



FRESH CROP REPORT

WEEK OF SEPTEMBER 8, 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

APPLES

New crop Washington Red Delicious harvests will start this week. Fuji production will begin next week, followed by Granny Smiths in mid-September. New crop Washington Galas are on the market; small sizes are plentiful. Michigan new crop Fujis will ship in two weeks while Red Delicious harvests are forecast for the week of September 23.

ORANGES

California's available Valencia supply continues to diminish; most growers will end the season over the next few weeks. Markon expects California to experience a supply gap in October (until the Navel seasons begins in late October/early November).

GREEN ONIONS

Green onion prices are elevated; supplies remain tight following persistent heat and sporadic thunderstorms in the primary growing region of Mexicali, Mexico.



CILANTRO

- Volume is on the rise as multiple growing regions are in play.
- Expect prices to remain relatively steady amid strong supplies through the first two weeks of September.

ASPARAGUS

- Prices are stubbornly elevated.
- Yields and quality are reduced due to persistent heat, rain, and sporadic storms.

BROCCOLI

- MFC Asian-Cut Broccoli Crowns from the Salinas, California and Central Mexico growing regions are currently not available; Markon Best Available and packer label supplies will be substituted temporarily.
- High temperatures have led to increased insect activity. Although harvesting and processing crews for commodity and value-added broccoli packs are working to cull any product that shows signs of insects/insect damage, they are often difficult to detect and can't be avoided completely.

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apples

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

New crop Washington Red Delicious harvests will start this week. Fuji production will begin next week, followed by Granny Smiths in mid-September. New crop Washington Galas are on the market; small sizes are plentiful. Michigan new crop Fujis will ship in two weeks while Red Delicious harvests are forecast for the week of September 23. MFC Apples are available.



asparagus

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

Prices are stubbornly elevated. Yields and quality are reduced due to persistent heat, rain, and sporadic storms. Baja, Mexico is now the primary growing region; this season will continue through October. Peruvian volume is low. Quality is suffering; stalks are exhibiting elevated levels of feathering tips and seeder. MFC Asparagus is available.



avocados

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

The market is level. Mexican volume is meeting demand. Quality is very good. 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	///	*****	\$\$\$

Prices are unchanged. West Coast supplies are shipping out of the Hollister, Oxnard, and Arroyo Grande regions; all sizes are available. East Coast production continues in Michigan, New Jersey, New York, and Ohio. The North Carolina season will start in a few weeks. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are stable. Although stocks are ample in the Pacific Northwest, California yields are low. Mexican supply is meeting demand. Quality ranges from good to very good.



blueberries

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

Pacific Northwest volume is high; markets will start rising over the next few weeks when production begins to wind down. Mexican yields are adequate. Quality is very good.

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broccoli

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

High temperatures have led to increased insect activity. Although harvesting and processing crews for commodity and value-added broccoli packs are working to cull any product that shows signs of insects/insect damage, they are often difficult to detect and can't be avoided completely. MFC Asian-Cut Broccoli Crowns from the Salinas, California and Central Mexico growing regions are currently not available; Markon Best Available and packer label supplies will be substituted temporarily.



cantaloupe

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

Prices are slowly rising as this season ends and growers transition to the Arizona-California desert region in mid-October. Quality is very good. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Markets will ease over the next two weeks; Salinas Valley stocks are increasing after a recent supply gap. Quality has improved. ESS Cauliflower is limited; packer label is being substituted as necessary.



celery

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

Prices are fairly steady. The Salinas season continues with ample supplies and great quality. Santa Maria production will continue year-round. The Michigan season is in full swing. Quality is very good in all regions; 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 level. Habanero and Red Fresno supplies have increased in Baja, Mexico, stabilizing prices. The Michigan season is wrapping up. Quality is very good. MFC Chile Peppers are available.



cucumbers

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

The market ranges from average to a bit higher due to strong demand. West Coast stocks are tightening in Baja and Central Mexico, but yields should increase in approximately ten days. East Coast volume is rising as the North Carolina season has begun. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless markets are unchanged; supplies are plentiful. 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	///	*****	\$\$\$

Prices are fairly steady as the Salinas season starts to wind down. Quality is very good; seeder is being reported in some lots following extended warm weather. MFC Premium Green Leaf is available.



honeydew

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

Markets are slowly rising as this season ends and growers transition to the Arizona-California desert region in mid-October. Quality is very good. Domestic MFC Cantaloupe Melons are available.



iceberg

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

Prices are fairly steady. Salinas volume is higher than in prior weeks, but will diminish in the coming weeks as the season winds down. Quality is average; mildew and disease pressure is being found more frequently. MFC Premium Iceberg Lettuce is available; MBA is being packed as needed.



lemons

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

High prices persist, especially for 165- through 235-count fruit; demand is strong and stocks are limited. Quality has suffered due to extreme 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	///	*****	\$\$\$

Prices will climb through mid-September when growers start to harvest new crop stocks; expect small sizes to dominate these supplies. Quality will improve at that time. MFC and ESS Limes are available.



onions

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

The red and yellow markets are up a bit; white onion prices are unchanged. New crop, fresh-run MFC Onions are being shipped from the Northwest. High-quality storage onions with solid skin sets will become available in a week or two. MFC and ESS Red and Yellow Onions are available.



oranges

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

California's available Valencia supply continues to diminish; most growers will end the season over the next few weeks. Markon expects California to experience a supply gap in October (until the Navel season begins in late October/early November). MFC and ESS Valencia Oranges are available.



pears

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

The California pear season will run through October. New crop Bartlett pears have begun shipping out of the Northwest. Projected volume is lower than in past years and dominated by larger sizes; markets are high. MFC Bartlett Pears are available.

