



FRESH CROP REPORT

WEEK OF JUNE 30, 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

AVOCADOS

Avocado harvesting, packing, and shipping operations have been suspended in Michoacan, Mexico since Friday June 14. It may take as long as two to three weeks before operations are back up and running. Markon will continue to update as news develops.

PEARS

Washington pears are winding down for the season; imports are available from Argentina and Chile. California pears will start in the next four to five weeks.

STRAWBERRIES

Ideal temperatures are expected in California's Santa Maria and Watsonville/Salinas growing regions. Expect great quality and steady markets.



LETTUCES

- Iceberg markets are inching down.
- Green leaf and romaine prices are fairly steady at low levels.

BELL PEPPERS

- Red bell pepper supplies are tightening; prices are elevated.
- Green bell pepper supplies are slowly increasing in all regions.

ONIONS

- Markets are rising; demand for domestic onions is strong.
- Rain has reduced volume in New Mexico.

FRESH CROP REPORT

WEEK OF JUNE 30, 2024



apples

Prices are level; storage stocks are adequate. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

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



asparagus

The market is inching up. High temperatures and little to no rain have reduced Central Mexican volume. The Michigan season is wrapping up. MFC Asparagus is available.

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



avocados

Harvesting, packing, and shipping operations have been suspended in Michoacan, Mexico since Friday, June 14. It may take as long as two to three weeks before operations are back up and running. 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

Red bell pepper supplies are tightening; markets are elevated. The Bakersfield growing region is expected to start by mid-July. Green bell pepper supplies are slowly increasing in all regions. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are up. Watsonville supplies are starting to increase; markets should ease in July. Quality is good; expect good shine and firm texture.

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



blueberries

The market is steady. Yields are high in California's San Joaquin Valley. Quality is very good; berries are plump and sweet.

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

FRESH CROP REPORT



broccoli

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

Prices are elevated. California stocks are limited; total planted acreage is down and cooler, windy weather has lowered volume. Mexican supplies are also tight after persistent heat, extended drought followed by heavy rains, and a harvesting transition to higher elevation. MFC Broccoli is available.



cantaloupe

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

The market is stable. Domestic Arizona-California desert supplies are sufficient. Quality is very good; hot weather has caused occasional softness. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Prices are low even though the harvesting schedule has been pushed forward by high temperatures. Quality is very good. ESS Cauliflower is available.



celery

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

The market is unchanged. The Oxnard season has ended, but Salinas harvesting is fully underway. Santa Maria production will continue year-round. The Michigan season will start in July. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheim and Serrano prices are elevated, but all other markets are level. Overall quality is good. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

The market is level. East Coast stocks are adequate. Production will start in Ohio, Kentucky, and New York over the next two weeks. Mexican supplies are sufficient. 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 prices are steady. Portioned packs are shipping. The California season will begin in late July. MFC and ESS Green and Red Seedless Grapes are available.

FRESH CROP REPORT



green leaf

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

The market is low; Salinas Valley supplies are ample. Defects are minimal, but being removed in the fields. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Prices are stable. Domestic Arizona-California desert stocks are sufficient. Quality is very good; hot weather has caused occasional softness. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets are inching down. Salinas Valley supplies are increasing; head weights are rising. Quality is very good; any defects are being trimmed in the fields. 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	///	*****	\$\$\$

Expect high prices for 165- through 235-count lemon stocks; volume is extremely low. Offshore and Mexican fruit will help supplement domestic supplies through December. MFC and ESS Lemons are available.



limes

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

High prices will persist for a week or two more as drought conditions have lowered Mexican yields. The crop is dominated by small, 200- to 250-count sizes; 110- to 175-count fruit is extremely snug. Quality is good; blanching, stolar, thinner rinds, and lower juice content are minor problems. MFC and ESS Limes are available.



onions

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

Markets are climbing; demand for domestic onions is strong. Mexican supplies (into Texas) are extremely tight. Rain has reduced volume in New Mexico. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are high. California new crop Valencia supplies are dominated by large sizes (56- through 88-count fruit); small sizes (113- through 138-count fruit) are extremely scarce. MFC and ESS Navel and Valencia Oranges are on the market.



pears

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

Washington pears are winding down for the season; imports are available from Argentina and Chile. California Bartlett pears harvests will start in the next four to five weeks. MFC D'Anjou Pears are available.

