



# FRESH CROP REPORT

WEEK OF MAY 25, 2025



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

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Whole fresh fruits &  
vegetables.  
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# HIGHLIGHTS

## ONIONS

The Washington storage onion season will end within the next 7 to 10 days. Prices will climb as the storage season finishes and growers transition to fresh crop supplies in Northern California and New Mexico over the next several weeks.

## AVOCADOS

Mexico's normal-style supplies (typically known for higher oil content) are tightening as the season will end in early June. Growers will then transition to the loca-style crop (typically known for lower oil content). Peru will begin shipping stocks to the U.S. in late May.

## TOMATOES

Tomato markets are increasing due to tightening supplies and crop transitions.

## ZUCCHINI & YELLOW SQUASH

- Prices are low.
- New crop production is underway in Georgia, North Carolina, and California.

## CANTALOUPE & HONEYDEW

- The domestic California desert season has begun in a limited manner and will ramp up over the next two weeks.
- Final offshore shipments will arrive this week.

## MIXED BERRIES

- Blueberry and blackberry supplies are ample.
- Raspberry volume continues to increase pushing prices downward.

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## apples

The market is level; storage supplies are adequate. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good; fruit is firm and juicy.

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



## asparagus

Prices will inch down through early June; demand has diminished. Domestic volume is rising across multiple regions, including the Pacific Northwest and Michigan. Peruvian supplies are minimal. MFC Asparagus will ship from Baja for another one to two weeks. Central Mexico will be the primary supply source from June through September.

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



## avocados

Expect steady markets and low yields through June. Mexico's normal-style supplies (typically known for higher oil content) are tightening as the season will end in early June. Growers will then transition to the loca-style crop (typically known for lower oil content). California supplies will help fill the void from Mexican-grown stocks. Peru will begin shipping in late May. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



## bell peppers green/red

Markets will hold steady through early July. Green bells are ample out of the California desert; quality is excellent. This week's strong wind has caused some minor scarring. Georgia volume is high. The Mexican season will run for another 10 days; supply levels, size, and quality are starting to decline as the season wraps up. Mexican red bell supplies are adequate; medium sizes dominate availability. The California desert red bell season is starting this week in Coachella; stocks will ramp up in June. MFC and ESS Green and Red Bell Peppers are available.

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



## blackberries

Prices are low. California stocks have increased significantly in the Watsonville/Salinas region. Quality is good; issues include red cells and softness due to the heat.

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



## blueberries

The market is weak. California's San Joaquin Valley harvesting has begun; volume is ramping up. Mexican production has passed the seasonal peak; quality is good and size is consistent. The Florida and Georgia seasons will end in early June due to weather issues.

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

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**broccoli**

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

Markets are inching up; demand is strengthening but supplies remain ample. Expect erratic weather to present production challenges over the next few weeks, but high volume should persist. Southeastern production is underway in Georgia and North Carolina. The market for Mexican-grown product is comparable to domestic prices. MFC Broccoli Crowns are available.



**cantaloupe**

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

Prices are up. The domestic California desert season has begun in a limited manner and will ramp up over the next two weeks. Final offshore shipments will arrive this week. New crop supplies are dominated by 12- and 15-count fruit; 9-count fruit is limited, but will increase as more growers begin harvests. Quality is excellent; sugar levels range from 11-13% Brix.



**cauliflower**

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

Inconsistent Salinas Valley weather has led to sporadic growth patterns and lowered yields. Markets are slightly higher due to a short harvesting gap, but should ease in a week or so as conditions improve. Minimal brown spotting and discoloration are being reported. ESS Cauliflower is available.



**celery**

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

Prices are weak. California's Oxnard season will conclude by mid-June. Santa Maria production is year-round. Harvesting will get started in Salinas over the next few weeks. The Michigan season will begin in July. Quality is very good in all regions. MFC Celery is available.



**chile peppers**

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

Markets are falling; supply is meeting demand. California volume will increase through June. East Coast stocks are shipping from Georgia. Growers are also harvesting in 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	///	*****	\$\$\$

Prices are steady at low levels. Mexican supplies will ship from Sonora and Sinaloa for another two to three weeks, weather permitting. New crop volume is rising in Baja and Central Mexico; quality is excellent. East Coast growers are harvesting in Georgia; the North Carolina season is expected to start in a week or two. MFC and ESS Cucumbers are available.



**grapes**

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

Markets are elevated. The Chilean and Peruvian offshore seasons are ending. Seedless green and red shipments have transitioned to Mexican-grown product; volume will climb and prices will inch down through June. Portioned grapes are offshore supplies. The California season is six to eight weeks away.



# FRESH CROP REPORT



## green leaf

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

Prices are weak; stocks are abundant. Mildew, wind damage, and fringe burn are occasional problems that are being trimmed at harvest. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as necessary.



## honeydew

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

Markets are high. The domestic California desert season has begun and will ramp up over the next two weeks. Final offshore shipments will arrive this week. New crop supplies are dominated by 6- and 8-count fruit; 5-count fruit is limited. Mexican volume is low; growers are transitioning to new growing regions. Quality is excellent.



## iceberg

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

Prices are steady to slightly higher as demand is strong and supply levels are tightening. Varying densities and low weights are being found in some lots. MFC Premium Iceberg Lettuce is sporadic; MBA will be substituted as needed.



