



FRESH CROP REPORT

WEEK OF MARCH 30, 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

TOMATOES

Supplies are tightening due to increased demand and older winter fields finishing in Sinaloa, Mexico; markets are rising.

LIMES

Prices continue to climb as the current crop finishes and new crop production starts; volume is low.

AVOCADOS

Expect elevated prices for the next few weeks as Mexican growers are uncertain about the potential tariffs scheduled to begin April 2, 2025.



STRAWBERRIES

- Clear, warm weather is forecast for Santa Maria and Oxnard, California.
- Expect volume to rise.

IDAHO NORKOTAH POTATOES

- Large sizes (40- through 70-count supplies) are decreasing as the Norkotah storage season winds down.
- Markets will climb for the next three to four weeks.

CAULIFLOWER

- Production has moved from the Arizona/California desert region to Salinas and Santa Maria, California.
- Expect softer pricing as supplies ramp up in April.

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apples

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

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



asparagus

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

Prices continue to drift higher amid strong demand and tightening supplies in Mexico's Northwestern region of Caborca. Quality is very good. MFC Asparagus is available.



avocados

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

Expect elevated markets for the next few weeks as Mexican growers are uncertain about the potential tariffs scheduled to begin April 2, 2025. California production has increased after recent rains. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Prices are fairly steady. Florida volume is inching up. California's Coachella Valley season is about to get started; expect supplies to increase through April. Mexican stocks are a bit tighter; some growers may end the season early, in mid-April rather than May. Quality ranges from good to very good. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is stable. Mexican supplies are sufficient. Quality is very good; small size, soft skins, and red cells are minor problems.



blueberries

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

Prices are low. The California season is getting underway; ample supplies are forecast for April and May. Mexican stocks are plentiful. Production is increasing in Florida. Quality is very good; fruit is plump and juicy.

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broccoli

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

Markets are steady at slightly below-average levels; supplies are ample despite the harvesting transition back to Salinas. Warm weather defects are on the rise in the desert after a recent heat spike, but cooler weather returns this week. The market for Mexican-grown product is slightly lower than domestic markets, though the spread between the two could shrink with new trade tariffs. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are a bit lower. Offshore stocks are abundant. Quality is good; scarring and softness are minor problems due to longer transit times.



cauliflower

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

Markets continue to soften as plentiful supplies supplement the market during the spring harvesting transition. Multiple growing regions are in play; Salinas and Santa Maria, California are ramping up and the desert season is ending. Heat-related quality issues are expected to increase this week; yellowing/discoloration, bruising, dehydration, and shorter shelf-life are on this rise, but harvesting early will help mitigate these challenges. ESS Cauliflower is available.



celery

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

Prices are lower but poised to rise in the coming weeks as the Arizona/California desert and Florida seasons wind down. Oxnard production will continue through June. Salinas harvests 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	///	*****	\$\$\$

The market is unchanged; supply is meeting demand in Florida and Mexico. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are up a bit. Mexican growers are transitioning to spring crops; many growers have planted fewer fields which might result in lower-than-normal volume. The offshore season is ending next week. New crop Florida supplies are increasing. Quality ranges from good to very good. MFC and ESS Cucumbers are available.



grapes

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

Markets are level; 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 low. The Arizona/California desert season is ending while the Salinas season is getting underway. Mildew, wind damage, and fringe burn are quality issues, but crews are culling damaged stocks. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Markets are a bit lower. Offshore stocks are abundant. Quality is good: scarring and softness are minor problems. Mexican stocks are average.



iceberg

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

Prices are steady at moderate levels. The desert season is ending; Salinas production will start soon. Huron and Oxnard production is underway and will supplement the transition from the desert to Salinas. Growth cracks, sun scalding, and wind damage are being trimmed or avoided at harvest. 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 will rise over the next month or two. California lemons (165- and 200-count supplies) are tightening; 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	///	*****	\$\$\$

Prices continue to climb as the current crop finishes and new crop production starts in Mexico; volume is low. Markets for large sizes will be significantly higher than for small fruit. MFC and ESS Limes are available.



