

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Romaine Lettuce weights are higher on average than the rest of the industry (36 to 39 pounds compared with 31 to 34 pounds).
- MFC Strawberries are available out of Santa Maria, California. Cold temperatures, frost, and rain slowed plant growth in March and early April, delaying peak volume, but yields are expected to increase by mid-May for Mother's Day.
- Domestic MFC Cantaloupe and Honeydew Melons will become available in early May.

Fresh Crop Report

WEEK OF APRIL 26, 2020 | CANADIAN EDITION

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: Food safety is more important in restaurants than ever during the COVID-19 pandemic. What should chefs be doing?

A: Be sure employees are well-trained in sanitation and cross-contamination procedures. Revisit rules, be vigilant enforcers, and increase disinfection frequency.

- Set up six-foot markers inside/outside of your establishment to maintain social distancing during pick ups.
- When possible, use tamper-proof seals on to-go packaging.
- Limit contact with customers (or opt for contactless payments by phone or online).
- Offer alcohol-based wipes at pick-up sites.
- Post signs asking to use sanitizer before/after approaching/leaving pay stations.

*Chef Jack Johnson,
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.



Detroit Style Square Pizza with Mushrooms

Crunchy and cheesy on the outside and fluffy and warm on the inside, these on-trend square pizzas can be piled high with a number of delicious ingredients. Here we've used mushrooms and fresh thyme.

Get the full recipe >

Tips for Serving Spinach

- Toss Ready-Set-Serve® (RSS) Triple-Washed Spinach, sections of MFC Oranges, baked and sliced beets, and pomegranate seeds; dress with tarragon vinaigrette.
- Stir-fry chopped chicken with soy sauce, sesame oil, ginger, and RSS Peeled Garlic; add RSS Triple-Washed Spinach, water chestnuts, and MFC Basil; serve over short-grained rice.
- Add sauteed RSS Triple-Washed Spinach, RSS Diced Yellow Onions, MFC Mushrooms, chopped MFC Tomatoes, and MFC Basil to quiche batter; mold prosciutto in muffin tins, then fill with quiche batter and bake.



Browse additional usage tips >



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Apples



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

Prices for 100- to 138-count sizes are a bit lower than those for large fruit (56- through 72-count packs). The Michigan season continues to wind down. Washington MFC Braeburn, Gala, Granny Smith, and Red Delicious Apples are available; Fuji and Golden Delicious are tightening. Specialty varieties such as Autumn Glory, Braeburn, and Honeycrisp are also on the market. Sugar levels range from 14 to 18 Brix.

Bells: Red and Yellow



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

Prices are high; supplies are limited on both coasts. The California season will begin in mid-May. There is a wide range of quality on the market. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is steady; stocks 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
CHILE	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$
PERU	▲▲▲	*****	\$\$\$

Prices are starting to come down; supplies are becoming more abundant. Quality is very good: berries are plump and flavorful. Sugar levels range from 12 to 16 Brix.

Broccoli



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
MEX/TX	▲▲▲	*****	\$\$\$

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

Asparagus



Region	Supplies	Quality	Price
CA, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
PERU	▲▲▲	*****	\$\$\$
WA, USA	▲▲▲	*****	\$\$\$

The Mexican season is winding down, tightening stocks and increasing markets. Limited domestic supplies are entering the market from California and Washington, but volume is not high enough to meet demand. Expect high markets through May. MFC Asparagus is available.

Avocados



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

Prices are stabilizing; 48-count and larger sizes are the most plentiful. Quality is very good: fruit may require longer-than-normal ripening time. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



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

The market is elevated; volume is low. The California season will ramp up next week. Quality is average. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Banana leaf-wrapped fish with Shiitake mushrooms fits well on take away and delivery menus, as the natural leaves keep in moisture during transit.

Produce Highlights

Asparagus

- The Mexican season is winding down, tightening stocks.
- Limited domestic supplies are entering the market, but volume is not high enough to meet demand.

Oranges

- The domestic Navel orange season is nearing its end.
- New crop Valencia supplies will start shipping at the end of April.

Tomatoes

- Prices are rising.
- Mexican imports dropped 35% in the first two weeks of April in response to extremely weak demand.



Fresh Crop Report

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Cantaloupe



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

Although import season is nearly over, prices remain weak. Quality is very good: sugar levels range from 11 to 13 Brix. Domestic MFC Cantaloupe Melons will be available in May.

