



FRESH CROP REPORT

WEEK OF MARCH 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

STRAWBERRIES

Last week's rain has tightened California supplies. Quality is fair but improving with better weather. Florida volume is up; the season will run through mid-April. The Mexican season has ended.

ASPARAGUS

All sizes are readily available with minimal price spreads between small and large sizes, but markets are inching higher due to strong Easter demand.

SQUASH

Prices will inch up for another week until new crop harvesting increases in Florida and Mexico.



ORANGES

- Expect steady markets and ample supplies through April; quality is excellent.
- Supplies are dominated by small sizes (113- through 138-count fruit) but slowly shifting to larger sizes (72- through 88-count oranges).

GREEN LEAF, ICEBERG, & ROMAINE

- The Arizona/California desert season is winding down; some growers will finish in late March with others concluding by early to mid-April.
- The Salinas, California season will start in early to mid-April.

CAULIFLOWER

- Markets are rising as demand strengthens and supplies tighten.
- Production is winding down in the California/Arizona desert region; harvesting will begin in the Salinas Valley in late March/early April.

FRESH CROP REPORT

WEEK OF MARCH 23, 2025



apples

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

Prices are stable. 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 are available from Washington.



asparagus

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

All sizes are readily available with minimal price spreads between small and large sizes, but markets are inching higher due to strong Easter demand. Quality is very good. MFC Asparagus is available.



avocados

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

Prices are inching down. Supplies are increasing in California and Mexico. 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 is steady to slightly higher. Small sizes dominate fields in Sinaloa, Mexico. Some growers may end the season early, in mid-April rather than May. The California desert season will get underway in Coachella by mid-April. Quality is good. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are level. Mexican volume is increasing. Quality is improving; small size, soft skins, and red cells are occasional issues.



blueberries

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

The market is unchanged. New crop Mexican supplies are abundant. New crop production is underway in Florida. Quality is very good; fruit is plump and juicy.

FRESH CROP REPORT



broccoli

Prices are a bit higher. Recent rain and the upcoming harvesting transition from the Arizona-California desert region to the Salinas Valley are affecting domestic yields. MFC Broccoli Crowns are available.

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



cantaloupe

The market is level. Offshore supplies are increasing. Quality is good: scarring and softness are occasional issues.

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



cauliflower

Prices are rising as demand strengthens and supplies tighten. Production is winding down in the California/Arizona desert region; harvesting will begin in the Salinas Valley in late March/early April. ESS Cauliflower is available.

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



celery

The market is low; volume is high. The Arizona-California desert season will end in late March/early April. Florida production will wrap up in late April/early May. Harvests will continue in Oxnard, California through June. The Salinas season will begin in late May/early June. Quality is very good in all areas; disease pressure is minimal. MFC Celery is available.

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



chile peppers

Prices are fairly steady; stocks are sufficient in Florida and Mexico. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.

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



cucumbers

The market is up a bit from low levels. Mexican suppliers are shifting from winter to spring crops; forecasts are mixed as many growers have planted fewer fields. The offshore season will wind down over the next two weeks. The new crop Florida yields season is ramping up. Quality ranges from good to very good. MFC and ESS Cucumbers are available.

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



grapes

Prices are stable; offshore shipments are meeting demand. 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.

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

FRESH CROP REPORT



green leaf

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

Markets have peaked and may inch lower before growers move north for spring and summer. The Arizona/California desert season is winding down; some suppliers will move to Salinas in late March with others making the transition by 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	///	*****	\$\$\$

Prices are level. Offshore supplies are increasing. Mexican stocks (crossing into Nogales, Arizona) are average. Quality is good: scarring and softness are occasional issues.



iceberg

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

The Arizona/California desert season is winding down; some growers will move to Salinas in late March with others making the transition by 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	///	*****	\$\$\$

Expect a slow yet steady price climb, as demand increases over the next six to eight weeks. California lemons (165- and 200-count supplies) are beginning to tighten; crops are dominated by larger-size fruit (95- through 140-count stocks). MFC and ESS Lemons are on the market.



limes

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

Markets are slightly high; growers are transitioning to new crop Mexican fields. Size is shifting towards smaller fruit; large sizes will become limited over the next few weeks. Overall volume will fall through April which is common for this time of year. MFC and ESS Limes are available.



