



FRESH CROP REPORT

WEEK OF MARCH 8, 2026



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

HONEYDEW MELONS

Prices are up; supplies are expected to tighten through March. Availability will improve in late March to early April as new crops are harvested in Mexico and Central America. Domestic production will begin in May.

BELL PEPPERS

Volume is low in Florida and Mexico. A slow recovery is expected in late March/early April, weather permitting.

CILANTRO

Markets are starting to inch down; demand is easing. Quality is fair and will take some time to recover due to this week's hot California weather.

ONIONS

- The market is a bit lower.
- New crop seasons are underway in Mexico and Texas; Northwestern storage supplies are also being shipped.

MOROCCAN ORANGES

- Imported Moroccan Valencia oranges will ship out of the East Coast through June.
- Prices will be comparable to those in Florida and Mexico.

SQUASH

- Supplies (particularly yellow squash) are tight due to Florida's past cold winter temperatures; markets are elevated.
- Mexican growers are transitioning from Sinaloa to Sonora; demand is strong.

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apples

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

Washington Gala, Red Delicious, and Granny Smith markets are up due to strong demand and a smaller crop than anticipated. The Michigan Gala and Honeycrisp seasons will end in three to four weeks. Red Delicious stocks will ship through May, followed by Fuji supplies in July. Quality is excellent; sugar levels range from 15 to 18 Brix. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.



asparagus

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

Prices are steady to slightly higher. Cooler weather has reduced yields, but volume is on the rise again. Quality is good; small spears dominate availability. MFC Asparagus is on the market.



avocados

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

The market is level. Mexican volume is high, while domestic and Colombian supplies are adequate. Quality is very good; texture is creamy and flavor is slightly nutty. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.



bell peppers green/red

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

The market is elevated. Supplies are extremely limited due to freezing temperatures in Florida last January, combined with lower harvestable yields out of Mexico. A slow recovery is expected in late March/early April, weather permitting. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are stable; stocks are sufficient. Mexican quality is good; leaky fruit is an occasional issue.



blueberries

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

Elevated markets persist. Mexican volume is falling; the season is past its peak. Labor issues and transportation blockades from the cartel have caused disruptions. Abnormally low temperatures over the past month have delayed the Florida season by three to four weeks.

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broccoli

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

Prices are starting to inch down; Arizona-California desert stocks are increasing after erratic weather caused a supply gap. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



cantaloupe

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

The market is rising; stocks will tighten through this month. Availability will improve in late March to early April as new crops are harvested in Central America. Domestic production will begin in May. Quality is very good; color is strong and flavor is sweet. Sugar levels are approximately 14% Brix.



cauliflower

| REGION | SUPPLIES | QUALITY | PRICE |
|------------|----------|---------|--------|
| AZ-CA | /// | ***** | \$\$\$ |
| EAST COAST | /// | ***** | \$\$\$ |

Production is getting back on track; yields are starting to increase in the Arizona-California desert after a short supply gap. Prices will inch down. ESS Cauliflower is sporadic; packer label will be substituted if necessary.



celery

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

Prices are elevated. Although growers are trying to recover from erratic weather in both Florida and California, most supplies remain tight. Production will continue in the Arizona/California desert through mid-April. Quality is very good. MFC Celery is available.



chile peppers

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

The market is starting to stabilize since growers transition harvests to Culiacán to avoid quality problems reported in the Escuinapa region. Issues like growth cracking and softness may still be seen for two to four more weeks. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are higher due to a short harvesting gap that is tightening Mexican supplies but will inch back down soon. The delayed Florida spring season should get underway soon. MFC and ESS Cucumbers are available.



grapes

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

Markets will inch up as the offshore season winds down. Mexican fruit will enter the market in April, followed by California supplies in May. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are being shipped.

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green leaf

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

Although prices are currently weaker, elevated prices and limited supplies are forecast until Salinas production is fully underway in April. MFC Green Leaf Lettuce is available.



honeydew

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

Markets are up; supplies are expected to tighten through March. Availability will improve in late March to early April as new crops are harvested in Mexico and Central America. Domestic production will begin in May.



iceberg

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

Prices have leveled, following sharp declines over the past two weeks. The Arizona-California desert season will conclude in late March. The short, four- to five-week Huron season is scheduled to start the week of March 16, followed by the move to the Salinas Valley. MFC Iceberg Lettuce is available, but MBA will be substituted if necessary.



lemons

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

The market is inching up. California quality is excellent; 95- to 165-count supplies are most dominant. MFC and ESS Lemons are available.



limes

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

Prices have moved up sharply this week and will continue rising for the next 7-10 days. The current crop is ending; new crop volume is slowly ramping up. Supply scarcity is common for this time of year; wet weather impacted bloom cycles 90 days ago, further reducing upcoming yields. MFC and ESS Limes are available.



onions

| REGION | SUPPLIES | QUALITY | PRICE |
|--------|----------|---------|--------|
| CO | /// | ***** | \$\$\$ |
| ID | /// | ***** | \$\$\$ |
| MEX/TX | /// | ***** | \$\$\$ |
| OR | /// | ***** | \$\$\$ |
| UT | /// | ***** | \$\$\$ |
| WA | /// | ***** | \$\$\$ |

The market is a bit lower. New crop seasons are underway in Mexico and Texas; Northwestern storage supplies are also being shipped. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are high; supplies are tight, especially small sizes. Navel quality is very good; sugar levels range from 12 to 13 Brix. Imported Moroccan Valencia oranges will ship out of the East Coast through June. MFC and ESS Navel Oranges are available.



pears

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

The market is stable. Washington Green Anjou, Red Anjou, and Bosc supplies are being shipped. Quality is very good; sugar levels range from 14 to 17 Brix. MFC Pears are available.

