



FRESH CROP REPORT

WEEK OF JULY 7, 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

ICEBERG LETTUCE

Iceberg markets continue to decline steadily, but this week's heat wave brings the possibility of increased issues such as growth cracks, fluctuating head density, and sun scalding on outer leaves.

ORANGES

Small California Valencia oranges are tightening. Imported Navel volume will increase over the next two to three weeks as Chilean and South African fruit arrives into the U.S.

ONIONS

Yellow onion markets are unstable, but red and white prices remain steady to slightly lower. Weather-related issues are lowering yields and slowing production in California and New Mexico. Overall demand has eased from the recent Fourth of July holiday demand.

BROCCOLI

- Prices are dropping as supplies increase across multiple growing regions.
- In addition to California, East Coast regions including Quebec, Ontario, Maine, New Jersey, Georgia, Florida, Tennessee, and the Carolinas will be harvested throughout the summer.

STRAWBERRIES

- The market is elevated.
- Temperatures in the California regions of Santa Maria and Watsonville remain normal, ranging from the mid- to high 70s.

ASPARAGUS

- Strong demand and tight supplies are driving prices higher.
- Tropical storm systems crossing over Central Mexico may lead to additional supply challenges next week.

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apples

Prices are steady; 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

Limited supplies and strong demand are driving up markets. Tropical storm systems crossing over Central Mexico may lead to additional supply challenges next week. Sufficient supplies are expected in Central Mexico in August, but high prices are expected from mid- to late July. The Canadian and Michigan season have ended. MFC Asparagus is available.

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



avocados

The market remains elevated. Mexican shipments have resumed after the USDA pause. Once the Flora Loca crop starts in mid-July, prices will ease. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

The market is fairly stable. East Coast growers are shipping from Georgia and North Carolina; the Michigan season will begin in two weeks. High temperatures will increase growth in California's San Joaquin Valley this week; sun burn may become a quality issue. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are steady. California's Watsonville season is in full swing. Quality is good; expect good shine and firm texture.

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



blueberries

The market is level. Volume is high 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	///	*****	\$\$\$

Prices are dropping as supplies increase across multiple growing regions. In addition to California, East Coast regions including Quebec, Ontario, Maine, New Jersey, Georgia, Florida, Tennessee, and the Carolinas will be harvested throughout the summer. Quality is very good. MFC Broccoli is available.



cantaloupe

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

The market is level. Production is starting in California's San Joaquin Valley this week. Elevated temperatures may curtail harvesting hours and potentially cause softness and sun burn. Large fruit dominates early harvests; expect better size availability as the season progresses. Domestic MFC Cantaloupe Melons are on the market.



cauliflower

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

Low prices and plentiful stocks are expected through mid-July even though the harvesting schedule has been pushed forward by hot weather. Quality is very good. ESS Cauliflower is available.



celery

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

Markets are weak. Although the Oxnard season is ending, Salinas production continues to ramp up. Santa Maria harvesting 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	///	*****	\$\$\$

Anaheim, Poblano, and Serrano prices remain active. The Jalapeno market is slightly higher. Expect the market to ease in mid-July when regional domestic harvests begin. Quality is average. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

West Coast markets are stable. Baja volume is rising. The Georgia and Eastern North Carolina seasons have ended. Production has shifted to Western North Carolina, Kentucky, New Jersey, Ohio, and Michigan. MFC and ESS Cucumbers are available.



grapes

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

Mexican green and red seedless prices are level. Portioned packs are on the market. 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	///	*****	\$\$\$

The market is weak; Salinas Valley supplies are plentiful. Defects are being removed at harvest point. MFC Premium Green Leaf Lettuce is available.



honeydew

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

Production will start in California's San Joaquin Valley next week. Elevated temperatures may curtail harvesting hours and potentially cause softness and sun burn. Large fruit dominates early harvests; expect better size availability as the season progresses. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets continue to decline steadily, but this week's heat wave brings the possibility of increased issues such as growth cracks, fluctuating head density, and sun scalding on outer leaves. 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	///	*****	\$\$\$

Prices remain elevated for 165- through 235-count supplies; yields are snug. Offshore and Mexican fruit will help supplement domestic stocks through December. MFC and ESS Lemons are available.



limes

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

Prices are slightly higher as expected, due to persistent rains that will hit the Gulf Coast of Mexico through the weekend. Markets will climb further next week as the rain slows production and delays transit. Overall quality is good; oil spotting may increase. MFC and ESS Limes are available.



onions

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

Yellow onion markets are unstable, but red and white prices remain steady to slightly lower. Weather-related issues are lowering yields and slowing production in California and New Mexico. Overall demand has eased from the recent Fourth of July holiday demand. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are up. Small California Valencia oranges are tightening. Imported Navel volume will increase over the next two to three weeks as Chilean and South African fruit arrives into the U.S. MFC and ESS Navel and Valencia Oranges are available.



pears

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

The market is high. Remaining Washington D'Anjou storage stocks range from 120- to 130-count sizes. Imports from Argentina and Chile are available for the next few weeks. The California Bartlett season will get underway in mid- to late July. MFC D'Anjou Pears are available.

