



FRESH CROP REPORT

WEEK OF JANUARY 19, 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

AZ-CA DESERT REGION

The Arizona-California desert growing region continues to experience the coldest week of the winter growing season; widespread moderate-to-heavy lettuce ice is delaying harvests and loading.

CILANTRO

Markets are steady at low levels; supplies remain available across several growing regions but will diminish as January progresses. Strong winds are causing elevated levels of damaged leaves, tip burn, and early breakdown.

STRAWBERRIES

Although prices are holding fairly steady, cold weather is impeding berry maturation in all growing regions.

LEMONS

- Expect steady markets and ample supplies through February.
- Seedless lemons are also on the market.

AVOCADOS

- The industry remains in a demand-exceeds-supply situation.
- Expect extremely low volume and higher prices for the next two weeks.

BROCCOLI

- Markets are weak and supplies are ample, but low temperatures and overnight frosts are hindering crown maturity.
- Strong winds are dehydrating plants and slowing growth.

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apples

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

Prices are unchanged. Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are plentiful. Quality is very good. Michigan Honeycrisp stocks will be depleted by early March but remain available out of Washington.



asparagus

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

Although markets are elevated, they should ease over the next two to four weeks as production increases in Northeastern Mexico. Production out of Northern Peru continues to be an essential source of nationwide supplies. MFC Asparagus is available.



avocados

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

Expect extremely low volume and higher 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	///	*****	\$\$\$

The market has stabilized; volume is increasing in Mexico and Florida despite recent cold weather. Quality is improving. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is unchanged. Mexican volume is average; cold weather is starting to affect growth. Quality is good; small size, soft skins, and red cells have been reported.



blueberries

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

Prices are stable; demand is steady. Growth has slowed a bit due to low temperatures in Mexico. Chilean and Peruvian shipments are available in 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	///	*****	\$\$\$

Although markets are weak and supplies are ample, low temperatures and overnight frosts are hindering crown maturity. Strong winds are dehydrating plants and slowing growth. MFC Broccoli Crowns are available.



cantaloupe

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

High prices persist. Central American volume is forecast to increase slightly this week, as harvests begin in replanted lots and secondary growing areas. Expect markets to stabilize later this month.



cauliflower

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

The market remains low despite cold weather and strong winds in the Arizona-California desert area. 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 are easing amid weak demand and increased industry supplies, primarily in the Arizona-California desert region. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Markets are level. Mexican stocks are meeting demand despite low temperatures; Anaheims are a bit snug. Domestic supplies are sufficient in Plant City, Florida. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are a bit higher; cold weather is starting to hinder growth 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	///	*****	\$\$\$

Markets will remain elevated through the end of the month. The California season will end this week; portioned grapes will ship through late January. Offshore shipment delays are being reported; stocks are snug.

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green leaf

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

Expect weak pricing through this week, with markets beginning to inch up next week as persistent cold weather and lettuce ice events decrease production. MFC Premium Green Leaf is available.



honeydew

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

High markets persist. Central American volume is forecast to increase slightly this week, as harvests begin in replanted lots and secondary growing areas. Expect markets to stabilize later this month.



iceberg

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

Prices are low but set to inch up next week. Low temperatures are causing lettuce in the Arizona-California desert growing region, delaying harvesting and loading. MFC Premium Iceberg Lettuce is available.



lemons

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

Expect steady markets and ample supplies through February; 165- through 235-count sizes dominate the crop. Seedless lemons are also on the market. MFC and ESS Lemons are available.



limes

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

Elevated prices persist. Supplies are dominated by large, 110- through 150-count fruit. Small, 200- to 250-count sizes are tight. MFC and ESS Limes are on the market.



onions

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

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



oranges

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

California prices are stable; volume is high. Large sizes (56- and 88-count fruit) are less abundant; smaller sizes (113- and 138-count fruit) are ample. Navel quality is very good; sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.



pears

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

The market is elevated. The Bartlett season will end in late January. MFC D'Anjou Pears will remain on the market through June.

