



FRESH CROP REPORT

WEEK OF JANUARY 4, 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

CARA CARA ORANGES

Cara Cara orange season has begun; supplies will ship through late April. The Cara Cara variety is a cousin to the Moro, a.k.a. blood orange, and was created by cross-pollinating Washington Navel and Brazilian Bahia Navel.

GREEN ONIONS

Markets continue to rise. Availability is tight due to reduced holiday labor and border-crossing delays. RSS Green Onions are available; packer label is being substituted when needed.

ORANGES

California's San Joaquin Valley and Southern California citrus growing districts are forecast to receive a series of rain events starting Wednesday, December 31 through Wednesday, January 7. The California Navel crop is dominated by large sizes; small fruit (88-, 113-, and 138-count oranges) are becoming extremely limited. Size and grade substitutions will soon be requested to fill orders; the Cara Cara and Mandarin varieties are options.



AVOCADOS

- The market is weak; Mexican stocks are plentiful.
- Volume is average in California and Peru.

CALIFORNIA STRAWBERRIES

- Expect tight supplies and high prices this week.
- Heavy rain has impacted production in Oxnard and Santa Maria.

CELERY

- Supplies are limited following high winds and excessive rainfall in Oxnard, California.
- Expect continued elevated markets in the coming weeks until production recovers.

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apples

Overall prices are stable; the market for small-sized Washington Gala and Red Delicious supplies is slightly higher. Quality is excellent; 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

The market is elevated; jumbo and extra-large sizes are snug in Mexico. Relief is expected by late January once production begins in new growing regions. MFC Asparagus is available out of Baja, Mexico; packer label is being substituted if necessary.



avocados

Prices are low Mexican supplies are ample. Yields are adequate in California and Peru. Quality is very good; flavor is mildly nutty and texture is creamy. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.

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



bell peppers
green/red

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

Expect high red bell pepper markets for another week at least due to cool, rainy weather and harvesting transitions on both coasts. Green bell peppers are plentiful; prices are weak. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are level; stocks are abundant. Mexican quality is very good; softness is an occasional issue.



blueberries

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

The market is unchanged. Volume is high in Mexico. The Peruvian season is wrapping up. Production is now underway in Chile. Quality is very good; berries are plump and subtly sweet.

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broccoli

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

Prices are fairly stable; Arizona-California desert stocks are sufficient despite recent rain. Mildew pressure, pin rot, and uneven size are potential problems. Production is also taking place in Georgia, North Carolina, Florida, and Mexico. MFC Broccoli Crowns are available.



cantaloupe

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

Expect elevated markets due to limited availability of large sizes and lighter overall production. Offshore supplies are limited; poor weather impacted planting and growth earlier in the season.



cauliflower

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

Prices are weak; stocks are plentiful in the Arizona-California desert growing region and on the East Coast. Quality is average; mildew and mold, as well as brown head and general discoloration, are occasional industrywide problems. ESS Cauliflower is available.



celery

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

Supplies are limited following high winds and excessive rainfall in Oxnard, California. Expect elevated markets for several weeks as production recovers. MFC Celery is available.



chile peppers

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

Prices are unchanged. Production is taking place in Mexico's Baja and Sonora regions. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is steady. Florida yields are a bit lower as the Honduran season gets underway. Mexican stocks are most plentiful; growers are harvesting in Sonora, Sinaloa, and Central Mexico. Quality is very good in all regions. MFC and ESS Cucumbers are available.



grapes

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

High prices persist; the California season is ending. Offshore green and red grapes are on the market; portioned packs will start shipping in late January. MFC and ESS Red Seedless Grapes as well as MFC Lunch Bunch Grapes are available.

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green leaf

The market is weak; stocks are ample in the Arizona-California desert. MFC Green Leaf Lettuce is available.

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



honeydew

Prices are up due to the low volume of large sizes and lower overall production. Offshore supplies are limited; poor weather impacted planting and growth earlier in the season. Mexican stocks are snug.

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



iceberg

Low markets persist. Supplies are increasing, but weights remain low throughout the industry. Florida stocks will ship through March/April, weather permitting. MFC Iceberg Lettuce is sporadic; MBA is being substituted as needed.

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



lemons

Prices are steady despite rain; California stocks are sufficient. Quality is excellent. MFC and ESS Lemons are available.

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



limes

Prices are high; stocks are tight. Seasonal harvesting disruptions are impacting availability, requiring additional lead time for planning and harvesting coordination. MFC and ESS Limes are available.

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



onions

Red and yellow onion markets are level. White onion prices are elevated; the season will wind down through January. The Idaho and Oregon seasons will run through mid- to late April. Harvests will begin in Mexico by mid-April. MFC and ESS Red and Yellow Onions are available.

