

CONFIDENCE
IN EVERY CASE.



Highlights

- Markon First Crop® (MFC) Premium Iceberg weights are higher on average than the rest of the industry (46 to 51 pounds compared with 33 to 44 pounds).
- Expect lime prices to continue easing through May.
- MFC Idaho Burbank Potatoes are available. Storage crop MFC Norkotah Potatoes are expected to be depleted May 16.

Fresh Crop Report

WEEK OF MAY 8, 2022 | 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: Collard greens have been traditionally associated with the American South but are now appearing in more global dishes. How do you like to use them?

A: Because of their hearty texture, Ready-Set-Serve® (RSS) Collard Greens make a great base for to-go and delivery salads. They stand up to delivery time, maintaining their firmness, color, and flavor.

- Pack together RSS Chopped Collard Greens, cooked soba noodles, RSS Shredded Carrots, chopped MFC Cucumbers, RSS Washed & Trimmed Green Onions, and red bell peppers; serve rice wine vinaigrette on the side.
- Top RSS Chopped Collard Greens with julienned MFC Granny Smith Apples, shaved watermelon radishes, and MFC Sliced Celery; garnish with fried sweet potato curls.

Chef Darren Lexa,
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.



Chopped Collard Greens and Soba Noodle Salad

A cold preparation of RSS Chopped Collard Greens in an Asian inspired, hearty and healthy, soba noodle salad.

Get the full recipe >

Tips for Serving Collard Greens

- Sauté RSS Chopped Collard Greens in pork fat; serve alongside soul foods such as fried green tomatoes, okra, and mashed sweet potatoes.
- Add RSS Chopped Collard Greens to broth-based soups just before serving for a burst of color and nutrients.
- Simmer RSS Chopped Collard Greens in vibrant curry sauce along with RSS Cauliflower Florets; serve over basmati rice.



Browse additional usage tips >



Fresh Crop Report

WEEK OF MAY 8, 2022



Earthy, yet fresh, this cauliflower puree makes a great starter or soup; garnish with spring peas and fried basil.

Produce Highlights

Celery

- Prices are rapidly rising in Oxnard and Santa Maria, California.
- Supplies are limited supplies and demand is strong.

Grapes

- The Chilean grape season will wrap up in early June.
- Markets are expected to slightly increase through the transition.

Onions

- The Northwest storage onion season will end this week.
- New crop onions are readily available out of California's Imperial Valley. Texas-grown supplies will wind down next week.

Apples



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

The market is stable. Washington MFC Fuji, Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available; 88- to 113-count sizes dominate remaining storage supplies. Quality is very good: sugar levels range from 12 to 14 Brix.

Asparagus



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

Expect two weeks of high prices until new crop harvesting hits its stride in Central Mexico. Baja stocks are available until that time. Peruvian supplies are starting to increase. Quality is very good: spear and tips are firm, color is bright, and flavor is grassy. MFC Asparagus is available.

Avocados



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

The market is up; volume should rebound over the next month. Quality is very good: texture is creamy. Ready-Set-Serve® (RSS) Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bell Peppers - Green/Red



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

Green bell prices have stabilized. Although Florida stocks are limited, the Georgia season will begin in mid-May. California desert production is ramping up; growers will start harvesting red bells in two to three weeks. The season in mainland Mexico is ending; quality is suffering. MFC and Markon Essentials® (ESS) Green and Red Bell Peppers are available.

Blackberries



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

The market is steady; supplies are sufficient in both growing regions. Quality is very good: berries are plump and sweet with deep purple color.

Blueberries



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

Prices are level. Mexican new crop stocks are starting to increase. Quality is very good: fruit is deeply colored and tangy.

Broccoli



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

The market is low. Supplies are plentiful in all areas. Quality is very good: head size is consistent. MFC Broccoli is available.

Cantaloupe



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

Prices are forecast to ease once California desert region production ramps up over the next few weeks. Mexican volume is increasing. The offshore season is ending. Sugar levels range between 10 and 14 Brix.

Cauliflower



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

The market is weak; Salinas Valley stocks are abundant. Quality is very good: color is snowy white and curds are firm. ESS Cauliflower is available.



Fresh Crop Report

WEEK OF MAY 8, 2022

Celery



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

Prices are escalating; growers are culling Oxnard stalks affected by seeder. Salinas production will get underway in mid-June, easing markets. Quality is average: seeder problems will persist through the Oxnard season. MFC Celery is available.

Chile Peppers



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

The Mexican market is stable; mainland stocks will remain on the market through May, then transition to Baja. Florida supplies will increase over the next few weeks; Georgia production will start in late May. Overall quality is very good: skins are smooth and deeply colored, while flavor is intense.

