



# FRESH CROP REPORT

WEEK OF AUGUST 4, 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

## CILANTRO

Despite a rebound in mid- to late July, volume has decreased this week amid reduced acreage and strong demand. Expect volatile/elevated prices through the month of August.

## POTATOES

The season for MFC Idaho Burbank Potatoes is in its last few weeks. New crop, fresh-run MFC Norkotah Potatoes will hit the market in three weeks.

## PINEAPPLES

Costa Rican volume remains low, but stocks will increase through next week. Delayed vessel arrivals hampered available supplies early this week, but shipments will start arriving on time through next week.

## MIXED BERRIES

- Blueberry supplies are ample; quality is very good.
- Blackberry stocks remain snug; rain and high humidity are causing quality problems. Mexican-grown raspberries are also being affected by this poor weather.

## LETTUCES

- Green leaf markets are slightly higher as supplies tighten due to heat-related defects.
- Iceberg prices continue to inch lower. Ample romaine supplies are keeping markets low.

## BROCCOLI

- Supplies are tightening across all regions this week.
- Expect prices to continue rising across all markets throughout the month of August.

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## apples

Prices are unchanged; storage stocks are adequate. 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 is steady. Supplies are increasing in Central Mexico. Peruvian yields 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 transition from the normal crop to Flora Loca supplies is delayed due to ongoing rain in the Michoacan growing region of Mexico. Expect significantly higher prices for the next two to three weeks. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



## bell peppers green/red

California green bell markets are on a downward trend. Extra-large and jumbo sizes dominate Hollister crops while mediums and choice are most prevalent in Fresno. On the East Coast, the New Jersey season is winding down, but supply is meeting demand out of Ohio and Michigan. MFC and ESS Green Bell Peppers are available. MFC and ESS Red Bell Peppers are limited; prices remain elevated.

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



## blackberries

Prices have peaked, but volume is extremely low. Yields are down in Central Mexico. California supplies are not abundant enough to meet current needs. Quality is fair; soft skins and red cells have been reported. The Pacific Northwest season has begun.

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



## blueberries

Expect markets to remain stable. Pacific Northwest harvesting is at its peak. Mexican supplies are sufficient. Demand is steady; quality is very good.

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

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broccoli

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

Expect prices to continue rising throughout the month of August. Heavy East Coast rains and extreme heat across all regions have led to pin rot, branching, and yellowing problems. Markon Best Available (MBA) Broccoli is being shipped in both Mexico (into South Texas) and Salinas, California; packer label is being substituted as needed to fill orders.



cantaloupe

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

The market is weak, particularly for large sizes. Quality is very good; occasional issues include ground spotting, sunburn, and green casts. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Prices are low; stocks are abundant. Quality is good; insect pressure is affecting some lots. ESS Cauliflower is available.



celery

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

Markets are low. Stocks are ample in Salinas and Santa Maria, California. Michigan yields are plentiful. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheim, Jalapeno, Pasilla, and Serrano prices are level. Habanero and Red Fresno markets will remain high for several weeks or until harvesting moves to Baja. MFC Chile Peppers are available.



cucumbers

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

Hot weather has increased supplies; markets have eased but will inch up in a few weeks as production was pushed forward and will cause a future gap. Volume is high on both coasts and the Midwest. Quality is very good; skins are smooth and texture is firm. MFC and ESS Cucumbers are available.



grapes

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

The California green and red seedless season is underway; prices are steady. Quality is very good. MFC and ESS Green and Red Seedless Grapes are available.

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## green leaf

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

Markets are inching up. Industry volume is lower than prior weeks due to quality issues such as internal burn, mildew, and seeder. MFC Premium Green Leaf is available; MBA is being substituted as needed.



## honeydew

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

Prices are weak, particularly for large sizes. Quality is very good; occasional issues include ground spotting, sunburn, and green casts. Domestic MFC Honeydew Melons are available.



## iceberg

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

The market should remain weak into mid-August, at minimum. Quality is very good; some heads are uneven in density and size. Minor defects such as insect damage and sun scald are being trimmed at harvest. MFC Premium Iceberg is readily available.



## lemons

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

Prices for 165- through 235-count sizes remain high. Offshore and Mexican yields will supplement domestic shortages through December. MFC and ESS Lemons are available.



## limes

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

Rain in Veracruz, Mexico is impacting harvests; markets will climb for the next one to two weeks. Due to persistent rains, growers are reporting increases of styler, oil spotting, and occasional decay during grading. Fruit size is increasing; supplies are dominated by larger-size, 110- to 175-count limes. MFC and ESS Limes are available.



## onions

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

Red onion markets are low. Yellow and white prices are level. New crop harvesting will begin in Washington, Oregon/Idaho, Colorado, Michigan, and New York throughout the month of August. MFC and ESS Red and Yellow Onions are available.



