

FRESH CROP REPORT

Week of July 18, 2010

Canadian Edition

HIGHLIGHTS

- Head weights are fluctuating throughout the iceberg lettuce market. Markon First Crop (MFC) Premium Lettuce weights are much higher on average than the rest of the industry (46- to 48-pounds compared with 38- to 42-pounds).
- East Coast watermelon prices are easing; supplies are abundant, especially 4- and 5-count sizes. Quality is very good.
- The California zucchini squash market is easing. Stocks are becoming more plentiful. Quality is very good.



PRODUCE UPDATE

APPLES

The 100- to 175-count markets remain high; supplies are limited. Prices for 72- to 80-count fruit are stable; stocks are starting to diminish. Braeburn, Fuji, and Gala apples will be tight through the end of the season in late August. Overall quality is very good. MFC Apples are available.

ASPARAGUS

Prices are escalating. Rain is tightening stocks in Mexico; Peruvian supplies are scarce. Quality is very good in Mexico and average in Peru. The California and Washington seasons have ended. MFC Asparagus is available.

AVOCADOS

The market is level in California and Mexico. Fruit is becoming more abundant; warm weather will increase stocks over the next few weeks. Quality is very good.

BELL PEPPERS

California green bell pepper prices are steady; supplies are sufficient. Quality is very good. The East Coast market is slightly higher because stocks are tight in Illinois, Ohio, and North Carolina. Quality is good. Harvesting will start in Michigan this weekend. MFC Bell Peppers are available.

BLACKBERRIES

The overall market is average, but nudging higher. Stocks remain adequate; lower-than-normal temperatures have inhibited growth in California. Quality is very good.

BLUEBERRIES

Prices are rising; supplies are tight. Expect the market to level next week when Oregon and Washington supplies increase. Quality is very good. The California season has ended.

BROCCOLI

The California market is inching off the bottom; cool Salinas Valley, California weather is reducing stocks. Quality is very good: color is deep green and texture is crisp. MFC Broccoli Crowns are available.

CANTALOUPE

Prices are strong. Growers are transitioning from the Arizona desert region to California's San Joaquin Valley; early supplies are light. Expect large sizes to dominate the new crop. Quality is very good.

CAULIFLOWER

The market is increasing from low levels; cool weather is depleting California stocks. Quality is very good. Expect prices to dip next week if supplies increase.

CELERY

California prices are inching off the bottom. Growth has slowed and supplies are tightening due to low Salinas Valley temperatures. Quality is very good. MFC Celery is available.

CUCUMBERS

The California and Mexican markets are up; stocks are scarce. East Coast prices have leveled. Supplies are adequate in Michigan and North Carolina. Overall quality is good. MFC Cucumbers are available.

GRAPES

Prices for green and red seedless 18-pound packs from Coachella, California are climbing. Supplies are limited as the season is ending. Quality is good. San Joaquin Valley fruit will start shipping later this week. MFC Lunch Bunch Grapes will not be available until the first week of August; new crop packer label Lunch Bunch fruit will be on the market next week.

GREEN LEAF/VARIETY LETTUCE

The California market is rising; demand is strong. Stocks are adequate. Quality is very good: heads are meeting MFC weight specifications, but are lighter than normal for this time of year. MFC Premium Green Leaf is available.

HONEYDEW

Prices are increasing. California growers are transitioning north to Bakersfield and the San Joaquin Valley. Supplies are tight. Quality is very good.

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or visit www.markon.com



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ICEBERG LETTUCE

The market is elevated; stocks are scarce. Quality is very good, yet heads are puffy and light in weight. Prices are expected to remain up through next week. MFC Premium Lettuce is sporadic; Markon Best Available (MBA) will be substituted as needed.

LEMONS

California prices are high. Summer demand is strong, diminishing supplies. Quality is good. District Three (the California desert region) will start harvesting in mid-August; fruit will be on the market the week of August 23. The Mexican season will begin next week. MFC Lemons are available.

ONIONS

The California market is stable. No. 1 grade stocks are adequate; No. 2 grade supplies are limited. Due to a shift in seed variety, large sizes have increased. Quality is good. Limited quantities of winter-over onions are available in Washington; prices are level. Quality is fair. New crop Northwest stocks will be on the market in late August/early September. MFC Onions are available.

ORANGES

California Valencia prices are average. Fruit is sufficient. Quality is very good. MFC Valencia Oranges are available.

PEARS

The Washington D'Anjou season has ended. New crop pears will become available in late August. California Bartlett supplies should be on the market by July 19. Expect high early season prices; fruit will be tight, but is expected to increase as the season progresses. Limited supplies of offshore pears are available in Los Angeles. Prices are elevated. Quality is very good.

PINEAPPLE

Prices are climbing; supplies are limited in Ecuador, Costa Rica, Hawaii, and Mexico. Overall quality is good. MFC Flavor Packed Golden Pineapples are available.