onions

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

Northwest red and yellow markets are expected to hold steady through April. The Texas season has begun; all three colors are shipping. Quality is very good. MFC and ESS Red and Yellow Onions are on the market.



oranges

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

Prices are unchanged; abundant stocks are forecast through April; California quality is excellent. Dominant stocks are shifting from small sizes (113- through 138-count fruit) to large (72- through 88-count oranges). MFC and ESS Navel Oranges are available.



pears

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

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

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pineapples

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

Prices will inch down through spring. Costa Rican supplies are starting to rebound. Small sizes are most plentiful. Quality is improving. RSS Pineapple Chunks and Spears are available.



raspberries

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

The market is level. Mexican volume is rising. Medium-size berries are most abundant. Quality is good; light color and small size are minor issues.



red/yellow potatoes

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

The market is steady. The Michigan season has ended. Stocks are sufficient in Florida, Idaho, and North Dakota. Quality is very good. MFC Red and Yellow Potatoes are on the market.



romaine

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

Prices are steady at moderate levels. The Arizona/California desert season is ending while the Salinas season is getting underway. Mildew, wind damage, and fringe burn are quality issues, but crews are culling damaged stocks. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.



potatoes

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

Large sizes (40- through 70-count supplies) are decreasing as the Norkotah storage season winds down. Those prices will climb for the next three to four weeks. Once Norkotahs are depleted, Burbanks will be the sole variety from mid-June to mid-August. MFC Burbank and Norkotah Potatoes are available.



salads & blends

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

The Arizona/California desert season is ending. Growers and processors are transitioning 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.

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spring mix

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

Prices are steady. Growers and processors will move from the Arizona/California desert to the Salinas Valley in mid-April. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

Markets are rising; supplies are tightening due to increased demand and older winter fields finishing in Sinaloa, Mexico. Florida volume is low but expected to increase in April. MFC Tomatoes are available.



squash

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

The market is starting to stabilize; new crop production has increased in Florida and Mexico. MFC Zucchini and Yellow Squash are available.



tree fruit

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

The market is level. 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	///	*****	\$\$\$

Clear, warm weather is forecast for Santa Maria and Oxnard, California. Expect volume to rise and prices to dip. Florida production will run through mid-April. The Mexican season has ended. MFC Strawberries are available; packer label may be substituted as necessary.



watermelon

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

Prices are average. Florida's spring season is getting underway; expect volume to climb through the month. 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

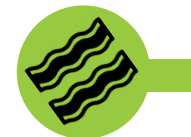
Q Collard greens have been traditionally associated with the American South but are also featured in many global and fusion dishes. How do you like to use RSS Chopped Collard Greens on the menu?

A

Collard Greens are going through a renaissance these days from Southern comfort food to more of a rediscovered ingredient that people are trying to find new ways to use. It's yet another case of "what's old is new again!"



The great flavors of traditional collard greens are popping up in quiches, quesadillas, and as a replacement in the classic spinach dip. They are being used as pizza toppings and in stir-fry recipes.



Healthy RSS Chopped Collard Greens are a great source of vitamins, minerals, and antioxidants.

TIPS FOR SERVING BRUSSELS SPROUTS



- 1.** Finely dice and use to top tacos and tostadas.
- 2.** Add to stir-fries and curries.
- 3.** Shred and use to line sandwiches and burgers.



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.

Fennel-Brussels Sprout Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with roasted poultry.

- 2 MFC Fennel bulbs, shaved (reserve fronds)
- 1 lb. RSS Brussels Sprouts, shaved
- 1/2 C Citrus vinaigrette
- Edible flowers as garnish, if desired

Toss shaved fennel and sprouts with citrus vinaigrette.

Arrange on large serving platter and garnish with fennel fronds and edible flowers. Serve.

A fresh take on classic pizza recipes, this version combines earthy Brussels sprouts, sweet figs, creamy Ricotta cheese, nutty Parmesan, and tangy Balsamic syrup.

