



FRESH CROP REPORT

WEEK OF JUNE 23, 2024

RSS



Table-ready fruits & vegetables. Backed by 5-Star.

MFC



Whole fresh fruits & vegetables. Backed by 5-Star.

ESS



Whole fresh fruits & vegetables. Backed by 5-Star.



HIGHLIGHTS

POTATOES

Idaho MFC Norkotah stocks will be depleted by late June; the Washington storage crop will run through mid-July. MFC Burbanks will be shipped thereafter.

CILANTRO

Production remains behind schedule; high demand has driven the market much higher. New plantings, spurred by warmer weather and longer days, will improve quality and yields over the next few weeks.

BRUSSELS SPROUTS

Prices are forecast to rise gradually as harvesting begins to transition north. The Mexican season is ending; supplies are nearly depleted. California's Oxnard and Santa Maria seasons are underway; Salinas Valley supplies will come online in early to mid-July.

SQUASH

- Markets continue to ease as more East Coast growing regions begin harvests.
- Production is underway in California and Mexico as well.

BROCCOLI

- Prices are elevated and expected to continue rising.
- California supplies are struggling to meet increased demand; total planted acreage is down and cooler, windy weather has lowered yields.

LEMONS

- The 165- through 235-count lemon market remains elevated due to extremely low volume and strong demand.
- Offshore and Mexican lemons will help supplement domestic supplies through December.

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apples

The market is holding steady; storage supplies are sufficient. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

Prices are rising. High heat and no rain has tightened Central Mexican stocks. Domestic seasons are winding down, further limiting availability. Expect market relief in late June. MFC Asparagus is available.

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



avocados

Prices will jump significantly this week. The USDA has suspended the State of Michoacan Mexico's avocado harvesting, packing, and shipping operations for an unspecified amount of time. California and Peruvian stocks will be shipped to help fill the void but will not meet demand. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Although prices remain elevated, they are a bit lower. East Coast growers have moved to North Carolina, while California production has transitioned to Bakersfield. Red bells are up and will continue climbing this week as heat has accelerated growth, pushing harvests ahead of schedule. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is high. Watsonville harvesting is underway; prices will inch down once volume increases. Quality is good; expect good shine and firm texture.

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



blueberries

Prices are unchanged. Stocks are ample in California's San Joaquin Valley. Quality is very good; berries are plump and sweet.

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

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broccoli

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

Markets are expected to continue rising. California supplies are struggling to meet increased demand; total planted acreage is down and cooler, windy weather has lowered yields. Mexican volume is down after persistent heat, no rain, and a harvesting transition to higher elevation. MFC Broccoli is available.



cantaloupe

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

Domestic Arizona-California desert supplies are increasing. Prices have dipped. Quality is very good; hot weather has caused some softness. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Markets are steady at slightly below-average levels even though the harvesting schedule has been pushed forward by warmer weather. Low prices and abundant supplies are expected through June. ESS Cauliflower is available.



celery

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

Prices are level. The Oxnard season is nearing its end while Salinas production continues to ramp up. Santa Maria harvests will continue year-round. The Michigan season will begin in July. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Expect higher Anaheim and Serrano markets, but all other prices are stable. Quality is good on both coasts. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Prices are unchanged. East Coast growers are harvesting in New Jersey and North Carolina; supplies will ship through late June. Production will start in Ohio, Kentucky, and New York over the next three weeks. Mexican supply is meeting demand. Quality is very good in all regions. MFC and ESS Cucumbers are available.



grapes

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

Mexican green and red seedless grape markets are stable. Portioned packs are shipping. The California season will start in late July. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Prices are near the bottom; Salinas Valley stocks are abundant. Defects are being removed at harvest point. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Domestic Arizona-California desert supplies are increasing. The market has dipped. Quality is very good; hot weather has caused some softness. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices are easing. Salinas Valley volume is high; head weights are climbing. Quality is very good; defects are being trimmed at harvest. MFC Premium Iceberg Lettuce is available; MBA will be shipped when head weights don't meet Markon specifications.



lemons

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

The 165- through 235-count lemon market remains elevated due to extremely low volume and strong demand. Offshore and Mexican lemons will help supplement domestic supplies through December. MFC and ESS Lemons are available.



limes

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

Expect rising markets for a couple more weeks as drought conditions have tightened Mexican supplies. The crop is dominated by small, 200- to 250-count sizes; 110- to 175-count fruit is extremely limited. Quality is good but blanching, stlyar, thinner rinds, and lower juice content are issues. Rain is expected this week, which will aid long-term volume. MFC and ESS Limes are available.



onions

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

Prices are rising as demand for domestic onions is strong. Last week's surge of onions from Mexico (into Texas) has slowed dramatically and redirected purchases to California and New Mexico. Next week's rain in New Mexico will lower overall yields heading into next week. MFC and ESS Red and Yellow Onions are available.



oranges

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MX/AZ	///	*****	\$\$\$

Elevated markets persist. California new crop Valencia stocks are dominated by large sizes (56- through 88-count fruit); small sizes (113- through 138-count fruit) will tighten through the season. MFC and ESS Navel and Valencia Oranges are available.



pears

REGION	SUPPLIES	QUALITY	PRICE
OFFSHORE	///	*****	\$\$\$
WA	///	*****	\$\$\$

Prices are up. Remaining Washington D'Anjou supplies range from 120- to 130-count sizes. Imports from Argentina and Chile are available for the next four to six weeks (out of Washington). The California Bartlett season will start in mid- to late July. MFC D'Anjou Pears are available.

