



FRESH CROP REPORT

WEEK OF APRIL 6, 2025

RSS



Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC



Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
Backed by 5-Star.



HIGHLIGHTS

SPRING HARVESTING TRANSITION

The Arizona/California desert region is in its final three weeks of production. By the week of April 14, the bulk of Markon orders for commodity and value-added broccoli, cauliflower, lettuce, and tender leaf items will be loading out of Salinas, California.

GRAPES

The Chilean/Peruvian offshore grape season will end in early May. Harvesting will transition to Mexico at that time. Expect pricing to gradually increase as the offshore season winds down.

PINEAPPLES

Pineapple supplies are expected to remain tight for several more weeks; markets are elevated.

CAULIFLOWER

- Markets are softer with ample supplies across multiple growing regions.
- Salinas Valley new crop supplies are ramping up; fields are off to a great start with heads exhibiting great quality, texture, and color.

BRUSSELS SPROUTS

- Prices are depressed amid weak demand and abundant supplies out of Baja, Mexico.
- Expect markets to rise heading through April as suppliers anticipate tariffs and trade policies; expect some measure of market volatility.

CUCUMBERS

- Yields are increasing in Mexico and Florida.
- The market will start to inch down.

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apples

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

Prices are level. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are readily available. The Washington Opal season will end next month. Quality is very good. Michigan's Golden Delicious, Honeycrisp, and Pink Lady seasons have ended, but these varieties are available out of Washington.



asparagus

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

The market is elevated; demand is strong. Stocks are tight in Mexico's Northwestern region of Caborca. Quality is very good. MFC Asparagus is available.



avocados

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

Prices are up as Mexican growers are uncertain about the effects of tariffs. California supplies continue to increase. 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 slightly higher. Florida supplies are a bit tighter. Mexican yields are falling; some growers may end the season in mid-April rather than May. California's Coachella Valley season is expected to start the third week of April. Quality ranges from good to very good. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices have inched up due to pruning but supply levels should recover by mid-April. Quality is very good; small size, soft skins, and red cells are occasional issues.



blueberries

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

Weak markets persist. The California season has started; abundant stocks are forecast for April and May. Mexican volume is high. Supplies are sufficient in Florida. Quality is very good; fruit is plump and juicy.

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broccoli

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

Prices are level; stocks are being harvested in multiple regions during the spring harvesting transition. Mexican-grown supplies are a bit more plentiful than domestic yields, though the spread between the two could shrink with new trade tariffs. MFC Broccoli Crowns are available.



cantaloupe

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

The market ranges between steady and slightly lower. Offshore supplies are ample. Quality is good: scarring and softness are potential issues due to longer transit times.



cauliflower

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

Prices are softer with good supplies across multiple growing regions. Salinas Valley new crop supplies are ramping up; fields are off to a great start; heads are showing great quality, texture, and color. Expect steady to lower markets this week and slightly higher pricing within the next seven to ten days as the Yuma season comes to an end. ESS Cauliflower is available.



celery

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

The market is poised to climb as the Arizona/California desert and Florida seasons wrap up. Oxnard production will continue through June. Salinas harvests will begin 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	///	*****	\$\$\$

Prices are a bit higher; supplies have tightened in Florida and Mexico. Quality is good. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Yields are increasing in Mexico and Florida. The market will start to inch down. Quality ranges from good to very good. MFC and ESS Cucumbers are available.



grapes

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

The Chilean/Peruvian offshore grape season will end in early May. Harvesting will transition to Mexico at that time. Expect pricing to gradually increase as the offshore season winds down. 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	///	*****	\$\$\$

Weak markets persist despite the spring harvesting transition from the Arizona/California desert season to Salinas. Mildew, wind damage, and fringe burn are potential desert quality problems, but crews are culling damaged supplies. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Prices range between steady and slightly lower. Offshore supplies are ample. Quality is good: scarring and softness are potential issues. Mexican stocks are average.



iceberg

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

Markets are stable. The desert season is ending; Salinas production is getting underway. 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	///	*****	\$\$\$

Expect prices to climb through May. California lemons (165- and 200-count supplies) are diminishing; crops are dominated by larger-size fruit (95-through 140-count stocks). MFC and ESS Lemons are available.



limes

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

The market is up. The winter crop has ended and new crop production is starting up in Mexico; stocks are tight. Expect significantly higher prices for large sizes than for small fruit. Quality is improving. MFC and ESS Limes are available.



