

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 49 pounds compared with 44 to 47 pounds).
- The Northwest storage onion season is ending; expect diminishing quality. Fresh-run onions from California, Mexico, and Texas are available. Supplies from New Mexico will enter the market next week.
- The market for large celery, specifically 18-, 24-, and 30- count sizes, will be elevated for the next several weeks.

Fresh Crop Report

WEEK OF MAY 3, 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: What ingredients do you see as labor- and time-saving for foodservice during the COVID-19 lockdown and transition time back to full service?

A: Ready-Set-Serve® (RSS) pre-cut vegetables and salad blends make preparing modified menu items during this time period easier, less labor intensive, and more cost effective. A few of my favorites include:

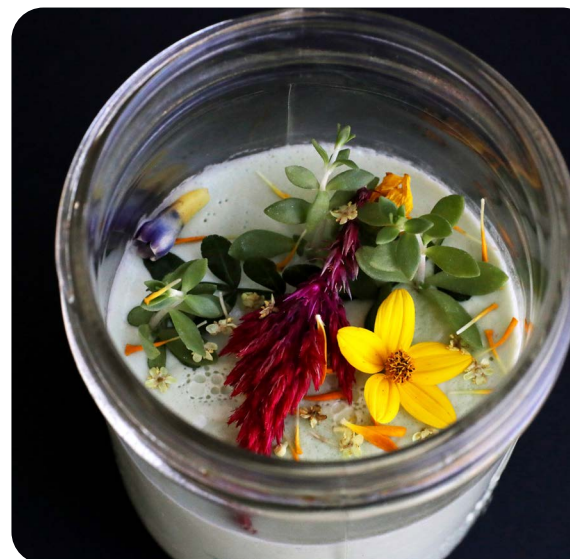
- Healthy to-go salads are big sellers and simple to compose with salad blends like RSS Hearts & Hearts, RSS Heritage Blend, and RSS Spring Mix.
- RSS Heart-Y Slaw can work in multiple applications: as a burger, taco, and barbecue sandwich topper; as a mayonnaise-based side dish, and as a filling in spring and egg rolls.
- RSS Cauli Creations can be used in gluten-free pizza crusts, as a rice substitute, or added to comfort foods like mashed potatoes, mac & cheese, and grits.

*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.



Celery-Spinach Panna Cotta

This panna cotta combines earthy greens and refreshing celery flavors—easily sealed and transported in glass or disposable jars.

Get the full recipe >

Tips for Serving Strawberries

- Mix MFC Strawberries, cubed RSS Halved Avocados, RSS Diced Red Onions, minced jalapeno chile peppers, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; package this salsa separately to serve with grilled snapper, fried chicken, or carne asada tacos.
- Toss RSS Baby Spinach with MFC Strawberries, pickled MFC Red Onions, and crumbled goat cheese; pack balsamic vinaigrette separately to serve with this salad.
- Top mascarpone cheesecake with chopped almonds, toffee pieces, and halved MFC Strawberries.



Browse additional usage tips >

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



Crunchy on the outside, tender on the inside, Middle Eastern falafel with a slather of hummus makes an ideal hand-held sandwich when paired with plenty of vegetables and greens.

Produce Highlights

Brussels Sprouts

- Expect limited supplies over the next several weeks.
- Prices have inched up.

Idaho Potatoes

- The market continues to decline.
- MFC Burbank Potatoes are the primary variety being shipped, although some Norkotahs remain on the market.

Tomatoes

- Expect elevated prices over the next several weeks.
- Stocks are extremely limited.

Fresh Crop Report

WEEK OF MAY 3, 2020

Apples



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

The market is stable, but prices for 100- to 138-count sizes are a bit lower than those for large fruit (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 becoming 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, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
PERU	▲▲▲	*****	\$\$\$
WA, USA	▲▲▲	*****	\$\$\$

Prices are elevated. The Mexican season is wrapping up; supplies are tight. Production is underway in California and Washington; stocks will increase over the next few weeks. MFC Asparagus is available.

Avocados



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

The market is steady; 48-count and larger sizes dominate availability. Quality is very good: flavor ranges from slightly grassy to buttery. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are on the market.

Bells: Green



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

Prices are elevated; supplies are limited. Expect active markets heading into May as the Mexican season ends and California production ramps up. Quality is best in California. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

The market is up; stocks are extremely tight. The Mexican season is winding down, but California production will start in mid-May. Quality is average; expect improvements in new crop California supplies. MFC and ESS Red Bell Peppers are available.

Blackberries



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

Prices are unchanged; supplies 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, USA	▲▲▲	*****	\$\$\$
FL, USA	▲▲▲	*****	\$\$\$
GA, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

The market is slightly lower than last week; stocks are increasing. 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	▲▲▲	*****	\$\$\$

Prices are level; Central Coast and Salinas Valley supplies are abundant. Mexican supplies (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.



