



FRESH CROP REPORT

WEEK OF APRIL 27, 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

LIMES

Prices are rising amid decreased production. Demand will further increase as the Cinco De Mayo pull begins.

CAULIFLOWER

High markets are starting to ease; Salinas Valley stocks will increase over the next month.

BRUSSELS SPROUTS

Prices are escalating due to strong demand and limited supplies across multiple growing regions.



CALIFORNIA STRAWBERRIES

- Ample Santa Maria supplies are expected for Mother's Day demand.
- The Watsonville season is ramping up as well.

GREEN BELL PEPPERS

- Expect higher prices over the next week.
- Mexico's Sinaloa season is past peak production, while production in the California desert region is just getting started.

SQUASH

- Supply is meeting demand in Florida and Mexico.
- Prices are low.

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apples

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

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



asparagus

Prices are elevated. Mexico's Caborca season is ending; production is moving briefly to Baja followed by Central Mexico by late May. Domestic production will also spring up over the next month across multiple regions. MFC Asparagus is available.

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



avocados

The market is escalating. Mexican supplies are limited; demand is strong and getting stronger for Cinco de Mayo. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Expect higher green bell prices over the next week. Mexico's Sinaloa season is past peak production, while production in the California desert region is just getting started. Volume is increasing in Northern Florida; the Georgia season will start in two weeks. Although the red bell market is currently low, it's expected to jump up over the next three weeks as volume dips. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Markets are stable; supplies are increasing. New crop harvesting is expected to begin June 1 in California's Watsonville/Salinas region. Quality is very good; small size, soft skins, and red cells are occasional issues.

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



blueberries

Expect elevated prices and low volume for the next three weeks. Supplies are extremely limited; the California and Georgia seasons are off to slow starts. Florida volume is down 40% compared to this time last year.

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

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broccoli

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

Markets are steady. Salinas supplies are sufficient and Mexican stocks are plentiful. Quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are up despite adequate supplies as tariffs are being applied to Central American imports. The offshore season will wind down in a few weeks. The Arizona-California desert season will start in early May; MFC Cantaloupe Melons will start shipping shortly after.



cauliflower

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

High markets are starting to ease; Salinas Valley stocks will increase over the next month. Lower temperatures and a persistent marine layer have slowed growth and caused sporadic dark spotting. ESS Cauliflower is available.



celery

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

California prices are weak. Oxnard supplies are abundant. The Salinas season will start in late May/early June. Production is wrapping up in Florida. 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 up. The South Florida season is winding down; jalapeño volume is decent, but yields of Poblano, Cubanelle, and Serrano peppers are falling. Growers will move to Plant City over the next week. Although multiple regions are in production, overall Mexican supplies are a bit tighter than usual. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are unchanged. Mexican supplies are shipping from multiple growing regions. The Baja season is getting underway. Florida production is winding down; harvesting will begin in Georgia in two weeks. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Chilean/Peruvian offshore supplies will ship for a couple more weeks. Harvesting will get underway in Mexico at that time; high volume is anticipated. Quality is very good.

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green leaf

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

Prices are stable. Salinas Valley production is increasing; weights are low, but will rise as the season progresses. 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 up despite adequate supplies as tariffs are being applied to Central American imports. The offshore season will wind down in a few weeks. The Arizona-California desert season will start in early May; MFC Honeydew Melons will start shipping shortly after.



iceberg

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

Prices are fairly steady. Salinas Valley stocks are starting to increase; field weights are low, but will increase as the season progresses. 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	///	*****	\$\$\$

High markets persist. California supplies (165- and 200-count sizes) are tight; 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	///	*****	\$\$\$

Prices are rising amid decreased production. Demand will further increase as the Cinco De Mayo pull begins. Quality is good; blanching and oil spotting are minor issues. MFC and ESS Limes are available.



onions

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

Northwest red and yellow markets are fairly steady. The Idaho/Oregon season will end this week, followed by Washington in three to four weeks. Texas fresh-run onions will ship through mid-May. Quality is very good; occasional bruising, mechanical damage, and feathery skins are typical of fresh-run onions. The Southern California season will get underway next week. MFC and ESS Red and Yellow Onions are available.



oranges

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

The California Navel season will wind down through June. Expect prices to inch up for the rest of the season. Florida production is getting underway this week. MFC and ESS Navel Oranges are available.



pears

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

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

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pineapples

Prices are starting to inch down; supplies are rebounding. Large sizes are the tightest 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

The market is stable. Mexican stocks are increasing. Medium-sized berries dominate availability. New crop harvesting is expected to begin June 1 in California's Watsonville/Salinas region. Quality is good; light color and small size are slight issues.

