



FRESH CROP REPORT

WEEK OF MARCH 16, 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 climbing amid rising demand, tightening supplies, and rain events in the Arizona/California desert this week.

SQUASH

Expect markets to increase over the next two weeks due to harvesting transitions in Mexico and Florida; yellow squash is especially snug.

CALIFORNIA STRAWBERRIES

This week's rain will delay, and in some cases, cancel harvesting. Quality is expected to suffer from wet weather. Expect higher prices.

BELL PEPPERS

- Although green bell pepper supplies are tightening, the Mexican red bell pepper season is at its peak.
- Volume into Nogales, Arizona is erratic due to reduced border crossings.

AVOCADOS

- Expect elevated prices and tight supplies for the next three weeks.
- Californis harvests will be delayed and/or canceled due to rain.

CHILE PEPPERS

- Markets remain volatile as tariff uncertainties have slowed crossings into the U.S.
- Growers held product in Mexico earlier this week due to stronger domestic demand but are now resuming shipments.

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apples

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

The market is level. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good. Michigan's Golden Delicious and Honeycrisp seasons are over, but these varieties are shipping from Washington.



asparagus

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

Prices are soft; supplies are ample and demand is weak. Stocks are being harvested in Caborca, in the Northwestern region of Mexico. The Peruvian season has ended. Quality is very good. MFC Asparagus is available.



avocados

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

Expect elevated markets and tight supplies for the next three weeks. California harvests will be delayed and/or canceled due to rain. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Although green bell pepper supplies are tightening, the Mexican red bell pepper season is at its peak. Volume into Nogales, Arizona is erratic due to reduced border crossings. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Markets are steady. Mexican supply is meeting demand. Quality is good; small size, soft skins, and red cells are minor problems.



blueberries

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

Prices are stable. New crop Mexican sutocks are plentiful. New crop harvesting is getting underway in Florida this week. Quality is very good; fruit is plump and juicy.

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broccoli

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

The market for Mexican-grown product is even with domestic markets, although the spread could shrink with new trade tariffs in early April. Domestic rain events could contribute to worsened quality over the next 7-10 days, but supplies will remain abundant, so any affect on prices will be moderate. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are steady to slightly lower. After a slow start to the offshore season, Central American stocks are becoming more plentiful. Quality is very good.



cauliflower

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

Markets are rising as demand is strengthening. Colder weather and several rain events are expected to tighten Arizona/California desert stocks. Quality is currently good, but discoloration/black spotting, bruising and shortened shelf-life are expected. ESS Cauliflower is available.



celery

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

Prices are weak. Supplies are ample in all regions. The Arizona-California desert season will wind down in late March/early April. Florida production will end in late April/early May. Harvests will continue in Oxnard, California through June. The Salinas season will start in late May/early June. Quality is very good in all regions; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Markets remain volatile as tariff uncertainties have slowed crossings into the U.S. Growers held product in Mexico earlier this week due to stronger domestic demand but are now resuming shipments. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are weak. Mexican supplies are abundant. Volume is sufficient out of Florida and offshore. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The market is unchanged; offshore supplies are adequate. 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.

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green leaf

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

Prices are climbing amid rising demand, tightening supplies, and rain events in the Arizona/California desert this week. The Salinas season will begin in early to mid-April. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

The market is steady to slightly lower. After a slow start to the offshore season, Central American stocks are becoming more plentiful. Quality is very good. Mexican supplies (crossing into Nogales, Arizona) are sufficient.



iceberg

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

Prices are inching up; demand is rising and stocks are diminishing due to rain in the Arizona/California desert region. Growers will move to the Salinas Valley season in early to mid-April. 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	///	*****	\$\$\$

The market is low, particularly 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	///	*****	\$\$\$

Prices are elevated due to strong demand and seasonally low yields. Size is starting to shift to smaller 200- through 250-count limes as growers transition to new crop areas. MFC and ESS Limes are available.



onions

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

Weak markets are forecast for Northwest red and yellow supplies through April. The Texas season is getting underway; all three colors are being shipped. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are unchanged; yields are high. Navel quality is very good; sugar levels range from 12 to 13 Brix. Specialty varieties, including Mandarins, Cara Cara oranges, blood oranges, and Minneolas, will be available through June to supplement orders. MFC and ESS Navel Oranges are available.



pears

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

High markets persist; Washington storage stocks are adequate. Quality is very good. MFC D'Anjou Pears will be available through June.