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pineapples

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

Elevated markets persist. Costa Rican and Mexican stocks are limited, especially large sizes (five- through seven-count). RSS Pineapple Chunks and Spears are available.



raspberries

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

Prices are unchanged. Hot weather has reduced volume in Central Mexico, but California's Watsonville production is increasing. Quality is good; no issues have been reported from Watsonville at this time.



red/yellow potatoes

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

Prices are high; stocks are tight. California and Florida supplies will remain on the market through late June. Idaho growers will ship through July. New crop Arizona, North Carolina, and Texas harvests will start in early July. Most Northwest new crop production will get underway in mid- to late August. MFC Red and Yellow Potatoes are available. Quality is very good.



romaine

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

The market is near the bottom; Salinas Valley stocks are abundant. Defects are being removed at harvest point. MFC Premium Romaine Lettuce is available.



potatoes

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

Markets for 40- and 50-count stocks will inch up through the summer; the 60- to 100-count market will hold steady. Idaho MFC Norkotah Potatoes will be shipped through late June; Washington storage stocks will run through mid-July. Overall quality is good; air checks, pressure, and shoulder bruising will be seen sporadically in remaining storage supplies (both Norkotahs and Burbanks) from all growing regions. MFC Burbank Potatoes will ship through August.



salads & blends

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

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

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spring mix

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

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



tomatoes

Prices are near the bottom. East Coast supplies are ample in Quincy, Florida and South Carolina. Large size dominates crops. Growers will move to Arkansas and Tennessee over the next few weeks. Mexican volume is up. California's San Joaquin Valley season is getting started. Quality is very good. MFC Tomatoes are available.

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



squash

Prices continue to ease as more East Coast growing regions begin harvests. Production is underway in California and Mexico as well. MFC Yellow Squash and Zucchini are available.

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



tree fruit

The market is level. California nectarines and peaches will ship through mid-September. Plums will remain available through mid-October. Quality is very good: sugar levels are increasing.

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



strawberries

The market is weak. Stocks are plentiful in California's Watsonville/Salinas strawberry growing region. Quality is very good; expect full color, sweet flavor, and very few misshaped berries. MFC Strawberries are available.

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



watermelon

Prices are low; volume is high. Domestic supplies are abundant. Mexican stocks will ship through June. Quality is very good; melons are juicy and sweet with full color.

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

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF
THOMAS VIGIL
MARKON MEMBER CHEF

Q

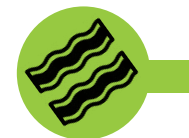
Summer means ripe, juicy tomatoes. As the season gets underway, how do you suggest showcasing these well-loved ingredients across the menu?

A

I'm a huge fan of marinating raw tomatoes in white balsamic, olive oil, fresh thyme, black pepper, and salt.



It will not only help preserve the tomatoes, but the flavor combination goes a long way in bringing out both sweet and savory notes.



When left to marinate over night, these tomatoes are the perfect way to serve as bruschetta, caprese salad, or fresh grilled fish entrée.

TIPS FOR SERVING GREEN LEAF LETTUCE



- 1.** Use MFC Premium Green Leaf Lettuce to top tacos, tostadas, burgers, and sandwiches.

- 2.** Accent lettuce color with toppings such as crumbled goat cheese, roasted beets, and toasted pepitas or give balance by tossing with light, sweet ingredients like blueberries, kiwifruit, and pea shoots.

- 3.** Mix together bulgur wheat, chopped MFC Tomatoes, RSS Washed & Trimmed Green Onions, RSS Lemon Juice, roasted RSS Peeled Garlic, RSS Washed & Trimmed Parsley, MFC Mint, and chopped MFC Premium Green Leaf Lettuce; serve tabbouleh with warm pita triangles.

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.

MFC Artisan Romaine Vietnamese Shrimp Wraps with Chili Crisp

Grilled shrimp, pickled vegetables, and aromatic rice result in a craveable, year-round appetizer or entrée.

- 2 C rice, rinsed
- 1 C coconut milk
- 2 C water
- 2 T oil
- 12 extra-large shrimp, peeled
- 1 tsp. kosher salt
- ½ tsp. black pepper
- 8 heads MFC Artisan Romaine Lettuce, split in half lengthwise
- 32 MFC Cherry Tomatoes
- ½ C MFC Mint
- 1 C MFC Cilantro, split
- 1 C MFC Cucumbers, sliced and quick pickled
- 2 each MFC Red and Green Jalapeno Chile Peppers

Combine rice, coconut milk, water, and ½ cup finely chopped cilantro in a rice cooker. Heat until done. Season shrimp with salt and pepper. Heat oil on flat top or grill pan. Char shrimp, romaine, and cherry tomatoes until grill marks appear. Arrange romaine with equal parts rice, shrimp, tomatoes, herbs, cucumbers, and chiles. Serve immediately.



A healthy option to oatmeal and other warm breakfast cereals...this chia pudding is piled high with fruits, nuts, and seeds.

