



# FRESH CROP REPORT

WEEK OF FEBRUARY 23, 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

## LETTUCES

Green leaf, iceberg, and romaine prices are steady to slightly lower, as supplies rebound following the recent cold snap.

## AVOCADOS

Industry stocks remain limited. Mexican growers have reduced harvesting to create a demand-exceeds-supply market. Expect elevated prices for at least another week.

## STRAWBERRIES

Rain has tightened California supplies; demand exceeds supply. Prices are up.



## ONIONS

- Yellow and red onion supplies are plentiful; expect the market to remain low.
- White onions will be limited for the remainder of the season; prices are elevated.

## BROCCOLI

- Prices are steady at low levels.
- Warmer day and nighttime temperatures are increasing yields and crown size.

## ASPARAGUS

- The Mexican market has eased.
- New crop stocks are increasing.

# FRESH CROP REPORT

WEEK OF FEBRUARY 23, 2025



## 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 readily available. Quality is very good. Michigan's Honeycrisp season will wind down in a few weeks, but supplies will continue to ship from Washington.



## asparagus

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

The Mexican market has eased; new crop stocks are increasing. Quality is excellent; even size distribution is forecast. MFC Asparagus is available.



## avocados

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

Industry stocks remain limited. Mexican growers have reduced harvesting to create a demand-exceeds-supply market. Expect elevated prices for at least another week. 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 supplies are plentiful; markets are low. Red bell peppers from Western Mexico are meeting demand. Florida's production is strong due to favorable weather. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Prices are steady. Mexican volume is average. Quality is good; small size, soft skins, and red cells have been reported.



## blueberries

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

The market is level. New crop harvesting has started in Mexico. The offshore season is winding down. East Coast growers will start new crop production in Florida by mid-March. Quality is very good; fruit is plump and juicy.

# FRESH CROP REPORT



**broccoli**

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

Prices are weak. Ideal weather and weak demand have increased volume and crown size. Mexican-grown MFC Broccoli is available in South Texas; quality is very good. MFC Broccoli Crowns are available.



**cantaloupe**

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

Central American volume is rebounding following the impacts of Tropical Storm Sara in November; markets are easing. Expect volume to slowly increase to near-normal levels in March (barring any unforeseen weather events).



**cauliflower**

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

Prices are stable; favorable weather has increased yields in the Arizona-California desert region. Quality is good, but molding, insect pressure, and small crown size have been on an uptick throughout the industry. ESS Cauliflower is available.



**celery**

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

Prices are low; stocks are plentiful in all areas. Quality is very good; disease pressure is minimal. MFC Celery is available.



**chile peppers**

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

Markets are unchanged. Supplies are sufficient in South Florida and Mexico. Quality is very good. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

Prices are stable. Offshore supplies are being shipped from Honduras. Mexican production is taking place in several regions, including Baja, Sinaloa, and Central Mexico. Quality is very good. MFC and ESS Cucumbers are available.



**grapes**

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

Markets are level; offshore stocks are sufficient. Quality is very good; red seedless sugar levels are 18 Brix, green seedless stand at 18.5 Brix, and portioned grapes are at 20 Brix.

# FRESH CROP REPORT



**green leaf**

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

Following January's freezing temperatures, February's warmer weather has increased field weights but resulted in quality challenges in some lots. Despite these issues, ample supplies and low prices are forecast for the next few weeks. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



**honeydew**

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

Central American volume is rebounding following the impacts of Tropical Storm Sara in November; markets are easing. Mexican supplies (crossing into Nogales, Arizona) are increasing weekly, offsetting demand for offshore fruit.



**iceberg**

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

Prices are steady to slightly lower, as supplies rebound following the recent cold snap. Quality issues, such as epidermal blistering and peeling, are being reported in some lots. 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	///	*****	\$\$\$

Markets are weak; 165- through 235-count sizes are especially abundant. Seedless lemons are available. MFC and ESS Lemons are on the market.



**limes**

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

Prices are elevated; supply levels are at seasonal lows; large, 110- to 150-count sizes are especially limited. MFC and ESS Limes are available.



**onions**

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

Yellow and red onion supplies are plentiful; expect the market to remain low. White onions will be limited for the remainder of the season; prices are elevated. MFC and ESS Red and Yellow Onions are available.



**oranges**

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

Prices are stable; stocks are ample in multiple growing regions. 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 up; Washington supplies are average. Quality is very good. MFC D'Anjou Pears will be available through June.

# FRESH CROP REPORT



## pineapples

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

Stocks are expected to remain tight for the next several weeks; markets are elevated. Production is down in Costa Rica due to recent rain and poor weather conditions. Supplies will increase week over week but remain limited for the next month. Although all sizes are snug, small sizes are more readily available. Crownless yields are seeing slight increase over the last few weeks. RSS Pineapple Chunks and Spears are available.



