



# FRESH CROP REPORT

WEEK OF JULY 14, 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

## CABBAGE

Abnormally high temperatures and a dry weather pattern have created a shortage of cabbage supplies along the East Coast. Prices are elevated but will hold into next week when supplies increase and markets ease.

## HEAT-RELATED QUALITY CONCERNS

Much of the West Coast, including, California's Salinas and Santa Maria Valleys, have been experiencing an extended heat spike over the past week with temperatures ranging from the 70's to 80's near the coast to as high as 110° in the southern end of the Salinas Valley. All row crop vegetables that have been exposed to these temperatures are expected to exhibit varying levels of heat-related quality and shelf-life concerns over the next two weeks.

## MEXICAN AVOCADOS

Harvesting and shipping have returned to normal in Michoacan, Mexico. Expect markets to stabilize and slowly decline in late July.

## GRAPES

- The Mexican grape season will wrap up over the next two weeks.
- California harvests will start July 15.

## BRUSSELS SPROUTS

- Prices are on the rise, especially those for large sizes.
- Stocks are tightening as the Mexican season winds down.

## PINEAPPLES

- Expect strong demand and high markets this week.
- Costa Rican and Mexican supplies are limited.

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## apples

The market is unchanged; storage supply is meeting demand. 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 softening as production increases in the Central Mexico growing region. The domestic season has ended, but Peruvian volume is helping to supplement any potential shortages. MFC Asparagus is available.

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



## avocados

Markets are steady at high levels. Production and harvesting are returning to normal in Michoacan, Mexico but stocks are snug. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



## bell peppers green/red

Prices are steady. East Coast production is focused in Georgia and North Carolina; the Michigan season will start next week. Extremely hot weather is increasing growth in California's San Joaquin Valley, but also causing problems like wrinkled skins and sun burn. MFC and ESS Green and Red Bell Peppers are available.

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



## blackberries

The market is level. California's Watsonville volume is high. Quality is good; expect good shine and firm texture.

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



## blueberries

Prices are stable. Yields are up 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	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$

Markets are elevated yet starting to fall. Demand is focused on California's Central Coast, but upcoming regional harvests will ease pressure. Hot, dry conditions have tightened Mexican stocks. Hollow cores, branchy crown structures, and yellowing are on the rise. MFC Broccoli is available; Markon Best Available will be shipped when head weights don't meet Markon specifications.



**cantaloupe**

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

Prices are slightly higher but should stabilize next week as temperatures ease back down to seasonal norms. Supplies are sufficient in California's San Joaquin Valley; small sizes are tight. Production has ended in the Arizona-California desert regions. Domestic MFC Cantaloupe Melons are available.



**cauliflower**

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

The market is weak; supplies are ample. Persistently high temperatures have pushed the production schedule forward, potentially causing a supply gap later this month. Quality is very good. ESS Cauliflower is available.



**celery**

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

Low prices persist. Volume is high in Salinas and Santa Maria, California. The Michigan season is getting underway this week. 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 markets are high; East Coast production is getting underway, but supplies will remain tight for another 10 days. Heat is increasing West Coast volume, but also causing occasional quality issues. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



**cucumbers**

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

Super sizes are limited on the East Coast; select grades dominate harvests. Yields remain low as growers are experiencing some early crop challenges. West Coast volume is a bit better, but rain has impeded production in some Central Mexico fields. Expect more ample supplies in ten days. MFC and ESS Cucumbers are available.



**grapes**

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

Expect elevated markets through late July. The Mexican grape season will wrap up over the next two weeks. California harvests will start later this week. MFC and ESS Green and Red Seedless Grapes are available.

# FRESH CROP REPORT



## green leaf

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

Prices are low; Salinas Valley stocks are abundant. Defects are being removed in the fields. MFC Premium Green Leaf Lettuce is available.



## honeydew

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

Markets are slightly higher but should stabilize next week as temperatures ease back down to seasonal norms. The season is off to a slow start in California's San Joaquin Valley, as high temperatures are limiting harvesting hours. Production has ended in the Arizona-California desert regions. Domestic MFC Honeydew Melons are available.



## iceberg

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

Prices have begun to inch up amid recent heat waves. Damage caused by insects, sun, and wind is 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	///	*****	\$\$\$

Expect high markets for 165- through 235-count stocks. Offshore and Mexican fruit will help supplement domestic shortages through December. MFC and ESS Lemons are available.



## limes

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

Markets for large stocks are slightly lower. Growers harvested ahead of the rain expected to hit Veracruz this week. Expect to see prices for smaller sizes inch up over the next few weeks. Quality is good, but the rain is causing an increase in styler, oil spotting, and decay. MFC and ESS Limes are available.



## onions

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

Yellow onion prices are a bit higher; supplies are limited. Markets for red and white supplies remain stable; volume is average in California and New Mexico. MFC and ESS Red and Yellow Onions are available.