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pineapples

High prices persist; five- and six-count supplies will remain tight for several more weeks. Volume is higher for seven- and eight-count fruit. Crownless stocks are limited as most shipments are crowned pineapples. RSS Pineapple Chunks and Spears are available.

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



raspberries

Markets are steady; yields are increasing. Quality is very good.

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



red/yellow potatoes

Expect soft markets through the next few weeks. New crop, fresh-run MFC Red and Yellow Potatoes are available in Idaho, Wisconsin, and Minnesota. Fresh-run quality is strong; skinning and excess moisture will be observed. No. 2 supplies will increase once potatoes are shipped out of storage. The North Dakota season will start in early October while the Michigan season will begin in early November.

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



romaine

Prices range from steady to slightly higher. Supplies are tighter than prior weeks as growers harvest the remaining fields of the Salinas season. Occasional quality challenges include mildew, seeder, fringe burn, and insect damage. MFC Premium Romaine is available.

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



potatoes

Prices will remain firm but steady through the early part of the season. New crop, fresh-run MFC Norkotah Potatoes are on the market. Quality is excellent; light skinning and excess moisture will be observed until supplies go through the "sweat," a process that pushes out field heat and puts them in dormancy, preventing sprouting during the early months of storage. U.S. No. 2 volume is low due to the high quality of initial lots. The new crop Burbank season will start in late October.

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



salads & blends

Markets are stable; the Salinas Valley iceberg and romaine seasons are starting to wind down. 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

Prices are stable; Salinas Valley season will wind down through October. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The market is steady. West Coast growers continue to harvest ample stocks in Santa Maria, California, and Baja, Mexico. Mainland Mexico will resume production by late September/early October, contingent on weather conditions. East Coast growers are harvesting in North Carolina; yields are increasing. MFC Yellow Squash and Zucchini are available.

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



strawberries

Prices are level. California berries are meeting demand out of Santa Maria and Watsonville; both seasons are winding down. Santa Maria's fall crop will start in a week or two. Quality is very good; fruit is plump, juicy, and deep red. MFC Strawberries are available.

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



tomatoes

The market is average. East Coast yields are expected to increase through September. Rain delayed production slightly this week but the market remains steady due to weak demand. West Coast Roma and round supplies should remain sufficient through this month. MFC Tomatoes are available.

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



tree fruit

Prices are up. The California stone fruit season is wrapping up. Nectarine harvests have ended. Peaches will ship for another week or two, while plums will be on the market until early October.

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



watermelon

Markets are steady; overall supplies are sufficient. The Mexican new crop season will start in October. Quality ranges from good to 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
STEPHANE RENAUD
MARKON MEMBER CHEF

Q

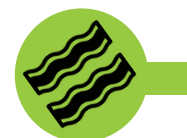
Fall is near—which ingredients do you suggest for transitioning from summer to autumn seasonal menus?

A

When fall comes around it is time to switch from vegetables like tomatoes, zucchini, and green/yellow beans to more seasonal items like leeks and Brussels sprouts that will compliment your creations in a more autumn fashion. These ingredients can be braised, grilled, fried, sautéed, or charred.



Hearty winter squashes such as Butternut, Acorn, and Kabocha are also great fall choices.



Add apples, pears, and/or pomegranates to green salads for a decidedly seasonal touch.

TIPS FOR SERVING MFC TRIMMED LEEKS



- 1.** Sauté chopped leeks, mushrooms, diced onions, and garlic; add chopped potatoes, thyme, and vegetable stock; simmer until tender, purée and add touch of cream.
- 2.** Add chopped leeks and smoked salmon while scrambling eggs and cream; serve with snipped chives.
- 3.** Arrange halved leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.

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.

Crunchy Green Fritters with Labneh Dip

A little bit southern, a little bit Israeli, these crossover fritters are crispy with verdant flavors and a hint of spice. So delicious you almost forget they're packed with healthy green vegetables.

1 C labneh cheese
 1 T RSS Lemon Juice
 1 tsp zest of Markon First Crop Lemons, minced
 2 tsp. sea salt
 3 tsp. everything bagel spice
 1 C RSS Chopped Collard Greens, sauteed
 1 C RSS Bite-Size Broccoli Florets, chopped and sauteed
 1/2 C MFC Asparagus, steamed and chopped
 1/2 C peas, steamed
 1/4 C MFC Trimmed Belgian Leeks, chopped and sauteed
 4 cloves RSS Peeled Garlic, roasted and smashed
 2 eggs
 3/4 C chickpea flour
 1/4 C + 1 T vegetable oil (for frying)
 2 T extra virgin olive oil (for drizzling on dip)
 Mix together labneh, lemon juice, zest, and one teaspoon each of salt and everything bagel spice; reserve dip. Combine one teaspoon salt and everything bagel spice, collards, broccoli, asparagus, peas, leeks, two cloves of garlic, eggs, flour, and one tablespoon of vegetable oil. Mix well, then form into small patties. Heat remaining oil in a large skillet. When hot, add patties, being careful not to crowd the pan (cook in batches). Once browned on one side (two minutes), flip and cook on remaining side. Drain on cooling rack while cooking all patties. Serve with labneh dip drizzled with extra virgin olive oil and remaining everything bagel spice.

Topped with crispy leeks, this creamy potato-leek soup is great for any season!

