



FRESH CROP REPORT

WEEK OF MAY 4, 2025



RSS



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

MFC



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

ESS



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



HIGHLIGHTS

GREEN BELL PEPPERS

Green bell pepper harvests have started in California's Imperial Valley; quality is excellent. Jumbo and extra-large peppers dominate shipments.

GRAPES

The Chilean/Peruvian offshore season will wrap up over the next four weeks. Grape shipments will transition to Mexican-grown product in mid- to late May. Expect pricing to increase as the offshore season continues to wind down.

ONIONS

Markets are active. The Pacific Northwest storage onion season is winding down; fresh-run onions are available in Texas. The California desert region is getting underway.

LETTUCES

- Iceberg markets are easing this week amid increased supplies; field weights are rising.
- Green leaf and romaine markets range from steady to slightly lower.

CHILE PEPPERS

- Expect elevated prices for the next three weeks.
- Mexican growers are transitioning between regions, contributing to supply volatility. Supplies are shipping from Florida; the Georgia season will start in a week or so.

MIXED BERRIES

- Blueberry supplies are extremely limited; the California and Georgia seasons are off to slow starts.
- Raspberry stocks are expected to become tight over the next two weeks.

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apples

Prices are stable; storage supplies 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 with great flavor.

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



asparagus

Markets are starting to feel some relief. Mexico's Caborca season has ended, but Baja production is underway. Growers will shift to Central Mexico by late May. Domestic harvests will increase over the next month across multiple regions. Quality is very good; spears are straight, flavor is mildly grassy, and feathered tips are minimal. MFC Asparagus is available out of Mexico.

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



avocados

High prices persist. Mexican stocks are scarce; California supplies are not ample enough to cover demand. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Green bell pepper markets are stable; harvests have started in California's Imperial Valley. Quality is excellent. Jumbo and extra-large peppers dominate shipments. East Coast growers are finishing up in Florida and moving to Georgia. Mexican red bell volume is steady. The California desert season will start in late May, weather permitting. Canadian greenhouse production is underway; large sizes are ample. Expect red bell prices to increase in May as overall yields fall. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Recent heat has caused a price spike. New crop harvesting is expected to begin in mid-May in California's Watsonville/Salinas region, increasing availability and easing markets. Quality is good; issues include cell regression and softness due to the heat.

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



blueberries

Mexican production has passed its seasonal peak; demand far exceeds supply. Quality is very good; size is consistent. New crop harvesting is getting underway in California's San Joaquin Valley. Florida volume is down 40% compared to last year. The Georgia season has been delayed due to weather issues. Expect rising markets and limited supplies until production transitions are complete.

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

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broccoli

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

Prices are stable. Salinas volume continues to rise. Mexican supplies are abundant. Quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

The market is elevated. The offshore season is ending. The Arizona-California desert season will start in mid-May; supplies will increase, and prices will inch down through the month.



cauliflower

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

Prices are inching down; Salinas Valley supplies are adequate. Quality is good; dark spotting is an occasional issue. ESS Cauliflower is available.



celery

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

Low markets persist. Oxnard stocks are plentiful. The Salinas season will begin in late May/early June. The Florida season has ended. Quality is very good; disease pressure is an occasional issue. MFC Celery is available.



chile peppers

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

Expect elevated prices for the next three weeks. Mexican growers are transitioning between regions, contributing to supply volatility. Supplies are shipping from Florida; the Georgia season will start in a week or so. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is level. Mexican stocks are shipping from multiple growing regions. The Florida season will end within the next two weeks; harvesting will move to Georgia. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The Chilean/Peruvian offshore season will wrap up over the next four weeks. Grape shipments will transition to Mexican-grown product in mid- to late May. Expect markets to increase as the offshore season continues to wind down.

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green leaf

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

The market is steady. The Salinas Valley season continues to ramp up; size and density are more consistent, with some continued variations depending on the field. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Prices are elevated. The offshore season is ending. The Arizona-California desert season will start in mid-May; supplies will increase, and prices will inch down through the month.



iceberg

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

The Huron season has ended. Expect steady pricing as demand fully shifts to the Salinas Valley. Quality is very good; harvesting crews are closely sorting heads in the fields. 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
CA	///	*****	\$\$\$
PNW	///	*****	\$\$\$
TX	///	*****	\$\$\$

Prices are active. The Pacific Northwest storage onion season is winding down; fresh-run onions are available in Texas. The California desert region is getting underway. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market is inching up. The California Navel season will wind down through June. Florida production is ending. Quality is good. MFC and ESS Navel Oranges are available.



pears

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

Prices are high. Washington storage supply levels are average. Quality is very good. MFC D'Anjou Pears will ship through June.