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



red/yellow potatoes

Yellow markets are inching up; both A- and B-size supplies are snug. Red prices are steady; volume is average. The Northern Florida season is underway; red potatoes are ample. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are steady. Salinas Valley production is increasing; weights are low, but will rise as the season progresses. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



potatoes

Most Idaho Russet prices are fairly steady but markets for 40- through 70-count supplies are up. Burbank size profile is shifting 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 low but will increase as the spring season progresses.

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

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spring mix

Prices are unchanged; supplies are increasing. RSS value-added salad suppliers are now shipping from the Salinas Valley. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are low; supply is meeting demand in Florida and Mexico. Expect sufficient volume and great quality out of Sonora; production is getting underway in Baja. Harvesting has started in Northern Florida; the Georgia season will begin next week. The California desert season will start the first week of May; yields will start off low but increase. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

California prices are weak. Ample Santa Maria supplies are expected for Mother's Day demand. The Watsonville season is ramping up as well. Quality is excellent; ideal weather is forecast for the next few weeks. MFC Strawberries are available.

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



tomatoes

The market is weak. Supplies are sufficient in Central Florida. Growers are transitioning to new crop regions in Mexico. Production will increase through May. Quality is excellent. MFC Tomatoes are available.

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



tree fruit

Prices are elevated. Chilean nectarines, peaches, and plums will be available through June. Domestic harvesting will start 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

The market is level. Mexican stocks are tightening, but Florida supplies are increasing, preventing price spikes. 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.



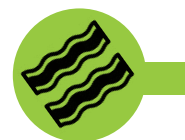
CHEF
BLYTHE BECK
MARKON MEMBER CHEF

Q

Which dishes do you like to feature for Cinco de Mayo LTOs?

A

I just moved to the Midwest from Texas, where Cinco de Mayo is a major celebration. My favorite ingredients to feature include RSS Avocado Halves, RSS Diced Red Onions, MFC Jalapeno Chile Peppers, RSS Washed & Trimmed Cilantro, and MFC Limes to make the best guacamole ever!



I also use a variety of fruits to make pico de gallo, such as peaches, mangos, watermelon, or strawberries. However, my absolute favorite is salsa fresca made with ripe MFC Tomatoes, RSS Diced Onions, MFC Bell Peppers, RSS Peeled Garlic, RSS Washed & Trimmed Cilantro, and a touch of salt.

TIPS FOR SERVING RSS MARGARITA MIX



1. Garnish margaritas with colorful fresh fruit: MFC Strawberries, RSS Pineapple Sections, raspberries, kiwifruit, RSS Cantaloupe Chunks, or papaya.
2. Add RSS Margarita Mix to cheesecake batter; bake and garnish with RSS Orange Rounds.
3. In a blender, mix sweetened condensed milk, RSS Margarita Mix, and MFC Strawberries; fold in whipped cream; pour into graham cracker crust and freeze pie.

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.

RSS Kale Color Crunch and Shrimp Tostadas

The crunch and subtle sweetness of RSS Kale Color Crunch is the perfect base for these spicy shrimp and creamy guacamole.

- 4 Tostada rounds
- 16 Large shrimp, peeled and cleaned
- 1 tsp. Cumin, ground
- 1 tsp. Cayenne
- 1 tsp. Salt
- 1/2 C RSS Washed & Trimmed Cilantro, split in two portions
- 1/4 C Canola oil
- 1 C RSS Kale Color Crunch
- 4 T RSS Pico de Gallo Guacamole

Arrange tostada rounds on serving plates. Hand mix RSS Kale Color Crunch with house-made lime vinaigrette; set aside. Toss shrimp with cumin, cayenne, salt, and 1/4 cup of cilantro. Heat oil in a large skillet then add shrimp. Cook until just done (make sure not to overcook). Top tostada rounds with a heaping portion of RSS Kale Color Crunch, then four shrimp, and finally one tablespoon of guacamole. Sprinkle remaining cilantro over tostadas. Serve immediately.

Always a classic when
made with RSS
Margarita Mix!

