



FRESH CROP REPORT

WEEK OF FEBRUARY 16, 2025

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

BRUSSELS SPROUTS

The Salinas season has come to an end. Mexican stocks are ample. Prices will continue to hold at lower levels amid abundant supplies.

STRAWBERRIES

This week's California rain is expected to cause harvesting delays or cancellations. Expect tight supplies and strong markets through next week.

CAULIFLOWER

Prices are steady to slightly lower; supplies are increasing and demand is weakening.

TOMATOES

- Supplies are abundant, quality is great, and markets should remain low for the next two weeks; this is an excellent time to promote the category.
- MFC Tomatoes are available.

BROCCOLI

- Prices are steady at low levels.
- Warmer day and nighttime temperatures are increasing yields and crown size.

ASPARAGUS

- Markets have eased.
- Mexican new crop supplies are abundant; quality is excellent.

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apples

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

Prices are unchanged. Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are plentiful. Quality is very good. Michigan's Honeycrisp season will wrap up in early March but stocks will remain available from Washington.



asparagus

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

Markets have eased. Peruvian imports are tight but Mexican new crop supplies are abundant; quality is excellent. MFC Asparagus is available.



avocados

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

Prices remain high; demand is strong and volume is low. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Green bell pepper prices are weak. Ideal weather has aided growth in Florida. Red bell supplies are increasing on both coasts; markets have fallen. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is level. Mexican stocks are sufficient. Quality is good; small size, soft skins, and red cells have been reported.



blueberries

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

Prices are steady. Mexican supply is meeting demand. Chilean and Peruvian fruit is also available. Quality is very good; fruit is plump and juicy.

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broccoli

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

Markets are steady at low levels. Warmer day and nighttime temperatures are increasing yields and crown size. Mexican-grown MFC Broccoli is available in South Texas; quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

Elevated prices persist. Offshore stocks will remain tight through the month, potentially returning to normal levels in early March. Quality is good despite longer travel time.



cauliflower

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

Markets are steady to slightly lower; supplies are increasing and demand is weakening. Quality is very good. ESS Cauliflower is available.



celery

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

Low prices persist; stocks are plentiful in all harvesting regions. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

The market is unchanged. East Coast growers are harvesting in South Florida. Mexican supplies are adequate. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are level. Offshore supplies are shipping from Honduras. Mexican supply is meeting demand in Baja, Sinaloa, and Central Mexico. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The market is starting to inch down. Offshore stocks are increasing. Quality is very good; sugar levels will rise as the season progresses.

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green leaf

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

Prices have eased following last week's strong Super Bowl and Valentine's Day demand. Epidermal blistering and peeling are being observed less frequently in green leaf compared to other head lettuces. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Mexican supplies are increasing, easing markets slightly. Offshore stocks will remain tight through the month, potentially returning to normal levels in early March. Quality is good despite longer travel time.



iceberg

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

Prices have eased following last week's strong Super Bowl and Valentine's Day demand. Warmer weather has increased industry stocks but quality issues such as epidermal blistering and peeling will persist through the month. 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	///	*****	\$\$\$

Markets are weak; 165- through 235-count sizes are ample. Seedless lemons are available. MFC and ESS Lemons are on the market.



limes

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

Prices will inch up through the month; low seasonal volume typically occurs each February. Quality is average. MFC and ESS Limes are available.



onions

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
MI	///	*****	\$\$\$
NY	///	*****	\$\$\$
PNW	///	*****	\$\$\$
UT	///	*****	\$\$\$

The market is steady. Medium and jumbo sizes are most abundant; white jumbos are snug. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

California prices are expected to remain stable through February; stocks are plentiful. Navel quality is very good; sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.



pears

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

The market is elevated; storage volume is low. Quality is very good. MFC D'Anjou Pears will ship out of Washington through June.

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pineapples

The market is up. Yields are low in Costa Rica; low temperatures have impeded growth. All sizes are limited; order flexibility will help with coverage. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are unchanged; Mexican stocks are adequate. Warm weather is increasing growth and improving quality.

