



# FRESH CROP REPORT

WEEK OF MARCH 15, 2026

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

## CARROTS

West Coast carrot supplies remain tight as harvesting shifts from California's San Joaquin Valley to the Imperial Valley, where size is smaller. Limited availability is expected over the next three weeks as reduced size is lowering yields; commodity pack prices have increased as a result.

## ONIONS

Storage crop MFC Onions are available from Idaho, Oregon, Utah, Colorado, and Washington. Texas fresh-run domestic onion harvests have begun in a limited manner and will ramp up over the next few weeks.

## WATERMELONS

Imported supplies are limited in Mexico, Guatemala, Costa Rica, and Honduras as the season begins winding down. Prices will climb as volume declines.



## AVOCADOS

- Industry supplies are ample in all growing regions, but prices will begin to inch up due to anticipated labor shortages brought on by the upcoming Holy Week, which will run from March 29 to Easter Sunday on April 5.
- Expect prices to inch up and volume to dip.

## CITRUS

- Small California lemons (165- and 200-count sizes) continue to tighten as crops are dominated by larger fruit (95- through 140-count sizes).
- As the California Navel season progresses, 113- and 138-count fruit is extremely limited.

## MIXED BERRIES

- Blackberry, blueberry, and raspberry supplies are tightening.
- Blueberry volume will remain the most challenged over the next three to four weeks.

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apples

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

Washington Gala and Granny Smith prices are starting to climb due to strong demand; the crop is smaller than anticipated. The Michigan Gala and Honeycrisp seasons will end in two to three weeks. Red Delicious supplies will ship through May; Fujis will run through 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	///	*****	\$\$\$

The market is level. Warmer weather is aiding growth. Quality is good; small sizes dominate availability. MFC Asparagus is on the market.



avocados

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

Industry supplies are ample in all growing regions, but prices will begin to inch up due to anticipated labor shortages brought on by the upcoming Holy Week, which will run from March 29 to Easter Sunday on April 5. Expect prices to inch up and volume to dip. 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	///	*****	\$\$\$

Markets are high. Mexican supplies are tight; insect pressure is lowering volume. Demand will exceed supply until the Florida and California desert seasons start at the end of the month. The Georgia season is two months out. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are rising. Supply levels are past their peak in Central Mexico; labor issues and transportation blockades from the cartel have also caused disruptions. Mexico's Baja season has begun, but volume isn't high enough to fill the shortages out of Central Mexico. Expect low yields through March, but stocks should increase shortly after.



blueberries

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

The market is climbing. Mexican-grown supplies are past their peak; labor issues and transportation blockades from the cartel have also caused disruptions. The Florida season has been delayed by four weeks due to unseasonably cold weather; some growers experienced upwards of 50% crop loss. Expect limited stocks through April; yields will increase once California's San Joaquin Valley season begins.

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**broccoli**

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

The Arizona-California desert season is starting to wind down, but prices are fairly steady. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



**cantaloupe**

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

Markets are up; yields will fall through March. Availability will improve in early April as new crop production starts in Central America. Domestic harvests 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	///	*****	\$\$\$

Prices are stable; supplies are adequate. The Arizona-California desert season will wind down through early April. ESS Cauliflower is available.



**celery**

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

High markets persist. Stocks are limited, but yields are starting to recover from poor weather on both coasts. 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	///	*****	\$\$\$

Prices are steady. Volume is increasing in Culiacán, Mexico. Issues like growth cracking and softness may be seen for another three more weeks. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

Markets are elevated. Stocks are in demand-exceeds-supply situation. Cool weather has lowered volume in Mexico. The delayed Florida spring season will start in a few weeks. MFC and ESS Cucumbers are available.



**grapes**

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

Prices are climbing; the offshore season is wrapping up. Mexican production will start in April, followed by the California season in May. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are being shipped.

# FRESH CROP REPORT



**green leaf**

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

Markets will inch up and volume will fall until growers have moved to the Salinas Valley in April. MFC Green Leaf Lettuce is available.



**honeydew**

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

Prices are up; yields will fall through March. Availability will improve in early April as new crop production starts in Central America and Mexico. Domestic harvests will begin in May. Sugar levels are approximately 14% Brix.



**iceberg**

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

Expect rising markets. The Arizona-California desert season will end in late March. The short, four- to five-week Huron season will get underway this week, followed by the move to the Salinas Valley through the spring and summer. MFC Iceberg Lettuce is available, but MBA will be substituted if necessary.



**lemons**

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

Small California lemons (165- and 200-count sizes) continue to tighten as crops are dominated by larger fruit (95- through 140-count sizes). MFC and ESS Lemons are available.