## red/yellow potatoes

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

Prices are inching up as demand strengthens through St. Patrick's Day. Florida production is underway; supplies are also available out of Idaho, Michigan, and North Dakota. MFC Red and Yellow Potatoes are on the market.



## potatoes

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

Markets are weak. Despite snowy weather, storage stocks are shipping out of the Pacific Northwest. Mixer volume is sufficient in Colorado, Michigan, and Wisconsin. Quality is very good. MFC Burbank and Norkotah Potatoes are available.



## raspberries

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

Prices will remain elevated for another two weeks. Mexican supplies are snug; suppliers pruned bushes, causing a spike in the market. Medium-size berries dominate availability. Quality is good; light color and small size have been reported.



## romaine

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

Following January's freezing temperatures, February's warmer weather has increased field weights but resulted in quality challenges in some lots. Despite these issues, ample supplies and low prices are forecast for the next few weeks. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.



## salads & blends

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

The market is stable. Supplies are abundant despite some quality challenges caused by last month's freezing weather. Markon inspectors continue to monitor crops closely and are working with growers to secure the best product for Markon orders.

# FRESH CROP REPORT



## spring mix

Prices are stable; stocks are sufficient. Arugula supplies have returned to normal levels due to warmer weather in the Arizona/California desert growing region. RSS Arugula, Spinach, and Spring Mix are available.

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



## tomatoes

Weak prices persist; volume is high in all growing regions. This is an excellent time to promote the category. Quality is excellent. MFC Tomatoes are available.

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



## squash

The market is slightly lower. Zucchini supplies are ample. Yellow squash volume is lower, but prices are also inching down. Quality is good; bruising and scarring are occasional problems. MFC Zucchini and Yellow Squash are available.

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



## tree fruit

Prices are fairly steady. Chile nectarines, peaches, and plums are being shipped into the U.S. Domestic fruit will be harvested in California this summer. Yellow peach sugar levels vary from 12 to 13 Brix, yellow nectarine levels are in the 11 to 12 range, and plums measure 13 to 14 Brix. White varieties are a bit lower in sugar.

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



## strawberries

Rain has tightened California stocks; demand exceeds supply. Prices are up. Growers will source from Florida and Mexico where weather is better and volume is higher. MFC Strawberries are available.

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



## watermelon

Markets are level; stocks are increasing. Florida's spring season will get underway in early April, further boosting supply levels. Quality is good.

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 VIORIA  
MARKON MEMBER CHEF

# Q

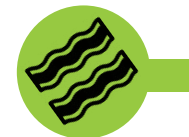
RSS Trimmed Green Beans can be incorporated into any savory day part. Name a few of your favorite ways to serve this item.

# A

I like to add umami notes to stir-fried green beans with garlic black bean sauce.



They're also delicious in casseroles mixed with a wild mushroom Dijon mustard cream and topped with toasted breadcrumbs.



Fermentation is a big trend, so I like to pickle them for a bar snack or side dish.



# TIPS FOR SERVING CAULIFLOWER



- 1.** Toss RSS Cauliflower Florets with olive oil, salt, and pepper; roast until tender and top with grated Parmesan cheese.
- 2.** Roast or fry battered and breaded RSS Cauliflower Florets; toss in spicy buffalo sauce and serve with ranch dressing.
- 3.** Slice heads of ESS Cauliflower lengthwise; roast or sear to create "steaks" that are delicious vegetarian entrées.



# 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.

## Cauliflower Tacos with Mole Sauce

A delicious vegetarian option that packs the earthy flavors of cumin-roasted cauliflower, pickled red onions, and Oaxacan mole sauce.

- 3 C RSS Cauliflower Florets
- 2 T Olive oil
- 1 tsp. Kosher salt
- 1 tsp. Ground cumin, toasted
- 1/2 C Oaxacan brown mole sauce
- 1/2 C MFC Red Onions, pickled
- 1/2 C RSS Washed & Trimmed Cilantro
- 1/2 C Cotija cheese, crumbled
- 1 T Sesame seeds
- 8 House-made corn tortillas, grilled or warmed

Toss cauliflower with oil, salt, and cumin; roast until tender and starting to brown (approximately 20 minutes).

Fill tortillas with equal parts roasted cauliflower. Drizzle each taco with mole sauce. Top each taco with equal parts pickled onions, cilantro, cheese, and sesame seeds.



A healthy option to oatmeal and other warm breakfast cereals...chia berry pudding is piled high with fruits, nuts, and seeds.