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pineapples

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

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



red/yellow potatoes

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

The market is elevated; stocks are tight. The California and Florida seasons have ended. Idaho growers will ship through July. New crop Arizona, North Carolina, and Texas production will get underway in early July. Most Northwest new crop production will begin in mid- to late August. MFC Red and Yellow Potatoes are available. Quality is very good.



potatoes

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

Prices for 40- and 70-count supplies are up; the 80- to 100-count market is level. Idaho MFC Norkotah Potatoes will ship through this week; new crop harvesting will start in mid-August. Washington storage supplies will ship through mid-July. Overall quality is good; air checks, pressure, and shoulder bruising will be seen sporadically in remaining storage stocks from all growing regions. MFC Burbank Potatoes are available.



raspberries

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

The market is stable; supplies are sufficient in both growing regions. Quality is good; berries are plump and vibrant.



romaine

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

Prices are weak; Salinas Valley supplies are plentiful. Defects are being removed at harvest point. MFC Premium Romaine Lettuce is available.



salads & blends

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

Markets are unchanges; stocks are meeting demand. 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 volume is average. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Strong East Coast demand has tightened stocks a bit. Growers are harvesting in Alabama; production will start in North Carolina and Virginia soon. Mexican supplies are increasing in Baja and Central Mexico. California's San Joaquin Valley season has begun in a light way, but this week's high temperatures will accelerate growth. If this heat persists, it could create supply gaps later this season due to bloom drop. MFC Tomatoes are available.

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



squash

Although most of California is enduring a heatwave, Santa Maria temperatures will remain in the low 80s, the ideal weather for growing squash. Supplies are at their peak. East Coast growers are harvesting in Kentucky, New Jersey, Ohio, and Michigan. Quality is very good; skins are smooth, texture is firm, and flavor is pleasantly bitter. MFC Yellow Squash and Zucchini are available.

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



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; 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	///	*****	\$\$\$



strawberries

Prices are elevated; demand is strong. Temperatures in the California regions of Santa Maria and Watsonville remain normal, ranging from the mid- to high 70s. These temperatures should not affect fruit quality. MFC Strawberries are available.

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



watermelon

Excessive heat in Arizona-California growing region is limiting yields, pushing up markets. Expect the San Joaquin Valley season to get underway next week, increasing overall volume. Elevated temperatures may curtail harvesting hours and potentially cause softness and sun burn.

REGION	SUPPLIES	QUALITY	PRICE
AZ-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
SHANE HENDERSON
MARKON MEMBER CHEF

Q

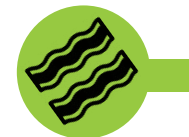
Instagram, Tik Tok, Pinterest, and other visual social media platforms have never held more sway. What ingredients do you suggest using to make dishes pop with photo appeal?

A

Colors are key, but not just colors for their own sake—color that adds flavor to the dish. Summer is a great time for these plates as there are many beautiful stand-alone items that you can use:



Try bright orange cantaloupes in melon gazpacho, bright red roasted red pepper sauces, spiced watermelon sauce paired with fresh fish, or yellow roasted corn sauce. I love the freshness of salsa, pickled produce, and fresh preserves.



Something as simple as herb salad, bright herb puree, or aioli will also add color.

TIPS FOR SERVING RSS HEART-Y SLAW



- 1.** Whether you serve kosher, pork, or vegan hot dogs, topping with RSS Heart-Y Slaw will increase the flavor profile and health quotient.
- 2.** Use as a filling for egg rolls, topper for tacos, and stuffing for gyros.
- 3.** Cut time on stir-fry, omelet, and fried rice recipes by using this slaw mix as the vegetable component.



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.

Tzatziki Slaw

The combination of creamy dressing, zesty garlic, and spicy wasabi make this slaw truly super.

- 4 cups Ready-Set-Serve (RSS) Super Slaw
- 1 cup tzatziki sauce
- 1 tsp. RSS Peeled Garlic, minced
- 1 tsp. Markon First Crop Chives, chopped
- 1 tsp. wasabi powder or paste

Mix tzatziki sauce, garlic, chives, and wasabi. Toss RSS Super Slaw with dressing; refrigerate until chilled.



Spicy jackfruit mimics pulled pork without all of the fat and cholesterol. Top these on-trend tacos with crunchy, creamy slaw for the perfect hand-held treat.