**limes**

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

Prices are high. Supplies are tight; wet weather impacted bloom cycles 90 days ago, impacting upcoming harvests. New crop 110- and 150-count sizes will be extremely limited; 230- and 250-count stocks will be most plentiful. MFC and ESS Limes are available.



**onions**

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

Northwest storage crop supplies will wind down through early May. Texas fresh-run domestic onion harvests have begun in a limited manner and will ramp up over the next few weeks. MFC Onions are available.



**oranges**

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

As the California Navel season progresses, 113- and 138-count fruit has become extremely limited. The California Valencia season will begin in mid-April. Florida Valencia oranges are on the market. Mexican Valencias will ship into June. The Texas season will end in early April. MFC and ESS Navel Oranges are available.



**pears**

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

Markets are level. Quality is very good; sugar levels range from 14 to 17 Brix. Washington MFC Pears are available.

# FRESH CROP REPORT



## pineapples

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

Prices are up a bit; large sizes are limited; eight-count fruit is more plentiful. Quality is very good; sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.



## red/yellow potatoes

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

The market is starting to inch up. Storage supplies are ample in most regions. Last month's cold weather has delayed 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 a bit higher; storage supplies are diminishing. 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	///	*****	\$\$\$

Prices are rising. Supply levels are past their peak in Central Mexico; labor issues and transportation blockades from the cartel have also caused disruptions. Mexico's Baja season has begun, but volume isn't high enough to fill the shortages out of Central Mexico. Expect low yields through March, but stocks should increase shortly after.



## romaine

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

Markets will inch up and volume will fall until growers have moved to the Salinas Valley in April. MFC Romaine Lettuce is available.



## salads & blends

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

Prices are unchanged. The Arizona-California desert season will end in April; growers will move production north to the Salinas Valley at that time. Fringe burn, mildew, ribby texture, insect pressure, and seeder are occasional issues being culled in the fields.

# FRESH CROP REPORT



## spring mix

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

The market is stable. The Arizona-California desert season will end in early April; growers will move north to the Salinas Valley at that time. RSS Arugula, Spinach, and Spring Mix are sporadic; packer label will be substituted if needed.



## squash

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

Prices are expected to stabilize over the next 7-10 days. Stocks (especially yellow squash) are limited due to Florida's freezing temperatures in January and February. Mexico's Sonora region is experiencing cooler evenings that are inhibiting growth. Yellow squash remains extremely limited. MFC Zucchini and Yellow Squash are available.



## stone fruit

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

Markets are elevated. Limited quantities of imported fruit will ship until the California season starts in May. Nectarine, peach, and plum supplies are snug. 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	///	*****	\$\$\$

California supplies are ample in Santa Maria, Oxnard, and Salinas/Watsonville. Volume has increased 30% since last week. Quality is great; size is large. The Florida season has passed its peak and will wind down after the Easter holiday, but for now, stocks are plentiful, and prices are low. MFC Strawberries are available.



## tomatoes

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

Markets are a bit lower than last week, especially for rounds and Romas. Past poor weather affected volume over the last two weeks, but now multiple regions are ripening at the same time, creating a temporary flush. 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	///	*****	\$\$\$

Imported supplies are limited in Mexico, Guatemala, Costa Rica, and Honduras as the season begins winding down. Prices will climb as volume declines. The domestic Florida season is forecast to begin by mid-April. Due to the recent freeze in January and February supplies will be limited until late May.

# 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** Budgeting is always a top concern for foodservice operations—what ingredients do you suggest that operators incorporate into their menus to balance cost control?

**A** The short answer is anything Ready-Set-Serve. Markon RSS products help operators reclaim assigned labor. Typically, there is a net cost savings on COGS for operators when switching from packer items into Markon RSS products.



That's fantastic, but we also get the benefit of having dozens of hours of labor reassigned elsewhere in the operation.



It's always helpful to have extra labor for inventory counts, last-minute catering opportunities, maintaining safety logs, and staff training and development.

# TIPS FOR SERVING RSS GREEN ONIONS



- 1.** Top miso soup and ramen with chopped RSS Washed & Trimmed Green Onions.
- 2.** Make kimchi by pickling RSS Green Cabbage with RSS Sliced Onions, RSS Peeled Garlic, RSS Washed & Trimmed Green Onions, ginger, and gochujang paste.
- 3.** Stir sliced RSS Washed & Trimmed Green Onions, morels, and crumbled blue cheese into risotto.



