



FRESH CROP REPORT

WEEK OF AUGUST 18, 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.
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HIGHLIGHTS

ICEBERG LETTUCE

Iceberg lettuce markets are up a bit as Tropical Storm Debby impacted East Coast growing regions with heavy rain and wind, shifting stronger demand to California.

LEMONS

The 165- through 235-count domestic lemon market remains elevated due to extremely low volume and strong demand. Domestic quality is down due to excessive heat in California's San Joaquin Valley. Offshore and Mexican lemons will help supplement shortages.

MIXED BERRIES

Blackberries remain snug; rain and high humidity are causing quality problems. Mexican-grown raspberries are also being affected by this poor weather. Improved weather in the Pacific North West will help elevate volume. Blueberries are ample.



BRUSSELS SPROUTS

- The market for Brussels sprouts is finally easing.
- Production is fully underway in California's Salinas and Santa Maria Valleys.

PINEAPPLES

- Expect tight supplies and elevated prices into September.
- Volume is currently low in Central America and Mexico.

GREEN ONIONS

- Supplies are poised to tighten following rains and strong winds from sporadic thunderstorms in the primary growing region of Mexicali, Mexico.
- Markets are escalating.

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apples

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

Prices are unchanged. California and Michigan stocks are sufficient. New crop Washington Galas are on the market; small sizes are plentiful. 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	///	*****	\$\$\$

Markets are steady at elevated levels. Quality is being affected by persistent heat and sporadic storms. Production will continue in Central Mexico for three weeks, pending weather disruptions. Southern Baja will be the primary growing region through October. Peruvian volume is supplementing East Coast orders. MFC Asparagus is available.



avocados

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

Prices remain high but will start to inch down later in the month. The Flora Loca harvest has finally begun after weeks of rain in Mexico's Michoacan region; expect volume to slowly increase. 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 markets are stable. Although rain did slow East Coast production, stocks are adequate. West Coast markets are comparable; volume is high in most regions. Red bell pepper availability remains lower than normal in Western Canada. Supplies are increasing in California and Central Mexico. MFC and ESS Green Bell Peppers are available.



blackberries

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

Prices are high. Stocks remain snug; rain and high humidity are causing quality problems in Mexico. Quality is fair; soft skins and red cells are issues. Pacific Northwest stocks are increasing, but demand is strong.



blueberries

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

The market is unchanged. Supplies are abundant in both the Pacific Northwest and Mexico. Demand is steady; quality is very good.

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broccoli

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

Prices are slightly lower as California quality is improving, increasing yields. Occurrences of hollow cores, branchy crown structures, and yellowing are declining. Markets will continue to soften as additional acreage comes online in early September. MFC Broccoli is available.



cantaloupe

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

Markets are low, particularly for large sizes. Quality is very good; minor issues include ground spotting, sunburn, and green casts, but fruit is firm and sweet. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Prices are inching up over previously low levels. Overall stocks are tightening due to harvesting gaps; July's high temperatures increased growth, pushing harvesting schedules forward. Mostly steady markets are expected through late August. ESS Cauliflower is available.



celery

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

Markets are low but are forecast to rise as Canadian yields have been impacted by Tropical Storm Betty. Santa Maria production will continue year-round. Quality is very good in all regions with minimal disease pressure. MFC Celery is available.



chile peppers

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

Anaheim, Jalapeno, Pasilla, and Serrano prices are level. Habanero and Red Fresno markets will remain a bit higher until new crop harvests begin in Baja, Mexico. The Michigan season has started. MFC Chile Peppers are available.



cucumbers

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

The market is weak. Although ample stocks persist in all growing regions this week, growers warn of a possible supply gap in a few weeks. 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 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	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$

Markets are slightly lower; supplies are increasing in the Salinas Valley. Quality is very good; seeder is a minor issue. MFC Premium Green Leaf is available.



honeydew

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

Prices are low, particularly for large sizes. Quality is very good; minor issues include ground spotting, sunburn, and green casts, but fruit is firm and sweet. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets are inching up. Tropical Storm Debby has impacted Eastern Canadian growing regions; supplies are expected to normalize in two to three weeks. Disease pressure is being found more frequently in some Salinas lots, though not at concerning levels. MFC Premium Iceberg Lettuce is available; MBA is being packed as needed due to low weights.



lemons

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

Prices for 165- through 235-count domestic lemons remain elevated due to extremely low volume and strong demand. Quality is down due to excessive heat in California's San Joaquin Valley. Offshore and Mexican supplies will supplement shortages. MFC and ESS Lemons are available.



limes

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

Markets remain elevated. Stocks remain tight due to recent tropical storm rains. Quality issues like styler, oil spotting, and decay have increased, but growers are culling damaged fruit. Size is dominated by 110- to 175-count supplies. MFC and ESS Limes are available.



onions

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

Prices are level. Harvesting is wrapping up in California and New Mexico. 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	///	*****	\$\$\$

Elevated markets persist. Large sizes dominate California's Valencia crop; small sizes (113- and 138-count fruit) are extremely limited. Imported Navel supplies are also on the market. Quality is very good; green tinting on rinds is a normal effect caused by high heat, but flavor and texture remain great. MFC and ESS Valencia Oranges are available.



pears

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

California Bartletts are sufficient; the season 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 markets steady. The Washington new crop Bartlett season will start in early September. MFC Bartlett Pears are available.

