



# FRESH CROP REPORT

WEEK OF MARCH 29, 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

## HIGH WEST COAST TEMPERATURES

Unseasonably hot weather across key West Coast growing regions over the past four weeks has been creating quality challenges for lettuce and tender leaf items.

## POTATOES

Large-size potatoes are tightening in Idaho, pushing markets up slightly, especially for 40- through 80-count supplies. Smaller sizes and No. 2-grade stocks remain abundant. Expect slightly higher prices.

## STRAWBERRIES

The market is climbing. Elevated temperatures have caused quality challenges and reduced yields in all California growing regions.

## CAULIFLOWER

- Prices are weak; Arizona-California desert supplies are ample as the season winds down through early April.
- Salinas Valley production has begun and will ramp up through April.

## ORANGES

- As the California Navel orange season progresses, 113- and 138-count fruit remains extremely limited.
- The new crop California Valencia season will begin in late April.

## LIMES

- Availability continues to tighten, with weather and harvesting disruptions adding pressure across all growing regions.
- Markets are expected to remain elevated into April.

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## apples

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

Washington Gala prices are a bit higher as the Michigan season will end in early April, driving demand westward. 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 rising; growers are starting to transition to new regions within Mexico, while the Peruvian season is just getting started. Extra-large and jumbo spears are tightening. MFC Asparagus is available.



## avocados

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

Prices are up a bit due to labor shortages caused by the upcoming Holy Week (March 29 to Easter Sunday on April 5). RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.



## bell peppers green/red

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

Florida markets are up. Scarring is a quality issue caused by earlier freezing weather; most of the crop is choice grade. The Georgia season will start in two months. Mexican volume is low; ongoing quality concerns include disease, bruising, and decay due to past weather. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Elevated prices persist. The Central Mexican season is winding down; holiday labor issues and transportation blockades are hindering shipments. Baja will increase in April. Quality is average, but will improve once Baja supplies start crossing into California.



## blueberries

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

The market is up. Mexican production is nearly done for the season; holiday labor shortages and transportation blockades are reducing availability. The Florida season remains on hold for another couple of weeks due to early March's cold weather; as much as 50% of this crop has been lost. Expect tight stocks through April; yields will increase when California's San Joaquin Valley season starts.

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**broccoli**

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

Prices are level. The Salinas season has started in a limited manner and will ramp up through April. The Arizona-California desert season will end in early to mid-April. Potential quality concerns include brown bead and yellowing. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



**cantaloupe**

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

Markets are elevated; volume is falling. Availability will increase in early April when new crop harvesting starts 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	///	*****	\$\$\$

Prices are weak; Arizona-California desert supplies are ample. The season will wind down through early April. Salinas Valley production has begun and will ramp up through April. ESS Cauliflower is available.



**celery**

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

Markets are low. The Florida season is winding down. Supplies will be depleted in the Arizona-California desert by early April. California stocks are abundant in Oxnard. The Salinas season will start in early June. Quality is very good; disease pressure, pith, and twisting are minimal. MFC Celery is available.



**chile peppers**

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

Tight supplies are holding prices up for all varieties. February's freeze destroyed much of the Florida crop, pushing demand to Mexico. The Georgia season is now scheduled to begin in early May. Expect higher volume and lower markets when East Coast harvesting increases in April/May. MFC Chile Peppers are limited; packer label is being substituted as necessary.



**cucumbers**

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

Strong demand is keeping markets elevated. Mexican and offshore stocks are limited. The delayed Florida spring season should get underway in early April, increasing overall industry volume. MFC and ESS Cucumbers are available.



**grapes**

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

Expect high prices through April; heavy rain damaged crops in Chile. The offshore season will run through early May. Mexican production will begin at that time. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are available.

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**green leaf**

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

The market is stable. Arizona-California production is ending; fringe burn, mildew, seeder, and insect pressure are end-of-season problems. The Salinas Valley season will ramp up next week. MFC Green Leaf Lettuce is available.



**honeydew**

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

Prices are elevated; volume is falling. Availability will increase in early April when new crop harvesting starts in Central America. Domestic production will begin in May. Sugar levels are approximately 14% Brix.



**iceberg**

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

Markets are steady. The Arizona-California desert season is ending. The Huron season will run another few weeks. Salinas Valley production starts next week and will hit full volume later in April. MFC Iceberg Lettuce is available, but MBA will be substituted as needed.



**lemons**

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

Prices are unchanged. Small California fruit (165- and 200-count sizes) is tight; shipments are dominated by larger sizes (95- through 140-count supplies). MFC and ESS Lemons are available.



**limes**

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

Markets are expected to remain elevated into April. Availability continues to tighten, with weather and harvesting disruptions adding pressure across all growing regions. MFC and ESS Limes are on the market.



