



FRESH CROP REPORT

WEEK OF MAY 3, 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

BRUSSELS SPROUTS

Prices are slowly climbing due to tighter supplies out of Mexico. MFC and RSS Brussels Sprouts are available.

SQUASH

Expect higher West Coast prices. Harvesting transitions are occurring in multiple regions. The Mexican squash season is winding down early, while California production is just starting. East Coast growers will move from Florida to Georgia in early May, with some supply overlap keeping markets stable.

ONIONS

Markets are rising in all regions. The Mexican season is nearly finished. The new crop New Mexican season will start in three weeks. Fresh-run MFC Onions are available in Texas and Southern California.

CHERRIES

- Cherry season has begun in North America. Supplies will ship from various regions over the next three to four months.
- Expect elevated early-season prices as weather-related issues have diminished supplies and reduced upcoming crops in major growing areas.

TOMATOES

- Round tomato supplies remain limited out of Mexico. The Central Florida season is getting underway; supplies will increase through May.
- Roma and round prices remain elevated, but cherry and grape tomato markets are starting to ease.

STRAWBERRIES

- Prices are elevated.
- Supplies are extremely limited due to prior rain in California growing regions and strong Mother's Day demand.

FRESH CROP REPORT

WEEK OF MAY 3, 2026



apples

Gala and Red Delicious markets will climb as the season progresses; storage supplies are tightening. Prices for other varieties are steady. Quality is very good; sugar levels range from 15 to 18 Brix. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Prices are high. Mexican growers are transitioning to new crop growing regions. Peruvian supplies are steady into East Coast ports. The domestic season is getting underway; supplies will increase through May. MFC Asparagus is available.

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



avocados

Mexican supplies are tightening in anticipation of strong demand for the Cinco de Mayo holiday. The size curve is shifting; fewer small sizes are available. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are on the market.

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



bell peppers green/red

Prices are level. The California green bell season is underway; the crop consists of mostly large sizes and No. 1 grades with very few choice supplies available. Mexican green volume is low; the season is ending. East Coast growers should have sufficient supplies for another two weeks, then move to Georgia. Red bells will remain snug through the last three weeks of that season. California desert production will start May 18. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is level; supplies are becoming more plentiful in Baja, Mexico. Quality is very good; berries are plump and juicy with solid color.

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



blueberries

Prices are elevated but should start inching down in a week or so. California's San Joaquin Valley season is getting started; overall supplies will increase in May. Expect quality to improve in new crop fruit.

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

FRESH CROP REPORT



broccoli

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

Expect persistently elevated markets and limited availability for the next three weeks. California yields are especially low. Quality ranges from fair to average. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if needed.



cantaloupe

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

Prices are stabilizing. The offshore season is ending. Domestic supplies have started to ship out of California; volume will rise through May. Quality is very good; color is strong and flavor is sweet. Sugar levels range from 13 to 16% Brix. MFC Cantaloupe Melons are now shipping out of California.



cauliflower

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

Expect high markets and limited supplies until late May. Erratic California weather has led to a period of scarce supplies. Quality ranges from fair to average; potential problems include off-color heads, small size, and mildew. ESS Cauliflower is available.



celery

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

Prices are up. Oxnard, California will serve as the main growing region until the Salinas Valley season begins in early June. Quality is average; pith is a potential issue. MFC Celery is on the market.



chile peppers

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

The jalapeno market is inching down, but prices for other varieties remain elevated. The Florida season is winding down, but supplies are increasing in California and Texas. Quality is very good. MFC Chile Peppers are available.



cucumbers

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

Prices are stable. Mexican stocks are moderate, with most volume coming from new crop fields in Sonora. Baja production has also started; supply levels will build through May. East Coast growers will move from Florida to Georgia soon. Overall quality is good. MFC and ESS Cucumbers are available.



grapes

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

The Chilean/Peruvian offshore season will wrap up over the next few 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.

FRESH CROP REPORT



green leaf

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

Prices are elevated. Erratic weather during plantings has led to limited Salinas Valley supplies. MFC Green Leaf Lettuce is available.



honeydew

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

The market is inching down. Mexican supplies will increase through May. The offshore season is ending. Domestic shipments have started out of California. Quality is very good; flavor is sweet. Sugar levels are approximately 14% Brix. MFC Honeydew Melons will start shipping out of California next week.



iceberg

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

Prices are extremely high. Erratic weather during plantings has led to limited Salinas Valley supplies. Overall quality is good, but fluctuating density, INSV, and large frames are potential problems. MFC Iceberg Lettuce is available, but MBA will be substituted if necessary.



lemons

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

Markets for small California fruit (165- and 200-count sizes) are climbing; 95- through 140-count supplies are more plentiful. MFC and ESS Lemons are available.



limes

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

Prices are inching down; yields will increase through May. Small sizes dominate the Mexican crop due to low precipitation this season. Quality is very good; oil spotting and scarring are potential issues. MFC and ESS Limes are available.



onions

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

Markets are rising in all regions. The Mexican season is nearly finished. The new crop New Mexican season will start in three weeks. Fresh-run MFC Onions are available in Texas and Southern California.



oranges

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

Prices will increase until the industry fully transitions from the California Navel crop to Valencia supplies. Limited quantities of new crop fruit are shipping, but the bulk of the season won't get underway until early June. MFC and ESS Navel Oranges are available.



pears

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

The market is level; small sizes are limited. Quality is very good; sugar levels range from 14 to 17 Brix. Washington MFC Anjou Pears are available.

