



FRESH CROP REPORT

WEEK OF MAY 18, 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

BROCCOLI

Prices are steady at slightly below-average levels; supplies are ample. Erratic weather will challenge production and quality over the next few weeks, but stocks remain abundant due to tepid demand.

CALIFORNIA ORANGE TRANSITION

The California Navel season is projected to wrap up in late June. California Valencia production has started in a limited manner. Expect elevated markets through the transition.

ASPARAGUS

Expect prices to ease through early June as more supplies come online in Baja and Central Mexico.

STRAWBERRIES

- Supplies are ample.
- The Salinas/Watsonville region received some rain yesterday, but not enough to affect fruit quality.

SWEET POTATOES

- Prices are poised to rise.
- Expect limited storage supplies in July and August.

CUCUMBERS

- The market is weak.
- East Coast volume is climbing; Mexican supplies are abundant.

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apples

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

Prices are unchanged; storage stocks are sufficient. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good; fruit is firm and juicy.



asparagus

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

Expect prices to ease through early June as more supplies come online in Baja and Central Mexico. Domestic volume is rising across multiple regions, including the Pacific Northwest and Michigan. Quality is very good; spears are straight, flavor is mildly grassy, and feathered tips are minimal. MFC Asparagus is available out of Mexico.



avocados

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

Prices are fairly steady. Stocks are adequate in California and Mexico; demand has decreased slightly. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers
green/red

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
CAN	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

Green bell prices are level. East Coast growers are shifting to Georgia; recent rain hasn't affected quality. California peppers are abundant; quality is great. Mexican green and red production is winding down; stocks are tightening. The California red bell season is about a week away. Canadian greenhouse production is steady; large sizes are plentiful. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are low. Production is underway in California's Watsonville/Salinas Valley region and Mexico. Quality is very good; cell regression and softness have improved.



blueberries

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

The market is weak. Yields are rising in California and Georgia. The Mexican season will end in late May. Florida production will end next week. Georgia supplies are ample. Quality is very good; berries are plump and juicy.

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broccoli

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

Prices are steady at slightly below average levels; supplies are ample. Erratic weather will challenge production and quality over the next few weeks but stocks remain abundant due to tepid demand. East Coast production is focused in Georgia and North Carolina. The market for Mexican-grown yields is slightly lower following the transition to higher elevation fields and a break in a widespread heat wave. MFC Broccoli Crowns are available.



cantaloupe

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

The market is up. Arizona-California desert production has started. Packer label domestic melons will begin shipping next week; MFC Cantaloupe Melons will become available by May 29. The offshore season is ending.



cauliflower

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

Prices are stable. Sporadic weather has brought some uncertainty to supply and quality forecasts, but abundant Salinas and Santa Maria supplies and softening demand are expected through late May. Quality is very good; minimal brown spotting has been reported. ESS Cauliflower is available.



celery

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

The market is low. Yields are high in Oxnard, California. The Salinas Valley season will start over the next few weeks. Michigan production will get underway in July. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices remain elevated. Production has begun in California; early volume is low. East Coast supplies are shipping from Plant City, Florida; the Georgia season is expected to get underway soon, aiding industry volume. Growers are also shipping from Baja and Central Mexico. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Low markets persist. Mexican growers are shipping plentiful stocks from Baja, Central Mexico, and Sonora. East Coast supplies are abundant out of Georgia. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Prices are high. The Chilean and Peruvian offshore seasons is ending. Shipments will transition to Mexican-grown product over the next few weeks.

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green leaf

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

Demand is slightly higher, but ample supplies are holding markets low. Mildew, wind damage, and fringe burn are minor issues that are being trimmed at harvest. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Prices are up. Arizona-California desert production has started. Packer label domestic melons will begin shipping next week; MFC Honeydew Melons will become available by May 29. The offshore season is ending.



iceberg

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

The market is slightly higher as demand perks up and supplies are a bit tighter. Quality is average; insect damage, sun scalding, and wind damage are being trimmed or avoided at harvest. Internal burn is an occasional issue. MFC Premium Iceberg Lettuce is available.



lemons

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

Markets are up. Small-size California fruit (165- and 200-count supplies) is snug; crops 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 for smaller sizes will inch down over the next two weeks. Markets for large-sized fruit remain high; little to no rainfall is stunting growth in Mexico. No. 2 stocks are limited, especially larger sizes. MFC and ESS Limes are available.



onions

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

The market is steady. The Washington season will wrap up in late May. Fresh-run onions are available in the Southern California desert region. New crop onions will start shipping from Northern California and New Mexico in early June. MFC and ESS Red and Yellow Onions are available.



oranges

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

The California Navel season is projected to wrap up in late June. California Valencia production has started in a limited manner. Expect elevated prices through the transition. Quality is good. MFC and ESS Navel Oranges are available.



pears

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

High prices persist. Washington storage supplies are tightening. Quality is very good. MFC D'Anjou Pears will ship through June.

