



FRESH CROP REPORT

WEEK OF MARCH 9, 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

LIMES

Prices are rising amid increased demand and seasonally low volume. Size is expected to shift to smaller 200- through 250-count limes as growers transition to new crop lots over the next two to three weeks.

SPECIALTY ORANGES

Specialty citrus varieties, including Mandarins, Cara Cara oranges, blood oranges, and Minneolas, are available through June to supplement lemon and orange orders.

CAULIFLOWER

Markets will remain fairly low as supplies are plentiful and demand is typically weak through March.

TOMATOES

- Winter volume is at its peak.
- Demand is weak and prices are low.

STRAWBERRIES

- Expect elevated markets and tight supplies for the next two weeks.
- Rain is forecast in both California growing regions.

BRUSSELS SPROUTS

- Prices are in flux as growers and shippers navigate increased costs due to tariffs.
- Minimal domestic volume is shipping out of Oxnard, California and Yuma, Arizona.

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apples

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

Prices are steady. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are on the market. Quality is very good. Michigan's Golden Delicious and Honeycrisp seasons have ended, but these varieties will continue to ship from Washington.



asparagus

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

Mexican markets are low; new crop stocks are plentiful. Quality is excellent; all sizes are available. MFC Asparagus is on the market.



avocados

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

Prices are high; yields are tight in all growing regions. Quality is very good; texture is creamy and flavor is slightly nutty. 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 and red bell pepper markets are low; supplies are ample in Florida and Mexico. Quality is very good; color is bright, walls are thick, and flavor is zesty. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are level. Mexican stocks are sufficient. Quality is good; small size, soft skins, and red cells are occasional issues.



blueberries

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

The market is stable. New crop Mexican supplies are abundant. The offshore season has ended. New crop production will start in Florida next week. Quality is very good; fruit is plump and juicy.

FRESH CROP REPORT



broccoli

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

Prices are weak; volume is high. Last week's warm weather aided growth. Quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

The market is level. Central American supplies will increase through March (barring any unforeseen weather events). Quality is very good.



cauliflower

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

Pricing will remain fairly low as supplies are plentiful and demand is typically weak through March. Overall quality is good; some discoloration and dehydration are present due to consistent heat, but both are easily culled by harvesting crews during production. ESS Cauliflower is available.



celery

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

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



chile peppers

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

Prices 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
FL	///	*****	\$\$\$
MEX	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$

The market is low. Mexican volume is high. The Florida season is underway; offshore stocks are also available. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Prices are stable; 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	///	*****	\$\$\$

The market is weak; Arizona-California desert volume is high. Insect pressure will continue to rise through the end of the season. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Prices are level. Central American supplies will increase through March (barring any unforeseen weather events). Quality is very good. Mexican stocks (crossing into Nogales, Arizona) are average.



iceberg

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

Low markets persist. Last week's warmer weather aided growth and increased yields. Insect pressure, epidermal blistering, and peeling are occasional quality issues. 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	///	*****	\$\$\$

Prices are weak, especially for 165- through 235-count sizes. Seedless lemons are available. MFC and ESS Lemons are on the market.



limes

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

Markets are rising amid increased demand and seasonally low volume. Size is expected to shift to smaller 200- through 250-count limes as growers transition to new crop lots over the next two to three weeks. MFC and ESS Limes are available.



onions

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

Expect low prices for Northwest reds and yellows through April. The Texas season will start in mid-March; all three colors will be shipped. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market is level; stocks are ample. Navel quality is very good; sugar levels range from 12 to 13 Brix. Specialty varieties, including Mandarins, Cara Cara oranges, blood oranges, and Minneolas, are available through June to supplement lemon and orange orders. MFC and ESS Navel Oranges are available.



pears

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

Prices are up; Washington storage supplies are average. Quality is very good. MFC D'Anjou Pears will be available through June.

