



# FRESH CROP REPORT

WEEK OF FEBRUARY 2, 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

## FREEZE-RELATED CHALLENGES

The Arizona/California desert growing region will continue to endure freezing temperatures through this week. Although the severity of lettuce ice has diminished, production and loading challenges persist. Expect an industrywide decline in quality and case weights due to three consecutive weeks of freezing temperatures and strong winds.

## MELONS

Central American cantaloupe and honeydew supplies remain extremely limited following the effects of Tropical Storm Sara in November; demand exceeds supply.

## AVOCADOS

Prices are elevated; volume is low and demand is strong for the Super Bowl.

## SQUASH

- Overall zucchini supplies are increasing this week; markets are easing.
- Yellow squash volume remains low, but prices are fairly stable.

## CAULIFLOWER

- Demand is poised to rise into February, which will push markets to higher levels.
- Quality is good with minimal defects; expect to see plant dehydration and shorter shelf-life as unfavorable weather persists.

## FRESH HERBS

- Prices are rising; supplies are limited.
- Basil, tarragon, and thyme will be extremely tight for the next four to six weeks.

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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's Honeycrisp season will end by early March but fruit will remain available out of Washington.



## asparagus

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

Volume is on the rise in Mexico this week, although markets remain elevated. New crop harvesting and warming weather will equal good quality, widely available supplies, and even size distribution through the month of February. MFC Asparagus is available.



## avocados

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

Prices are elevated; volume is low and demand is strong for the Super Bowl. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



## bell peppers green/red

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

Green bell pepper prices are slightly higher; demand is strong for the Super Bowl, but will ease back down afterward. Warmer weather in Florida will aid growth. Red bell volume is increasing on both coasts; markets are inching down. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Markets are level. Mexican stocks are sufficient despite cold weather in various regions. Quality is good; small size, soft skins, and red cells have been reported.



## blueberries

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

Prices are stable. Mexican volume is average. Chilean and Peruvian fruit is shipping into the U.S. Quality is very good; fruit is plump and juicy.

# FRESH CROP REPORT



**broccoli**

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

The market is up a bit. Low temperatures persist in the Arizona-California desert region, slowing growth and tightening supplies. Mexican-grown MFC Broccoli is available in South Texas; quality is very good. MFC Broccoli Crowns are available.



**cantaloupe**

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

Expect elevated prices through late February. Central American supplies remain extremely limited following the effects of Tropical Storm Sara in November; demand exceeds supply.



**cauliflower**

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

Demand is poised to rise into February, which will push markets to higher levels. Quality is good with minimal defects; expect to see plant dehydration and shorter shelf-life as unfavorable weather persists. ESS Cauliflower is available.



**celery**

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

Prices continue to inch down; yields are high in all growing areas. Quality is very good; disease pressure is minimal. MFC Celery is available.



**chile peppers**

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

The market is unchanged. The Plant City, Florida season has ended; growers are harvesting in South Florida. Mexican supply is meeting demand. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

Prices are fairly steady. Offshore supplies are being shipped from Honduras; the Florida season has ended. Mexican volume is moderate out of Baja, Sinaloa, and Central Mexico. Quality is very good. MFC and ESS Cucumbers are available.



**grapes**

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

The market is stabilizing. Offshore yields are increasing; the California season has ended. Prices will inch down as volume climbs through February.

# FRESH CROP REPORT



**green leaf**

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

Prices are inching up. Expect an industrywide decline in quality and case weights due to three consecutive weeks of freezing temperatures and strong winds. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



**honeydew**

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

Expect elevated markets through mid-February. Central American supplies remain extremely limited following the effects of Tropical Storm Sara in November; demand exceeds supply. Mexican fruit (crossing into Nogales, Arizona) is tight; volume will rise slightly over the next week or two.



**iceberg**

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

Temperatures in the Arizona-California desert are warming this week; lettuce ice is not forecast; however, blistering and peeling are becoming more prevalent after three consecutive weeks of lettuce ice. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped when supplies don't meet Markon specifications.



**lemons**

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

Weak markets are predicted through February; 165- through 235-count sizes are most abundant. Seedless lemons are available. MFC and ESS Lemons are on the market.



**limes**

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

Elevated prices persist. Supplies are dominated by large, 110- through 150-count sizes. 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 level. Medium and jumbo sizes are the most abundant. 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 unchanged; stocks are ample. Large sizes (56- and 88-count fruit) are snug; 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 has ended. MFC D'Anjou Pears will be available through June.



