Lemons are available.



limes

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

Improved weather and weaker demand have decreased markets a bit. Quality is good but oil spotting and styler are occasional issues following recent rains. MFC and ESS Limes are available.



onions

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

Red onion prices have eased. Yellow and white markets are steady. New crop harvesting will start in Washington, Oregon/Idaho, Colorado, Michigan, and New York throughout August. MFC and ESS Red and Yellow Onions are available.



oranges

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

Markets remain high. The California Valencia crop is dominated by large sizes; small fruit (113- and 138-count oranges) remains limited. With many schools starting in the next few weeks, small-size fruit will become even tighter. Imported Navel volume will increase over the next few weeks as the Chilean and South African seasons get underway. MFC and ESS Valencia Oranges are available.



pears

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

California-grown pears are being shipped; expect prices to inch down in August. The Washington pear season has ended. Imports are available from Argentina and Chile. MFC D'Anjou Pears are available.

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pineapples

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

Markets are high. Costa Rica's recent drought has slowed crop growth; volume is down 50%. Mexican stocks are scarce due to poor weather; most fruit is not being exported. RSS Pineapple Chunks and Spears are available.



raspberries

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

Prices are above-normal levels; supplies are limited. Once production increases, prices will start to inch down.



red/yellow potatoes

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

Idaho prices are up; remaining storage supplies are limited. New crop production is slated to begin next week in Minnesota, Washington, and Wisconsin. Storage crop MFC Red and Yellow Potatoes will ship through early August.



romaine

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

The market is low; stocks are ample. Quality is good; internal burn and tip burn are affecting some lots in the Salinas Valley. MFC Premium Romaine Lettuce is available.



potatoes

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

Markets for 40- and 70-count supplies remain elevated; 80- to 100-count prices are stable. Washington new crop harvesting will start next week followed by Idaho in mid- to late August, and Colorado in early September. Overall quality is good; air checks, pressure, and shoulder bruising will be seen sporadically. MFC Burbank Potatoes are available.



salads & blends

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

Prices are unchanged; Salinas Valley supplies are plentiful. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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spring mix

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

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



squash

Prices are weak. Production is underway in several East and West Coast growing regions. Quality is very good; skins are smooth and flavor is pleasantly bitter. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are steady. Volume is decreasing as the Santa Maria and Salinas/Watsonville seasons have passed their peaks. Hot weather has caused dark color in some lots, but overall quality remains very good. MFC Strawberries are available.

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



tomatoes

Prices are fairly stable. East Coast supplies are plentiful. Harvesting is underway in Alabama, North Carolina, and Virginia. Mexican stocks are increasing in Baja and Central Mexico. Although current yields are high in California's San Joaquin Valley, a supply gap is expected later this season. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is steady. 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

Prices are level. California's San Joaquin Valley stocks are ample. Production is increasing on the East Coast and Mexico. Quality is very good.

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

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

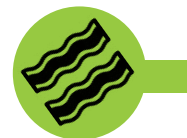
Grapes are a healthy, snack-friendly ingredient. What ways do you like to highlight this fruit on menus?

A

My favorite thing to do with grapes right now is to cook them and add into other recipes. Roasting or grilling them concentrates the flavors, reducing the sugars that result in little flavors bombs of grape goodness.



We toss them into potato salads with mint and bacon or into fresh green salads.



Pair with grilled lamb, and served on flatbread, with blue cheese, caramelized onions, and fresh arugula.

TIPS FOR SERVING FENNEL



- 1.** Shave raw fennel into coleslaw mixes and toss with a creamy dressing like buttermilk ranch; serve with barbecued meats or fried chicken.
- 2.** Toss thinly chopped fennel with raw Brussels sprouts and a citrus-based vinaigrette for an ideal warm-weather salad.
- 3.** Grill rounds of fennel and serve with a seared scallop or blackened shrimp on top for a one-bite appetizer.

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.

Grilled Peaches and Plums with Burrata

Grilling sweet stone fruits such as peaches and plums brings out a deep, smoky sweetness—a perfect complement to the creamy, saltiness of fresh Burrata.

- 1 Large peach, cut into wedges
- 1 Large plum, cut into wedges
- 2 T Honey
- Pinch of salt
- 4 oz. House-made Burrata cheese
- 1 T Pistachios, shelled and chopped

Toss fruit in honey and pinch of salt. Grill until slight charring begins to occur.

Arrange fruit around Burrata round and sprinkle with pistachios. Garnish with edible flowers and/or micro greens.

This dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with roasted poultry.