Fresh Crop Report

WEEK OF MAY 3, 2020

Cantaloupe



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

The market is inching up. The import season will end this week, yet domestic MFC Cantaloupe Melons will be available next week. Quality is very good: sugar levels range from 11 to 13 Brix.

Cauliflower



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

Prices are low; volume is high in California. Domestic quality is very good. ESS Cauliflower is available.

Celery



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

The market for large celery, specifically 18-, 24-, and 30- count sizes, will be elevated for the next several weeks. Volume is down due to a disease referred to as Fusarium that is currently being seen in some lots. MFC Celery is available.

Cucumbers



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

Prices are steady to slightly higher than last week; stocks are sufficient. MFC Cucumbers are available.

Grapes



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

Chilean green and red seedless markets are level. MFC Lunch Bunch Grapes and Grape Escape stemless stocks are available. 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	^^^	*****	\$\$\$

Prices have eased. California stocks are plentiful. Quality is very good: heads are dense and weights continue to rise. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market is inching up. The offshore season is ending, but Mexican supplies are abundant. Quality is very good: sugar levels range from 10 to 13 Brix. Domestic MFC Honeydew Melons will hit the market next week.

Iceberg Lettuce



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

Prices are a bit higher; California's volume has fluctuated over the past week. Quality is very good: head weights are elevated. MFC Premium Iceberg Lettuce is available.

Lemons



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

The market is stable; California volume is average. Quality is very good: flavor is intensely sour. MFC and ESS Lemons are available.

Limes



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

Prices are unchanged; overall supplies are ample, but imports from Mexico continue to cross into Texas at slow pace due to tight border staffing. Small sizes dominate the crop. Quality is very good. MFC and ESS Limes are on the market.

Onions



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

The market is low. The Northwest storage season is ending; expect diminishing quality. Fresh-run onions from California, Mexico, and Texas are available. New crop quality is excellent. Supplies from New Mexico will enter the market next week. MFC Red and Yellow Onions are available.

Oranges



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

Navel prices are rising; the season winding down. Limited quantities of new crop Valencia stocks are now being shipped. 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	^^^	*****	\$\$\$

The market is level; storage supplies are sufficient. 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	^^^	*****	\$\$\$

Price are stable; stocks are abundant in both growing regions. Quality is excellent: fruit is juicy with tangy, yet sweet flavor. Sugar levels remain above 13 Brix.



Fresh Crop Report

WEEK OF MAY 3, 2020

Potatoes



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

Idaho potato prices continue to decline; markets for 40- to 100-count stocks are weak. Northwest storage crop quality is very good: pressure bruising and hollow heart have been sporadic in large sizes. New crop harvesting is forecast to begin on August 3. MFC Burbank Potatoes are the primary variety being shipped, although some Norkotahs remain available.

Raspberries



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

The market is weak; volume is high. Quality is very good: berries are plump and sweet. Sugar levels range from 13 to 14 Brix.

Romaine



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

Prices are low; supplies are abundant. Strong heat has 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, USA	^^^	*****	\$\$\$

The market is unchanged. Both iceberg and romaine stocks are plentiful. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

Prices are level. California supplies are ample. Quality is very good; this week's heat is increasing volume. RSS Conventional and Organic Spring Mixes are available.

Squash



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

The market has inched up a bit; poor weather in Florida slowed production and caused some scarring. Quality is average. MFC Yellow Squash and Zucchini are available.

Strawberries



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

Prices are fairly steady. This week's high heat will aid volume in the Santa Maria and Salinas/Watsonville regions. Quality is very good, but size is slightly smaller due to elevated. MFC Strawberries are available in Santa Maria.

Tomatoes



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

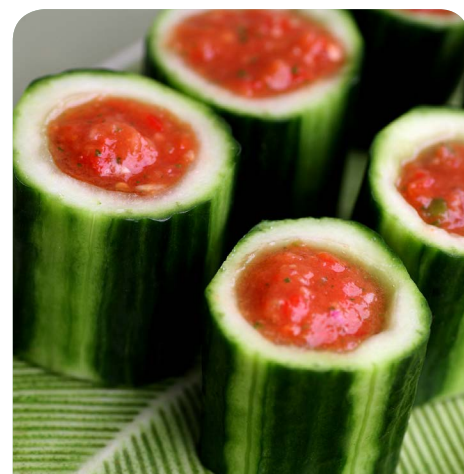
Expect elevated markets over the next several weeks; stocks are extremely limited. Mexico's winter season is ending; spring production remains several weeks away. Harvesting has begun in Florida, but volume is low. Quality will improve as new crop yields increase.

Watermelon



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

Prices are weak. The offshore season will wrap up this week, but domestic and Mexican supplies are increasing. 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.