# 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.

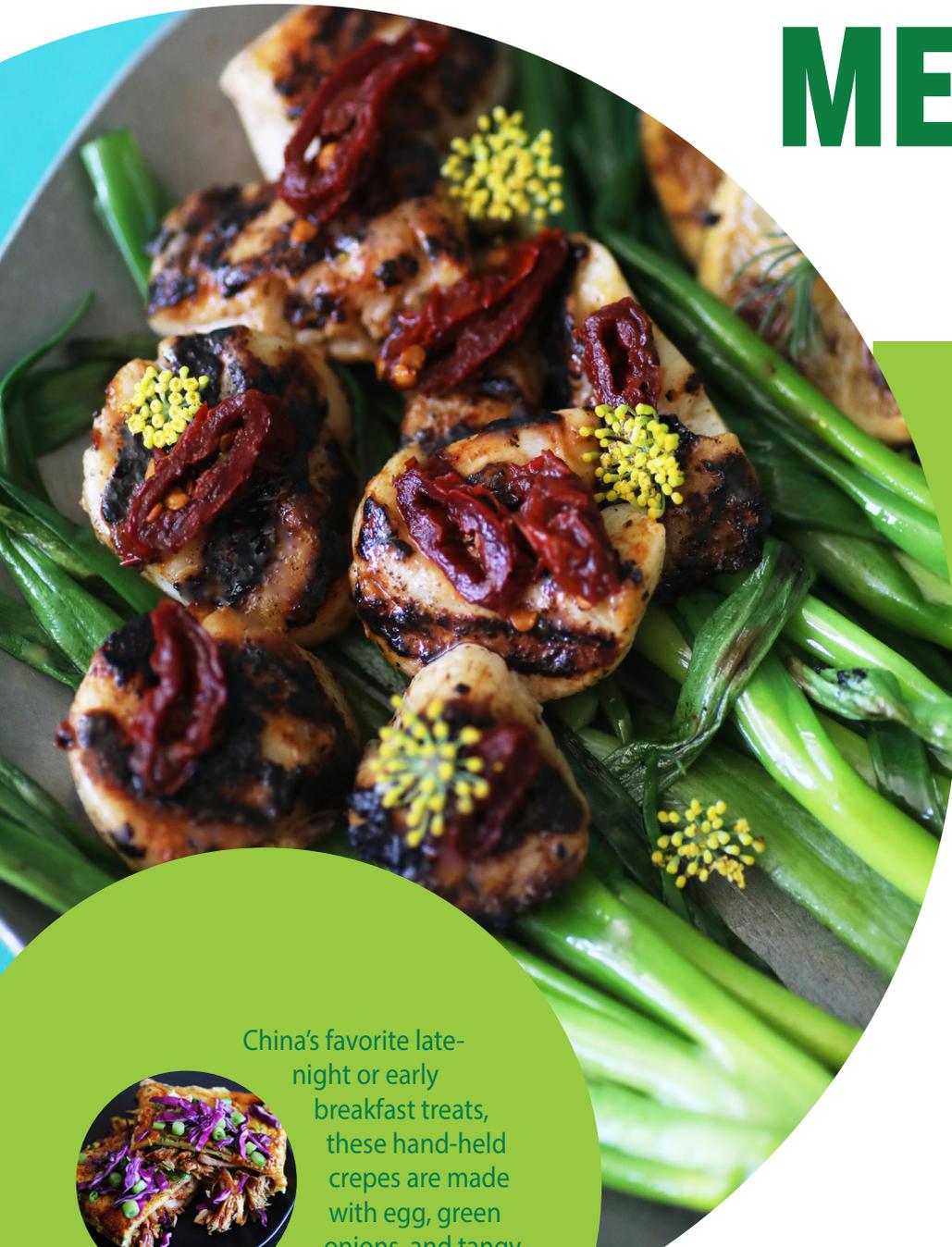
## Chipotle Scallops with Green Onions and Lime

Smoky, briny flavors pair with citrus and onions to create the perfect warm-weather dish.

- |          |  |
|----------|--|
| 1/4 C    | Canola oil, split  |
| 16       | Scallops   |
| 2 tsp.   | Kosher salt  |
| 1/2 tsp. | Black pepper   |
| 1 oz.    | Chipotle chile peppers (canned), pureed                  |
|          | Additional chipotle peppers (canned), sliced for garnish |
| 1 lb.    | RSS Washed & Trimmed Green Onions                        |
| 3        | MFC Limes, sliced  |
|          | Edible petals, to garnish                                |

Season scallops with 1/2 teaspoon of salt and 1/4 teaspoon of pepper. Brush them all with pureed chipotle pepper puree. Heat two tablespoons of oil a large grill pan. Add scallops and cook for one to two minutes per side, charring surface of the shellfish. Toss green onions with remaining oil. On a separate grill or pan, cook the green onions until charred. Add sliced limes to pan once onions are removed and cook until grill lines appear.

Arrange all on a large platter for family-style serving or divide into equal portions.



China's favorite late-night or early breakfast treats, these hand-held crepes are made with egg, green onions, and tangy-spicy sauces.

