



FRESH CROP REPORT

WEEK OF JANUARY 5, 2025

RSS



Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC



Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
Backed by 5-Star.

HIGHLIGHTS

CAULIFLOWER

Prices have fallen; yields are high in the Arizona-California desert region. Quality is good; heads are exhibiting bright white color and very minimal bruising.

RED & YELLOW POTATOES

Idaho red potato markets should remain relatively steady while prices for yellows are inching up.

TOMATOES

Roma and round tomato prices are slightly lower due to reduced demand. Production is underway in Western Mexico and will ramp up over the next three weeks.



BROCCOLI

- New crop Arizona/California desert region supplies are exhibiting strong quality.
- Prices are weak.

BELL PEPPERS

- Stocks are extremely limited.
- The California desert season has ended; production will ramp up in Mexico later this month.

GREEN CABBAGE

- Prices will ease through January.
- Production is ramping up in the Arizona-California desert region, Mexico, Texas, and the Southeast.

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apples

REGION	SUPPLIES	QUALITY	PRICE
MI	///	*****	\$\$\$
WA	///	*****	\$\$\$

The Michigan Golden Delicious season is over; Honeycrisp supplies will be depleted by early March but remain available out of Washington. Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are on the market. Quality is very good.



asparagus

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
PERU/FL	///	*****	\$\$\$

Elevated markets persist. Quality is typical of late-season crops, with high levels of seeder/feathered tips. Large sizes are snug. Peruvian shipments are supplementing Mexican stocks and preventing supply gaps but a looming container shortage could reduce overall yields. MFC Asparagus is available.



avocados

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$

The market is level; all sizes are readily available. Quality is very good. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

Prices are high; stocks are extremely limited. The California desert season has ended; production will ramp up in Mexico later this month. Quality is good. MFC and ESS Green and Red Bell Peppers are available.



blackberries

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$

The market is stable. Expect adequate supplies out of Mexico for the winter. Quality is very good; fruit is sweet and juicy.



blueberries

REGION	SUPPLIES	QUALITY	PRICE
MEX	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

Prices are low. Mexican volume is high; Chilean and Peruvian shipments are arriving into U.S. ports. Quality is very good; berries are plump and sweet.

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broccoli

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$

The market is weak. New crop Arizona/California desert region supplies are exhibiting strong quality. MFC Broccoli Crowns are available.



cantaloupe

REGION	SUPPLIES	QUALITY	PRICE
OFFSHORE	///	*****	\$\$\$

Prices are elevated; demand is strong. Central American melon volume is low. The domestic season has ended; packer-label fruit is being shipped.



cauliflower

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$

Markets are down; yields are high in the Arizona-California desert region. Quality is very good; heads are exhibiting bright white color and very minimal bruising. ESS Cauliflower is available.



celery

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$

Prices have stabilized; holiday demand has weakened. Yuma growers will harvest a short season in January/February. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

REGION	SUPPLIES	QUALITY	PRICE
FL	///	*****	\$\$\$
MEX	///	*****	\$\$\$

The market is unchanged. Production is steady in mainland Mexico. Florida supplies remain erratic due to early season hurricanes. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

REGION	SUPPLIES	QUALITY	PRICE
FL	///	*****	\$\$\$
MEX	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

Weak demand and ample supplies are keeping prices low. Honduran imports are shipping into Florida. Quality is very good. MFC and ESS Cucumbers are available.



grapes

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

The California season is ending, driving up markets. MFC and ESS Green and Red Lunch Bunch Grapes will ship for another few weeks. Offshore packer label green and red seedless supplies are available.

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green leaf

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
FL	///	*****	\$\$\$

Prices are weak. Supplies are abundant throughout the Arizona-California desert growing region and on the East Coast. Quality is very good; head weights should increase through the month. MFC Premium Green Leaf is available.



honeydew

REGION	SUPPLIES	QUALITY	PRICE
MEX/AZ	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

Markets are elevated; demand is strong. Central American melon volume is low. The domestic season has ended; packer-label fruit is being shipped.



iceberg

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
FL	///	*****	\$\$\$

Prices are low. Yields are high on both coasts. Quality is very good; head weights are increasing. MFC Premium Iceberg Lettuce is available.



lemons

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

California markets are inching down. Volume is elevated; 165- through 235-count sizes dominate the crop. MFC and ESS Lemons are available.



limes

REGION	SUPPLIES	QUALITY	PRICE
MEX/TX	///	*****	\$\$\$
COLOMBIA	///	*****	\$\$\$

High prices persist; growers are trying to catch up from missed production days during Christmas and New Year's Day. Supplies are dominated by large, 110- through 150-count fruit. Small, 200- to 250-count fruit is limited. MFC and ESS Limes are available.



onions

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
MI	///	*****	\$\$\$
NY	///	*****	\$\$\$
PNW	///	*****	\$\$\$
UT	///	*****	\$\$\$

The market is steady. Storage supplies are dominated by medium and jumbo sizes. White jumbos are snug. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Expect low prices for small sizes and high markets for large fruit. Growers are shipping out of Arizona, California, Florida, and Mexico. Overall quality is very good. Cara Cara oranges are also on the market. MFC and ESS Navel Oranges are available.



pears

REGION	SUPPLIES	QUALITY	PRICE
PNW	///	*****	\$\$\$

Expect rising markets through the remainder of the season. Bartlett supplies will be depleted by late January. MFC D'Anjou Pears will be available through June.