**onions**

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

Prices are steady to slightly lower. The Pacific Northwest storage season will end in late April/early May. New crop stocks are shipping from Mexico and Texas. Fresh-run onions typically exhibit higher moisture content, thinner skins, and overall shorter shelf life. MFC Onions are available.



**oranges**

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

As the California Navel orange season progresses, 113- and 138-count fruit remains extremely limited. The new crop California Valencia season will begin in late April. California Cara Cara oranges and Mandarins will be viable substitutions for West Coast orders. Moroccan fruit will be an option on the East Coast through June. MFC and ESS Navel Oranges are available.



**pears**

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

Prices are fairly steady. Quality is very good; sugar levels range from 14 to 17 Brix. Washington MFC Anjou Pears are available.

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## pineapples

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

Prices are up. Large sizes are limited; eight-count supplies are ample. Industry quality is fair; 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	///	*****	\$\$\$

Red supplies are plentiful; large sizes dominate storage crops. Yellow stocks are tight in multiple regions; demand is strong and volume is low. Expect markets to climb over the next five to seven weeks, especially for yellow potatoes. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



## potatoes

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

Large-size potatoes are tightening in Idaho, pushing prices up slightly, especially for 40- through 80-count supplies. Smaller sizes and No. 2-grade stocks remain abundant. Expect slightly higher prices. MFC Idaho Burbank and Norkotah Potatoes are available.



## raspberries

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

The market is high. Harvesting is ending in Central Mexico; labor shortages and transportation blockades are reducing shipments. Baja production will increase through April, easing prices.



## romaine

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

Prices are stable. Arizona-California production is ending; fringe burn, mildew, seeder, and insect pressure are end-of-season problems. The Salinas Valley season will ramp up next week. MFC Romaine Lettuce is available.



## salads & blends

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

The market is unchanged. The Arizona-California desert season is ending; growers will move production to the Salinas Valley in early April. Fringe burn, mildew, ribby texture, insect pressure, and seeder are occasional problems.

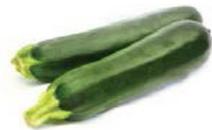
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## spring mix

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

The market is steady. The Arizona-California desert season is ending; growers will move harvesting to the Salinas Valley early April. RSS Arugula, Spinach, and Spring Mix are available.



## squash

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

Markets are starting to ease. Supplies (especially yellow squash) are increasing in Florida. The Georgia season will begin in a month, adding to East Coast stocks. New crop production is underway in Sonora, Mexico; volume is climbing. MFC Zucchini and Yellow Squash are available.



## stone fruit

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

Prices remain high. The Chilean stone fruit season is starting to wrap up. The domestic season will get underway in May.



## strawberries

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

The market is climbing. Elevated temperatures have caused quality challenges and reduced yields in all California growing regions. Heat-related quality concerns include soft skin, decay, sunburn, and bruising. MFC Strawberries are available.



## tomatoes

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

Mexican supplies are tightening as the Sinaloa season winds down earlier than normal. Ongoing disease pressure and plant fatigue have also contributed to declining yields and inconsistent quality. Sonora production has started; however, volume isn't high enough to offset shortages. Expect high prices and variable quality over the coming weeks. East Coast stocks will remain limited until the Central Florida season starts in mid-April. Quality is average: scarring and bruising are occasional problems. MFC Tomatoes are available.



## watermelon

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

Elevated markets persist. Imported supplies are limited in Mexico, Guatemala, Costa Rica, and Honduras; the offshore season is ending. Florida harvests will begin in mid-April, but due to the winter freeze, low volume is forecast 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** RSS Brussels Sprouts are year-round, versatile ingredients. How do you lighten up sides and salads made with them in springtime?

**A** Conquer shifting cravings in the cooler months by trading light greens for warm grains and cost-effective roasted ingredients that redefine the classic salad.



I love creating a salad or side consisting of roasted RSS Brussels Sprouts Halves, garbanzo beans, cilantro, garlic, shallots, and golden raisins.



Toss with a zesty dressing and serve warm or chilled.

# TIPS FOR SERVING RSS BRUSSELS SPROUTS



- 1.** Finely dice and use to top tacos and tostadas.
- 2.** Add to stir-fries and curries.
- 3.** Shred and use to line sandwiches and burgers.



# 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.

## Fennel-Brussels Sprout Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with roasted poultry.

- 2 MFC Fennel bulbs, shaved (reserve fronds)
- 1 lb. RSS Brussels Sprouts, shaved
- 1/2 C Citrus vinaigrette
- Edible flowers as garnish, if desired

Toss shaved fennel and sprouts with citrus vinaigrette.

Arrange on large serving platter and garnish with fennel fronds and edible flowers. Serve.



A fresh take on classic pizza recipes, this version combines earthy Brussels sprouts, sweet figs, creamy Ricotta cheese, nutty Parmesan, and tangy Balsamic syrup.

