

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (37 to 49 pounds compared with 36 to 47 pounds).
- The Chilean grape season will end in a week or so. Mexican grapes will begin shipping later this week.
- Iceberg and green leaf lettuce demand is strong due to Memorial Day orders and businesses reopening from COVID-19 shut-downs. Recent rain is further tightening supplies.

Fresh Crop Report

WEEK OF MAY 24, 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: Fresh berries add color, texture, and sweetness—how do you use them?

A: The obvious lies with desserts, but I prefer to utilize them in all day parts. Some examples include whipped Ricotta toast, berries, and torn mint; chia seed pudding bowl, coconut yogurt, macerated berries, hemp seed granola, and agave syrup; berry tarts with fromage blanc custard; and strawberry gazpacho.

I use berries to enhance desserts. Two of my favorites are balsamic strawberry and mascarpone galettes finished with lavender cream and raspberry and pastry cream Napoleons with blackberry coulis. I also like to serve Belgium endive salads with candied pecans and roasted beets drizzled with blueberry-yogurt dressing.

*Chef Nick Goring,
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.



Braised, Charred Leeks with Peas and Caviar

Braising mellows this member of the onion family, while charring boosts smoky flavors. These leeks work as a light starter or side to meat or fish—and travel well!

Get the full recipe >

Tips for Serving Grapes

- Serve MFC Green and Red Seedless Grapes, sliced MFC Apples, MFC Pears, and figs on specialty cheese platters—great for take-away and delivery.
- Offer MFC Green and Red Seedless Grapes as burger and sandwich sides; ideal for hospitals and schools.
- As weather warms, cold soups such as green gazpacho, honeydew, and cucumber can be garnished with sliced MFC Green Seedless Grapes and slivered almonds.
- MFC Green and Red Seedless Grapes add sweetness to specialty breads like focaccia.



Browse additional usage tips >



Fresh Crop Report

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The best Covid-19 menus combine healthy ingredients like crunchy, fresh vegetables with craveable flavors like this purple Ranch dressing made naturally with butterfly pea flowers.

Produce Highlights

Asparagus

- The market is elevated.
- Limited production has begun in Central Mexico; expect volume to ramp up over the coming weeks.

California Strawberries

- Prices are rising.
- The Santa Maria region is past peak production. The Salinas/Watsonville supplies are tight due to recent rain.

Cantaloupes

- Domestic fruit is now available; the import season has ended.
- The market for 15- and 18-count melons is significantly lower than prices for 9- and 12-count stocks.

Apples



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

Prices for 100- to 138-count sizes are slightly lower than markets for 56- through 72-count packs. The Michigan season will end in a few weeks. 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, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$
MI, USA	▲▲▲	*****	\$\$\$
WA, USA	▲▲▲	*****	\$\$\$

The market is elevated; stocks are scarce. Limited production has begun in Central Mexico; expect volume to ramp up over the coming weeks. Quality is very good: spears are firm with grassy flavor. MFC Asparagus is available.

Avocados



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

Prices are level; 48-count and larger sizes are most abundant. Quality is very good: texture is creamy and flavor is slightly nutty. 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	▲▲▲	*****	\$\$\$
GA, USA	▲▲▲	*****	\$\$\$

The market has stabilized. The Georgia season has begun; California stocks are becoming more plentiful. Quality is very good: skins are smooth and flavor is zesty. MFC and Markon Essentials® (ESS) Green Bell Peppers are available.

Bells: Red and Yellow



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

Prices are steady at high levels, but will start inching down as domestic supplies increase. The Mexican season is ending. Overall quality is very good. MFC and ESS Red Bell Peppers are available.

Blackberries



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

The market is unchanged; volume is average. 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	▲▲▲	*****	\$\$\$

Prices are level; stocks are increasing on both coasts. 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 is weak; California supplies are abundant on the Central Coast and in the Salinas Valley. Mexican stocks (into McAllen, Texas) are also available. Quality is very good: size ranges from medium to large heads. MFC Broccoli Crowns are on the market.



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Cantaloupe



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

Prices have stabilized. Domestic fruit is now available; the import season has ended. The market for 15- and 18-count melons is significantly lower than prices for 9- and 12-count stocks. MFC Cantaloupes are available.

Cauliflower



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

The market is weak; supplies are ample. Quality is very good: color is snowy white. ESS Cauliflower is available.

