



FRESH CROP REPORT

WEEK OF APRIL 20, 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

GREEN LEAF, ICEBERG, & ROMAINE

Iceberg markets are inching up; supplies are tighter than in prior weeks and field weights are lower following the harvesting transition from the Arizona-California desert region to the Santa Maria and Salinas Valleys. Green leaf and romaine markets are steady to slightly higher.

ORANGES

The California Navel season has moved past its peak and is expected to wrap up in June. Markets will inch up through the rest of the season. The Florida season is expected to end the week of April 21.

ASPARAGUS

Prices continue to rise. Mexico's Caborca season is winding down.



WATERMELON

- Markets are on a steady decline.
- Production has begun in Florida.

LIMES

- Mexican lime prices are lower.
- Demand will begin to increase leading up to Cinco De Mayo.

TOMATOES

- Growers have begun harvesting the spring crop in Sinaloa, Mexico and Central Florida.
- The market should remain low for a week or two.

FRESH CROP REPORT

WEEK OF APRIL 20, 2025



apples

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

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



asparagus

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

Markets continue to rise. Mexico's Caborca season is winding down; harvesting will transition west towards the Baja peninsula and then Central Mexico. Extra-large and jumbo sizes will tighten over the next 14-21 days; the price spread between small and large sizes will increase. MFC Asparagus is available.



avocados

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

High prices persist. California supplies are increasing, but not enough to offset demand. Mexican yields are low. 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 Mexican green bell season will end over the next three weeks; supplies are limited. Both red and green supplies are dominated by medium to small sizes. Domestic production will begin in Coachella next week. Full harvests are expected by mid-May. Quality will improve once the desert season is fully underway. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are level; volume has stabilized. Quality is very good; small size, soft skins, and red cells are minor problems.



blueberries

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

Markets are weak. Expect abundant California supplies through April and May. Mexican yields are high. Florida stocks are sufficient. Quality is very good; fruit is plump and juicy.

FRESH CROP REPORT



broccoli

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

Prices are level; Salinas volume is rising due to ideal weather conditions. Quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

Despite sufficient supplies, the market is up due to the 10% tariff on Central American imports. The offshore season will run for another month or so before transitioning to domestic production. The Arizona-California desert season will start in early May.



cauliflower

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

Prices are stable. California growers are harvesting in Salinas and Santa Maria; new crop harvesting is ramping up. The Arizona-California desert season has ended. Quality is very good.



celery

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

West Coast markets are lower as Oxnard volumes ramp up. Salinas production will begin in late May/early June. The Florida season is winding down. 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 elevated; supplies are limited 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 | /// | ***** | \$\$\$ |

The market ranges from low to average. Florida supplies are plentiful. Mexican stocks are being harvested in multiple regions. Quality is very good out of Florida and Mexico. MFC and ESS Cucumbers are available.



grapes

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

Chilean/Peruvian offshore stocks will ship through early May. Production will move to Mexico at that time; volume is expected to be higher than last year. Quality is very good.

FRESH CROP REPORT



green leaf

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

Markets are steady to slightly higher; Salinas Valley harvesting has begun but weights are starting off low. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Despite sufficient supplies, the market is up due to the 10% tariff on Central American imports. The offshore season will run for another month or so before transitioning to domestic production. The Arizona-California desert season will start in early May.



iceberg

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

Markets are inching up; supplies are tighter than in prior weeks and field weights are lower following the harvesting transition from the Arizona-California desert region to the Santa Maria and Salinas Valleys. 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 fruit (165- and 200-count sizes) is limited; harvests are dominated by large lemons (95- through 140-count stocks). MFC and ESS Lemons are available.



limes

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

Mexican markets are lower. Demand will begin to increase leading up to Cinco De Mayo. Quality is good; blanching and oil spotting are occasional issues. MFC and ESS Limes are available.



onions

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

Northwest red and yellow prices range from low to average. The Texas fresh-run onion season will run 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 over the next two weeks. MFC and ESS Red and Yellow Onions are available.



oranges

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

The California Navel season has moved past its peak and is expected to wrap up in June. Markets will inch up through the rest of the season. The Florida season is expected to end the week of April 21. MFC and ESS Navel Oranges are available.



pears

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

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

FRESH CROP REPORT



pineapples

Expect tight stocks until after Easter; markets are elevated. Large sizes are scarce as growers are delaying harvests to increase size and sugar levels. 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 availability. Quality is good; light color and small size are occasional problems.