## oranges

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

Elevated prices persist. The California Valencia crop is dominated by large sizes; small fruit (113- and 138-count oranges) is extremely tight and will become even scarcer as school seasons begin. Imported Navel volume will increase over the next few weeks as the Chilean and South African seasons progress. MFC and ESS Valencia Oranges are available.



## pears

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

The California Bartlett season is underway and will run through October. All sizes are available; quality is very good. Washington new crop Bartletts will start up in early September. MFC Bartlett Pears are on the market.

# FRESH CROP REPORT



## pineapples

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

Prices are elevated. Costa Rican volume remains low, but stocks will increase next week. Although delayed vessel arrivals hampered available supplies early this week, shipments will start arriving on time next week. RSS Pineapple Chunks and Spears are available.



## red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MN	///	*****	\$\$\$
WA	///	*****	\$\$\$
WI	///	*****	\$\$\$

Idaho markets are elevated; remaining storage stocks are extremely tight. New crop production is getting started in Minnesota, Washington, and Wisconsin this week. Storage crop MFC Red and Yellow Potatoes will ship through early August.



## potatoes

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

Prices are climbing. The season for MFC Idaho Burbank Potatoes is in its last few weeks; 40- through 70-count supplies are extremely limited. Idaho new crop harvesting will start August 19; the size profile is yet to be determined. New crop, fresh-run MFC Norkotah Potatoes will hit the market in approximately three weeks.



## raspberries

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

Demand is steady; markets are elevated. Mexican production has decreased due to rainy, humid weather conditions. Expect supplies to remain tight.



## romaine

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

Expect low prices and abundant stocks through August. Quality has improved from prior weeks; however, some lots continue to be impacted by fringe burn and insect pressure. MFC Premium Romaine is readily available.



## salads & blends

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

The market is steady; Salinas Valley iceberg and romaine stocks are plentiful. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

# FRESH CROP REPORT



## spring mix

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

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



## squash

The market is low. Expect comparable prices on both coasts as supply is meeting demand. Zucchini are more plentiful than yellow squash as growers planted more acreage. 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

California prices remain steady; Santa Maria and Watsonville are experiencing optimal growing conditions. Volume is past its peak, but supplies remain ample. Santa Maria begins its fall crop in early September. MFC Strawberries are available.

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



## tomatoes

Round tomato volume is high in Western North Carolina, Alabama, and South Carolina. Roma markets are level; large and extra-large stocks are ample in Alabama. California's July heatwave forced growers to shift to cooler harvesting regions where quality is better and volume higher. Expect lower yields by late August as bloom drop may cause some crops to gap. Mexican production has been hampered by extreme weather, but stocks are gradually increasing. MFC Tomatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
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; 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 is slightly lower than last week. California's San Joaquin Valley supplies are plentiful. Stocks are ample 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  
DARREN LEXA  
MARKON MEMBER CHEF

# Q

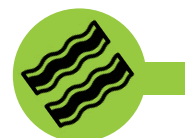
Green beans can be incorporated into any savory day part. Name a few of your favorite ways to serve this item.

# A

Perhaps I am a bit of a simple traditionalist, but my favorite way to enjoy fresh green beans is steamed al dente and served with a slathering of French grass-fed butter and a quality finishing salt!



I am also a sucker for wok-blistered spicy Szechuan green beans.



And I would be remiss if I didn't give a shout out to green beans being a favourite ingredient component in a classic Nicoise salad.

# TIPS FOR SERVING MFC CANTALOUPE



- 1.** Wrap chunks of MFC Cantaloupe with salty hams like prosciutto or Serrano for the perfect summer appetizers.
- 2.** Layer RSS Green Leaf Fillets, crisp applewood bacon, and sliced MFC Cantaloupe on whole wheat bread.
- 3.** Serve cantaloupe granita as a mid-meal palate cleanser or seasonal dessert.

# 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.

## Chipotle Scallops with Green Onions and Lime

Smoky, briny flavors pair with citrus and onions to create the perfect warm-weather dish.

- ¼ C Canola oil, split
- 16 Scallops
- 2 tsp. Kosher salt
- ½ tsp. black pepper
- 1 oz. Chipotle chile peppers (canned), pureed
- Additional chipotle peppers (canned), sliced for garnish
- 1 lb. RSS Washed & Trimmed Green Onions
- 3 MFC Limes, sliced
- Edible petals, to garnish

Season scallops with ½ teaspoon of salt and ¼ teaspoon of pepper. Brush them all with chipotle pepper puree. Heat two tablespoons of oil in a large grill pan. Add scallops and cook for one to two minutes per side, charring surface of the shellfish.

Toss green onions with remaining oil. On a separate grill or pan, cook the green onions until charred. Add sliced limes to pan once onions are removed and cook until grill lines appear.

Arrange all on a large platter for family-style serving or divide into equal portions.

A light, chilled fruit soup that refreshes and delights the senses—this Thai-inspired soup is vibrant, healthy, and social media worthy!

