



FRESH CROP REPORT

WEEK OF APRIL 13, 2025

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

RSS PROCESSOR'S SEASONAL HARVESTING TRANSITION

RSS value-added salad suppliers follow the seasonal lettuce transition in the fall and spring. Relocating their processing capabilities allows them to pack the freshest product possible and achieve optimum quality and shelf-life. All value-added suppliers will be shipping from Salinas, California starting April 14.

GREEN LEAF & ROMAINE

Markets are fairly steady at low levels; multiple growing regions are currently harvesting, creating an abundant supply.

TOMATOES

Prices are easing. Volume is increasing as new crop production is underway in Culiacan, Mexico. Harvesting will begin in Florida's Ruskin/Palmetto growing region this week.

STRAWBERRIES

- Clear, warm weather is forecast in California's Santa Maria/Oxnard growing region.
- Expect supplies to increase and prices to dip.

MELONS

- Central American cantaloupe and honeydew stocks remain adequate.
- The offshore season will run for approximately six more weeks before transitioning to domestic production.

CUCUMBERS

- Yields are increasing in Mexico and Florida.
- The market will start to inch down.

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apples

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

The market is level. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are on the market. The Washington Opal season will wrap up in April. Quality is very good. Michigan's Golden Delicious, Honeycrisp, and Pink Lady seasons have ended, but these varieties are available out of Washington.



asparagus

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

Expect prices to climb through late April as strong demand ramps up for the Easter holiday. Extra-large and jumbo sizes will tighten over the next 14-21 days; the price spread between small and large sizes will increase. MFC Asparagus is available.



avocados

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

The market is elevated. Although California volume is rising, supply levels are not high enough to offset demand. Mexican stocks are tight. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Prices are stable. East Coast growers will transition from South Florida north to the Plant City area over the next week, followed by the Georgia season in early May. Mexico is in the final stages of its green pepper season. Volume will decline each week until the season concludes in May. Production in California's Coachella growing region is set to start the week of April 21. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is starting to stabilize after recent pruning; yields are returning to normal levels. Quality is very good; small size, soft skins, and red cells are minor problems.



blueberries

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

Prices are low. Ample California stocks are forecast for April and May. Mexican supplies are plentiful. Florida yields are average. Quality is very good; fruit is plump and juicy.

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broccoli

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

Markets are steady at slightly below average levels; the harvesting transition back to Salinas is complete. New crop quality in Salinas is strong; ideal weather conditions will continue over the next few days. Quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

Prices will rise due to the 10% tariff on Central American imports. Stocks remain adequate. The offshore season will run for approximately six more weeks before transitioning to domestic production. The Arizona-California desert season will begin in the first week or two of May.



cauliflower

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

Multiple growing regions are in play. California growers are harvesting in Salinas and Santa Maria; the Arizona-California desert season is nearly done. Expect markets to hold firm as the Yuma season ends and demand gets pushed to the Salinas Valley. Relief is expected in the next 7-10 days as new crop production ramps up. ESS Cauliflower is available.



celery

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

Prices will rise as the Arizona/California desert and Florida seasons end. Oxnard harvesting will continue through June. Salinas production will start in late May/early June. Quality is very good in all regions; disease pressure is minimal. MFC Celery is available.



chile peppers

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

High markets persist; yields are low in Florida and Mexico. Quality is good. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are easing. Florida volume is at its peak. Mexico supplies are moderate; the Sinaloa season will continue until mid-May. Baja stocks are forecast to increase in mid-to late May. Quality is very good out of Florida and Mexico. MFC and ESS Cucumbers are available.



grapes

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

Chilean/Peruvian offshore grapes will ship through early May. Harvesting will transition to Mexico at that time. Mexican volume is expected to be higher than last year, but tariffs may offset any savings. Quality is very good.

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green leaf

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

Prices are fairly steady at low levels; multiple growing regions are currently harvesting, creating an abundant supply. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Markets will rise due to the 10% tariff on Central American imports. Stocks remain adequate. The offshore season will run for approximately six more weeks before transitioning to domestic production. The Arizona-California desert season will begin in the first week or two of May.



iceberg

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

Prices are inching up due to low weights in new crop fields. Salinas Valley production is underway; Huron and Oxnard harvests will continue through late April. 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	///	*****	\$\$\$

The market will inch up through May. California supplies (165- and 200-count sizes) are tight; crops are dominated by larger fruit (95- through 140-count stocks). MFC and ESS Lemons are available.