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pineapples

The market has stabilized; volume is climbing. Large sizes remain a bit snug as growers delay harvests to increase size and sugar levels. Quality is improving. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are rising slightly. Medium-sized berries dominate availability. Quality is very good; expect strong red color and firm texture. New crop harvesting is expected to begin in July in California's Watsonville/Salinas region.

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



red/yellow potatoes

Yellow prices are slightly higher than markets for red supplies; both A- and B-size stocks are tight. The Northern Florida season is underway; red potatoes are abundant. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

The market is steady. The Salinas Valley season continues to ramp up; size and density are more consistent, with some continued variations depending on the field. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



potatoes

The majority of Idaho Russet markets are level, but prices for 40- through 70-count stocks are rising. 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 level. Production is fully underway in Salinas, California. Iceberg and romaine head weights are increasing. Quality is very good.

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

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spring mix

The market is stable; Salinas Valley production is ramping up. 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

Weak prices persist; supply exceeds demand. Mexican growers are harvesting ample supplies in Sonora and Baja. East Coast production is underway in Northern Florida and Georgia. The California desert season is getting started this week. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

California markets are low. Santa Maria supplies are abundant and expected to meet Mother's Day demand. The Watsonville season is underway; volume will rise through May. Quality is excellent. MFC Strawberries are available.

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



tomatoes

Prices are low. East Coast stocks are adequate in Central Florida. Growers are harvesting multiple regions in Mexico. Production will increase through May. Quality is excellent. MFC Tomatoes are available.

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



tree fruit

The market is high. The Chilean apricot, nectarine, peach, and plum seasons are wrapping up; fruit will ship until June. Domestic harvesting will start in California later this month.

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



watermelon

Prices are unchanged. Mexican supplies are limited. The offshore season is ending, but domestic stocks are shipping from California and Florida. 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.



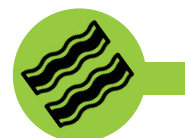
CHEF
CJ JOHNSON
MARKON MEMBER CHEF

Q Mother's Day is the biggest foodservice holiday of the year and delicious strawberries play a big part on menus. How do you incorporate them in dishes across all day parts?

A For healthy breakfast menus I suggest strawberry & chia seed pudding made with almond or oat milk, layered with fresh strawberries and a drizzle of agave syrup. Garnish with toasted coconut flakes or granola.

I like to add strawberries to open-faced avocado toast. Pile smashed avocado, fresh strawberries, a sprinkle of chili flakes, and drizzle honey on top of rustic bread.

For main courses and side dishes, I roast carrots, beets, and/or sweet potatoes tossed with a strawberry-balsamic glaze. Or serve duck breasts with a sweet and tangy strawberry port sauce.



TIPS FOR SERVING MFC STRAWBERRIES



- 1.** Mix chopped MFC Strawberries, cubed RSS Avocado Halves, RSS Diced Red Onions, minced MFC Jalapeno Chile Peppers, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; serve with chips or on grilled snapper.
- 2.** Purée MFC Strawberries, buttermilk, and sugar; pour through a sieve; sprinkle with gelatin, pour into molds, and chill; serve panna cotta with sliced MFC Strawberries.
- 3.** Blend together bananas, MFC Strawberries, RSS Pineapple Chunks, and RSS Proprietary Blend Orange Juice; serve smoothie with strawberry garnish.

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.

Spring Vegetable Salad

Vibrant colors and intense vegetal flavors make this sharable salad the best of spring. Add fish, tofu, or poultry to convert into a light, healthy entree.

- 6 MFC Red Potatoes, roasted and chopped
- 1/2 C MFC Asparagus, steamed and sliced
- 3 Radishes, sliced
- 1/2 C Fresh peas, steamed
- 1/2 C RSS Baby Carrots, steamed and sliced
- 2 T RSS Green Onions, chopped
- 2 T MFC Baby Dill, chopped
- 1 C RSS Spring Mix
- 1/4 C Pistachios, shelled and chopped
- 1 T Edible petals

Toss all ingredients in a large bowl, allowing the heat of the vegetables to slightly wilt the greens and serve.

Buttery, flaky biscuits, sweet whipped cream, and delicious strawberries combine to create this classic American dessert.