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



red/yellow potatoes

Prices are level. The Wisconsin season has ended but Florida production is ramping up. Quality is very good. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.

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



romaine

Markets have eased following last week's strong Super Bowl and Valentine's Day demand. Quality is strong; epidermal blistering and peeling are occasional issues due to lettuce ice events earlier in the month. MFC Premium Romaine is sporadic; MBA is being shipped as needed.

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



potatoes

The market is steady; storage stocks are shipping from Colorado, Idaho, and Washington. Mixer supply is meeting demand. Poor winter weather may slow production; prices will increase if this occurs. MFC Burbank and Norkotah Potatoes are available.

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



salads & blends

Warmer weather has aided desert region growth, but quality challenges such as epidermal blistering and peeling will persist through February. Markon inspectors continue to monitor crops closely and are working with growers to secure the best product for Markon orders.

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

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spring mix

Prices are unchanged. Arugula supplies are rebounding due to warmer weather in the Arizona/California desert. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini prices are low; supplies have increased. Yellow squash stocks are meeting demand in Florida, but tight in Mexico. Quality is very good; bruising and scarring are occasional problems. MFC Zucchini and Yellow Squash are available.

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



strawberries

This week's California rain is expected to cause harvesting delays or cancelations; early signs of decay and bruising are being reported. Expect tight supplies and strong markets through next week. Stocks are ample in Florida and Mexico. MFC Strawberries are available.

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



tomatoes

Supplies are abundant, quality is great, and markets should remain low for the next two weeks; this is an excellent time to promote the category. MFC Tomatoes are available.

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



tree fruit

Prices for imported fruit are high. Chile nectarines, peaches, and plums are being shipped into the U.S. The domestic season will begin in California this summer. Sugar levels will increase through the spring.

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



watermelon

The market is fairly steady; domestic supplies are sufficient. Florida's spring season will start in early April, further increasing yields. Quality is very good.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
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
MICHAEL VILORIA
MARKON MEMBER CHEF

Q

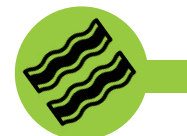
MFC Sugar Snap Peas are an on-trend, easy-to-use ingredient. How do you incorporate it into recipes?

A

Sugar snap peas are very versatile vegetables that can be used in appetizers, sides, salads, bowls, and main courses.



I typically like to incorporate sugar snap peas to provide a fresh crunch and texture to the dish as well providing a punch of color to the plate.



Great raw in salads and crudites or cooked in a variety of noodle and rice dishes.



TIPS FOR SERVING BROCCOLI



- 1.** Use raw and cooked, as a stand-alone side dish and an ingredient in any number of recipes including salads, soups, pizza, pasta, and stir-fries.
- 2.** Perfect as an ingredient in almost any dish or serve blanched as a unique crudité.
- 3.** Brush with olive oil and salt/pepper before cooking to add flavor to any side dish or roasted vegetable medley.

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.

Blistered Broccoli and Seared Scallops

The Asian flavors of lemongrass and ginger add contrast to this entrée of seared scallops and blistered broccoli.

2 T	Grapeseed oil
2 lbs.	Large sea scallops
	Coarse salt and ground pepper (to taste)
2 1/2 lbs.	RSS Bite-Size Broccoli Florets
1 T	Lemongrass
1 T	Ginger
1 tsp.	Chili paste
1/4 C	RSS Lemon Juice
1/4 C	Low-sodium soy sauce
2 T	Rice vinegar
2 T	Sambal sauce (optional)

In a large skillet, heat 1 Tbsp. grape seed oil over medium-high heat. Season scallops with salt and pepper; sear in a very hot pan for approximately two minutes on each side. Remove from pan and allow to rest in a warm place. Pour remaining oil into pan and immediately add broccoli; sear for one minute then incorporate lemongrass, ginger, chili paste, and lemon juice. To deglaze pan, add soy sauce, vinegar, and Sambal sauce; toss to combine. Serve immediately with two or three seared scallops on each plate.



Anise-flavored fennel, earthy beets, and the umami of Parmesan cheese all accent this RSS Heritage Blend salad.