



# FRESH CROP REPORT

WEEK OF MAY 11, 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

## SALINAS VALLEY ROMAINE

Last week the Salinas Valley region experienced a heavy marine layer followed by clear, warm afternoons. These conditions caused the development of fog burn in romaine. Strong winds and elevated humidity were also recorded, causing fringe burn and sporadic mildew pressure. Commodity and value-added supplies are expected to exhibit some of the above-mentioned challenges for several weeks.

## ONIONS

Prices are up. The Washington onion season will wind down over the next three to four weeks. Fresh-run onions are available in Texas through this week. The California desert region is in full swing.

## BELL PEPPERS

California's new crop green bell pepper supply is increasing; markets are lower. Red bell stocks are tightening in Mexico.

## BLUEBERRIES

- Supplies are slowly increasing in California and Georgia.
- Expect prices to ease over the next two weeks.

## BROCCOLI

- Markets are steady at low levels amid tepid demand.
- A California heatwave is expected to aid growth this week.

## AVOCADOS

- Demand has tapered off after the Cinco De Mayo holiday.
- Expect slightly lower prices this week.

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## apples

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

The market is level; storage supply is meeting demand. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good; fruit is firm and juicy.



## asparagus

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

Prices are inching down. Production is underway in Mexico's Baja region. Growers will shift to Central Mexico by late May. Domestic harvests are increasing across multiple regions including the Pacific Northwest and Michigan. Quality is very good; spears are straight, flavor is mildly grassy, and feathered tips are minimal. MFC Asparagus is available out of Mexico.



## avocados

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

Demand has tapered off after the Cinco De Mayo holiday. Expect slightly lower markets this week. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



## bell peppers green/red

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

California's new crop green bell pepper supply is increasing; markets are dropping. Imperial Valley supplies are ample. Quality is excellent. Red bell stocks are tightening in Mexico. The California desert has experienced temperatures in the mid-70s, slowing red bell coloring; a late May start is anticipated. Canadian greenhouse production is steady; large sizes are most abundant. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Markets should start easing through the rest of the month. New crop harvesting will get underway in a week in California's Watsonville/Salinus region. Quality is good; cell regression and softness will improve once domestic supplies start shipping.



## blueberries

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

Supplies are slowly increasing in California and Georgia. Expect prices to ease over the next two weeks. The Mexican season is past its peak; production is rapidly decreasing, and is expected to end in late May. Florida volume is down 40% compared to this time last year; the season will wrap up in two weeks. Georgia yields will climb this week. California's San Joaquin Valley season has started in a limited manner.

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**broccoli**

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

Markets are steady at low levels amid tepid demand. A California heatwave is expected to aid growth this week. Mexican supplies are ample. East Coast growers are shipping out of Georgia and North Carolina. MFC Broccoli Crowns are available.



**cantaloupe**

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

Prices remain high. The offshore season is nearly finished. The Arizona-California desert season will get underway later this week; expect more plentiful supplies and lower markets later this month.



**cauliflower**

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

Markets are a steady; stocks are abundant in Salinas Valley and Santa Maria. Warmer weather is expected to promote growth this week. Quality is strong; minor discoloration and brown spotting are occasional issues. Expect markets to continue inching lower this week. ESS Cauliflower is available.



**celery**

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

Prices are weak. Oxnard volume is high. The Salinas season will get underway in late May/early June. Production will start in Michigan in July. Quality is very good; disease pressure is a slight problem. MFC Celery is available.



**chile peppers**

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

The market is forecast to remain high for another two weeks. Mexican growers are moving between regions. Supplies are shipping from Florida; the Georgia season will begin later this week. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

Prices are steady. Mexican supplies are shipping from multiple growing areas. The Florida season will end within the next week; production will transition to Georgia. Quality is very good. MFC and ESS Cucumbers are available.



**grapes**

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

The market is elevated. The Chilean and Peruvian offshore seasons is winding down. Shipments will transition to Mexican-grown product over the next few weeks.

# FRESH CROP REPORT



## green leaf

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

Prices are fairly steady at low levels. Mildew, wind damage, and fringe burn are occasional quality issues that are being trimmed at harvest. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



## honeydew

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

Markets remain high. The offshore season is nearly finished. The Arizona-California desert season will get underway next week; expect more plentiful supplies and lower markets later this month.



## iceberg

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

Prices are steady at lower levels. Quality is very good: insect damage, sun scalding, and wind scarring are being trimmed or avoided at harvest. MFC Premium Iceberg Lettuce is available.



## lemons

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

Prices are elevated. Small-size California stocks (165- and 200-count fruit) are scarce; crops are dominated by large lemons (95- through 140-count supplies). MFC and ESS Lemons are available.



## limes

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

Although supplies remain tight, demand has eased; markets are starting to inch down. Quality is good; blanching and oil spotting are occasional problems. MFC and ESS Limes are available.



## onions

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

Prices are up. The Washington onion season will wind down over the next three to four weeks. Fresh-run onions are available in Texas through this week. The California desert region is in full swing. MFC and ESS Red and Yellow Onions are available.



## oranges

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

The market is inching up week after week. The California Navel season will end in June; supplies are tightening. Quality is good. MFC and ESS Navel Oranges are available.



## pears

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

Prices are up. Washington storage stocks are sufficient. Quality is very good. MFC D'Anjou Pears will ship through June.