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pineapples

Prices remain elevated. Costa Rican supplies are limited due to recent poor weather, but will increase week after week through the spring. Small sizes are the most plentiful. Quality is good. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is starting to ease. Mexican volume is rising; growth is rebounding. Medium-size berries are most abundant. Quality is good; light color and small size are minor issues.

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



red/yellow potatoes

Strong demand is pushing up markets. Michigan volume is low, especially reds as the season is ending. Supplies are adequate 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

Prices are climbing amid rising demand, tightening supplies, and rain events in the Arizona/California desert this week. The Salinas season will begin in early to mid-April. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



potatoes

Prices are low. Demand is strong for Washington 40- to 60-count sizes. The Nevada season will run through April. All other regions 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

Markets are stable. Stocks are starting to diminish due to rain. The Arizona/California desert season is winding down. Growers and processors will move to the Salinas Valley in mid-April. 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	///	*****	\$\$\$

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spring mix

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

Prices are steady. Supplies are tightening due to rain. The Arizona/California desert season is starting to wrap up. Growers and processors will move to the Salinas Valley in mid-April. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

Weak markets persist; yields are high and demand is weak. East Coast supplies are ample in Florida. Stocks are plentiful out of Sinaloa, Mexico. MFC Tomatoes are available.



squash

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

Expect markets to increase over the next two weeks due to harvesting transitions in Mexico and Florida; yellow squash is especially snug. Quality is mixed. MFC Zucchini and Yellow Squash are available.



tree fruit

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

The market is unchanged 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.



strawberries

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

This week's rain will delay, and in some cases, cancel harvesting. Quality is expected to suffer from wet weather. Expect higher prices. Florida supplies have increased; the season will run through mid-April. The Mexican season is ending this week. MFC Strawberries are available; packer label may be substituted as necessary.



watermelon

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

Prices have stabilized; stocks are sufficient. Florida's spring season will get underway in early April, further boosting industry volume. Quality is good.

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

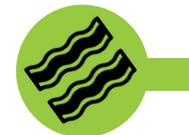
What are some of your favorite St. Patrick's Day recipes that showcase the color green?

A

When creating green foods for a holiday like St. Patrick's Day, I'm not a fan of using food coloring.



I would rather do something natural like basil pesto tossed with warm pasta.



If you want to boost that green color, you can add a puree of quickly blanched RSS Triple-Washed Spinach.

TIPS FOR SERVING RSS AVOCADO PRODUCTS



- 1.** For smooth texture and fresh flavor, spread RSS Avocado Chunks on wraps, tortillas, and sandwiches.
- 2.** Finely dice RSS Avocado Halves; top carne asada tacos, sopa de queso, tostadas, fajitas, enchiladas, and refried beans.
- 3.** Spread RSS Avocado Pulp on sourdough bread; top with sliced MFC Tomatoes, RSS Washed & Trimmed Green Leaf Lettuce, and bacon slices.



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.

Roasted Asparagus with Yellow Bells

Roasting brings out the inherent grassy flavors of asparagus spears—top them with sweet yellow bell peppers and oniony fresh chives.

16 spears	MFC Asparagus
2	MFC Yellow Bell Peppers
1/4 C	Olive oil
1 tsp.	Kosher salt
1/4 tsp.	Black pepper
2 T	MFC Chives, chopped

Toss asparagus and bell peppers with oil; place on a baking sheet and sprinkle with salt and pepper.

Bake at 400° F until all are starting to brown. Dice bell peppers and arrange atop asparagus spears. Top all with chives.



Steel-cut oats and plump berries make this a vibrant breakfast dish.

