

CONFIDENCE  
IN EVERY CASE.



# Fresh Crop Report

WEEK OF MAY 17, 2020

## Ask a Markon Chef

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.

**Ask us your most challenging cooking inquiries online >**

### FEATURED QUESTION

**Q:** How will reopening laws affect various foodservice operations and how do you know what the update rules are?

**A:** The new normal will look abnormal for a while. The health and safety of your guests and staff are vital. Knowing the rules, best practices, and creating a plan gets your restaurant ready and allows you to adjust as time moves forward.

- Reorganize your menu and determine which core items you need to order.
- Decide what role takeout/delivery will play moving forward.
- Use outdoor seating area to provide proper social distancing.
- Counter service may work better for some operations (rather than table service)
- Food trucks can be useful to supplement takeout services.
- Replace communal condiment containers with single-use packets.

Chef Nick Gonring,  
Markon member chef



## 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.



### Peel-and-Eat Shrimp with Garlic

Delight your customers with these savory, garlicky peel-and-eat shrimp with tomatoes, corn bread, and cilantro. Simple to pack and reassemble, this dish travels well.

**Get the full recipe >**

## Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (36 to 38 pounds compared with 33 to 37 pounds).
- From national lockdown to states gradually opening up for business, the COVID-19 crisis continues to evolve. See what consumers are saying as well as check in with the latest industry guidances.
- Light rains earlier this week will be followed by more showers in California's Salinas Valley over the weekend. Markon inspectors will monitor supplies closely for any rain-related quality or shelf-life concerns.

## Tips for Serving Onions

- Saute Ready-Set-Serve® (RSS) Sliced Onions, RSS Peeled Garlic, edamame, and mint; puree and serve or pack with crunchy crostini.
- Grill thick slices of MFC Onions until charred; serve on burgers, gourmet hot dogs, steaks, and sandwiches.
- Mix chopped MFC Strawberries, cubed RSS Halved Avocados, RSS Diced Yellow Onions, minced jalapeno chile peppers, RSS Washed & Trimmed Cilantro, and RSS Lime Juice—this salsa can be served/packed with a number of spring and summer fish and poultry dishes.



**Browse additional usage tips >**

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*This vegan option for liver pate is every bit as rich and creamy. Its deep umami is balanced with the bright flavor and vibrant color of pickled red onions. Ideal for delivery and on-site appetizers.*

## Produce Highlights

### California Row Crops

- Broccoli, cauliflower, green leaf, and romaine prices continue to ease.
- Warm weather/longer days have increased supplies.

### Potatoes

- The market for 40- to 70-count stocks is rising due to stronger demand.
- MFC Burbank Potatoes are the primary variety being shipped, although some Norkotahs are on the market.

### Onions

- Production will start in New Mexico this week.
- Initial new crop markets will command higher prices than those for storage crop.

## Apples



Region	Supplies	Quality	Price
MI	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Expect the market for 100- to 138-count sizes to be a bit weaker than prices for 56- through 72-count packs. The Michigan season will end in June. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious are starting to become limited. Specialty varieties like Autumn Glory, Braeburn, and Honeycrisp are also on the market. Sugar levels range from 14 to 18 Brix.

## Asparagus



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Prices are up. Harvesting is wrapping up in Baja and Mexicali, Mexico; production will start in Central Mexico next week. The California, Michigan, and Washington seasons are ramping up. Quality is very good: spears are firm with grassy flavor. MFC Asparagus is available.

## Avocados



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is unchanged; 48-count and larger sizes dominate both crops. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

## Bells: Green



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Elevated prices persist. Volume will remain low through May; the Mexican season is ending, but California production is increasing. California quality is best at this time. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

## Bells: Red and Yellow



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is high; supplies will remain tight through May. The Mexican season is nearly finished; harvesting started in California this week. California quality is best. MFC and ESS Red Bell Peppers are available.

## Blackberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are steady; stocks are adequate. Quality is very good: color is deep indigo and flavor is mildly floral and sweet. Sugar levels range from 12 to 13 Brix.

## Blueberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
GA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is stable; supplies are becoming more plentiful across the U.S. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

## Broccoli



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

Prices have eased; Central Coast and Salinas Valley volume is high. Mexican stocks (into McAllen, Texas) are also on the market. Quality is very good: size ranges from medium to large heads. MFC Broccoli Crowns are available.



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## Cantaloupe



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
OFFSHORE	^^^	*****	\$\$\$

The market is a bit higher than last week. The import season is winding down. Domestic fruit will start entering the market in a limited manner this week; small sizes dominate early harvests. MFC Cantaloupes will become available by the end of the month.

## Cauliflower



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

Prices are low; stocks are ample. California quality is best. ESS Cauliflower is available.