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



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

California's San Joaquin Valley and Southern California citrus growing districts are forecast to receive a series of rain events starting Wednesday, December 31 through Wednesday, January 7. Expect elevated markets for choice and fancy grade fruit as well as small fruit (88-, 113-, and 138-supplies). MFC and ESS Navel Oranges are available.



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

Washington prices are high. The Bartlett season has ended; Anjou supplies are average. Quality is good; sugar levels range from 14 to 17 Brix. MFC Washington Anjou Pears will ship through January.



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pineapples

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

The market is stable. Costa Rican supplies are adequate. Quality ranges from fair to average due to inclement weather; sugar spotting is an occasional issue. Sugar levels are approximately 13.5 Brix. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Red and yellow prices are unchanged. Stocks are ample in most regions except for red B grades and No. 2s in Michigan. Quality is very good; skinning is a potential issue in red supplies, while yellows may exhibit light bruising. MFC Red and Yellow Potatoes are available.



potatoes

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

The market is weak. Excellent quality Idaho Norkotahs will ship out of storage all winter. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Prices are steady. Mexican production is focused in the Baja region; volume is high. Quality is very good.



romaine

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

The market is weak; stocks are plentiful in the Arizona-California desert. Quality is very good; weights are increasing. MFC Romaine Lettuce is available.



salads & blends

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

Prices are unchanged. Yields and weights are increasing in the Arizona-California desert areas. Quality is good; all varieties are being packed.

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spring mix

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

The market is stable. Arizona-California desert supplies are abundant. Quality is very good; all varieties are being packed. RSS Arugula, Spinach, and Spring Mix are available.



squash

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

Prices are weak. Volume is high in Western Mexico. East Coast supplies are sufficient in Florida. Overall quality is very good; skins are smooth and deep green. MFC Zucchini and Yellow Squash are available.



strawberries

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

Expect tight supplies and high markets this week. Heavy rain has impacted production in Oxnard and Santa Maria, California. Quality is average; early signs of decay and bruising have been reported. Maintaining the cold chain will be vital for shelf-life; Markon recommends ordering for quick turns. MFC Strawberries are sporadic; packer label will be substituted as needed.



tomatoes

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

Prices are a bit lower for grape and cherry varieties. Roma and round markets are up slightly. Stocks are sufficient in Florida and Mexico. MFC Tomatoes are available.



tree fruit

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

The offshore Chilean tree fruit season will begin in mid-January.



watermelon

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

Prices are elevated. Growers are shipping from Mexico and Guatemala; small sizes are most plentiful. Quality is very good; sugar levels range from 8 to 10 Brix.

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

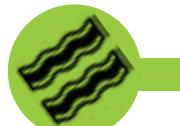
Health and wellness are top of mind with diners at this time of year. What produce-centric dishes do you suggest that appeal to this customer?

A

From a chef's standpoint, the dishes that work best are the ones that feel fresh but don't complicate execution.



Chopped salads, grain bowls, roasted vegetable dishes, and veg-based soups are easy to prep, hold well, and can be built ahead of service.



You can keep the menu concise while still offering lighter, produce-forward options that your guests are requesting.

TIPS FOR SERVING MFC LEEKS



1. Sauté chopped MFC Trimmed Leeks, MFC Mushrooms, RSS Diced Onions, and RSS Peeled Garlic; add chopped MFC Potatoes, MFC Thyme, and vegetable stock; simmer until tender, purée, and add touch of cream.
2. Add MFC Trimmed Leeks and smoked salmon while scrambling eggs and cream; serve with snipped MFC Chives.
3. Arrange halved MFC Trimmed Leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.

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.

Seared Cod with Leeks and Fava Beans

This delicate, flaky fish is paired with the verdant flavors of leeks, fava beans, and broccoli.

2 C fava bean puree
4 cloves RSS Peeled Garlic, roasted
2 T MFC Basil, finely chopped
1 T RSS Lemon Juice
1 tsp. zest of MFC Lemons
1 tsp. kosher salt
4/6-oz. fillets of cod
1 tsp. kosher salt
1/4 tsp. black pepper
2 T olive oil
1 T unsalted butter
4 MFC Broccoli Crowns, sliced
1 MFC Trimmed Leek, sliced
Microgreens and edible flowers, to garnish
Mix bean puree, garlic, basil, lemon juice and zest, and salt in a food processor; reserve. Season fish with salt and pepper. Heat oil in a large saute pan. Add fish and cook until down side is seared; flip and continue heating until just cooked through. Add butter to the pan and baste with a spoon. Remove and reserve. Add broccoli and leeks to remaining oil/butter in pan and cook until charred. Arrange puree mixture on serving plates and top with fish, broccoli, leeks, microgreens, and edible flowers.



Green vegetables and luxurious cheese add fresh flavor to this beloved brunch dish.