onions

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

Northwest red and yellow price should remain stable through April. The Texas fresh-run onion season is underway; all three colors will ship through mid-May. Quality is very good; occasional bruising, mechanical damage, and feathery skins are typical of fresh-run onions. Production will start in Southern California during the third week of April. MFC and ESS Red and Yellow Onions are on the market.



oranges

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

The market ranges from low to average; ample supplies are predicted through April. California quality is excellent. Small sizes (113- through 138-count fruit) are tightening while large fruit (72- through 88-count oranges) is becoming more plentiful. MFC and ESS Navel Oranges are available.



pears

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

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

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pineapples

Supplies are expected to remain tight for several more weeks; markets are elevated. Low sugar levels (Brix) are causing delays. Large-sizes are limited as growers must leave fruit in the fields to increase sugars. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are steady. Mexican supplies are ample. Medium-size berries dominate crops. Quality is good; light color and small size are occasional problems.

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



red/yellow potatoes

Prices are unchanged. B-size reds are extremely limited in Florida but supplies will increase when harvests move to Northern Florida in mid-April. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Weak markets persist despite the spring harvesting transition from the Arizona/California desert season to Salinas. Mildew, wind damage, and fringe burn are potential desert quality problems, but crews are culling damaged supplies. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



potatoes

Large sizes (40- through 70-count supplies) are tightening as the Norkotah storage season wraps up; markets will rise through April. Once Norkotahs are depleted, Burbanks will be the sole variety from mid-June to mid-August. MFC Burbank and Norkotah Potatoes are available.

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



salads & blends

Growers and processors will transition 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

The market is level. 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.

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



squash

Prices are fairly steady; yields are sufficient in all regions due to ideal weather. MFC Zucchini and Yellow Squash are available.

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



strawberries

Markets are slightly lower due to great California weather in Santa Maria and Oxnard; yields are increasing. Quality is improving. The Florida season will end by mid-April. MFC Strawberries are available; packer label may be substituted as necessary.

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



tomatoes

Markets are a bit lower; supplies have increased due to new crop spring harvesting in Sinaloa, Mexico. Florida volume is low but will rise through April. MFC Tomatoes are available.

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



tree fruit

Prices are 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.

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



watermelon

The market is level. Florida volume will climb through the month. Supplies are sufficient in all other regions. 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.



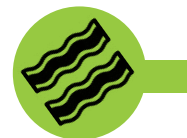
CHEF
BLYTHE BECK
MARKON MEMBER CHEF

Q

Easter brunch is a big foodservice holiday. What are some of your favorite recipes to put on the menu?

A

I love to get creative and have fun with Easter menus.



Some of my favorite items are candied-bacon deviled eggs, roasted rack of lamb with mint chimichurri, green bean casserole with fresh green beans, mushrooms, and a velvety bechamel sauce. YESSSSSSS!

TIPS FOR SERVING RSS WILD ARUGULA



- 1.** Use this versatile leafy green as an herb to give appetizers and soups complexity; great on crostini, in dumplings, quiches, and spring rolls.
- 2.** Pair the zesty flavor of RSS Wild Arugula with sweeter lettuces like green leaf and romaine or fruits such as apples, pears, and figs. It also pairs quite well with salty hams, toasted nuts, and roasted vegetables such as beets, carrots, and winter squashes.
- 3.** RSS Wild Arugula is no stranger to entrées—use in pesto and pasta dishes, on pizzas, in sandwiches, and on burgers.