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pineapples

The market is stable; supplies are sufficient. Quality is very good; fruit is tangy yet sweet. RSS Pineapple Chunks and Spears are available.

REGION	SUPPLIES	QUALITY	PRICE
CR	///	*****	\$\$\$
MEX	///	*****	\$\$\$



red/yellow potatoes

Idaho red potato prices should remain relatively steady while markets for yellows are inching up. Quality is very good; current red potato lots are exhibiting light color but this is improving. MFC Red and Yellow Potatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MI	///	*****	\$\$\$
ND	///	*****	\$\$\$
WI	///	*****	\$\$\$



potatoes

Demand should ease through the month, keeping markets level. Large sizes are limited in Washington. Quality is excellent. MFC Burbank and Norkotah Potatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
WA	///	*****	\$\$\$



raspberries

Prices are unchanged; stocks are adequate. Size is dominated by medium berries. Quality is good; leaky fruit and light crumbling (individual cells separate from the berry) are occasional issues.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$



romaine

Markets are weak. Supplies are abundant throughout the Arizona-California desert growing region and on the East Coast. Quality is very good; head weights should increase through the month. MFC Premium Romaine is available.

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$
FL	///	*****	\$\$\$



salads & blends

Prices are stable; supplies are plentiful. Quality is very good. Markon's Quality Assurance team is monitoring supplies for the best quality and highest weights.

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$

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spring mix

The market is level; supply is meeting demand. Quality is very good in the Arizona-California desert region. RSS Arugula, Spinach, and Spring Mix are available.

REGION	SUPPLIES	QUALITY	PRICE
AZ-CA	///	*****	\$\$\$



squash

Zucchini and yellow squash prices are weak. Volume is high in South Florida and Sinaloa, Mexico. Quality is very good. MFC Yellow Squash and Zucchini are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MEX	///	*****	\$\$\$



strawberries

The market is fairly steady. The Santa Maria and Oxnard seasons are ending; winter production is set to start next week, increasing supplies. Stocks are sufficient in Florida and Mexico. MFC Strawberries are available.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MEX	///	*****	\$\$\$



tomatoes

Roma and round tomato prices are slightly lower due to reduced demand. Production is underway in Western Mexico and will ramp up over the next three weeks. East Coast volume will start increasing in mid-January. MFC Tomatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
EAST COAST	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$



tree fruit

The offshore nectarine, peach, and plum seasons will start in a week or two. Expect low volume until the season gets fully underway. Sugar levels will start off low, then rise through the month.

REGION	SUPPLIES	QUALITY	PRICE
OFFSHORE	///	*****	\$\$\$



watermelon

The market is elevated. Stocks are snug in all growing regions. Offshore supplies are being shipped at this time. Quality is fair; color is light and sugar levels are low.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF
SARAH RICHARDSON
MARKON MEMBER CHEF

Q

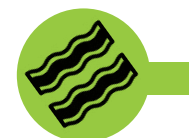
The wellness trend continues to attract diners. What produce-centric dishes do you suggest that appeal to this customer?

A

Vegetables have become more popular as a center of plate option. Mushrooms are still top of mind as a healthy alternative to meat.



Many practicing the flexitarian diet like the texture when added to veg-grain bowls, as they don't feel like they're missing out on animal proteins.



Plus, with plenty of naturally occurring umami, mushrooms are not only a good accompaniment, but delicious on their own, simply roasted with oil, salt, pepper, and herbs.

TIPS FOR SERVING SHALLOTS



- 1.** Add pickled shallots to a variety of dishes such as sandwiches, tacos, curries, and avocado toast.
- 2.** Slice and quick fry for a crunchy, aromatic topper for green salads, fried rice, and noodle dishes.
- 3.** Refine mirepoix mixtures by substituting shallots for onions—their refined.

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.

Sugar Snap Peas with Shallots and Mushrooms

A combination of sweet, bright, and zesty flavors, this simple side dish works well with grilled fish and poultry.

- 3 C MFC Sugar Snap Peas, lightly steamed
- 1 C MFC Cremini Mushrooms, quartered and lightly sautéed
- 1 C RSS Peeled Shallots, cut into rings and lightly sautéed
- 2 T MFC Mint, chopped
- 1 tsp. Zest of MFC Lemons

Toss all ingredients together and serve as a side to seafood or poultry.

Great as a side salad!

This matzo ball soup recipe is modified by

using authentic touchstones like house-made pasta, fresh herbs, and a hint of ginger.