FRESH CROP REPORT



pineapples

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

Prices are high. Costa Rican and Mexican supplies are tight, especially large sizes (five- through seven-count). RSS Pineapple Chunks and Spears are on the market.



red/yellow potatoes

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

Elevated markets persist; supplies are limited. The California and Florida seasons will end this week. 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 started in mid- to late August. MFC Red and Yellow Potatoes are available. Quality is very good.



potatoes

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

Expect prices for 40- and 50-count supplies to rise through the summer; the 60- to 100-count market will remain fairly level. Idaho MFC Norkotah Potatoes will be shipped through the end of next week; 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.



raspberries

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

The market is level. High temperatures have reduced yields in Central Mexico, but California's Watsonville volume is climbing. Quality is good; no issues have been reported from Watsonville at this time.



romaine

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

Prices are low; Salinas Valley supplies are ample. Defects are minimal, but being removed in the fields. MFC Premium Romaine Lettuce is available.



salads & blends

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

The market is stable; iceberg stocks continue to increase while romaine supplies are plentiful. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

FRESH CROP REPORT



spring mix

Prices are unchanged; Salinas Valley stocks are adequate. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The market is weak. East Coast harvests are underway in multiple states. 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	///	*****	\$\$\$



strawberries

Ideal temperatures are expected in the Santa Maria and Watsonville/Salinas growing regions. Expect great quality and steady prices. Quality is very good; expect full color, sweet flavor, and very few misshaped berries. MFC Strawberries are available.

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



tomatoes

The market is low. The season is ending in Quincy, Florida; volume will increase in South Carolina. Large size dominates crops. Growers will move to Arkansas and Tennessee over the next few weeks. Mexican supplies are ample. California's San Joaquin Valley season is underway. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Prices are stable. 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	///	*****	\$\$\$



watermelon

Markets are weak. Domestic stocks are plentiful. The Mexican season has finished; domestic melons will start shipping this week. 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

What's your favorite produce item and how do you like to showcase it in warm-weather dishes?

A

My favorite vegetables change with the seasons, but when I think warm weather dishes, I love radishes.



Summer varieties provide a ton of color as well as big flavors. Their versatility is endless.



I like roasting them with thyme, butter, and white wine, use them in spicy Kimchi, or salted for a crisp salad addition.

TIPS FOR SERVING TOMATOES



- 1.** Add roasted and finely chopped MFC jalapenos, chopped MFC Tomatoes, minced MFC Red Onion, and RSS Lime Juice to RSS Avocado Pure Pulp; serve with chips.
- 2.** Line burgers and grilled chicken sandwiches with MFC Tomato slices, RSS Pico de Gallo Guacamole, and RSS Red Onions.
- 3.** Top grilled fish with a relish of chopped tomatoes, diced MFC Red Onions, MFC Serranos and chopped watermelon.

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.

California BLT Salad

Serve everyone's favorite sandwich as a crunchy, delicious salad.

24 oz. Ready-Set-Serve Chopped Romaine
 4 Markon First Crop Roma Tomatoes, quartered
 1 1/2 cups Markon First Crop Cucumbers, chopped
 1 cup Ready-Set-Serve Avocado Halves, chopped
 1 cup garlic croutons, preferable house-made
 1/2 cup bacon, baked and crumbled

Arrange equal portions of romaine, tomatoes, cucumbers, avocados, croutons, and bacon on four serving plates. Serve with choice of house-dressing.



These sweet, yet smoky eggplant wedges are topped with tangy goat cheese, crunchy lettuces, and nutty pignoli.

