



FRESH CROP REPORT

WEEK OF JANUARY 12, 2025

RSS



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

MFC



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

ESS



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

HIGHLIGHTS

DESERT REGION COLD SNAP

Although the Arizona-California desert growing region enjoyed ideal weather throughout December, creating ample supplies, strong winds and lower temperatures are forecast this week. Lettuce ice is predicted in many areas.

AVOCADOS

Markets are climbing. The industry will experience a 25-30% avocado shortage through January. USDA inspections were curtailed over the last two holiday weeks; inclement weather has also caused trucking delays. Expect extremely limited supplies and increased prices for the next two weeks.

FRESH HERBS

Herb supplies are tightening due to the adverse weather; chives, tarragon, and thyme are limited.



STRAWBERRIES

- California supplies exceed demand; falling prices are forecast through next week.
- Production has begun in Florida.

MIXED BERRIES

- Blackberries, blueberries, and raspberries are plentiful.
- Prices are stable; quality is very good.

CANTALoupES & HONEYDEWS

- Central American cantaloupe and honeydew melons are extremely limited this week; demand exceeds supply.
- Offshore volume will increase slightly the week of January 13, as harvests begin in replanted lots and secondary growing areas.

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apples

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

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



asparagus

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

Prices are high. Mexican volume remains low (normal for this time of year). Production will ramp up by late January in Caborca, Mexico. Peruvian supplies continue to supplement the industry. MFC Asparagus is available.



avocados

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

Markets are climbing. The industry will experience a 25-30% avocado shortage through January. USDA inspections were curtailed over the last two holiday weeks; inclement weather has also caused trucking delays. Expect extremely limited supplies and increased prices for the next two weeks. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Elevated markets persist; volume is low. The California desert season has ended. Harvesting is starting to increase in Mexico. Supplies are sufficient in Florida. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are stable. Mexican berry yields are sufficient. Quality is good; soft skins and red cells have been reported.



blueberries

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

Markets are level; demand is steady. Production has begun to slow in Mexico. Chilean and Peruvian shipments are arriving into the U. S. Quality is very good; fruit is plump and juicy.

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broccoli

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

Prices are low; Arizona-California desert stocks are abundant, but growth may get stunted by cold weather and high winds. MFC Broccoli Crowns are available.



cantaloupe

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

Markets are up. Central American melons are extremely limited this week; demand exceeds supply. Flooding caused by Tropical Storm Sara in November reduced yields and delayed shipments to domestic ports. Offshore volume will increase slightly the week of January 13, as harvests begin in replanted lots and secondary growing areas.



cauliflower

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

Prices are low; Arizona-California desert stocks are abundant, but growth may get stunted by cold weather and high winds. 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	///	*****	\$\$\$

The market is fairly steady. Yields are average in California and Florida. Growers will ship out of Yuma, Arizona through February. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are steady. Volume is average in mainland Mexico. Florida stocks are sporadic due to early season hurricanes; growth may get stunted by this week's cold weather. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is weak; yields are high in Florida and Mexico. Honduran imports are shipping into Florida. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

California's season will end over the next two weeks; portioned grapes are forecast to ship through late January. Offshore shipment delays are being reported; expect tight supplies and elevated prices through the end of the month.

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green leaf

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

The market is low. Stocks are ample, but this week's cold weather and strong winds may cause lettuce ice in the Arizona-California desert region. MFC Premium Green Leaf is available.



honeydew

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

Prices are up. Volume will remain low in Southern Mexico through February. Central American melons are extremely limited this week; demand exceeds supply. Flooding caused by Tropical Storm Sara in November reduced yields and delayed shipments to domestic ports. Offshore volume will increase slightly the week of January 13, as harvests begin in replanted lots and secondary growing areas.



iceberg

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

Markets are weak. High winds and low temperatures are forecast for the Arizona-California desert growing region. Lettuce ice is predicted. MFC Premium Iceberg Lettuce is available.



lemons

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

California prices are low. Supplies are ample; 165- through 235-count sizes dominate the crop. MFC and ESS Lemons are available.



limes

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

The market is up. Stocks are dominated by large, 110- through 150-count fruit. Small, 200- to 250-count fruit is snug. MFC and ESS Limes are on the market.



onions

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

Prices are unchanged. Storage supplies are dominated by medium and jumbo sizes. White jumbos are scarce. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

Expect steady markets and ample supplies in California. Large sizes (56- and 88-count fruit) are limited; smaller sizes (113- and 138-count fruit) are plentiful. Navel quality is very good; sugar levels range from 12-13 Brix. MFC and ESS Navel Oranges are available.



pears

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

Prices are high. Bartlett stocks will be depleted by late January. MFC D'Anjou Pears will remain available through June.

