



FRESH CROP REPORT

WEEK OF SEPTEMBER 1, 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

ORANGES

With many school seasons underway and many more starting in the coming weeks, small-size fruit will become extremely scarce. Expect elevated markets and extremely limited supplies of all small fruit through early October.

CALIFORNIA STONE FRUIT

The California stone fruit season is winding down. Nectarines will wrap up this week; remaining supplies are minimal. Peaches will ship through mid-September, while plums will be on the market until early October.

CAULIFLOWER

Prices are elevated; supplies remain limited. Current fields are not maturing as expected for this time of year. Quality ranges from fair to good; insect pressure and inconsistent head size are prevalent.

PEARS

- The California pear season is in full swing with availability through October. Overall volume is projected to be lower than in past years and dominated by larger sizes; expect elevated markets.
- New crop Bartlett pear harvesting started in the Northwest this week.

PINEAPPLES

- Supplies are limited.
- Quality issues will cause shortages for the next several weeks.

GRAPEFRUIT

- The Southern California Marsh Ruby grapefruit season will unexpectedly end next week. Persistently high temperatures have impacted the remaining crop.
- Expect a gap in supplies as Rio grapefruit harvesting is not set to begin in the Southern California desert region until late October.

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apples

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

Prices are fairly steady. New crop Washington Galas are on the market; small sizes are most abundant. Quality is very good. MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.



asparagus

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

Markets are firm at high levels for another few weeks; volume is low as growers are moving to new harvesting areas in Mexico. Peruvian supplies are supplementing East Coast orders when necessary. MFC Asparagus is available.



avocados

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

Prices have stabilized. The Flora Loca harvest is fully underway; yields continue to increase. 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	///	*****	\$\$\$

Green bell pepper prices are level; stocks are sufficient on both coasts. Red bell pepper volume is rising, easing markets to average. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Markets are unchanged; supplies are increasing in the Pacific Northwest, but remain tight in California. Mexican berries are adequate. Quality ranges from good to very good.



blueberries

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

Pacific Northwest stocks are plentiful; prices are stable, but expected to climb once the season starts to wind down. Mexican supplies are average. Quality is very good.

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broccoli

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

Prices are steady to a bit higher. Stocks are adequate in California and Mexico. East Coast yields are low, but starting to increase. Expect markets to range from steady to lower through late September. MFC Broccoli is being shipped out of Salinas, California; Markon Best Available is being packed in Mexico (into South Texas).



cantaloupe

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

Markets will inch up as the San Joaquin Valley season begins to wind down. Growers will move to the Arizona-California desert region in mid-October. Domestic MFC Cantaloupe Melons are available.



cauliflower

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

Prices are elevated; supplies remain limited. Current fields are not maturing as expected for this time of year. Quality ranges from fair to good; insect pressure and inconsistent head size are prevalent. ESS Cauliflower is limited; packer label is being substituted as necessary.



celery

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

The market has stabilized. East Coast stocks are returning to pre-tropical storm levels. Stocks are adequate in other regions. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Anaheim, Jalapeno, Pasilla, and Serrano prices are unchanged. Habanero and Red Fresno are starting to ease now that new crop production is starting in Baja, Mexico. MFC Chile Peppers are available.



cucumbers

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

Strong demand for higher grades is preventing markets from falling. Off-grade cucumbers are ample. East Coast yields are increasing as growers work through last week's quality challenges. North Carolina's fall harvest will begin in a week or two. West Coast supplies are adequate. MFC and ESS Cucumbers are available.



grapes

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

California green and red seedless markets are level; volume is high. 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	///	*****	\$\$\$

The market is fairly steady despite strong school demand and average stocks in Salinas, California. East Coast production is getting back to normal after recent storms. Quality is very good. MFC Premium Green Leaf is available.



honeydew

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

Prices will inch up as the San Joaquin Valley season begins to wind down. Growers will move to the Arizona-California desert region in mid-October. Domestic MFC Cantaloupe Melons are available.



iceberg

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

Markets are level to slightly higher due to strong school demand and average supplies. MFC Premium Iceberg Lettuce is available; MBA is being packed as needed due to low weights.