## Celery



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$

The market is elevated. Quality is good: a soil-borne disease *Fusarium* is reducing volume. MFC Celery is available.

## Cucumbers



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

The market is level; supplies are adequate. Quality is very good: texture is firm and skins are smooth. MFC Cucumbers are available.

## Grapes



Region	Supplies	Quality	Price
OFFSHORE	^^^	*****	\$\$\$

The Chilean season will be finished by early June; markets will remain stable. Mexican grapes will begin shipping in late May. MFC Lunch Bunch Grapes and Grape Escape stemless stocks are available.

## Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Prices are weak. Warm weather is increasing California volume. Quality is very good: heads are dense and weights are high. MFC Premium Green Leaf Lettuce is available.

## Honeydew



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$
OFFSHORE	^^^	*****	\$\$\$

The market is low. The offshore season is wrapping up, but Mexican stocks remain abundant. Quality is very good: sugar levels range from 10 to 13 Brix. Domestic MFC Honeydew Melons will be available by the end of the month.

## Iceberg Lettuce



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Prices have inched up a bit; light head weights have increased demand for 24-count packs. Quality is very good. MFC Premium Iceberg Lettuce is available.

## Lemons



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market is unchanged; California supplies are sufficient. Quality is very good: flavor is pleasantly sour. MFC and ESS Lemons are available.

## Limes



Region	Supplies	Quality	Price
MEX/TX	^^^	*****	\$\$\$

Prices are steady to slightly lower than last week; stocks are ample, especially 200-count and smaller sizes. Quality is very good: fruit is juicy with complex, sour flavor. MFC and ESS Limes are on the market.

## Onions



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
NM	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
UT	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Fresh-run supplies are shipping from California and Texas; the New Mexican season will start this week. Initial new crop markets will command higher prices than those for storage crop until New Mexican onion volume increases. New crop quality is excellent: fresh-run onions have feathery skins and light color. MFC Red and Yellow Onions are available.

## Oranges



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$

Prices continue to creep up, but will fall once the new crop Valencia season is in full swing. Quality is very good: sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are on the market.

## Pears



Region	Supplies	Quality	Price
WA	^^^	*****	\$\$\$

The Washington MFC D'Anjou market is steady. California Bartletts will begin shipping in mid-July. The Washington Bartlett season will start in early August, with D'Anjou harvesting following in mid-September.

## Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

Prices are low; stocks are abundant. Quality is excellent: fruit is juicy with tangy, yet sweet flavor. Sugar levels remain above 13 Brix.



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## Potatoes



Region	Supplies	Quality	Price
CO	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$
WI	^^^	*****	\$\$\$

Prices for 40- to 70-count stocks are rising due to stronger demand as well as diminishing Norkotah supplies. Northwest storage crop quality is very good: pressure bruising and hollow heart have been sporadic in large sizes. New crop production is set to start in early August. MFC Burbank Potatoes are the primary variety being shipped, although some Norkotahs remain on the market.

## Raspberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
MEX/CA	^^^	*****	\$\$\$

The market is level; stocks are plentiful. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

## Romaine



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Prices are low; supplies are ample. High temperatures have increased growth in the Salinas Valley and on the Central Coast. Quality is very good: head shape is ideal and weights are up. MFC Premium Romaine Lettuce is available.

## Salads & Blends



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

The market is weak. Iceberg volume is down a bit, but romaine stocks are plentiful. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

## Spring Mix



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Prices are unchanged. California supplies are ample. High temperatures may start to damage the more fragile varieties as the season progresses, but quality is very good at this time. RSS Conventional and Organic Spring Mixes are available.

## Squash



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is weak; sunny, summer-like weather is increasing volume. Quality is very good: scarring is an occasional problem. MFC Yellow Squash and Zucchini are available.

## Strawberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$

Prices have eased. Stocks are abundant; hot weather continues to promote color in the Santa Maria and Salinas/Watsonville regions. Quality is very good, but size is on the small end of the scale due to high temperatures. MFC Strawberries are available.

## Tomatoes



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Expect elevated markets through May; stocks are limited. Mexico's winter season is ending; spring production won't begin for another week or two. Harvesting is starting to increase in Florida. Domestic quality is best at this time.

## Watermelon



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$

Prices are stable. Domestic and Mexican supplies are increasing. Quality is very good: fruit is juicy and sweet.



Ready-Set-Serve (RSS).  
Table-ready fruits & vegetables.  
Backed by 5-Star.



Markon First Crop (MFC).  
Whole fresh fruits & vegetables. Backed by 5-Star.



Markon Essentials (ESS).  
No.2 grade value-focused brand. Quality, food safety, and consistency in every box. Backed by 5-Star.



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Addressing quality and safety at five key points.



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