



FRESH CROP REPORT

WEEK OF AUGUST 11, 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

MEXICAN AVOCADOS

The transition from the normal crop to Flora Loca supplies is delayed due to ongoing rain in the Michoacan growing region. Expect significantly higher prices for the next two to three weeks.

ONIONS

Harvesting will wind down in California and New Mexico over the next two to three weeks. New crop production will begin in multiple regions throughout August, including Colorado, Idaho, New York, Oregon, and Washington.

ORANGES

The California Valencia crop is dominated by large sizes; small fruit (113- and 138-count) remains limited. With many schools starting in the coming weeks, small-size fruit will become extremely scarce. Size, grade, and country of origin substitutions will be necessary to fill orders.



BELL PEPPERS

- Green bell pepper supplies are increasing as harvesting becomes established in the Midwest and Northeastern regions; markets are easing.
- Red bell pepper demand remains strong; prices are elevated despite new crop production in California.

STRAWBERRIES

- The strawberry market is steady. Santa Maria and Watsonville, California are experiencing great weather. Both areas are past peak season causing numbers to trend downward.
- Watsonville/Salinas growers will begin another cycle of new crop harvesting before Santa Maria begins its fall season in late August or early September.

BRUSSELS SPROUTS

- The Salinas season had a slow start, but volume is increasing; suppliers are in better shape than they were last year at this time.
- Expect prices to start inching down through the month.

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apples

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

The market is level. California and Michigan supplies are adequate. New crop Washington Galas are shipping; small sizes are ample. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Prices are stable. Central Mexico is past peak production; the season will wind down in late August. Northern Baja is the main growing region. Peruvian volume will supplement any potential shortages. Quality is very good; spears are straight with closed tips. MFC Asparagus is available.



avocados

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

The market has jumped and will remain elevated for another couple of weeks. The harvesting transition from the normal crop to Flora Loca supplies is delayed due to ongoing rain in the Michoacan growing region of Mexico. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

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

Green bell pepper supplies are increasing as harvesting becomes established in the Midwest and Northeastern regions; prices are easing. Red bell pepper demand remains strong; markets are elevated despite new crop production in California. MFC and ESS Green Bell Peppers are available. MFC and ESS Red Bell Peppers are limited.



blackberries

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

Tight stocks are keeping prices high. Volume is low in Central Mexico. California supplies are not ample enough to meet current needs. Quality is fair; soft skins and red cells are issues. Pacific Northwest supplies will increase over this month, easing markets.



blueberries

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

Prices are fairly steady. Pacific Northwest stocks are abundant. Mexican volume is average. Demand is steady; quality is very good.

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broccoli

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

The market is elevated. Heavy East Coast rains and extreme heat across all regions have caused quality issues such as pin rot, branching, and yellowing. 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	///	*****	\$\$\$

Expect low prices, especially for large sizes. Quality is very good; occasional problems include ground spotting, sunburn, and green casts. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

The market is weak; supplies are plentiful. Quality is very good; insect pressure is an occasional issue. ESS Cauliflower is available.



celery

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

Prices are near the bottom. California volume is high in Salinas and Santa Maria. Michigan stocks are ample. 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 markets are holding steady. Habanero and Red Fresno prices will remain elevated for a few more weeks or until production starts in Baja, Mexico. MFC Chile Peppers are available.



cucumbers

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

Extreme heat increased volume but will be the source of a supply gap in a few weeks. Although prices are low, they will increase once stocks start to tighten. 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 markets are level. 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	///	*****	\$\$\$

Prices are average. Industry supplies remain tighter than in prior weeks due to industrywide quality problems such as internal burn, mildew, and seeder. MFC Premium Green Leaf is available; MBA is being substituted as necessary.



honeydew

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

Expect low markets, especially for large sizes. Quality is very good; occasional problems include ground spotting, sunburn, and green casts. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices are low; supplies continue to increase. Quality is very good; uneven density and size, insect damage, and sun scald are minor issues. MFC Premium Iceberg is readily available.



lemons

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

The small size market (165- through 235-count sizes) is elevated. Offshore and Mexican stocks will supplement domestic shortages through December. MFC and ESS Lemons are available.



limes

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

Prices are high. Persistent rain has diminished volume and increased quality issues such as styler, oil spotting, and decay. Fruit size is increasing; stocks are dominated by large-size, 110- to 175-count limes. MFC and ESS Limes are available.