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pineapples

Prices are steady; stocks are adequate but may tighten due to adverse weather in Costa Rica. 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 markets are stable. Prices for yellows are rising. Quality is very good; color is improving. MFC Red and Yellow Potatoes are available.

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



potatoes

Weak demand is keeping prices down. Large sizes are tightening in Washington. Quality is excellent. MFC Burbank and Norkotah Potatoes are available.

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



raspberries

Markets are level. Mexican supplies are adequate; medium berries dominate size. Quality is good; over-ripe berries with light crumbling (individual cells separate from the berry) have been reported.

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



romaine

Prices are low. Stocks are ample, but this week's cold weather and strong winds may cause lettuce ice in the Arizona-California desert region. MFC Premium Romaine is available.

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



salads & blends

The market is steady. Although supplies are abundant, this week's low temperatures and high winds may curtail production. 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

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

Prices are unchanged. Stocks are sufficient, but growth may get stunted by cold weather. Purple shading, reduced structural quality, and sand/dirt in packs may develop due to low temperatures and strong winds. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

Roma and round tomato markets have fallen; demand is weak. Stocks have increased in Florida. Harvesting is ramping up in Western Mexico. Quality is good. MFC Tomatoes are available.



squash

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

Markets are beginning to rise; cold weather is hindering growth and delaying harvests in Florida and Mexico. Yellow squash supplies are tight. MFC Yellow Squash and Zucchini are available.



tree fruit

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

The offshore nectarine, peach, and plum seasons are getting underway. Supplies are tight but will increase over the next few weeks. Sugar levels will start off low, then rise through the month.



strawberries

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

California supplies exceed demand; falling prices are forecast through next week. Production has begun in Florida; stocks are snug but will increase. Volume is rising in Mexico. MFC Strawberries are sporadic; packer label will be shipped as necessary.



watermelon

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

Prices are high but starting to inch down as harvesting increases in Mexico. Quality will improve as new crop stocks become more plentiful.

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

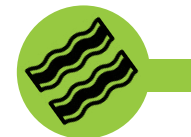
Shelf-life is of utmost concern to foodservice operators as inflation has tightened budgets. Which produce items do you suggest to customers who want to make the most of every ingredient?

A

RSS Heritage Blend is truly remarkable! Having a product that remains crisp and vibrant for weeks in the cooler is so important to the operator.



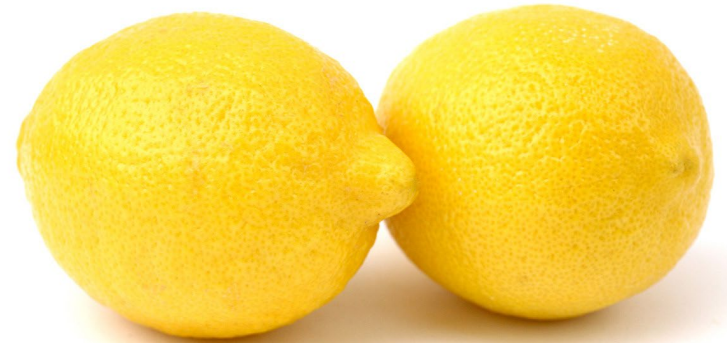
Its plate presence is also substantial, giving more value to the customer.



Not to mention, batch cooking bases with onions, tomatoes, potatoes, mushrooms, and herb purées to freeze and pull for later use. This will maximize the yield of purchase, saving the operator money.



TIPS FOR SERVING LEMONS



- 1.** The vibrant flavors of MFC Lemons brighten up winter menus. Think poultry dishes, seafood, and desserts.
- 2.** Add balance to salad vinaigrettes, glazes, and sauces with the juice and zest of MFC Lemons.
- 3.** Lighten recipes for berry scones, risotto, pancakes, French toast, cocktails, and pork with MFC Lemons.



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.

Stacked Salad with Honey-Dijon Dressing

Creatively stacked in on-trend Mason jars or high-ball glasses, this colorful salad is packed with bright colors and balanced flavors.

- 1 C Honey-Dijon dressing
- 2 C RSS Super Slaw
- 1 C RSS Shredded Carrots
- 1 C MFC Cucumbers, chopped coarsely
- 1 C Edamame, steamed and peeled
- Fried won ton strips, for garnish

In Mason jars or tall glasses, layer in order: dressing, slaw, carrots, cucumbers, and edamame. Garnish with fried won ton strips.

Serve each with a plate so diner or wait staff can shake contents and spill onto plate.

Crispy, tropical-flavored shrimp top this colorful rice bowl stuffed with avocado, mango, cilantro, and toasted coconut.

