



FRESH CROP REPORT

WEEK OF AUGUST 25, 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

Blackberry stocks have begun to increase as the Pacific Northwest season hits its stride. Raspberry supplies are beginning to stabilize. Blueberry volume will decrease by late August and fall through September.

LETTUCES

Green leaf, iceberg, and romaine markets are slightly higher amid stronger demand and tighter supplies in Salinas, California.

MELONS

California's San Joaquin Valley melon season is now past peak production; markets are poised to inch up as volume decreases.

BROCCOLI

- Supplies are increasing in both growing regions.
- Expect prices to continue falling throughout the rest of August, then range from steady to lower through late September.

POTATOES

- New crop, fresh-run MFC Norkotah Potatoes are now available.
- New crop Burbank harvesting is expected to start in late October.

ONIONS

- The California onion season has ended. Production is winding down in New Mexico.
- New crop MFC Onions are now available out of the Northwest. High-quality storage onions with solid skin sets are expected to start shipping by mid-September.

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apples

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

The market is up a bit. California and Michigan supplies are diminishing yet fairly steady. New crop Washington Galas are now available; small sizes are ample. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are on the market.



asparagus

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

High prices are expected to persist another two to three weeks at minimum amid tight supplies and transitioning growing regions in Mexico. Peruvian volume is supplementing East Coast orders. MFC Asparagus is available.



avocados

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

The market is starting to inch down. The Flora Loca harvest is fully underway; supplies are increasing. 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 prices are fairly steady. East Coast production is rebounding. West Coast supplies are sufficient. Red bell pepper yields are increasing in all growing regions. MFC and ESS Green Bell Peppers are available.



blackberries

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

Expect yields to slowly increase; markets are easing. Ideal Pacific Northwest weather will help increase supplies. California stocks are not sufficient to meet current needs. Quality is fair; soft skins and red cells have been reported.



blueberries

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

Pacific Northwest harvesting is at its peak; expect markets to rise as volume falls. Offshore shipments have slowed. Mexican supplies are sufficient; demand is steady. Quality is very good.

FRESH CROP REPORT



broccoli

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

Supplies are increasing in California and Mexico. East Coast stocks are extremely tight. Expect markets to continue falling throughout the rest of August, then range from steady to lower through late September. MFC Broccoli is being shipped out of Salinas, California; Markon Best Available is being packed in Mexico (into South Texas).



cantaloupe

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

California's San Joaquin Valley melon season is now past peak production; prices are poised to inch up as volume decreases. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Markets are much higher as harvestable supplies continue tightening due to elevated insect pressure and heat stress. Active prices are expected through August. ESS Cauliflower is available.



celery

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

Prices are inching up; East Coast supplies were affected by heavy tropical rains. Stocks are adequate in other regions. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheim, Jalapeno, Pasilla, and Serrano markets are fairly steady. Habanero and Red Fresno will inch down once new crop harvests start in Baja, Mexico. MFC Chile Peppers are available.



cucumbers

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

Supplies are abundant; higher grades are in strong demand, pushing up prices. Off grade cucumbers continue to flood the market. The East Coast has decent volume but some quality challenges. North Carolina's fall program is expected to start in September. Mexican volume is average. 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.

FRESH CROP REPORT



green leaf

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

Prices are slightly higher amid stronger demand and tighter supplies in Salinas, California. East Coast crop damages are minimal following Tropical Storm Debby; market spikes did not materialize. Demand is strengthening as schools resume. MFC Premium Green Leaf is available.



honeydew

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

California's San Joaquin Valley melon season is now past peak production; prices are poised to inch up as volume decreases. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices are slightly higher amid stronger demand and tighter supplies in Salinas, California. East Coast crop damages are minimal following Tropical Storm Debby; market spikes did not materialize. Demand is strengthening as schools resume. MFC Premium Iceberg Lettuce is available; MBA is being packed as needed due to low weights.



lemons

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

Expect high markets for 165- through 235-count supplies; demand is strong and volume is low. Quality has suffered due to extreme heat in California's San Joaquin Valley. Offshore and Mexican stocks will supplement shortages. MFC and ESS Lemons are available.