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pineapples

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

Supplies are limited in Central America and Mexico; prices are steady at elevated levels. Small sizes are most prevalent. While current rain and cloudy weather can increase sugar levels, these conditions can also cause translucency/water logging in large-size fruit. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Markets will start to inch down now that new crop production is getting underway in Idaho, Minnesota, Washington, and Wisconsin. Fresh-run MFC Red and Yellow Potatoes are being shipped.



potatoes

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

The season for MFC Idaho Burbank Potatoes is ending; 40- through 70-count supplies are limited. Prices are elevated but forecast to ease as Idaho new crop harvesting gets underway this week. New crop, fresh-run MFC Norkotah Potatoes will become available next week.



raspberries

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

The market is high; demand is strong. Mexican-grown yields are being reduced by poor weather. Pacific Northwest volume will keep prices steady at current elevated levels.



romaine

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

Prices are slightly lower; supplies are increasing in the Salinas Valley. Quality is very good; seeder is a minor issue. MFC Premium Romaine is available.



salads & blends

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

Markets are steady; Salinas Valley iceberg and romaine stocks are plentiful. 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 supplies are adequate. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The overall market is low; growers are harvesting in many regions across the US and Mexico. Although rain has impacted the quality of some yellow squash, volume is high enough to meet demand. MFC Yellow Squash and Zucchini are available.

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



strawberries

California prices are slowly rising. Santa Maria and Watsonville volume is past its seasonal peak, but growing conditions remain ideal. Santa Maria suppliers will harvest the fall crop in early September. Quality is very good; fruit is plump, juicy, and deep red. MFC Strawberries are available.

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



tomatoes

East Coast markets are up; rain has decreased yields in the Southeast. Recent tropical storms have caused mixed quality with some growers not being able to harvest consistently due to split sets, bloom drop, crop transitions, and heat-related concerns. West Coast supplies are fairly sufficient in California and Mexico. MFC Tomatoes are available.

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



tree fruit

Prices are unchanged. 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

California volume is starting to decline due to sporadic quality issues. Markets are steady but could begin to slowly step up until Mexico comes into play in October.

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

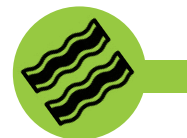
Leeks are onions' milder cousins. Using MFC Trimmed Leeks makes prep and waste easy—name a few great ways to menu them.

A

Every chef loves to use leeks to create beautiful scratch-made soups in their kitchen, but leeks can also be used to add a wonderful flavor profile to starch-sides and main dishes such as leek carbonara or leek risotto.



Use leeks to add a unique aspect to comfort foods like chicken pot pie.



Or use as a differentiating garnish/ingredient on Neapolitan thin-crust pizzas from the wood-burning oven.

TIPS FOR SERVING GRAPES



- 1.** MFC Green Seedless Grapes are ideal burger and sandwich side dishes.
- 2.** Grapes are great partners for almonds, apples, blue cheese, poultry, pork, rice, and spinach.
- 3.** Push MFC Red Seedless Grapes into focaccia dough; sprinkle with sugar and bake.

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.

Red Grape and Ricotta Toasts

Sweet and salty, these crostini make an excellent appetizer to split or light entree for one.

- 1 C ricotta cheese
- 1/4 C honey
- Pinch of kosher salt
- 2 T almonds, finely chopped
- 2 T Markon First Crop Basil, finely chopped
- 2 tsp. zest of Markon First Crop Lemons
- 2 C Markon First Crop Red Seedless Grapes
- 1 T olive oil
- Pinch of kosher salt
- 1 T Ready-Set-Serve Lemon Juice
- 1 T sherry
- 4 slices bread, toasted
- Microgreens and edible flowers, to garnish

Lightly whip ricotta, honey, salt, almonds, and zest together. Chill. Toss grapes, olive oil, and salt in a mixing bowl. Heat a skillet; when hot, add grapes and cook until just starting to burst. Deglaze with lemon juice and sherry (taking care not to ignite alcohol). Continue heating until liquid has cooked off. Plate by putting equal portions of ricotta on the slices of toasted bread, then topping with grapes. Garnish with microgreens and edible flowers.

Bright flavors and bold colors make this seared fish and vegetable dish a standout on any health-focused, sophisticated menu.