limes

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

High prices persist. Spring production has begun in Mexico; supplies will gradually increase through the month. Expect higher markets for large sizes than for small fruit. Quality ranges from good to very good. MFC and ESS Limes are available.



onions

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

Expect steady Northwest red and yellow markets through April. The new crop Texas fresh-run onion season will run through mid-May. Quality is very good; occasional bruising, mechanical damage, and feathery skins are typical of fresh-run onions. Harvesting will begin in Southern California by late April. MFC and ESS Red and Yellow Onions are on the market.



oranges

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

Prices are fairly low; expect abundant stocks through April. California quality is excellent. Small sizes (113- through 138-count fruit) are diminishing while large fruit (72- through 88-count oranges) is increasing. MFC and ESS Navel Oranges are available.



pears

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

Elevated markets persist; Washington storage stocks are available. Quality is very good. MFC D'Anjou Pears will ship through June.

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pineapples

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

Supplies are expected to remain limited until after Easter; prices are high. Large sizes are snug as growers are delaying harvests to increase sugar levels. RSS Pineapple Chunks and Spears are available.



raspberries

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

The market is unchanged. Mexican stocks are plentiful. Medium-size berries dominate availability. Quality is good; light color and small size are minor issues.



red/yellow potatoes

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

The market is level. B-size reds are tight in Florida but will become more plentiful in a week or two. Quality is very good. MFC Red and Yellow Potatoes are available.



romaine

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

Prices are steady; multiple growing regions are currently harvesting, creating an abundant supply. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.



potatoes

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

Idaho Russet prices are currently steady but markets for 40- through 70-count supplies are forecast to climb. As the Norkotah season winds down and Burbanks become the prevalent variety, size profile will shift to smaller potatoes. Once Norkotahs are depleted, Burbanks will be the sole variety from mid-June to mid-August. MFC Burbank and Norkotah Potatoes are available.



salads & blends

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

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spring mix

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

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tomatoes

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

Prices are easing. Volume is increasing as new crop production is underway in Culiacan, Mexico. Harvesting will begin in Florida's Ruskin/Palmetto growing region this week. MFC Tomatoes are available.



squash

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

Although the Florida season is winding down over the next few weeks, markets are a bit lower. Mexican growers are harvesting sufficient supplies in Sonora. MFC Zucchini and Yellow Squash are available.



tree fruit

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

The market is up a bit. Chilean nectarines, peaches, and plums are being shipped into the U.S. Domestic production will begin in California this summer. Yellow peach sugar levels vary from 12 to 13 Brix, yellow nectarine levels are in the 11 to 12 range, and plums measure 13 to 14 Brix. White varieties are slightly lower in sugar content.



strawberries

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

Clear, warm weather is forecast in California's Santa Maria/Oxnard growing region. Expect supplies to increase and prices to dip. Production is declining in Mexico as the season has moved past its peak. New crop harvesting will begin in Salinas/Watsonville by mid-May. MFC Strawberries are available; packer label may be substituted as necessary.



watermelon

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

Prices are unchanged. Florida yields will rise through April. Stocks are adequate in other growing regions. Quality is good.

ASK A MARKON CHEF

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



CHEF
BLYTHE BECK
MARKON MEMBER CHEF

Q

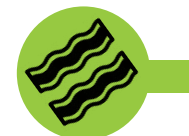
Earth Day is a great time to celebrate sustainability on menus. How do you suggest operators do so?

A

When celebrating sustainability and Earth Day, I have two mottos, less is more and cross-utilize.



Get your staff involved in creating ideas for using one ingredient in multiple recipes across the menu.



No-waste ingredients are also key to reducing labor and trash costs. RSS Carrots, Celery, and Onions come in multiple cuts and pack sizes—just open and use.

TIPS FOR SERVING MFC ZUCCHINI



- 1.** Dip chopped MFC Zucchini in egg whites, then coat with breadcrumbs; deep fry and serve with roasted tomato coulis.
- 2.** Stir shredded MFC Zucchini, dried cranberries, and toasted pecans into quick bread batter; bake and serve on breakfast buffets and in catered lunches.
- 3.** Shave MFC Honeydew Melon and MFC Zucchini into thin strips; toss with grilled chicken strips, olive oil, and RSS Lime Juice.



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 Red 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, sautéed or stewed until soft
- 2 cloves RSS Peeled Garlic, roasted and smashed
- 1T Nutritional yeast, seaweed-sesame flavor
- 1T 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.

Cauliflower steaks have a smoky, nutty flavor; top them with umami-rich mushrooms, crispy fried shallots, and the bitter notes of radicchio.