onions

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

Markets are fairly steady. Harvesting will wind down in California and New Mexico over the next two to three weeks. New crop production will begin in multiple regions throughout August, including Colorado, Idaho, New York, Oregon, and Washington. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are up. Large sizes dominate the California Valencia crop; small sizes (113- and 138-count fruit) will become even tighter as school seasons start this month. Imported Navel supplies are also on the market. MFC and ESS Valencia Oranges are available.



pears

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

The California Bartlett season is underway and will run through October. Although crop estimates are 25-30% below last year, processor demand has fallen, leaving more fruit on the fresh market and keeping prices stable. The Washington new crop Bartlett season will begin in early September. MFC Bartlett Pears are available.

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pineapples

The market is starting to slowly inch down. Costa Rican supplies have been tight for weeks, but have finally begun to increase. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are elevated; demand is strong. Mexican yields are tightening due to rainy, humid weather conditions. Quality is fair to good.

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



red/yellow potatoes

Idaho prices remain high but will begin to ease once new crop production increases in Minnesota, Washington, and Wisconsin over the next few weeks. Fresh-run MFC Red and Yellow Potatoes are being shipped.

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



romaine

The market is weak; supplies are abundant. Quality is very good; fringe burn and insect pressure are occasional problems. MFC Premium Romaine is available.

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



potatoes

The market is high. The season for MFC Idaho Burbank Potatoes is winding down; 40- through 70-count stocks are extremely scarce. Idaho new crop harvesting will begin next week; the size profile is yet to be determined. New crop, fresh-run MFC Norkotah Potatoes will hit the market in approximately two weeks.

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



salads & blends

Prices are level; Salinas Valley iceberg and romaine supplies are ample. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

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

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spring mix

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

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



squash

Weak prices persist on both coasts; production is under way in multiple growing regions. Zucchini are more abundant 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

The market is steady. Santa Maria and Watsonville, California are experiencing great weather. Both areas are past peak season causing numbers to trend downward. Watsonville/Salinas growers will begin another cycle of new crop harvesting before Santa Maria begins its fall season in late August or early September. MFC Strawberries are available.

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



tomatoes

East Coast round tomato supplies are ample; prices are level. Roma markets are unchanged; large and extra-large stocks are most plentiful. Expect lower volume by late August as bloom drop may cause some crops to experience a harvesting gap. Mexican supplies are gradually increasing. MFC Tomatoes are available.

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



tree fruit

The market is 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

Prices are fairly level. Stocks are ample in California's San Joaquin Valley, on the East Coast, and in Mexico. Quality is very good; texture is firm and sugar levels are high.

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

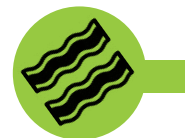
Low- or no-alc beverages continue to climb in popularity, especially with Gen Z and Alphas. What are some produce-driven drink combinations that you can suggest for summer?

A

Fresh herbs as ingredients always make for stand-out flavors that are crisp and refreshing, and add an attractive, visual WOW as well.



Using fresh fruits (pineapple, mango, passionfruit, prickly pear, watermelon, and berries) to make in-house fruit purees and syrups can add bold flavors and be cross utilized as vibrant drink garnishes.



Edible orchids add a beautiful visual element to drinks, and shiso leaves make for an attractive and impressive burst of seasonal freshness to any NA-bev offering.

TIPS FOR SERVING ICEBERG LETTUCE



- 1.** Crisp and crunchy texture; sturdy leaves that work well with creamy dressings; does not wilt as easily as more delicate lettuces.
- 2.** Mildly sweet flavor with a high water content that makes it refreshing and healthy.
- 3.** Pair with toppings like bacon, blue cheese, carne asada, horseradish, and tomatoes.



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.

RSS Iceberg/Romaine Blend with Apples & Pecans

This well-rounded salad combines sweet and salty flavors with both crunchy and tender textures.

16 oz.	RSS Iceberg/Romaine 80/20 Blend
1 C	MFC Red Delicious Apples, chopped
1 C	Candied pecans
1/4 C	Blue cheese, crumbled

Arrange equal portions of RSS Iceberg/Romaine 80/20 Blend, apples, pecans, and blue cheese on salad plates. Serve with house-made vinaigrette.

Optional: top with roasted chicken or turkey slices.



Luscious filet mignon gets complexity from crunchy, peppery radishes and earthy beets—plus a punch of tang from pomegranate syrup.