



Schools

Spring-Summer 2011

Fresh Solutions for Fresh Produce.®

Brands

- Ready-Set-Serve (RSS): table-ready fruits, vegetables, and juices packed to detailed specifications
- Markon First Crop (MFC): whole fruits and vegetables packed to detailed specifications

Food Safety

- Every case of RSS or MFC you purchase from a member distributor has met or surpassed Markon's unparalleled standards for food safety
- Our 5-Star Food Safety® Audit Program is based on specifications, inspections, and information at five key points: fields, facilities, transportation, distributor warehouses, and operator kitchens

Sustainability

- Markon was the first to test sustainable practices that result in specific, verifiable, and measurable data; we know the importance of quantifying water use, pesticides, and energy, and partner with like-minded grower-shippers
- We continue to set new benchmarks, meet them, make adjustments, and pass these standards along to the rest of the produce community

Trends

- Healthy fare is in; high-fat, low-vitamin foods are out. Be sure to use whole grains, low-fat dairy, and PLENTY of fresh fruits and vegetables like MFC Apples, RSS Broccoli Florets, and RSS Carrots
- Budget cuts have eliminated many school jobs—including cafeteria staff; RSS pre-cut items reduce in-house work and allow for better budgeting
- Go tropical! More complex fruit flavors such as mango, MFC Flavor Packed Pineapples, and papaya are on-trend this year
- Make salad bars more interesting by offering red leaf, romaine, spinach, and spring mix alongside iceberg



RSS Baby Carrots and MFC Cucumbers Paired with Hummus and RSS Pico de Gallo Guacamole

Suggested Items & Pairings

• RSS Carrots	cucumbers green leaf hummus	orange juice yogurt
• MFC Granny Smith Apples	almonds celery cheese	grapes romaine
• RSS Bite-Sized Broccoli Florets	cashews cauliflower lemons	pizza soy sauce
• RSS Fruit Salad Deluxe	granola honey mayonnaise	mint sunflower seeds
• RSS Lettuce Jammers	chicken egg salad fruit salad	stir-fried veggies turkey salad
• MFC Strawberries	chocolate ice cream lime juice	peaches spinach

Yields

• RSS Carrots	40 4-oz. servings per 2/5# carton
• MFC Apples	100 cups (diced) per 40# carton
• RSS Broccoli Florets	24 4-oz. servings per 2/3# carton
• RSS Fruit Salad Deluxe	22 4-oz. servings per 8# pail
• RSS Lettuce Jammers	20 4-oz. servings per 5# carton
• MFC Strawberries	24 cups (sliced) per 11# carton

Yields are approximate

To learn more about Markon, please contact your sales representative.

Usage Ideas

RSS Carrots

- Offer RSS Baby Carrots and sliced MFC Cucumbers with hummus and RSS Pico de Gallo Guacamole ([see photo](#))
- Add RSS Shredded Carrots to green leaf-, mayonnaise-, or yogurt-based salads
- Deglaze sautéed RSS Carrot Coins with RSS Proprietary Blend Orange Juice; serve with grilled chicken or fish

MFC Granny Smith Apples

- Mix chopped MFC Granny Smith Apples, RSS Diced Celery, MFC Red Seedless Grapes, RSS Lemon Juice, and low-fat mayonnaise; serve salad in RSS Lettuce Jammers or as a sandwich side
- Toss cubes of MFC Granny Smith Apples and almonds with RSS Chopped Romaine
- Line chicken and turkey sandwiches with RSS Green Leaf Fillets, cheese, and slices of MFC Granny Smith Apples

RSS Bite-Sized Broccoli Florets

- Top cheese pizza with steamed RSS Bite-Sized Broccoli Florets; slice and serve
- Steam RSS Bite-Sized Broccoli and Cauliflower Florets in water accented with MFC Lemons
- Stir-fry RSS Bite-Sized Broccoli Florets, sliced MFC Red Bell Peppers, sugar snap peas, and RSS Peeled Garlic with cashews and soy sauce; serve with rice

RSS Fruit Salad Deluxe

- Serve solo as a healthy dessert ([see photo](#))
- Top with granola and honey
- Mix with mayonnaise, MFC Mint, and sunflower seeds

RSS Lettuce Jammers

- Fill RSS Lettuce Jammers with mayonnaise-based salads such as egg or turkey; serve with a side of RSS Fruit Salad Deluxe
- Skip the rice and serve stir-fried veggies in RSS Lettuce Jammers
- Cut down on the mess of sticky fingers by filling RSS Lettuce Jammers with chopped barbecued chicken

MFC Strawberries

- Toss with RSS Baby Spinach and diced peaches
- Stir together minced MFC Strawberries, Jalapeno chile peppers, RSS Diced Red Onions, RSS Washed & Trimmed Cilantro, and RSS Lime Juice
- Top vanilla ice cream with sliced MFC Strawberries and chocolate chips

Top Marks

Exceed school health guidelines by serving meals made with nutritious, flavorful fruits and vegetables like carrots, grapes, melons, oranges, and pineapples:

RSS Carrots

- Crunchy and sweet, RSS Shredded Carrots add texture and flavor to green- and mayonnaise-based salads
- Use RSS Baby Carrots as a healthy snack with cheese cubes, cottage cheese, hummus, and yogurt
- Top burritos, tacos, tostadas, and tortas with RSS Matchstick Carrots
- Mix RSS Shredded Carrots and steamed RSS Bite-Sized Broccoli Florets into couscous, bulgur, and quinoa salads
- Simmer RSS Carrot Coins in a variety of soups for a hint of sweetness (potato, chicken noodle, split pea... even broccoli-cheese)

RSS Fruit Salad Deluxe

- So versatile it can be served at any time of the day or night
- Pair with burgers, chicken, or vegetarian sandwiches (made with MFC Eggplant and MFC Zucchini)
- Mix with yogurt and/or granola or serve solo
- Use as the base for mild salsa
- Stir into warm oatmeal

RSS Fruit Salad Deluxe



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