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pineapples

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

Prices are stable. Volume is fairly average, but large sizes are tight. Quality is very good. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

The market is expected to climb later in the month and in early April. Storage stocks are plentiful. Low temperatures have pushed Florida's spring season until late April/early May. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



potatoes

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

Prices for large sizes are inching up as those storage supplies begin to tighten. Excellent quality Idaho Norkotahs will ship through the winter and spring months. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

The market is stable. Ample stocks are being shipped out of Mexico's Baja region. Quality is good; leaky fruit is an occasional issue.



romaine

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

Although prices are currently weaker, elevated prices and limited supplies are forecast until Salinas production is fully underway in April. Industry supplies are heavier this week, compared to recent weeks, as mature fields bunch together following warmer temperatures over the past 10 days. MFC Romaine Lettuce is available.



salads & blends

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

Markets are level. The Arizona-California desert season will end in April; suppliers will transition north to the Salinas Valley at that time. Fringe burn, mildew, ribby texture, insect pressure, and seeder are problems reported from the fields.

FRESH CROP REPORT



spring mix

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

Prices are steady. The Arizona-California desert season will end in April; suppliers will transition north to the Salinas Valley at that time. RSS Arugula, Spinach, and Spring Mix are sporadic; packer label will be substituted if necessary.



squash

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

Supplies (particularly yellow squash) are tight due to Florida's past cold winter temperatures; markets are elevated. Mexican growers are transitioning from Sinaloa to Sonora; demand is strong. MFC Zucchini and Yellow Squash are available.



stone fruit

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

High prices persist. Imported fruit will ship until the California season gets under way in May. Nectarine, peach, and plum stocks are tightening. Quality is very good; sugar levels range from 10 to 12 Brix. Plum sugar levels range from 12 to 14 Brix.



strawberries

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

The market has eased. California and Florida supplies have rebounded nicely after recent inclement weather. Volume has increased 40% since last week. Quality, color, and flavor are excellent. The Mexican season is winding down; availability is decreasing. MFC Strawberries are available.



tomatoes

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

Demand is strong for Mexican fruit due to extremely low volume in Florida. Growers also planted fewer fields this year while others are reporting fungal problems, further tightening yields. Expect elevated prices for several weeks. East Coast growers will move to Central Florida in mid-April, increasing overall supplies. MFC Tomatoes are available.



watermelon

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

The market is high. Stocks are sufficient in Guatemala and Honduras (into Florida ports). Quality is very good; sugar levels range from 8 to 10 Brix. The domestic/ Florida season will begin in April.

ASK A MARKON CHEF

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



CHEF
CODY MIDDLETON
MARKON MEMBER CHEF

Q What are some of your favorite St. Patrick's Day recipes that showcase the color green?

A Simple braised cabbage is a fantastic addition to every St. Paddy's spread.

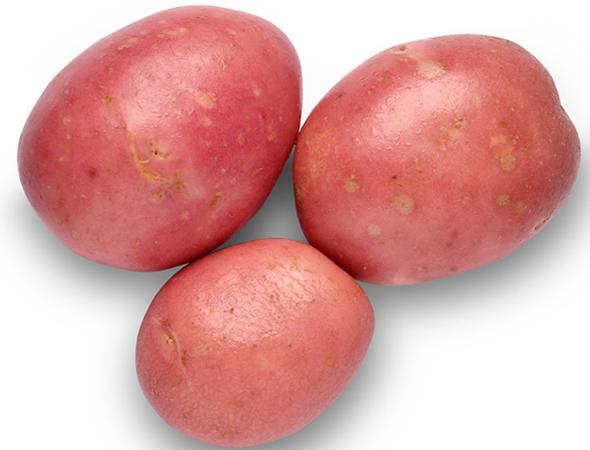


Caramelized leek and white bean puree brings depth, plate coverage, and variety to a corned beef and cabbage set.



This also allows operators tighter portion control (cost savings) on protein components, whether bangers, fish and chips, or tender corned beef.

TIPS FOR SERVING MFC RED POTATOES



- 1.** Roast MFC Red Potatoes; slice in half and decoratively pipe crème fraiche-chervil mixture on top of each.
- 2.** Add MFC Red Potatoes to pot roast and pork shoulder braises to absorb succulent juices.
- 3.** Chop boiled MFC Red Potatoes; mix in minced RSS Peeled Shallots, chopped egg, crumbled bacon, and basil mayonnaise; serve chilled.

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.

Lemon New Potatoes with Collards

Crispy on the outside, tender on the inside, these red potatoes are tossed with bright lemon and umami-rich 'nooch!

| | |
|----------|--|
| 1/4 C | Olive oil |
| 1 lb. | MFC Red Potatoes |
| 1/2 lb. | RSS Collard Greens, sauteed or stewed until soft |
| 2 cloves | RSS Peeled Garlic, roasted and smashed |
| 1 T | Nutritional yeast, seaweed-sesame flavor |
| 1 T | RSS Lemon Juice |
| 1 tsp | Zest of Markon First Crop Lemons, minced |
| 2 tsp. | Sea salt |
| 1/4 tsp. | Black pepper |

Preheat oven to 400° F.

Toss potatoes with olive oil and roast until tender (approximately 20-25 minutes). Once cooked, put all (including extra oil) in a mixing bowl and hand toss with remaining ingredients. Break up larger potatoes with hands if desired.

This twist on the traditional mayonnaise-based potato salad is packed with umami flavors—pairs well with smoked meats or grilled poultry.