Celery



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

Although stocks are adequate, demand is strong due to the Memorial Day holiday and businesses reopening from COVID-19 shut-downs. MFC Celery is available.

Cucumbers



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

Prices are level; volume is average. 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 a week or so. Mexican grapes will begin shipping later this week. MFC Lunch Bunch Grapes and Grape Escape stemless stocks are available.

Green Leaf/Variety Lettuce



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

The market is up a bit. Demand is strong due to Memorial Day orders and businesses reopening from COVID-19 shut-downs. Recent rain is further tightening supplies. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

Weak prices persist. The offshore season is ending, but supplies are available from California and Mexico. Quality is very good: sugar levels range from 10 to 13 Brix. Domestic MFC Honeydew Melons will be on the market next week.

Iceberg Lettuce



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

The market is a bit higher than last week. Demand is strong due to Memorial Day orders and businesses reopening from COVID-19 shut-downs. Recent rain is further tightening supplies. MFC Premium Iceberg Lettuce is available.

Lemons



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

Prices are stable; California stocks are adequate. Quality is very good: flavor is pleasantly sour. MFC and ESS Lemons are available.

Limes



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

The market is weak; all sizes are abundant. Quality is very good: fruit is juicy with complex, sour flavor and smooth skins. MFC and ESS Limes are on the market.

Onions



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

Fresh-run onions are shipping from California, New Mexico, and Texas. The Northwest storage season is winding down. 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, USA	▲▲▲	*****	\$\$\$
FL, USA	▲▲▲	*****	\$\$\$

The market has stabilized. The new crop Valencia season is underway; supplies are increasing. 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, USA	▲▲▲	*****	\$\$\$

Washington MFC D'Anjou prices are unchanged. California Bartletts will enter the market in mid-July. The Washington Bartlett season will begin in early August, with D'Anjou production following in mid-September.

Pineapple



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

Weak markets persist; volume is high in both regions. Quality is excellent: fruit is juicy with tangy, yet sweet flavor. Sugar levels are, on average, above 13 Brix.



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Potatoes



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

The 40- to 70-count market remains up; demand is strong and Norkotah stocks are limited. Northwest storage crop quality is good: pressure bruising and hollow heart are occasional problems, mostly in large sizes. New crop production will begin in early August. MFC Burbank Potatoes are the main variety being shipped, although a limited number of Norkotahs remain available.

Raspberries



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

The market is up a bit. Demand is strong due to Memorial Day orders and businesses reopening from COVID-19 shut-downs. Recent rain is further tightening supplies. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Prices are stable; stocks are sufficient. Markon inspectors are closely monitoring finished cartons to achieve the best packs.

Spring Mix



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

The market is level. California volume is high. Quality is very good: recent rain may cause damage to the most fragile varieties, but inspectors are monitoring packs consistently. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are a bit higher than last week; stocks are sufficient. Quality is very good: scarring and softness are minor issues. MFC Yellow Squash and Zucchini are available.

Strawberries



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

The market is rising. The Santa Maria region is past peak production. The Salinas/Watsonville supplies are tight due to recent rain. Quality may suffer due to the wet weather, but growers are stripping damaged plants. Possible problems include bruising, decay, mold, and off-color. MFC Strawberries are available.

Tomatoes



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

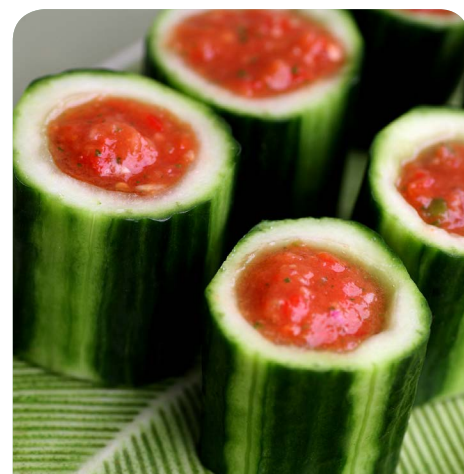
Prices have eased a bit; domestic harvesting is increasing. Mexico's spring production is taking place in Baja. Domestic harvests are increasing. Quality is very good in all regions.

Watermelon



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

The market has dipped. Domestic and Mexican stocks are plentiful. Quality is very good: fruit is juicy and sweet.



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