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IN EVERY CASE.



## Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 50 pounds compared with 38 to 44 pounds).
- Norkotah potato stocks will be depleted by mid-May. The Burbank variety will be shipped until new crop, field-run Norkotahs become available in mid- to late August.
- The storage season for Northwest MFC Red and Yellow Onions is winding down. Fresh-run MFC Red and Yellow Onions are being shipped out of California and South Texas.

# Fresh Crop Report

WEEK OF MAY 2, 2021 | 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:** Mother's Day is the biggest foodservice holiday of the year. What do you recommend for lunch/brunch?

**A:** Egg dishes like omelets, eggs Benedict, and poached preparations are popular to celebrate motherhood. I like to pair them with vibrant spring ingredients that make the whole dish pop, like asparagus, artichokes, English peas, colorful chile peppers, and plenty of fresh herbs.

- Wrap fluffy scrambled eggs and smoked salmon in crepes colored with vibrant green Ready-Set-Serve® (RSS) Triple-Washed Spinach.
- Bake eggs, sauteed RSS Shredded Kale, and white cheddar cheese in flaky, buttery phyllo dough cups—they're a portable hand-held great for brunch on this special day.

*Chef Stephane Renaud,  
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.



### Lemon New Potatoes with Collards

Crispy on the outside, tender on the inside, these red potatoes are tossed with bright lemon and umami-rich 'nooch!

**Get the full recipe >**

## Tips for Serving Collard Greens

- Add RSS Collard Greens to slow-and-low braises like pork shoulder or beef brisket so they soak up the flavor-packed juices.
- Saute RSS Collard Greens until tender and serve with mashed sweet potatoes and cornmeal-fried shrimp—a true Southern dish!
- Toss raw RSS Collard Greens with soba noodles, MFC Cucumbers, RSS Shredded Carrots, and julienned MFC Red Bell Peppers; drizzle with sesame-soy vinaigrette.



**Browse additional usage tips >**

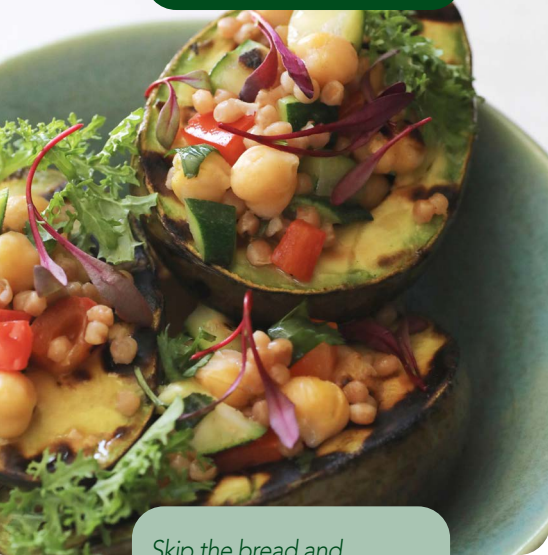


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WEEK OF MAY 2, 2021



Skip the bread and use everyone's favorite ingredient, the avocado, as a platform for this protein-rich filling. Ideal as a light salad or appetizer. Vegetarian, vegan, paleo, and easy to deliver—something for everyone.

## Produce Highlights

### Cauliflower

- Cool weather has slowed growth; supplies are extremely limited.
- Expect markets to ease in 7 to 10 days as favorable weather is in the forecast.

### Green Beans

- Stocks are tight in all areas.
- Expect volume to rise in mid-May.

### White Onions

- The season has ended in the Idaho/Oregon region. Stocks will ship from Washington and Texas for another week or two.
- California supplies will be on the market through early June.



### Apples

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

The market is stable; storage stocks are average. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, and Red Delicious varieties are on the market. Quality is excellent: sugar levels range from 12 to 14 Brix.



### Asparagus

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

Prices are elevated. Mexican production is ramping up in the central regions. Supplies are also available in Washington. Organic stocks are shipping from California. Quality is excellent: shape is uniform, tips are firm, and flavor is pleasantly grassy. MFC Asparagus is on the market.



### Avocados

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

The market is high but will start easing after Cinco de Mayo. Mexican supplies are starting to increase. New crop California volume is rising; size is dominated by 48-count fruit. The crop will peak from May to July. The Peruvian season will begin in June. Quality is excellent. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



### Bells: Green

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

Prices are steady. California and Mexican supplies are sufficient. Florida volume is starting to tick up again. Quality is excellent: walls are thick, 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
CAN	▲▲▲	*****	\$\$\$
FL, USA	▲▲▲	*****	\$\$\$
MEX	▲▲▲	*****	\$\$\$

The market is elevated. Mexican supplies are tight. Canadian greenhouse growers are expecting lighter yields for another week, strengthening demand in Mexico. California's Coachella Valley crop will start in approximately two weeks. MFC and ESS Red Bell Peppers are sporadic; packer label is being substituted as necessary.



### Blackberries

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

Prices have stabilized; stocks are starting to increase. Quality is very good: sugar levels range from 12 to 13 Brix.



### Blueberries

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

The market is high but will inch down over the next week or two; volume is low. New crop production is starting in Georgia and Southern California this week. Harvesting in Central Mexico is past its peak. Florida stocks are starting to increase. Overall quality is very good.