## oranges

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

Elevated markets persist. Small California Valencias are snug; the crop is dominated by large fruit. High temperatures are causing some fruit to regreen, a natural occurrence where rinds use chlorophyll to prevent sunburn. Flavor and quality remain very good. MFC and ESS Navel and Valencia Oranges are available.



## pears

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

Prices will start inching down later this month. The California Bartlett season has been delayed another week (pending sugar level tests) due to high temperatures. MFC D'Anjou Pears are available.

# FRESH CROP REPORT



## pineapples

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

Expect strong demand and high markets; supplies are limited in Costa Rica and Mexico. The current crop is winding down while the new season gets underway. Costa Rica is experiencing heavy rains from several tropical storms and the indirect effects from Hurricane Beryl. RSS Pineapple Chunks and Spears are available.



## raspberries

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

Prices are unchanged; stocks are adequate in both growing regions. Quality is good; berries are plump and vibrant.



## red/yellow potatoes

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

Prices are up; volume is low. Idaho growers will ship through the end of this month. New crop Arizona, North Carolina, and Texas production is underway. Most Northwest new crop harvesting will start in mid- to late August. MFC Red and Yellow Potatoes are available. Quality is very good.



## romaine

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

Markets are low; Salinas Valley stocks are abundant. Defects are being removed in the fields. MFC Premium Romaine Lettuce is available.



## potatoes

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

The market for 40- and 70-count stocks is climbing; 80- to 100-count prices are holding steady. Idaho MFC Norkotah Potatoes are no longer shipping; new crop harvesting will begin in mid-August. Overall quality is good; air checks, pressure, and shoulder bruising will be seen sporadically in remaining storage supplies from all growing regions. MFC Burbank Potatoes are available.



## salads & blends

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

Prices are level; Salinas Valley supplies are ample. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

# FRESH CROP REPORT



## spring mix

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

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



## tomatoes

East Coast supplies are starting to rebound. Growers are harvesting in Alabama, North Carolina, and Virginia. Mexican stocks are sufficient out of Baja and Central Mexico. High heat in California's San Joaquin Valley has accelerated growth and pushed harvesting schedules forward, potentially causing a supply gap later this season. MFC Tomatoes are available.

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



## squash

Prices are weak; stocks are plentiful. 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

The market is unchanged. 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

High markets persist. Santa Maria and Watsonville stocks are average, but summer demand is strong. Quality is very good; fruit is deep red due seasonal heat. MFC Strawberries are available.

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



## watermelon

Prices are high. Hot Arizona-California desert weather is curtailing harvesting and packing hours, tightening supplies. The San Joaquin Valley season is now underway; expect overall stocks to increase.

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



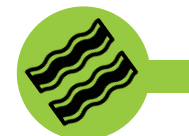
# Q

Fennel is an ideal grilling vegetable. Describe how you like to serve it during the summer months. Which sauces/ pairings do you suggest?

# A

Fennel is a really delicious root vegetable. It has a deeply pungent anise flavor when raw but a softer, mellowness when cooked.

Certainly, citrus pairs well—I like to drizzle grilled slices with lemon or grapefruit vinaigrette. Or for a heartier complement, serve with romesco sauce made with tomato and red peppers at the peak of summer ripeness.



Yogurt-based green goddess is another favorite to use for a creamy, fresh herb-packed dressing in a salad of lettuces, grilled fennel, and fresh melon or berries.



# TIPS FOR SERVING CARROTS



- 1.** Shredded carrots add toothsome texture and a pop of color to salads of all sorts; try mixing them into mayonnaise-based recipes such as chicken, crab, potato, and tuna salads.
- 2.** Crunchy carrots are a classic ingredient in many Asian recipes such as spring rolls and lettuce wraps, as well as Mexican dishes like burritos and tacos.
- 3.** Cooking brings out carrots' inherent sugars, adding a hint of sweetness as well as toothsome texture. Pair with grilled meats and seafood.



# 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.

## RSS Tiny Chopped Blend with Quinoa & Carrots

Although most frequently used as a burger or taco topper, this versatile blend can be used many other ways.

24 RSS Baby Carrots  
2 Tbsp. vegetable oil  
1 Tbsp. brown sugar  
1 tsp. kosher salt  
1/2 tsp. black pepper  
16 oz. RSS Tiny Chopped Blend  
2 cups quinoa, cooked

Preheat oven to 400 degrees F.

Mix together carrots, oil, brown sugar, salt, and pepper; roast until tender, approximately 20-25 minutes.

Toss carrots (and any pan drippings), quinoa, and Ready-Set-Serve Tiny Chopped Blend. Divide into equal portions and serve.

OPTIONAL: top with roasted pork or chicken.



Sweet, nutty notes complement the deep umami of seared beef tenderloin. This shareable entree is paired with a vibrant carrot sauce and delicate veggies.

