

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine weights are higher on average than the rest of the industry (36 to 39 pounds compared with 33 to 38 pounds).
- The California stone fruit season (including nectarines, peaches, plums, and cherries) will start in late May. Volume is expected to ramp up by early June.
- The Chilean grape season will end in early June; prices will remain steady. Mexican grapes will begin shipping in late May.

Fresh Crop Report

WEEK OF MAY 10, 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: As foodservice opens up in several states, what are some things to keep in mind to protect both customers and staff?

A: The rules will vary state to state, but general safety guidelines should be considered:

- Continue visible/frequent sanitation of all surfaces, in the front and back of house.
- Digital, online, or one-time use menus.
- Masks and/or gloves should be available to protect guests and employees.
- Rearrange seating for ample social distance between tables.
- Place hand sanitizers and/or wipes on tables and near pay stations.
- And although dine-in service may be opening in some regions, take-out and delivery will continue to play a large part moving forward. Continue to perfect these avenues.

*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.



Fennel-Brussels Sprouts Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. The hearty texture is ideal for withstanding delivery times.

Get the full recipe >

Tips for Serving Arugula

- Give appetizers and soups complexity; great on crostini, in dumplings, quiches, and spring rolls.
- Pair the zesty flavor of Ready-Set-Serve® (RSS) Wild Arugula with sweeter lettuces like green leaf and romaine or fruits such as apples, pears, and figs. It also pairs quite well with salty hams, toasted nuts, and vegetables such as beets, carrots, and squashes.
- Arugula is no stranger to entrees—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.



Browse additional usage tips >

To learn more about Markon brands, please contact your sales representative | markon.com



Fresh Crop Report

WEEK OF MAY 10, 2020

Home comfort food dishes like deviled eggs are wildly popular this spring. Easy to make and stable for delivery—not to mention delicious!

Produce Highlights

California Strawberries

- Supplies are increasing.
- Higher temperatures have promoted color and growth.

Onions

- The California season has started.
- Fresh-run onions have feathery skins and light color when compared to Northwest storage onions.

Valencia Oranges

- New crop domestic Valencia stocks are being shipped.
- Sugar levels range from 12 to 14 Brix.

Apples



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

Prices for 100- to 138-count sizes are slightly lower than those for 56- through 72-count packs. The Michigan season will wrap up in June. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious are tightening. 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	▲▲▲	*****	\$\$\$
WA	▲▲▲	*****	\$\$\$

Tight stocks are keeping the market elevated. Production is winding down in Mexico. The California and Washington seasons are just getting started; supplies will become more plentiful through the month. MFC Asparagus is available.

Avocados



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

Prices are level; availability is dominated by 48-count and larger sizes. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

The market is high; expect limited stocks through May as the Mexican season ends and California harvesting increases. Quality is very good in California. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Low volume will keep prices above normal through May. The Mexican season is wrapping up; harvesting will begin in California over the next few weeks. Quality is good; expect improvements in new crop California stocks. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is stable; supplies are sufficient. 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	▲▲▲	*****	\$\$\$

Prices are fairly steady; volume is starting to rise. 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	▲▲▲	*****	\$\$\$

The market is unchanged; Central Coast and Salinas Valley stocks are ample. Mexican supplies (into McAllen, Texas) are also available. Quality is very good: color is deep green, texture is firm, and flavor is fresh, yet earthy. MFC Broccoli Crowns are on the market.



Fresh Crop Report

WEEK OF MAY 10, 2020

Cantaloupe



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

Prices are steady to slightly higher than last week. The import season is ending, while domestic production will kick off next week. Mexican melons are available.

Cauliflower



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

The market is weak; California supplies are abundant. Domestic quality is best. ESS Cauliflower is available.

Celery



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

Prices for 18-, 24-, and 30-count sizes are higher than those for 36- and 48-count packs. Quality is average: *Fusarium* is affecting some lots. 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 end in early June; prices will remain steady. Mexican grapes will begin shipping in late May. MFC Lunch Bunch Grapes and Grape Escape stemless supplies remain on the market.

Green Leaf/Variety Lettuce



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

The market is low. California supplies are ample. 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	^^^	*****	\$\$\$

Weak demand has eased prices. Although the offshore season is ending, there is ample Mexican product on the market. Quality is very good: sugar levels range from 10 to 13 Brix. Domestic MFC Honeydew Melons will be available in two weeks.

Iceberg Lettuce



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

The market has stabilized at low levels; California supplies have increased. Quality is very good: head weights are high. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are steady; California stocks are sufficient. Quality is very good: flavor is intensely sour. MFC and ESS Lemons are available.

Limes



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

The market is slightly lower than last week; volume is high, 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	^^^	*****	\$\$\$

Prices are weak. Although the Northwest storage season has just about ended, the California season has started. Stocks from New Mexico will hit the market this week as well. 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	^^^	*****	\$\$\$

The market is slightly higher than last week, but will ease once the Valencia season hits its stride. New crop domestic Valencia stocks are being shipped. Quality is very good: sugar levels range from 12 to 14 Brix. MFC and ESS Valencia Oranges are available.

Pears



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

Prices are unchanged; storage stocks are adequate. The Washington D'Anjou storage crop is dominated by 110- through 120-count sizes. Sugar levels range from 12 to 14 Brix. MFC Pears are available.

Pineapple



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

The market is steady; volume is high. Quality is excellent: fruit is juicy with tangy, yet sweet flavor. Sugar levels remain above 13 Brix.



Fresh Crop Report

WEEK OF MAY 10, 2020

Potatoes



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

The market is slightly higher than last week. 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, but some Norkotahs remain available.

Raspberries



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

Prices are unchanged; supplies are ample. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

Romaine



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

The market is weak; stocks are plentiful. High temperatures have increased growth in the Salinas Valley and on the Central Coast. Quality is very good: head weights are high. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are low. Both iceberg and romaine supplies are ample. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

The market is stable. California stocks are abundant. Quality is very good: several weeks of high heat may start to cause defects in some of the more fragile varieties. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are starting to inch down; warmer weather has increased growth. Quality is good: scarring is a minor issue. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is steady. Supplies are increasing; higher temperatures have promoted color and growth in the Santa Maria and Salinas/Watsonville regions. Quality is very good, but size is slightly smaller due to hot weather. MFC Strawberries are available.

Tomatoes



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

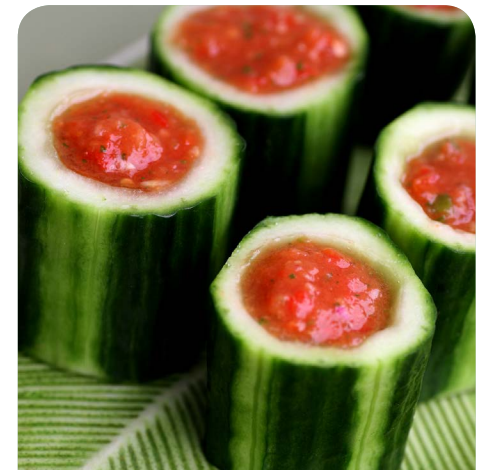
Prices will remain elevated through May; supplies are extremely tight. Mexico's winter season is winding down; spring harvesting will not start for several weeks. Production has started in Florida, but stocks are limited. Quality will improve as new crop yields increase.

Watermelon



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

The market is level. The offshore season has ended. Domestic and Mexican stocks are adequate. Quality ranges from good to very good: fruit is juicy and sweet.



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by MARKON

Ready-Set-Serve (RSS).
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