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



red/yellow potatoes

Yellow prices are inching up; A-size volume is moderate while B-size supplies are limited. Florida growers are transitioning to the northern part of the state this week; B-size availability will increase. The red market will inch down by May. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Markets are steady to slightly higher; Salinas Valley harvesting has begun but weights are starting off low. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



potatoes

The majority of Idaho Russet markets are level but prices for 40- through 70-count stocks are inching up. As the Norkotah season winds down and Burbanks become the prevalent variety, size profile will shift to smaller potatoes. 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

All value-added RSS suppliers are now shipping from Salinas, California. Iceberg and romaine head weights are a bit low, meaning processors must harvest more to achieve the needed volume.

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

FRESH CROP REPORT



spring mix

RSS value-added salad suppliers have moved north to the Salinas Valley for the spring and summer to provide the freshest product possible and achieve optimum quality and shelf-life. All value-added suppliers are now shipping from Salinas, California. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are fairly steady. The Florida season is wrapping up. Mexican volume is high in Sonora. California domestic harvests will begin in the Coachella Valley region approximately May 5 and Santa Maria by mid-May. MFC Zucchini and Yellow Squash are available.

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



strawberries

California markets are low. Growers are harvesting in the Santa Maria/Oxnard growing regions; supplies are abundant. Mexican yields are falling; the season has moved past its peak. New crop production will start in Salinas/Watsonville by mid-May. MFC Strawberries are available.

| REGION | SUPPLIES | QUALITY | PRICE |
|--------|----------|---------|--------|
| CA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |



tomatoes

Prices should remain low for several more weeks. Growers have begun harvesting the spring crop in multiple regions of Mexico and Central Florida. Quality is excellent. MFC Tomatoes are available.

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



tree fruit

Markets are unchanged. Chilean nectarines, peaches, and plums will continue shipping into the U.S. through June. Domestic production will begin 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 slightly lower in sugar content.

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



watermelon

Prices are on a steady decline. Although the Mexican season is winding down, Florida production is ramping up. Quality is very good; all sizes are available.

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

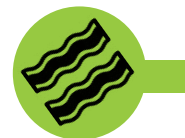
RSS Kale Color Crunch is a healthy, delicious combination of crisp carrots, crunchy cabbage and Brussels sprouts, toothsome kale, and tender radicchio. How do you put it on menus?

A

I love RSS Kale Crunch. Not only is it fresh, crisp, and colorful but it's healthy and versatile.



I use this product in coleslaw, saute it as a side dish, or serve raw as a base for green salads.



It's hearty and can be used in a wide variety of applications—a true must-add to any menu.



TIPS FOR SERVING MFC LIMES



- 1.** Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- 2.** Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- 3.** Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.

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.

Lemony Dijon Potato-Shallot Salad

Skip the heavy mayo and opt for a light, citrus-y salad made with tender potatoes and zesty shallots.

- 2 T White wine vinegar
- 3 T Extra virgin olive oil
- 1 T Dijon mustard
- 1 tsp. Sugar
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- 1 tsp. Zest of MFC Lemons
- 2 lbs. Tiny potatoes, boiled until tender
- 1 C RSS Peeled Shallots, cut into thin rings
- ¼ C RSS Italian Parsley, chopped

Whisk together the first seven ingredients. Toss warm potatoes, shallots, and parsley in this vinaigrette. Serve warm or chilled.

Sweet, tart, crunchy, peppery—this Granny Smith apple-watercress salad has it all.

