



FRESH CROP REPORT

WEEK OF DECEMBER 21, 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

LIMES

Prices remain firm as supplies tighten. Seasonal harvesting disruptions are impacting availability heading into the holiday period, requiring additional lead time for planning and harvesting coordination.

MELONS

The offshore cantaloupe and honeydew seasons continue to face inconsistency as weather challenges during the growing cycle have reduced fruit set, leading to lower yields and a smaller size profile. As a result, markets remain firm heading into the holiday period.

ORANGES

As the California Navel season progresses, supplies of small fruit (113- and 138-count oranges) will become limited. Expect great quality and rising markets through January.



LEMONS

- Expect steady markets and ample supplies through January.
- Fruit is being harvested in all three major California growing regions (the San Joaquin Valley, Southern California, and the California desert region).

GRAPES

- Prices will continue climbing as the California season winds down.
- Expect tight supplies through December.

LETTUCES

- Prices are dropping as availability increases in the Arizona/California desert.
- MFC Green Leaf, Iceberg, and Romaine Lettuces are available; Markon Best Available (MBA) is being substituted as needed due to low weights.

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apples

Small-size Washington Gala and Red Delicious prices are a bit higher than other varieties; the crops are running big. 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 for small sizes is steady; expect slightly higher prices for jumbo and extra-large packs. Peruvian imports available on the East Coast. MFC Asparagus is available out of Baja, Mexico; packer label is being substituted if needed.

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



avocados

Prices are low; Mexican supplies are ample. Yields are average 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
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
PERU	///	*****	\$\$\$



bell peppers green/red

Mexican green bell volume is increasing; markets are slightly lower. Red bell supplies remain snug as California's Coachella Valley season gets underway. Color remains a concern; holding peppers to full red is reducing shelf-life. Limited quantities of colored bells are shipping; availability will increase in late December/early January. East Coast stocks are shipping out of Florida. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are level. Mexican supplies are abundant. Quality is very good; softness and bruising are minor problems.

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



blueberries

The market is stable. Stocks are plentiful in both Mexico and Peru. Quality is very good; berries are plump and subtly sweet.

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

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broccoli

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

Prices are average; Arizona-California desert stocks are sufficient. Growers are also harvesting in Georgia, North Carolina, Florida, and Mexico. MFC Broccoli Crowns are available.



cantaloupe

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

Offshore production remains limited due to weather impacts earlier in the season. Markets are expected to remain firm, as limited availability of larger fruit and lighter overall production persist.



cauliflower

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

Prices have dropped; yields are high in the Arizona-California desert growing region and on the East Coast. Quality is good; mildew and mold, as well as brown bead and general discoloration, are occasional problems. ESS Cauliflower is available.



celery

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

The market is elevated; demand is strong and California stocks are limited. The Arizona-California desert and Florida seasons will get underway over the next week. Quality is good; pith and disease pressure are occasional issues. MFC Celery is available.



chile peppers

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

Prices are easing, especially for Serrano supplies. Growers are harvesting 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	///	*****	\$\$\$

Markets are up; Mexican volume has diminished, especially large sizes. This, combined with transitions in Florida and strong holiday demand, will keep prices elevated through the holidays. The offshore season has begun in a limited manner out of Honduras (into Florida). Overall quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Prices will continue climbing as the California season winds down. Offshore green grapes have begun shipping; reds will start in early January, followed by portioned packs in late January. MFC and ESS Red Seedless Grapes as well as MFC Lunch Bunch Grapes are available.

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green leaf

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

Markets are dropping as availability increases in the Arizona/California desert. MFC Green Leaf Lettuce is sporadic; Markon Best Available (MBA) is being substituted as necessary due to low weights.



honeydew

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

Expect high prices through the holidays. Supplies are tight as offshore production ramps up. Large fruit, including four- and five-counts, is limited with availability skewing toward smaller sizes in Mexico and offshore regions.



iceberg

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

Markets are stable. Volume is rising, although low weights persist throughout the industry. Florida stocks will ramp up over the next several weeks and ship through March/April, weather permitting. MFC Iceberg Lettuce is sporadic; MBA is being substituted as necessary.



lemons

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

Expect steady prices and ample California supplies through January. Quality is excellent. MFC and ESS Lemons are available.



limes

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

Markets remain firm as supplies tighten. Seasonal harvesting disruptions are impacting availability heading into the holiday period, requiring additional lead time for planning and harvesting coordination. MFC and ESS Limes are available.