FRESH CROP REPORT



pineapples

Elevated markets persist. Costa Rican fruit is scarce due to recent poor weather. Volume will increase week over week through March. Although all sizes are snug, small fruit is the most abundant. Crownless stocks are increasing. Quality is good. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are high but expected to start inching down. Mexican supplies are increasing; farmers pruned bushes, but growth is rebounding. Medium-size berries are most plentiful. Quality is good; light color and small size are occasional problems.

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



red/yellow potatoes

Markets are rising due to increased demand. Michigan supplies are tight, especially reds as the season is winding down. Stocks are sufficient in Florida, Idaho, and North Dakota. Quality is very good. MFC Red and Yellow Potatoes are on the market.

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



romaine

The market is weak; Arizona-California desert volume is high. Insect pressure will continue to rise through the end of the season. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



potatoes

The market is weak. As weather improves, demand is strengthening. Washington 40- to 60-count sizes are limited. The Nevada season will run through April. All other areas are shipping good mixer volume. Quality is very good. MFC Burbank and Norkotah Potatoes are on the market.

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



salads & blends

Prices are steady. Supplies are abundant despite quality issues due to cold weather followed by high temperatures. 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 unchanged; stocks are sufficient. Fluctuating weather has caused some quality issues, but growers are culling damaged product. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Winter volume is at its peak; demand is weak and prices are low. East Coast production is strong. Volume is high out of Sinaloa, Mexico. MFC Tomatoes are available.

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



squash

The market is level. Zucchini supplies are ample. Yellow squash volume is a bit tighter. Quality is good; bruising and scarring are occasional issues. MFC Zucchini and Yellow Squash are available.

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



tree fruit

Prices are stable. 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

Expect elevated prices and tight supplies for the next two weeks due to California rain. The Florida season will run through April. Mexican fruit will ship another few weeks. MFC Strawberries are available; packer label may be substituted as necessary.

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



watermelon

The market is level; supplies are adequate. Florida's spring season will begin in early April, further boosting industry volume. 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
PATRICK MITCHELL
MARKON MEMBER CHEF

Q

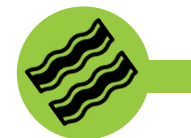
What produce-centric recipes do you suggest for March Madness game nights (in foodservice operations)?

A

Game nights are all about small plates, dips, and shareable items. March Madness is no different, but I like to incorporate as many vegetables as possible.



Try adding colorful grilled vegetable skewers with MFC Green and Red Bell Peppers, MFC Zucchini, and MFC Mushrooms. Delicious with a drizzle of cilantro-ranch aioli!



With the increased interest in Middle Eastern foods, this pairs well with baba ganouj as well.

TIPS FOR SERVING MFC RED POTATOES



- 1.** Roast MFC Red Potatoes; slice in half and decoratively pipe crème fraiche-chervil mixture on top of each.
- 2.** Add MFC Red Potatoes to pot roast and pork shoulder braises to absorb succulent juices.
- 3.** Chop boiled MFC Red Potatoes; mix in minced RSS Peeled Shallots, chopped egg, crumbled bacon, and basil mayonnaise; serve chilled.