FRESH CROP REPORT



pineapples

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

Expect high markets through May. Supplies are extremely tight. Heavy rain disrupted fruit development and reduced imported availability. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Expect rising yellow potato prices and a small jump for red supplies. The North Dakota season is ending before normal due to strong demand. Yellow potato shipments will end this week, followed by red potatoes in mid-May. Production will start in Arizona and California this month. MFC Red and Yellow Potatoes are available.



potatoes

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

Weak markets persist. Large sizes are limited in Idaho; 40- through 80-count stocks are more abundant. Smaller sizes and No. 2-grades are ample. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Prices are unchanged. The new crop Baja season has begun, increasing volume. Quality is very good; berries are plump and deep red.



romaine

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

Markets are elevated. Erratic weather during plantings has led to limited Salinas Valley supplies. Quality is very good; possible problems include INSV, dirt, insects, and fringe burn. MFC Romaine Lettuce is available.



salads & blends

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

Prices are stable. The Salinas Valley season is fully underway. Quality is very good; mechanical damage and discoloration are potential issues.

FRESH CROP REPORT



spring mix

The market is unchanged. Quality is very good; yellowing and mildew damage are possible issues. RSS Arugula, Spinach, and Spring Mix are available.

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



strawberries

Prices are elevated. Supplies are extremely limited due to prior rain in the Salinas/Watsonville growing regions and strong Mother's Day demand. MFC Strawberries are available.

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



squash

Expect higher West Coast prices. Harvesting transitions are occurring in multiple regions. The Mexican season is winding down early, while California production is just starting. East Coast growers will move from Florida to Georgia in early May, with some supply overlap keeping markets stable. MFC Zucchini and Yellow Squash are available.

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



tomatoes

Round tomato supplies remain limited out of Mexico. The Central Florida season is getting underway; yields will increase through May. Roma and round markets remain elevated, but cherry and grape tomato prices are starting to ease. MFC Tomatoes are available.

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



stone fruit

The California apricot, cherry, nectarine, peach, and plum seasons have begun; supplies will increase through May. Expect high markets. Sugar levels will increase as the season progresses.

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



watermelon

Increased production in Florida has lowered prices this week. The market will stabilize for May. Quality is very good; flesh is firm, color is bright, and flavor is mildly sweet.

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

TIPS FOR SERVING RSS CHOPPED COLLARD GREENS



- 1.** Sauté RSS Collard Greens until tender and serve with mashed sweet potatoes and cornmeal-fried shrimp; a true Southern dish!
- 2.** Toss raw RSS Collard Greens with soba noodles, MFC Cucumbers, RSS Shredded Carrots, and julienned MFC Red Bell Peppers; drizzle with sesame-soy vinaigrette.
- 3.** Fry RSS Collard Greens and RSS Sliced Onions in pork fat; deglaze with stock and simmer until tender, then stir in barbecue sauce. Great with ribs, potato salad, and pulled pork.



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.

Chopped Collard Greens and Soba Noodle Salad

A cold preparation of our Chopped Collard Greens in an Asian inspired, hearty and healthy, Soba Noodle salad.

- 4 C RSS Chopped Collard Greens
- 1/2 C MFC Carrots, julienned
- 1/2 C MFC Red Bell Peppers, julienned
- 1/4 C English Cucumbers, julienned
- 8 each RSS Washed & Trimmed Green Onions, sliced thin
- 1/4 C RSS Washed & Trimmed Cilantro
- 12 oz. Cooked buckwheat/soba noodles
- 1 T Sesame seeds, toasted
- 6 oz. Rice wine vinegar
- 1 tsp. Maple syrup
- 2 T Ginger, grated
- 2 T Tamari or soy sauce
- 2 tsp. Sambal/chili garlic paste
- 1 T Sesame oil
- 1/4 C Canola oil
- 2 T Creamy peanut butter

Cook soba noodles according to directions on package and cool. Using a blender, add rice wine vinegar, tamari, maple syrup, sambal, ginger, sesame oil, and peanut butter. Blend, adding 3T water, and then slowly add canola oil to incorporate. In a bowl, combine chopped collard greens, vegetables, and noodles. Reserve green onions. Toss with dressing and mound on plate. Top with green onions and sesame seeds.

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