Cucumbers



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

Prices have inched down. Florida supplies have increased, while the Georgia season is also getting started. Mexican volume has rebounded. New crop quality is very good. MFC and ESS Cucumbers are available.

Grapes



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

The market is elevated. The Chilean grape season will wrap up in early June; prices are expected to slightly increase through the transition. Quality is good. Mexican supplies will begin shipping in two weeks. California production starts in early to mid-July. MFC and ESS Green and Red Seedless Grapes as well as Lunch Bunch Grapes are available.

Green Leaf/Variety Lettuce



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

Prices are level; Salinas Valley stocks are sufficient. Quality is very good: fringe burn is a occasional problem. MFC Premium Green Leaf Lettuce is available.

Honeydew



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

The market will ease once California desert region production ramps up over the next few weeks. Mexican volume is increasing. The offshore season is ending. Quality is good: sugar levels range between 10 and 14 Brix.

Iceberg Lettuce



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

Prices are weak. Salinas Valley supplies are plentiful. Head weights have increased despite recent strong winds. MFC Premium Iceberg Lettuce is available.

Lemons



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

Most of the market is stable, but fancy grade prices are a bit higher; choice grade supplies are ample. MFC and ESS Lemons are available.

Limes



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

The market for small and medium sizes has fallen; prices for large fruit remain high. New crop Mexican volume (into South Texas) is climbing. MFC and ESS Limes are available.

Onions



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

The Northwest storage onion season will end this week. Quality is weak in remaining storage stocks. New crop onions are readily available out of California's Imperial Valley. Texas-grown supplies will wind down next week. The New Mexico season will open in early June. Fresh-run MFC Red and Yellow Onions are readily available.

Oranges



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

Expect prices to ease as the Valencia season ramps up; supplies will be available through October. Quality is very good: sugar levels range from 10.5 to 12 Brix. MFC Valencia Oranges will start shipping next week.

Pears



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

The market is low; storage stocks are plentiful. MFC D'Anjou Pears are available; 80- to 110-count fruit dominate availability. California Bartletts will become available in June.

Pineapple



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

Prices are unchanged; supplies are adequate in both harvesting regions. Quality is very good: fruit is firm, sweet, and tangy.



Fresh Crop Report

WEEK OF MAY 8, 2022

Potatoes



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

The market is high. MFC Idaho Burbank Potatoes are available. Storage crop MFC Norkotah Potatoes are expected to be depleted May 16. Quality is average: pressure and shoulder bruising, along with hollow heart, are problems.

Raspberries



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

Prices are steady; stocks are sufficient in both growing areas. Quality is very good: berries are plump, deep red, and tangy sweet.

Romaine



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

The market is weak; Salinas Valley supplies are abundant. Quality is very good, although minor fringe burn and seeder are occasional problems. MFC Premium Romaine Lettuce is available.

Salads & Blends



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

Raw product iceberg and romaine prices are stable; Salinas Valley stocks are ample. Markon's Quality Assurance team continues to monitor quality and processing for the best packs.

Spring Mix



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

The market is level. Salinas Valley supplies are plentiful. Quality is very good: yellowing is minimal. RSS Conventional and Organic Spring Mixes are available.

Squash



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

Prices are weak. East Coast production spans from Florida to Georgia; volume is high. Mexican supplies are ample; strong winds have caused scarring in some lots. Growers will move to Baja in late May. The Santa Maria, California season will start in another week or so. MFC Zucchini and Yellow Squash are available.

Strawberries



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

The market is steady. Oxnard and Santa Maria stocks are ample. The Salinas/Watsonville season will begin in a week or so. Production is underway in Georgia. Quality is very good: berries are deep red, juicy, and sweet. MFC Strawberries are available.

Tomatoes



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

The overall market is stable. Large sizes dominate stocks in the Ruskin/Palmetto, Florida region. Quality is good: strong winds have caused some scarring. Mexican supplies are adequate; Cinco de Mayo demand has pushed up prices slightly. West Coast growers will begin limited harvesting in San Diego over the next week or two; the bulk of the California summer season will start in mid-June. MFC Tomatoes are available.

Tree Fruit



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

The market is elevated but will inch down as new crop California nectarine and peach volume rises. Apricots and cherries are also on the market. Quality is very good: sugar levels range from medium to high.

Watermelon



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

Prices should remain steady until demand climbs later this month for Memorial Day. The Mexican season is at its peak. Quality is excellent: sugar levels vary between 10 and 14 Brix.



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.