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

Markets are starting to firm up again as growers sort through lower quality fruit following last week's rains. The crop is primarily large sizes; smaller supplies are snug. Additional lead time is suggested to avoid delays. MFC and ESS Limes are available.



onions

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

Prices are fairly steady. New crop MFC Onions are now available out of the Northwest. High-quality storage onions with solid skin sets will begin shipping by mid-September. MFC and ESS Red and Yellow Onions are available.



oranges

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

With many school seasons underway and many more starting in the coming weeks, small-size fruit will become extremely scarce. Expect elevated markets and extremely limited supplies of all small fruit through early October. Quality is very good; green tinting on rinds is a normal side effect caused by high heat, but flavor and texture remain great. MFC and ESS Valencia Oranges are on the market.



pears

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

The California pear season is in full swing with availability through October. New crop Bartlett pear harvesting started in the Northwest this week. Overall volume is projected to be lower than in past years and dominated by larger sizes; expect elevated prices. MFC Bartlett Pears are available.

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pineapples

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

Markets are elevated; supplies are limited. Quality issues will cause shortages for the next several weeks. Availability is stronger for smaller fruit. Crownless pineapples will be short for a few more weeks as the majority of stocks are crowned. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Prices are steady; new crop supplies are shipping out of Idaho, Minnesota, Washington, and Wisconsin. Fresh-run MFC Red and Yellow Potatoes are available.



potatoes

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

New crop, fresh-run MFC Norkotah Potatoes are now shipping. 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. New crop Burbank harvesting is forecast to begin in late October.



raspberries

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

The market is level; stocks continue to increase. Quality is improving. Prices will as yields become more plentiful.



romaine

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

Prices are fairly steady despite strong school demand and average stocks in Salinas, California. East Coast supplies remain limited due to poor quality in some lots following tropical storms. Quality is very good. MFC Premium Romaine is available.



salads & blends

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

Markets are level; Salinas Valley iceberg and romaine supplies are sufficient. 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 supply is meeting demand. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Markets have eased slightly. East Coast harvests will be focused in Tennessee and Virginia through October, then growers will move to Florida. West Coast prices are steady; Roma and round volume is up a bit in California and Mexico. MFC Tomatoes are available.

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



squash

The market is level. West Coast supplies are tightening due to cooler weather, especially yellow squash. East Coast stocks are also down slightly but should rebound with higher temperatures next week. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Prices are starting to climb. The California stone fruit season is winding down. Nectarines will wrap up this week; remaining supplies are minimal. Peaches will ship through mid-September, while plums will be on the market until early October.

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



strawberries

Prices are stable. Santa Maria and Watsonville supplies are sufficient; both seasons are winding down. Santa Maria's fall crop will begin over the next couple of weeks. Quality is very good; fruit is plump, juicy, and deep red. MFC Strawberries are available.

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



watermelon

The market is fairly steady; stocks are adequate. The Mexican new crop season will begin in October. Quality is 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

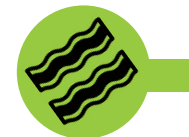
Onions are used in nearly every type of cuisine and savory day part. What's your favorite way to highlight their pungent flavor?

A

I prefer to use RSS Onions that are pre-cut in a variety of labor-saving packs.



Onions are the foundation of so many recipes, but my favorite way to showcase them is caramelized with a touch maple syrup.



Or charred on the grill for a more Texan-style BBQ flavor.



TIPS FOR SERVING RSS GREEN BEANS



- 1.** Brush with olive oil and salt/pepper before cooking to add flavor to any side dish or roasted vegetable medley.
- 2.** Toss grilled RSS Trimmed Green Beans with xo sauce; top with bonito flakes.
- 3.** Mix into stir-fries and fried rice dishes.



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.



Swordfish with Sea Beans

Wow your customers with this meaty swordfish-sea bean combination plated in a geometric presentation.

- 16 oz. swordfish steaks cut into eight two-ounce cubes
- 1/4 C sesame oil, split
- 1/4 C low-sodium soy sauce
- 1/2 lb. sea beans, lightly sauteed
- 1/4 lb. cranberry beans, lightly sauteed
- 1/4 C Markon First Crop Chives, snipped
- Edible flowers for garnish

Marinate swordfish cubes in two tablespoons sesame oil and soy sauce. Heat a large skillet; using marinade, sear the fish on all sides. Reserve. Heat remaining two tablespoons sesame oil and saute sea beans and cranberry beans for one to two minutes.

Cut beans to same length as fish cube height. Place a square, greased mold in the center of a serving plate. Arrange two fish cubes, chopped sea beans, and cranberry bean tips inside mold (make sure it is tightly packed). Garnish with chives and edible flowers. Repeat three more times. Remove molds right before serving to preserve shape.

Fresh melons check all the boxes for a healthy dessert: vitamin-rich, low carb, gluten-free, vegan, and delicious!