onions

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

The red and yellow markets are level; prices for white supplies are a bit higher as the season will end in January. The Idaho and Oregon seasons will run through mid- to late April. Production will start in Mexico by mid-April. MFC and ESS Red and Yellow Onions are available.



oranges

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

As the California Navel season progresses, supplies of small fruit (113- and 138-count oranges) will become limited. Expect great quality and rising prices through January. MFC and ESS Valencia Oranges are available.



pears

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

Washington prices are high. Anjou supplies are ample, but the Bartlett season is wrapping up. Quality is good; sugar levels range from 14 to 17 Brix. MFC Washington Bartlett and Anjou Pears will ship through January.

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pineapples

The market is level. Costa Rican supply is meeting demand. Quality ranges from fair to average due to recent rain; sugar spotting is a potential problem. Sugar levels are approximately 13.5 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Red and yellow prices are steady. Stocks are adequate in most regions, although red B grades and No. 2s are snug in Michigan. Quality is very good; red supplies are exhibiting occasional skinning, while yellows may possess light bruising. MFC Red and Yellow Potatoes are available.

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



potatoes

The market is weak. Excellent quality Idaho Norkotahs are shipping out of storage. MFC Idaho Burbank and Norkotah Potatoes are available.

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



raspberries

Prices are up a bit; over-ripening has reduced volume. Mexican quality is very good; fruit is firm with red bold color.

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



romaine

Markets are falling as availability increases in the Arizona/California desert. MFC Romaine Lettuce is sporadic; MBA is being substituted as necessary due to low weights.

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



salads & blends

Prices are average. Supplies and weights are increasing due to ideal weather. All varieties are being packed.

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

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spring mix

The market is stable. Arizona-California desert supplies are abundant. Weights are increasing due to ideal conditions. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are weak. Growers in Western Mexico are shipping ample quantities of both yellow squash and zucchini. East Coast supplies are sufficient out of Florida. Quality is very good on both coasts. MFC Zucchini and Yellow Squash are available.

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



tomatoes

Prices are up slightly. Harvesting is in transition in several Mexican growing regions, keeping volume low in Baja, Central Mexico, and Sinaloa. Expect more plentiful supplies after the first of the year. MFC Tomatoes are available.

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



tree fruit

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

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



strawberries

The market is weak; demand has fallen. Ideal weather has aided growth in California, Florida, and Mexico (into South Texas). Quality is improving. MFC Strawberries are sporadic.

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



watermelon

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

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

ASK A MARKON CHEF

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



CHEF
ADAM WALKOVER
MARKON MEMBER CHEF

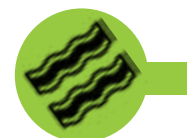
Q

Tell me about the festive beverages you like to serve during the December and January holidays. How do you incorporate fresh juices and produce?

A

Adding fresh juices and produce to beverages, especially during the holiday season, provides great depth of flavor and brightness to any cocktail. I particularly love the textural element you can achieve by muddling fresh produce and herbs into a cocktail or mocktail.

Don't forget about dehydrating your favorite citrus or exotic fruits for a beautiful garnish. My personal favorite would be a pomegranate citrus crush with fresh orange and grapefruit juices mixed with a house-infused pomegranate vodka and a homemade rosemary honey syrup, garnished with a torched rosemary sprig, pomegranate seeds, and a dried blood orange slice.



TIPS FOR SERVING RSS SHREDDED KALE



- 1.** RSS Shredded Kale Blend makes a hearty salad when paired with toppings such as Butternut squash, roasted garlic, onions, pancetta, and golden raisins.
- 2.** Sauté for a side dish or stir-fry with other vegetables like garlic, ginger, mushrooms, and onions.
- 3.** Delicious when stewed in soups and chowders.

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.

Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entrée.

- 12 oz. RSS Shredded Kale
- 4 oz. Sherry vinaigrette
- 2 oz. Smoked paprika-dusted pumpkin seeds
- 2 oz. Parmesan cheese, shaved
- Cracked black pepper, to taste

Toss kale and vinaigrette together and arrange equal portions on salad plates. Top with pumpkin seeds and cheese; grind pepper to taste.

These little umami bombs can be served as a side dish to meats or added into dishes as varied as fried rice, burgers, grain bowls, and green salads.