onions

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

Expect low Northwest red and yellow prices through April. Texas production is underway; all three colors are available. Quality is excellent. MFC and ESS Red and Yellow Onions are on the market.



oranges

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

Markets will hold steady; expect ample supplies through April; California quality is excellent. Supplies are dominated by small sizes (113- through 138-count fruit) but slowly shifting to larger sizes (72- through 88-count oranges). MFC and ESS Navel Oranges are available.



pears

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

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

FRESH CROP REPORT



pineapples

High markets persist. Costa Rican stocks are tight but will incrementally increase through spring. Small sizes are ample. Quality is good. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are steady. Mexican new crop supplies are increasing. Medium-size berries are plentiful. Quality is good; light color and small size are occasional problems.

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



red/yellow potatoes

Prices have stabilized. The Michigan season is ending. 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

Markets have peaked and may inch lower before growers move north for spring and summer. The Arizona/California desert season is winding down; some suppliers will move to Salinas in late March with others making the transition by 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

The market is weak. Demand is strongest 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

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	///	*****	\$\$\$

FRESH CROP REPORT



spring mix

The Arizona/California desert season is winding down. Growers and processors will move to the Salinas Valley in mid-April. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices will inch up for another week until new crop harvesting increases in Florida and Mexico. MFC Zucchini and Yellow Squash are available.

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



strawberries

The market is elevated. Last week's rain has tightened California supplies. Quality is fair but improving with better weather. Florida volume is up; the season will run through mid-April. The Mexican season has ended. MFC Strawberries are available; packer label may be substituted as necessary.

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



tomatoes

Florida's round and Roma harvesting remains moderate but below the recent seasonal peak. Growers are transitioning between winter and spring crops; January's cool weather has impacted current yields. Quality is excellent; jumbo and extra-large supplies dominate supplies. Mexico's round and Roma crops are also moving between winter and spring plantings, leading to slightly reduced production. Volume may remain slightly lower, as many growers have reduced acreage for spring production due to ongoing water concerns. MFC Tomatoes are available.

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



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	///	*****	\$\$\$



watermelon

Markets are level; supplies are adequate. Florida's spring season will begin in early April, increasing overall industry volume. Quality is good.

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

ASK A MARKON CHEF

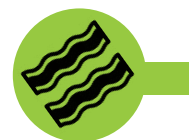
Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF
PATRICK MITCHELL
MARKON MEMBER CHEF

Q Budgeting is always a top concern for foodservice operations—what ingredients do you suggest that operators incorporate into their menus to balance cost control?

A Two of the greatest costs any operator faces are food and labor. Markon's RSS products are a great way to control both.



This line of ready-to-use ingredients will eliminate much of your labor and stabilize budgets with year-round price structures. You may pay a little more because the cleaning, chopping, and waste removal are done elsewhere but when prices spike due to changing season, poor weather, or many other factors out of farmers' control...the contracted price stays the same.

TIPS FOR SERVING MFC ASPARAGUS



- 1.** Lightly fry asparagus in buttermilk and panko breadcrumbs; serve with spicy wasabi dipping sauce.
- 2.** Toss soba noodles with roasted MFC Asparagus and miso dressing; top with pan-seared scallops.
- 3.** Wrap spears of asparagus in thinly sliced pancetta; grill until meat is crisp and asparagus is 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.

Basil-Garlic Asparagus

Tender spears of grassy asparagus are tossed with earthy, zesty herbs and garlic—great with steaks or fish.

- | | |
|----------|---|
| 1 T | Olive oil |
| 8 spears | MFC Asparagus, bottom of stalks trimmed |
| 2 T | Basil pesto sauce |
| 2 T | RSS Peeled Garlic, roasted and chopped |
| | Salt and pepper, to taste |

Heat oil; add spears, tossing until cooked/tender; mix in pesto, tossing until well coated.

Arrange four spears per serving plate. Top each plate with one tablespoon garlic.

Season with salt and pepper; garnish with edible flowers if desired.

The delicate flavors of asparagus and chervil make this light seafood dish ideal for spring.