MENU FEATURE

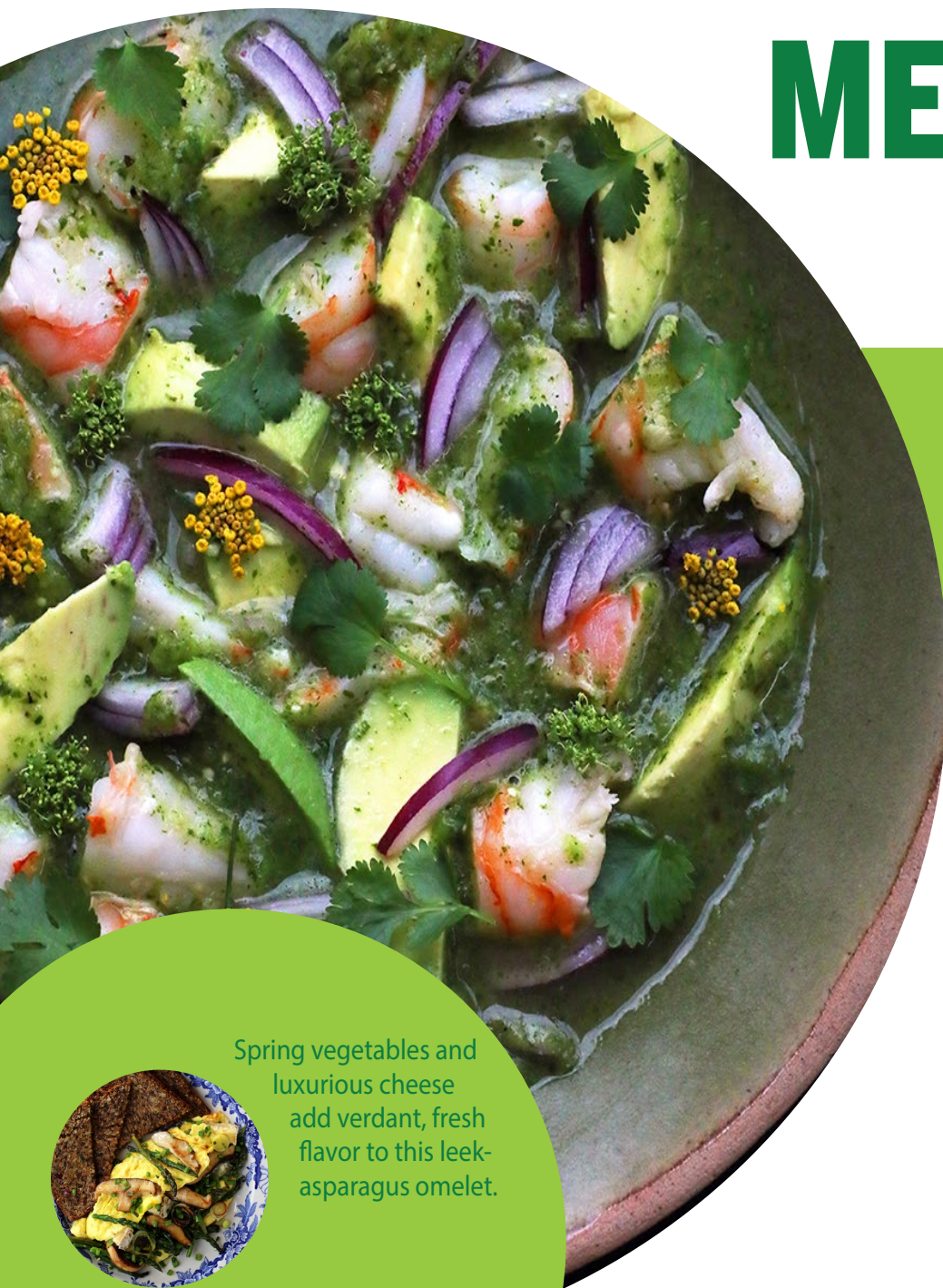
Every chef needs a few solid recipes in his or her repertoire. That's why Markon has put together a catalog of fresh produce-based recipes that cover it all: day- and menu-parts, the range of seasons, a variety of cuisines, and a diverse list of ingredients.

Lime-Avocado-Shrimp Ceviche

Bright citrusy flavors “cook” this tender shrimp group appetizer. Mint and cilantro complete the clean flavors of this updated Mexican classic starter.

- 1 lb. Raw shrimp, peeled and cleaned
- 1 C RSS Lime Juice, split
- 2 tsp. Kosher salt, split
- 4 Tomatillos, charred and chopped
- 1/4 C Lime sorbet
- 1/4 C MFC Cilantro
- 1/4 C MFC Mint
- 1 MFC Jalapeno Chile Pepper, seeds removed
- 2 RSS Avocado Halves, sliced
- 1/2 C MFC Red Onions, sliced
- Edible petals and microgreens, to garnish

Marinate shrimp in half of the lime juice and half of the salt; refrigerate until chilled. In a food processor, combine remaining salt, tomatillos, sorbet, cilantro, mint, and jalapeno. Blend until semi-smooth. Pour mixture into marinating shrimp and continue to chill for 30 minutes. Serve family-style, topped with avocado and onion slices. Garnish with edible petals and microgreens.



Spring vegetables and luxurious cheese add verdant, fresh flavor to this leek-asparagus omelet.