POTATOES

The overall market is escalating; stocks are tightening in Colorado, Idaho, Washington, and Wisconsin. Quality is average. MFC Idaho Potatoes are available.

RASPBERRIES

California and Oregon prices are unchanged despite tightening supplies. Growers are transitioning between regions. Expect stocks to become more plentiful by next week. Quality is very good.

ROMAINE

The California market is increasing from lower levels; demand is strong. Cooler weather has slowed growth and reduced stocks. Quality is very good, but weights are light. MFC Premium Romaine is available.

SPRING MIX

California prices are level; supplies are sufficient. Quality is very good. Ready-Set-Serve (RSS) Conventional and Organic Spring Mixes are available.

SQUASH

The California market is easing. Stocks are becoming more plentiful. Quality is very good. Prices are unchanged in Michigan, North Carolina, Tennessee, and Texas; supplies are adequate. Quality is good.

STRAWBERRIES

California prices are inching up. Supplies are tightening; cool weather is slowing growth. Quality is very good. MFC Strawberries are available.

TOMATOES

The California and Florida markets are steady; stocks are sufficient. The Mexican market is up; Baja supplies are limited. Overall quality is very good.

TREE FRUIT

California peach and plum prices are stable. Demand is strong, but supplies remain adequate. The nectarine market is climbing; stocks are limited. Overall quality is average.

WATERMELON

The market is unchanged in California and Mexico; fruit is sufficient. Florida prices are easing. Supplies are abundant, especially 4- and 5-count sizes. Overall quality is very good.

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AT A GLANCE		★ = Ample supply, above average quality, or low price										
Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Apples	WA, USA			✓		★						✓
Asparagus	CA, USA			✓		★						✓
	Peru			✓			✓					✓
Avocados	CA, USA		✓			★					✓	
	Mexico/TX		✓			★					✓	
Bell Peppers	CA, USA		✓			★					✓	
	IL, USA			✓			✓					✓
	OH, USA			✓			✓					✓
	NC, USA			✓			✓					✓
Blackberries	CA, USA		✓			★					✓	
Blueberries	CA, USA			✓		★						✓
	OR, USA			✓		★						✓
Broccoli	CA, USA			✓		★					✓	
Cantaloupe	AZ, USA			✓		★						✓
Cauliflower	CA, USA			✓		★					✓	
Celery	CA, USA		✓			★					✓	
Cucumbers	CA, USA			✓			✓					✓
	MI, USA		✓				✓				✓	
	NC, USA		✓				✓				✓	
	Mexico			✓			✓					✓
Grapes	CA, USA			✓			✓					✓
Leaf Lettuce	CA, USA		✓			★						✓
Honeydew	AZ, USA			✓		★						✓
Iceberg Lettuce	CA, USA			✓		★						✓
Lemons	CA, USA			✓			✓					✓
Onions	CA, USA		✓				✓				✓	
	WA, USA			✓				✓			✓	
Oranges	CA, USA		✓			★					✓	
Pears	Offshore			✓		★						✓
Pineapple	Costa Rica			✓			✓					✓
	Ecuador			✓			✓					✓
	Hawaii, USA			✓			✓					✓
	Mexico			✓			✓					✓
Potatoes	CO, USA			✓			✓					✓
	ID, USA			✓			✓					✓
	WA, USA			✓			✓					✓
	WI, USA			✓			✓					✓
Raspberries	CA, USA			✓		★						✓
	OR, USA			✓		★						✓
Romaine Lettuce	CA, USA			✓		★				✓		

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Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Spring Mix	CA, USA		✓			★					✓	
Squash	CA, USA	★				★					★	
	MI, USA		✓				✓				✓	
	NC, USA		✓				✓				✓	
	TN, USA		✓				✓				✓	
	TX, USA		✓				✓				✓	
Strawberries	CA, USA		✓			★					✓	
Tomatoes	CA, USA		✓			★					✓	
	FL, USA		✓			★					✓	
	Mexico/AZ			✓		★						✓
Tree Fruit	Nectarines			✓			✓					✓
	Peaches		✓				✓				✓	
	Plums		✓				✓				✓	
Watermelon	CA, USA		✓			★					✓	
	FL, USA	★				★					★	
	Mexico/AZ		✓			★					✓	

Markon First Crop (MFC)



Whole fruits and vegetables packed to detailed specifications.

Ready-Set-Serve (RSS)



Table-ready fruits, vegetables, and juices packed to detailed specifications.

Markon Best Available (MBA)

Packed when harvests of the following items fall short of minimum specifications for Markon First Crop brand:

- Broccoli Crowns 20 LB
- Green Leaf Lettuce 24 CT
- Premium Iceberg Lettuce 24 CT
- Trimmings Iceberg Lettuce 24 CT
- Romaine Lettuce 24 CT
- Strawberries 2/4 LB

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