Cauliflower



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

The market has eased; stocks have increased on California's Central Coast and in the Salinas Valley. Domestic quality is best. ESS Cauliflower is available.

Celery



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

Prices are low; supplies are ample on both coasts. Quality is very good: stalks are straight and flavor is zesty. MFC Celery is available.

Cucumbers



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

The market is level; weak demand is keeping volume high. Quality is very good: skins are smooth and flavor is refreshing. MFC Cucumbers are available.

Grapes



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

Chilean green and red seedless prices are unchanged. MFC Lunch Bunch Grapes and Grape Escape stemless supplies are on the market. Quality is very good: fruit is firm and sweet. Green seedless sugar levels range from 18 to 19 Brix, while red seedless vary from 18 to 20.

Green Leaf/Variety Lettuce



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

The market has inched down. California supplies are abundant. 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	^^^	*****	\$\$\$

Prices are low. Although the offshore season is nearly over, Mexican stocks are ample. Quality is very good: sugar levels range from 10 to 13 Brix. Domestic MFC Honeydew Melons will become available in early May.

Iceberg Lettuce



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

The market has fallen. Supplies are ample in California's Salinas Valley and on the Central Coast. Quality is very good: head weights are rising. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are unchanged; supplies are sufficient. Quality is very good: fruit is extremely juicy with intensely sour flavor. MFC and ESS Lemons are available.

Limes



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

The market is stable to slightly higher than last week; overall stocks are plentiful, but crossings from Mexico are tighter than normal. Quality is very good: skins are smooth with few scars. MFC and ESS Limes are on the market.

Onions



Region	Supplies	Quality	Price
ID, USA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$
OR, USA	^^^	*****	\$\$\$
UT, USA	^^^	*****	\$\$\$
TX, USA	^^^	*****	\$\$\$
WA, USA	^^^	*****	\$\$\$

Prices remain weak. The Northwest storage crop is ending. Texas-grown stocks are being shipped; fresh-run onions have feathery skins and light color. The MFC California onion season will start this week. New crop production will begin in New Mexico the week of May 18. MFC Onions are available. New crop quality is excellent.

Oranges



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

The market for 113-count and smaller Navel is climbing. New crop Valencia supplies will start shipping at the end of April. Quality is very good: sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.

Pears



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

Prices are level; demand is weak and storage volume is average. Washington D'Anjou pears are 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; supplies are ample in both growing regions. Quality is excellent: fruit is juicy with tangy, yet sweet flavor. Sugar levels are over 13 Brix.



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Potatoes



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

Idaho markets are high, but stable. Retail sales have started to slump as consumers purchased in bulk in March. New crop planting is nearly complete; harvesting is forecast for early August. Quality is good, but incidences of pressure bruising and hollow heart are increasing in potatoes weighing 10 ounces and more. MFC Idaho Burbank and Norkotah Potatoes are available.

Raspberries



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

Prices are low; demand is weak and supplies are abundant. Quality is very good: sugar levels range from 13 to 14 Brix.

Romaine



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

The market has fallen; volume is climbing. Growers are harvesting in the Salinas Valley and on the Central Coast. Quality is very good: head weights are increasing. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are weak. Both iceberg and romaine are now being harvested in California (the Central Coast and Salinas Valley). Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

The market is steady. New crop stocks continue to increase in California's Salinas Valley. Quality is very good. RSS Conventional and Organic Spring Mixes are on the market.

Squash



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

Prices have eased; volume has risen on both coasts. Quality is good: scarring and softness are occasional issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is stable. MFC Strawberries are available out of Santa Maria, California. Cold temperatures, frost, and rain slowed plant growth in March and early April, delaying peak volume, but yields are expected to increase by mid-May for Mother's Day. Warmer weather is improving quality. MFC Strawberries are available in Santa Maria.

Tomatoes



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

Prices are rising. Mexico's winter season is winding down; Baja, Mexico's spring crops will begin in early May. Production is just getting started in Florida; volume will steadily climb over the next several weeks. Quality will improve as new crop supplies increase.

Watermelon



Region	Supplies	Quality	Price
FL, USA	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$
OFFSHORE	^^^	*****	\$\$\$
TX, USA	^^^	*****	\$\$\$

The market is low. The offshore season is ending, but Mexican stocks are ample. Production is ramping up in Florida and Texas. Quality ranges from good to very good.



READY-SET-SERVE
by MARKON

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

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



5-Star Food Safety.
Addressing quality and safety at five key points.