### Broccoli

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

Prices are inching up. California volume has dipped slightly due to cool weather. Mexican supplies are sufficient. Quality is very good: hollow core is an occasional problem that is common at this time of year. MFC Broccoli is available.



# Fresh Crop Report

WEEK OF MAY 2, 2021

## Cantaloupe



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

Prices are unchanged; offshore volume is high. The domestic season will start in mid-May. Quality is very good: sugar levels range from 11 to 12 Brix.

## Cauliflower



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

Cool weather has slowed growth; supplies are extremely limited. Expect markets to ease in 7 to 10 days as favorable weather is in the forecast. ESS Cauliflower is available.

## Celery



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

Low prices persist. California volume is high. The Florida season will end by next week. Quality is excellent. MFC Celery is available.

## Cucumbers



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

The market is elevated. Mexican supplies are ramping up slowly. Cool, rainy weather has also tightened Florida stocks for the next two weeks. Quality is very good: texture is firm and flavor is refreshing. MFC Cucumbers are available.

## Grapes



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

Chilean green grape prices continue to climb; supplies are extremely tight as Chilean production is winding down. Expect strong markets for the next two to three weeks. Quality concerns in late-season South American fruit include split skins, decay, and discoloration. Offshore MFC Lunch Bunch Grapes are on the market.

## Green Leaf/Variety Lettuce



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

The market is weak; Salinas Valley and Santa Maria supplies are plentiful. Quality is very good: internal burn, sunscald, and wind damage are occasional issues. MFC Premium Green Leaf Lettuce is available.

## Honeydew



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

Prices are starting to ease; Mexican volume is rising. The California season will begin in late May. Sugar levels range from 11 to 13 Brix.

## Iceberg Lettuce



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

The market is low; stocks are increasing in California's Salinas Valley and Santa Maria regions. Head weights are climbing back to normal levels. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being shipped as needed.

## Lemons



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

Prices are steady. Supplies are sufficient; size is dominated by 140-, 165-, and 200-count fruit. Fancy grade volume is low. Quality is very good: wind scarring is an occasional problem in California District Two fruit. MFC and ESS Lemons are on the market.

## Limes



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

Expect high markets through May; stocks are extremely tight. Demand has shifted to 175- and 200-count sizes. MFC and ESS Limes are sporadic; packer label is being substituted as necessary.

## Onions



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

The storage season for Northwest MFC Red and Yellow Onions is winding down. Fresh-run MFC Red and Yellow Onions are being shipped out of California and South Texas. The white onion season has ended in the Idaho/Oregon region. Stocks will ship from Washington and Texas for another week or two.

## Oranges



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

The domestic Navel orange season is ending; 113-count and smaller sizes are extremely tight. The new crop Valencia orange season will start in late May. Quality is good: fruit is beginning to show slight signs of maturity such as minimal skin breakdown. Sugar levels range from 13 to 14 Brix. MFC and ESS Navel Oranges are available.

## Pears



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

Prices are level. Washington D'Anjou pears will remain available through late summer. Size is dominated by 80- through 110- count fruit; 120- and 135- count stocks are limited. U.S. No. 1 grade volume is high; fancy grade pears are tight. MFC Pears are available.

## Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
ECUADOR	^^^	*****	\$\$\$

The market is up; volume is extremely low. Large sizes will dominate availability through May, then shift to small fruit in June. Quality is very good: supplies are juicy with tangy flavor. Sugar levels average 15 Brix.



# Fresh Crop Report

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## Potatoes



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

Norkotah potato stocks are forecast to be depleted by mid-May. The Burbank variety will be shipped until new crop, field-run Norkotahs become available in mid- to late August. Burbanks are typically smaller than Norkotahs, with crops dominated by 80- and 90-count sizes. MFC Potatoes are on the market.

## Raspberries



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

The market has stabilized. Central Mexico/Baja harvesting has increased; volume is rising. Quality is good: berries are plump and sweet. Sugar levels range from 12 to 13 Brix.

## Romaine



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

Prices are low; Salinas Valley supplies are ample. Quality is very good: internal/fringe burn is an occasional problem in some lots. MFC Premium Romaine Lettuce is available.

## Salads & Blends



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

The market is unchanged; iceberg and romaine stocks are plentiful in the Salinas Valley. Markon Inspectors are choosing the highest quality lots to achieve the best packs.

## Spring Mix



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

Prices are level. Harvesting is underway in California's Salinas Valley. Quality is very good: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

## Squash



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

The market is up slightly. Zucchini stocks are ample in Florida, but recent weather has had an effect on quality. Mexican production is lighter due to cool evenings; expect the Baja region to have more consistent supplies in a few weeks. MFC Squash is available on both coasts.

## Strawberries



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

Prices are elevated. Supplies are limited in Oxnard and Santa Maria; Mother's Day demand is strong. Quality is good: persistently low temperatures are causing fruit to take longer than normal to reach full color specifications. MFC Strawberries are now available in our recyclable cardboard clamshells.

## Tomatoes



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

The market is a bit higher than last week. Cool weather slowed production in Florida, but growers are catching up this week. Roma and round supplies are plentiful in Mexico; size is dominated by 5x5 and 5x6 packs. Grape and cherry tomato stocks continue to increase. Overall quality is very good: fruit is plump and juicy.

## Watermelon



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

Prices have eased. Mexican production has ramped up and will run through June, The Texas season will start soon. Quality is good: sugar levels range from 12 to 13 Brix.



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.



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