MENU FEATURE

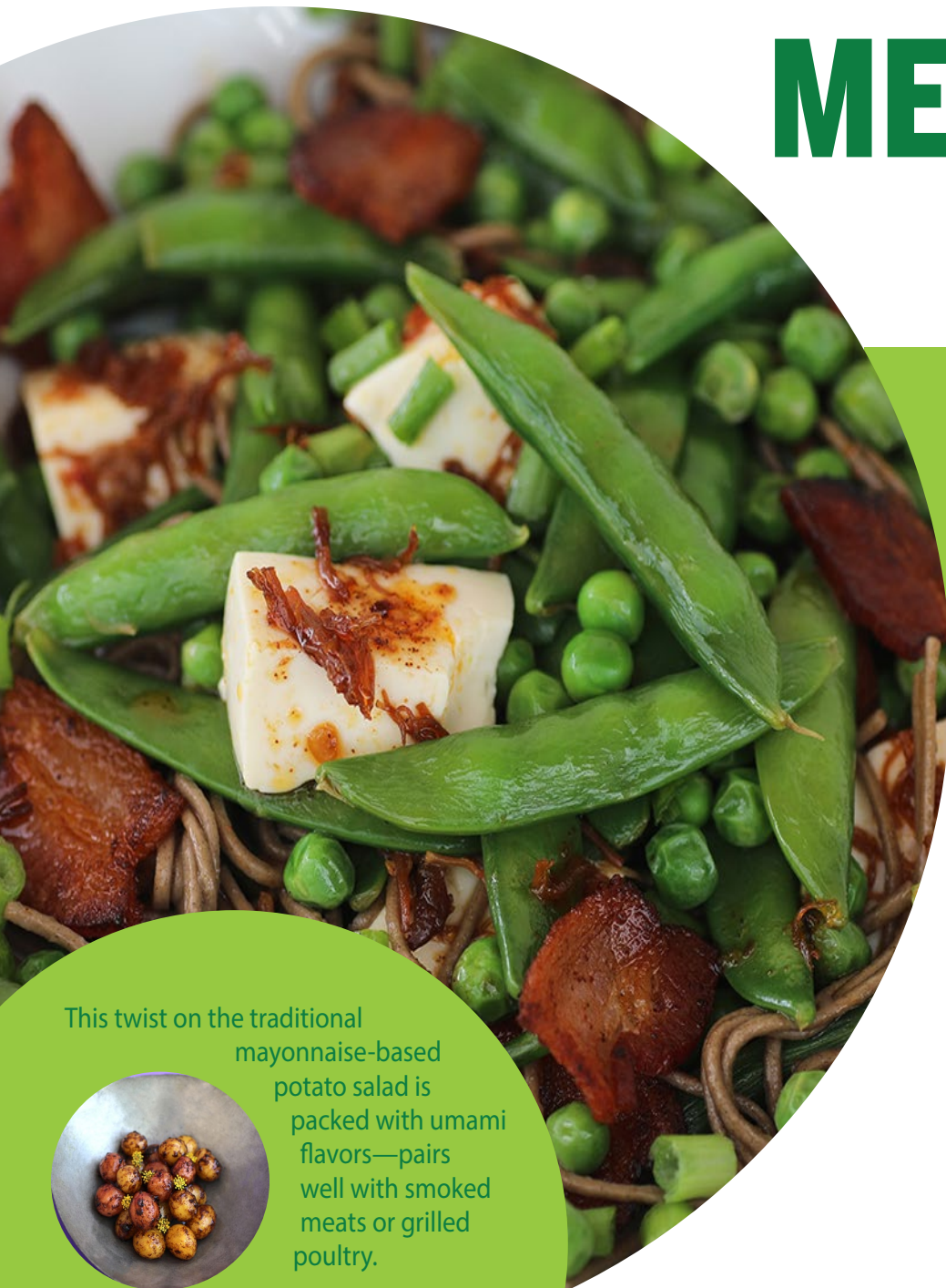
Every chef needs a few solid recipes in his or her repertoire. That's why Markon has put together a catalog of fresh produce-based recipes that cover it all: day- and menu-parts, the range of seasons, a variety of cuisines, and a diverse list of ingredients.

Soba Noodle Salad with Peas and Bacon

Serve this salad as a shareable appetizer or main course. The tender buckwheat pasta is tossed with sugar snap and English peas, salty bacon, silken tofu, and the "it" condiment, XO sauce.

- 12 oz. soba noodles, boiled
- 1 C English peas, steamed
- 2 C MFC Sugar Snap Peas, steamed
- 8 oz. thick-cut bacon, cooked
- 12 oz. block of silken tofu, steamed
- 3 T XO sauce
- 1/2 C RSS Green Onions, chopped
- Microgreens and edible flowers, to garnish

Lightly toss noodles with one teaspoon of XO sauce. Arrange in bowls and top with equal portions English peas, snap peas, bacon, and tofu. Drizzle two teaspoons XO sauce over tofu and garnish with green onions and microgreens.



This twist on the traditional mayonnaise-based potato salad is packed with umami flavors—pairs well with smoked meats or grilled poultry.