# FRESH CROP REPORT



## pineapples

Prices are level; stocks are increasing. Large sizes are limited. Quality is very good; flavor is sweet yet tangy and texture is firm and juicy. RSS Pineapple Chunks and Spears are available.

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



## raspberries

The market is up a bit. Medium-sized berries dominate availability. Quality is very good; expect strong red color and firm texture. New crop harvesting will start in July in California's Watsonville/Salinas region.

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



## red/yellow potatoes

The yellow market is a bit higher than prices for reds; both A- and B-size supplies are scarce. The Northern Florida season is underway; red potatoes are plentiful. Quality is very good. MFC Red and Yellow Potatoes are available.

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



## romaine

Prices are up a bit. Last week the Salinas Valley region experienced a heavy marine layer followed by clear, warm afternoons. These conditions caused the development of fog burn in romaine. Strong winds and elevated humidity were also recorded, causing fringe burn and sporadic mildew pressure. Commodity and value-added supplies are expected to exhibit some of the above-mentioned challenges for several weeks. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



## potatoes

Idaho Russet prices are fairly steady, but markets for 40- through 70-count supplies are a bit higher. The Burbank size profile is shifting 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.

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



## salads & blends

Although markets are unchanged, romaine quality has dipped due to Salinas Valley weather conditions. Fog and a thick marine layer followed by strong winds and warm, humid days have caused sporadic problems such as internal burn, fringe burn, and mildew pressure.

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

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## spring mix

Prices are unchanged; Salinas Valley supplies are abundant. RSS value-added salad suppliers are shipping from California's Salinas Valley. RSS Arugula, Spinach, and Spring Mix are available.

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



## tomatoes

The market is low. East Coast supplies are being harvested in Central Florida. Growers are harvesting in multiple regions of Mexico. Production will increase through May. Quality is excellent. MFC Tomatoes are available.

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



## squash

The market is low; stocks are plentiful. Mexican growers are harvesting in Sonora and Baja. East Coast production is underway in Northern Florida and Georgia. The California desert season has begun; volume is rising. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



## tree fruit

Elevated prices persist. The Chilean apricot, nectarine, peach, and plum seasons are ending; remaining fruit will ship until June. Domestic harvesting will start in California later this month.

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



## strawberries

California prices are weak. Santa Maria stocks are ample. The Watsonville season is underway; volume will rise through May. Quality is excellent. MFC Strawberries are available.

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



## watermelon

The market is stable. Mexican stocks are tight. The offshore season is ending, but domestic stocks are shipping from California and Florida. Quality is very good; all sizes are available.

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



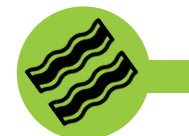
CHEF  
CJ JOHNSON  
MARKON MEMBER CHEF

**Q** Melons are healthy spring/summer ingredients that add color and texture to both sweet and savory dishes. How do you use them on your menus?

**A**

Melons work wonderfully in a variety of textures—pureed into velvety soups, chopped into salsas or salads, or thinly sliced as garnishes.

Presentation is key, so pay attention to how the melons are cut, whether in neat cubes, delicate ribbons, or micro-cuts to create visual contrast. Pair melons with savory ingredients like prosciutto, feta, crab, or duck to allow the natural sweetness to balance richer, fattier components. Herbs like basil, mint, and cilantro, and spices such as chili and cumin, can bring out the complexity in the melon's flavor, especially in savory dishes.





# TIPS FOR SERVING MFC JALAPENO CHILE PEPPERS



- 1.** Pickle whole or sliced MFC Jalapeno Chile Peppers to serve with rich foods like barbecued meats, tacos, burgers, and more!
- 2.** Hollow peppers and fill with cream cheese, crumbled bacon, and shredded Cheddar; bread and deep fry.
- 3.** Mince MFC Jalapeno Chile Peppers and add to quick bread mixes, salsas, stuffings, and beverages such as lemonade and margaritas.



# 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.



## Banh Mi

With its blend of French and Vietnamese cuisine, this delicious sandwich is accessible to most menus.

- 1 lb. Ground pork
- 1 Egg
- 1/4 C panko breadcrumbs
- 1 T Fish sauce
- 1 T Asian hot sauce
- 1 T RSS Peeled Garlic, chopped
- 1/2 tsp. Black pepper
- 2 T Canola oil
- 1/4 C Dark soy sauce
- 4 French baguette rolls, split
- 1 C RSS Matchstick Carrots, pickled
- 1/4 C RSS Washed & Trimmed Green Onions, chopped
- 1/4 C RSS Washed & Trimmed Cilantro
- 3 MFC Jalapeno Chile Peppers, sliced
- 4 RSS Green Leaf Fillets

In a mixing bowl, combine pork, egg, breadcrumbs, fish sauce, hot sauce, garlic, salt, and pepper. Form into 12 small balls. Heat oil in skillet. Brown meatballs in batches until cooked (don't crowd the pan). When all are nearly cooked through, put all meatballs in skillet and deglaze with soy sauce, shaking pan to coat all. Turn off heat, cover skillet with lid, and allow to steam for 3 more minutes. Fill each baguette roll with three meatballs, pickled carrots, green onions, cilantro, Jalapeno chile peppers, and green leaf lettuce.

Bar snacks continue to grow as a menu category.

Add value to your Ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