limes

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

Prices stabilized a bit entering this week, but rain is forecast in Veracruz, Mexico; expect markets to inch back up. Growers are reporting low U.S. No. 1-grade yields. New crop harvesting is expected to start in mid-October (if no major storms hit the region). MFC and ESS Limes are available.



onions

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

The California season has ended. Production is winding down in New Mexico. New crop MFC Onions are now available out of the Northwest. High-quality storage onions with solid skin sets are expected to start shipping by mid-September. MFC and ESS Red and Yellow Onions are available.



oranges

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

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



pears

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

California Bartletts are meeting demand; supplies will ship through October. Crop estimates are 25-30% below last year, but processor demand has fallen, keeping markets level. Washington new crop Bartlett harvesting will begin in early September. MFC Bartlett Pears are available.

FRESH CROP REPORT



pineapples

Stocks are extremely limited in Central America and Mexico; the market is elevated. Small sizes dominate shipments. While current rain and cloudy weather can increase sugar levels, these conditions can also cause translucency/water logging in large-size fruit. Crownless pineapples will be short for approximately four weeks as the majority of stocks are crowned. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are trending downward; supplies are beginning to stabilize. Quality is fair. Expect volume to rise moving forward.

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



red/yellow potatoes

Prices have begun easing; new crop harvesting is underway in Idaho, Minnesota, Washington, and Wisconsin. Fresh-run MFC Red and Yellow Potatoes are being shipped.

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



romaine

Markets are slightly higher amid stronger demand and tighter supplies in Salinas, California. East Coast crop damages are minimal following Tropical Storm Debby; market spikes did not materialize. Demand is strengthening as schools resume. MFC Premium Romaine is available.

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



potatoes

New crop, fresh-run MFC Norkotah Potatoes are available; quality is excellent; light skinning and excess moisture will be observed until supplies go through the "sweat," a process that allows field heat to leave the potatoes (which causes the release of moisture), putting them in dormancy, which prevents sprouting during the early months of storage. U.S. No. 2 availability is extremely limited due to the high quality of initial lots. New crop Burbank harvesting is expected to start in late October.

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



salads & blends

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

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

FRESH CROP REPORT



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

Yellow squash supplies are tightening due to cool weather. Markets are increasing despite multiple summer growing regions in play. Expect higher prices as demand begins to shift. MFC Yellow Squash and Zucchini are available.

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



strawberries

The market is fairly steady. Santa Maria and Watsonville yields are average; these seasons are past their peak. Santa Maria growers 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 prices are erratic as tropical storm rains affected supply levels in the Southeast. Concerns include split sets, bloom drop, crop transitions, and heat-related defects. West Coast stocks are sufficient in California and Mexico. 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

California supplies are tightening due to sporadic quality issues. Prices will inch up until the Mexican new crop season starts 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

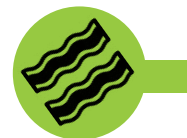
What are your favorite barbecue sides?

A

Elote, or Mexican corn on the cob, is always one of my favorite BBQ sides. I also favor grilled summer vegetables, including red onions, vine-ripened tomatoes, zucchini, and bell peppers tossed in garlic butter, kosher salt, freshly cracked black pepper, and micro-planed Grana Padano cheese.



Also delicious are charred spring onions—be sure to get some char on them to maximize flavor.



Or a classic iceberg wedge salad to accompany that perfectly grilled steak.

TIPS FOR SERVING HONEYDEW MELONS



- 1.** Mince honeydew, cantaloupe, pineapple, red bell pepper, Serrano chile peppers, and cilantro; serve relish over grilled fish and chicken.
- 2.** Add chopped honeydew, cucumber, mint, and baby dill to cooked couscous; serve with grilled kebabs.
- 3.** Wrap or top honeydew cubes with salty prosciutto.

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, and Bell Pepper Salad

This Mediterranean-style salad is packed with the sweet, zesty flavors of summer.

- 8 MFC Roma Tomatoes, chopped
- 2 MFC Cucumbers, peeled and chopped
- 2 MFC Red Bell Peppers, chopped
- 1/2 C MFC Basil, chopped
- 1/2 C balsamic vinaigrette

Toss all ingredients together and serve garnished with fresh basil leaves.



The perfect blend of sweet and salty, these melon-prosciutto appetizers are ideal for a pre-dinner appetizer or fresh bar snack.