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pineapples

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

Supplies are expected to remain tight for the next two weeks; markets are high. Recent rain and cloudy weather have slowed fruit growth and reduced yields in Costa Rica. All sizes are limited; order flexibility will help with coverage. Crownless stocks are the scarcest as most growers focus on packing crowned fruit first. RSS Pineapple Chunks and Spears are available.



raspberries

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

Prices are unchanged. Mexican volume is average; cold weather is starting to affect growth. Quality is good; low temperatures are keeping berries on the small side.



red/yellow potatoes

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

Idaho red potato prices are steady. The market for yellows is slightly higher. Quality is very good. MFC Red and Yellow Potatoes are available.



romaine

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

Expect weak markets through this week, with prices beginning to inch up next week as persistent cold weather and lettuce ice events decrease production. MFC Premium Romaine is available.



potatoes

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

Markets are weak. Although large sizes are tightening in Washington, overall volume is high. Quality is excellent. MFC Burbank and Norkotah Potatoes are available.



salads & blends

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

Prices are stable. Stocks remain plentiful but low temperatures are causing lettuce ice; harvesting and processing delays are forecast. Quality is very good. Markon's Quality Assurance team is monitoring supplies for the best quality and highest weights.

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spring mix

The market is level. Despite low temperatures in the Arizona-California desert growing region, supplies are sufficient. Purple shading, reduced structural quality, and sand/dirt in packs are occasional issues caused by cold weather and strong winds. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Markets are stable despite recent cold weather. Growers are harvesting new fields in South Florida and Western Mexico. Grape tomato volume is rising. Quality is excellent. MFC Tomatoes are available.

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



squash

Expect higher prices over the next two weeks, especially for yellow squash; supplies are snug due to cold weather. Quality remains very good. MFC Yellow Squash and Zucchini are available.

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



tree fruit

Prices are up. Offshore nectarines, peaches, and plums are on the market from Chile. Expect elevated markets until domestic fruit starts shipping this summer. Sugar levels are average.

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



strawberries

Although markets are holding fairly steady, cold weather is impeding berry maturation in all growing regions. The Santa Maria, California season is just getting started; Oxnard growers will begin harvesting soon. MFC Strawberries are available.

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



watermelon

Supplies were starting to increase, but cold weather is now stunting growth. Expect persistently high markets. Quality is average: size is small due to low temperatures.

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

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

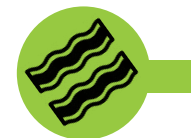


Q RSS Avocado products save back of house labor and prep time. What are your favorite ways to incorporate these products into recipes, especially around the Super Bowl?

A Living in the Southwest, avocado is a staple on every menu it seems, whether it's in a salad, crema for tacos, or avo toast for breakfast.



For football season, we see even more of this with guacamole being the center of any watch party, and an essential ingredient in 7-layer dip.



As a vegetarian alternative to chicken wings, bread and fry avocado slices and serve with Buffalo sauce and ranch.



TIPS FOR SERVING LEEKS



- 1.** Sauté chopped MFC Trimmed Leeks, MFC Mushrooms, RSS Diced Onions, and RSS Peeled Garlic; add chopped MFC Potatoes, MFC Thyme, and vegetable stock; simmer until tender, purée, and add touch of cream.
- 2.** Add MFC Trimmed Leeks and smoked salmon while scrambling eggs and cream; serve with snipped MFC Chives.
- 3.** Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.



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.

Avocado, Fennel, and Orange Salad

Nutty avocado balances the citrusy orange and anise flavors of fennel—great as a stand-alone salad or a base for grilled fish.

- 12 rounds MFC Oranges
- 12 Cara Cara or blood orange rounds
- 4 RSS Avocado Halves, sliced
- 1 MFC Fennel bulb, thinly shaved with reserved fronds
- Fresh cracked black pepper, to taste

On four serving plates, arrange three Navel orange rounds and three Cara Cara orange rounds. Top with equal portions of avocado slices and shaved fennel.

Garnish with fennel fronds and freshly cracked black pepper.



Grilling leeks until tender and lightly charred brings out their wonderful sweet and complex taste.