# FRESH CROP REPORT



## pineapples

The market is high; stocks are tight. Poor weather has slowed growth and reduced supplies in Costa Rica. All sizes are scarce; order flexibility will help with coverage. Crownless stocks are extremely limited. RSS Pineapple Chunks and Spears are available.

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



## raspberries

Prices are unchanged; Mexican stocks are adequate. Quality is good; cold weather has slowed growth in some regions.

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



## red/yellow potatoes

Idaho prices are up. Wisconsin's red potato season is over. Production will begin in South Florida this week. Quality is very good. MFC Red and Yellow Potatoes are available.

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



## romaine

Prices are inching up. Expect an industrywide decline in quality and case weights due to three consecutive weeks of freezing temperatures and strong winds. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



## potatoes

Low markets persist despite recent freezing weather. Large sizes are tightening in Washington, but overall stocks are plentiful. Quality is excellent. MFC Burbank and Norkotah Potatoes are available.

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



## salads & blends

The Arizona/California desert growing region will continue to endure freezing temperatures through this week. Although the severity of lettuce ice has diminished, production and loading challenges persist. Markon inspectors continue to monitor crops closely and are working with growers to secure the best product for Markon orders.

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

# FRESH CROP REPORT



## spring mix

Prices are level. Cold weather and strong winds have slowed growth and caused some quality issues in the Arizona-California desert growing region. Arugula is being hit hardest. RSS Arugula, Spinach, and Spring Mix are available.

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



## tomatoes

The market is weak. Expect relatively steady supplies for the coming weeks. Mexico's winter production has now kicked in and supplies are plentiful. Overall quality is good; it's a great time to promote all tomato varieties. Florida production will increase as the weather warms and winter plantings are harvested. MFC Tomatoes are available.

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



## squash

Overall zucchini supplies are increasing this week; markets are easing. Yellow squash volume remains low, but prices are fairly stable. Quality is average; bruising and scarring are concerns. MFC Zucchini and Yellow Squash are available.

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



## tree fruit

High prices persist. Chile nectarines, peaches, and plums are on the market. Domestic fruit will be harvested in California this summer. Sugar levels will increase through the spring.

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



## strawberries

The market is steady to slightly higher; cold weather has impacted California berry growth. Production will accelerate in Oxnard and Santa Maria, California through February. Mexican yields are sufficient. Quality ranges from good to very good. MFC Strawberries are available.

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



## watermelon

The market is coming down slightly with increased volume crossing into Texas from Mexico. Expect the spring Florida season to start in early April, further stabilizing prices. Quality is average.

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

# ASK A MARKON CHEF

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



CHEF  
MICHAEL VILORIA  
MARKON MEMBER CHEF



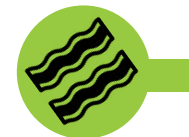
**Q** Citrus fruits are in their prime season during the winter months. How do you incorporate these ingredients into on-trend recipes?

**A** ←←←

Citrus fruits are versatile in savory and sweet recipes. With various methods like curing and marinating proteins, infusing sauces, creating refreshing sorbets, and elevating tarts and cakes to incorporate into your beverage program, citrus fruits provide fresh acidic notes to compliment if not enhance a recipe or dish.



Add the zest and juice of MFC Lemons to brighten up salad dressing, pancake batter, herb butter, and meat marinades.



RSS Grapefruit Sections lend zing to rich deserts, green salads, and roasted poultry.



# TIPS FOR SERVING RSS GRAPEFRUIT SECTIONS



- 1.** Serve roasted and chopped beets, RSS Grapefruit Sections, and crumbled blue cheese in cups of MFC Butter Lettuce.
- 2.** Garnish cheesecakes, acai bowls, crème brûlée, and seafood like scallops, shrimp, and halibut.
- 3.** RSS Grapefruit Sections are an easy way to add bright flavor and color to cocktails and mocktails.

# 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.

## MFC Artisan Romaine Grilled Salad with Croutons

Crunchy, sweet romaine gets a hint of smoke on the grill!

- 1 C Ranch dressing
- ½ C RSS Avocado Pulp
- 1 T Oil
- 8 Heads MFC Artisan Romaine Lettuce, split in half lengthwise
- 8 RSS Avocado Halves, sliced
- 32 MFC Cherry Tomatoes
- 2 C House-made croutons
- Micro greens for garnish

Blend ranch dressing and avocado pulp until smooth.

Heat oil on flat top or grill pan. Char romaine, avocado slices, and cherry tomatoes until grill marks appear.

Arrange romaine with equal parts dressing drizzled over top, avocado slices, tomatoes, and croutons. Garnish with micro greens and serve immediately.



Give classic flapjacks a bit of flair with bright pink beet juice.