## lemons

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

High markets persist. Small-size California fruit (165- and 200-count supplies) will be limited until late June; 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	///	*****	\$\$\$

Large-sized fruit remains limited at slightly higher markets, but Mexican volume will increase with upcoming rain. No. 2-grade stocks are extremely limited. MFC and ESS Limes are available.



## onions

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

The Washington storage onion season will end within the next 7 to 10 days. Prices will climb as the storage season finishes and growers transition to fresh crop supplies in Northern California and New Mexico over the next several weeks. MFC and ESS Red and Yellow Onions are available.



## oranges

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

The California Navel season will end in late June. California Valencia harvests have begun; volume is low. Expect high markets until the transition is complete. Quality is average. MFC and ESS Navel Oranges are available.



## pears

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

The market is elevated. Washington storage stocks are diminishing. Quality is very good. MFC D'Anjou Pears will ship through June.

# FRESH CROP REPORT



## pineapples

Prices are level; stocks are adequate. Large sizes are tighter than small fruit. 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

The market is level. Medium-sized berries are abundant. 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 markets are a bit higher than prices for red supplies; both A- and B-size stocks are tight. Northern Florida volume is high. Quality is very good. MFC Red and Yellow Potatoes are available.

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



## romaine

Prices are low; supplies are sufficient. Internal and fog burn defects are significantly lower compared to last week. Fringe burn and insect damage are being trimmed in the fields. Crews are avoiding heads that exhibit seeder. MFC Premium Romaine is being packed regularly.

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



## potatoes

Prices for 40- through 70-count supplies are slightly higher, but overall markets are unchanged. 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. Storage quality remains very good. MFC Burbank and Norkotah Potatoes are available.

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



## salads & blends

The market is stable. Romaine quality is improving; stocks are increasing. Iceberg volume has dipped a bit. Quality is good. All RSS packs are shipping out of the Salinas Valley.

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

# FRESH CROP REPORT



## spring mix

Prices are unchanged; stocks are sufficient. 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

Markets are low; new crop production is underway in Georgia, North Carolina, and California. Harvesting will wind down in Sonora, Mexico over the next two weeks. Quality is excellent. Expect prices to remain steady at lower levels through the next two weeks. MFC Zucchini and Yellow Squash are available.

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



## strawberries

California prices remain weak. Yields are high in the Salinas/Watsonville region. The Oxnard and Santa Maria seasons are past their peaks; stocks are diminishing. Domestic quality remains excellent. MFC Strawberries are available.

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



## tomatoes

Markets are increasing due to tightening supplies and crop transitions. Large-size round tomatoes are being harvested in Central Florida. Growers will move to Northern Florida and South Carolina next week. Mexican growers have transitioned to Sonora, Jalisco, and Baja; volume is lower than in past years. Quality is very good. MFC Tomatoes are available.

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



## tree fruit

Prices remain elevated. The Chilean apricot, nectarine, peach, and plum seasons are wrapping up; remaining fruit will ship a week or two more. Domestic production will start in California over the next few weeks. Early reports predict nectarine sugar levels will range from 10-12 Brix, peaches will vary from 11-13 Brix, and plum sugars will fall between 12-13 Brix.

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



## watermelon

The market is fairly stable. Domestic stocks are shipping from the California desert region and Florida. Quality is very good; all sizes are available.

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

# 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

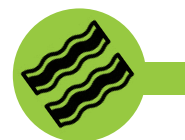
# Q

Leeks are onions' milder cousins. Using MFC Trimmed Leeks makes prep and waste easy—name a few great ways to menu them.

# A

Leeks are versatile, and by highlighting their sweet, mellow flavor and tender texture in these unique ways, they can elevate dishes from the ordinary to the extraordinary.

Whether used as a subtle component in a luxurious sauce, in a decadent tart, or as an ingredient that adds balance to an upscale dish, leeks have the potential to shine across multiple courses.



The key is pairing their sweetness with complementary textures and flavors—be it smoky, creamy, or tangy—for a well-rounded, refined dish.



# TIPS FOR SERVING RSS ORANGE JUICE



- 1.** Serve RSS Orange Juice with breakfast and brunch dishes, add to smoothies and other beverages.
- 2.** Use to deglaze fish, pork, and vegetable sautés.
- 3.** Dress steamed MFC Asparagus with vinaigrette comprised of RSS Proprietary Blend Orange Juice, RSS Peeled Shallots, grapeseed oil, Dijon mustard, and snipped MFC Chives.

# 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.

## Quinoa Bowl with Chicken, Avocado, and Butter Lettuce

This delicious bowl entrée can be customized with produce-centric add-ons. Colorful, healthy, and social-media worthy!

4 C	Red and white quinoa, cooked
4 C	MFC Premium Butter Lettuce, torn
1 C	MFC Cucumbers, chopped
1 C	MFC Grape Tomatoes
1 C	Chickpeas
¼ C + 2 T	RSS Washed & Trimmed Cilantro, chopped
2 C	Chopped chicken (grilled or stir-fried)
4	RSS Avocado halves, sliced
½ C	Tahini

Toss quinoa with Butter lettuce, cucumbers, tomatoes, chickpeas, and cilantro (reserving two tablespoons for garnish).

Divide quinoa mixture into four bowls and top with chicken, avocado slices.

Drizzle with two tablespoons tahini. Garnish with sesame seeds and reserved cilantro.

Pair earthy spinach with the bright flavors of oranges and the crunch of whole almonds.