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pineapples

The market is unchanged; supplies are sufficient. Large sizes are snug. Quality is very good; flavor is sweet yet tangy and texture is firm and juicy. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are fairly steady. Medium-sized berries are most plentiful. Quality is very good; expect strong red color and firm texture. New crop production will begin in California's Watsonville/Salinas region in July.

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



red/yellow potatoes

Yellow prices are slightly higher than the red market; both A- and B-size stocks are limited. Northern Florida supplies are increasing. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Markets are slightly higher as fog and internal burn issues are reducing yields and demand is strengthening. Defects such as fringe burn, insect damage, and mildew are being trimmed in the fields. Any heads exhibiting seeder are being avoided at harvest. MFC Premium Romaine is available.

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



potatoes

The Idaho Russet market is stable. Prices for 40- through 70-count stocks are up a bit. The 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

Prices are fairly stable. Romaine quality is suffering in some lots due to fog and a thick marine layer followed by strong winds and warm, humid days. Iceberg supplies are plentiful.

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

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spring mix

The market is level; supply is meeting demand. RSS value-added salad suppliers are shipping from California's Salinas Valley. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are weak; volume is high. Mexican growers are harvesting ample supplies in Sonora and Baja. East Coast stocks are shipping out of Northern Florida and Georgia. The California desert season is underway; yields are increasing. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

California markets are low. Supplies are ample; the Salinas/Watsonville region received some rain yesterday, but not enough to affect fruit quality. The Oxnard and Santa Maria seasons are past their peaks; volume will start to decline. MFC Strawberries are available.

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



tomatoes

Weak prices persist. East Coast stocks are shipping out of Central Florida and Georgia. Production will increase through May. Growers are harvesting in multiple regions of Mexico. Quality is excellent. MFC Tomatoes are available.

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



tree fruit

Markets are high. The Chilean apricot, nectarine, peach, and plum seasons are ending; remaining fruit will ship until June. Domestic production will begin in California in late May.

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



watermelon

Prices are unchanged. Mexican volume is low. The offshore season has ended. Domestic stocks are shipping from California and Florida. Quality is very good; all sizes are available.

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

ASK A MARKON CHEF

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



CHEF
CJ JOHNSON
MARKON MEMBER CHEF

Q

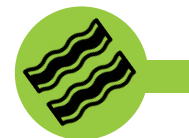
RSS Peeled Shallots are a true labor saver, allowing chefs to skip the mess, the employee hours, and potential kitchen injuries. How do you suggest using them across menus?

A

Shallots are versatile onion-like ingredients that can be pickled, infused into dressings and marinades, and served raw in salsas and vinaigrettes.



My favorite method is to caramelize them. This method creates a sweet, rich flavor that works well in sauces, garnishes, or as a topping for meats.



It's a slow cooking process that really helps bring out their natural sweetness and adds complexity to dishes.

TIPS FOR SERVING RSS CHOPPED COLLARD GREENS



- 1.** Sauté RSS Collard Greens until tender and serve with mashed sweet potatoes and cornmeal-fried shrimp; a true Southern dish!
- 2.** Toss raw RSS Collard Greens with soba noodles, MFC Cucumbers, RSS Shredded Carrots, and julienned MFC Red Bell Peppers; drizzle with sesame-soy vinaigrette.
- 3.** Fry RSS Collard Greens and RSS Sliced Onions in pork fat; deglaze with stock and simmer until tender, then stir in barbecue sauce. Great with ribs, potato salad, and pulled pork.

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.

Cauliflower Soup Shooters

Earthy, yet fresh, this cauliflower purée makes a great starter or soup; garnish with spring peas and fried basil.

- | | |
|----------|--|
| 2 T | Olive oil |
| 4 cloves | RSS Peeled Garlic, chopped |
| 2 C | RSS Cauliflower Florets, steamed |
| 2 C | Heavy cream |
| 1/2 C | Parmesan cheese, grated |
| 1/2 C | Mozzarella cheese, grated |
| 1/4 tsp. | Nutmeg |
| 1/4 C | MFC Basil + more tiny leaves for garnish |
| 1/2 C | Peas |
| 1 tsp. | Salt |
| 1/8 tsp. | Black pepper |

Heat olive oil in a saucepan; add garlic and cook until fragrant. Add cream, cheeses, nutmeg, and basil; whisk while cooking until thickened.

Purée cauliflower and cream mixture until smooth; return to pan and heat until warm. Pour into shot glasses or bowls and top with peas and basil leaves.

Serve while warm.

Try this cold preparation of RSS Chopped Collard Greens in an Asian-inspired, hearty and healthy, soba noodle salad.

