



FRESH CROP REPORT

WEEK OF DECEMBER 28, 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

CARROTS

West Coast carrot supplies will be limited for the next two weeks. Carrot growing districts are forecast to receive a series of heavy rain events starting Tuesday, December 23 through Friday, December 26. Expect harvesting delays, tight supplies, and higher markets.

BELL PEPPERS

Red bell pepper markets are elevated due to this week's cool, rainy weather. Green bell peppers are abundant on both coasts; prices are low.

STRAWBERRIES

Heavy rain is forecast through this week in California. Growers will pack ahead of the rain to ensure better quality, but stocks will tighten and prices will climb.



TOMATOES

- Expect slightly lower prices for grape and cherry tomatoes.
- Roma and round tomato markets are a bit higher this week.

MIXED BERRIES

- Blackberry, blueberry, and raspberry prices have stabilized.
- Supplies are plentiful in all growing regions.

ASPARAGUS

- Prices are inching higher.
- Jumbo and extra-large sizes remain extremely limited in Mexico.

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apples

Expect slightly elevated markets for small-size Washington Gala and Red Delicious supplies; these crops are dominated by large fruit. 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

Prices are inching higher; jumbo and extra-large sizes remain extremely limited in Mexico. Relief is expected by late January once new growing regions start harvesting. MFC Asparagus is available out of Baja, Mexico; packer label is being substituted if needed.



avocados

The market is weak; Mexican stocks are plentiful. Volume is 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

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

Red bell pepper prices will remain elevated for the next two weeks due to cool, rainy weather and harvesting transitions. Green bell peppers are abundant on both coasts; markets are low. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Markets are steady; supplies are plentiful. Mexican quality is very good; softness is a minor problem.



blueberries

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

Prices are level. Yields are increasing in Mexico. Peruvian shipments are winding down. Chilean harvesting has begun. Quality is very good; berries are plump and subtly sweet.

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broccoli

The market is steady; Arizona-California desert supply is meeting demand. Growers are also harvesting in Georgia, North Carolina, Florida, and Mexico. MFC Broccoli Crowns are available.

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



cantaloupe

Prices are high due to limited availability of larger fruit and lighter overall production. Offshore stocks are tight due to weather that impacted planting and growth earlier in the season.

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



cauliflower

Markets are low; supplies are ample in the Arizona-California desert growing region and on the East Coast. Quality is good; mildew and mold, as well as brown head and general discoloration, are potential issues. ESS Cauliflower is available.

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



celery

High prices persist. Demand is strong; California supplies are tight. The Arizona-California desert and Florida seasons are just getting started. Quality is good; pith and disease pressure are potential problems. MFC Celery is available.

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



chile peppers

The market are steady. Growers are harvesting in Mexico's Baja and Sonora regions. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.

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



cucumbers

Prices have stabilized. Florida volume is slightly lower as the Honduran season gets underway. supplies are strongest out of Mexico. Growers are harvesting in Sonora, Sinaloa, and Central Mexico. Quality is strong across all regions. MFC and ESS Cucumbers are available.

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



grapes

The market is up; the California season is wrapping up. Offshore green grapes are on the market; reds will ship 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.

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

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green leaf

Prices are low; supplies are abundant in the Arizona-California desert. MFC Green Leaf Lettuce is available.

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



honeydew

The market is high due to limited availability of larger fruit and lighter overall production. Offshore stocks are tight due to weather that impacted planting and growth earlier in the season. Mexican volume is also low.

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



iceberg

Prices are weak. Stocks are increasing, although low weights persist throughout the industry. Florida supplies ship through March/April, weather permitting. MFC Iceberg Lettuce is sporadic; MBA is being substituted as necessary.

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



lemons

The market is level; California supplies are plentiful. Quality is excellent. MFC and ESS Lemons are available.

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



limes

Limited supplies are keeping markets elevated. 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 prices are unchanged. Markets for white onions are up; 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.

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



oranges

Supplies of small California Navels are tightening; expect markets to inch up through January. Quality is excellent. MFC and ESS Valencia Oranges are available.

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



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

The Washington market is up. Anjou volume is high, but the Bartlett season is ending. 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

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

Prices are unchanged. Costa Rican stocks are sufficient. 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.



red/yellow potatoes

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

Red and yellow markets are level. Volume is high in most areas, although red B grades and No. 2s are limited 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.



Low prices persist. Excellent quality Idaho Norkotahs are shipping out of storage. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

The market has stabilized. California's Watsonville season has ended, but Mexican stocks are abundant in Baja. Quality is very good.



romaine

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

Prices are low; supplies are abundant in the Arizona-California desert. Quality is very good. MFC Romaine Lettuce is available.



salads & blends

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

The market is level. Volume and weights are increasing in the Arizona-California desert region. Quality is good; all varieties are being packed.

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spring mix

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

Prices are unchanged. Arizona-California desert stocks are ample. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.



squash

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

Low markets persist. Supplies are plentiful in Western Mexico. East Coast stocks are adequate out of Florida. Quality is very good on both coasts. MFC Zucchini and Yellow Squash are available.



strawberries

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

Heavy rain is forecast through this week in California. Growers will pack ahead of the rain to ensure better quality, but stocks will tighten and prices will climb. Other regions will supplement, but strong demand will push up those markets as well. MFC Strawberries are available; packer label will be substituted as needed.



tomatoes

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

Expect slightly lower markets for grape and cherry varieties. Roma and round prices are a bit higher this week. Supplies are meeting demand despite winter harvesting transitions occurring in both 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 | /// | ***** | \$\$\$ |

The market is steady. Growers are shipping from Mexico and Guatemala; small sizes are abundant. 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
ADAM WALKOVER
MARKON MEMBER CHEF

What do you think will be next year's trendiest produce items?

Q

A

More than a single ingredient being the trend, I think operators will continue to lean into convenience products. This is one of the reasons I believe RSS is such a great lineup for customers.

Now more than ever, some of the largest issues I hear from customers relate to labor, especially skilled labor. Any way we can continue to make our customers' lives a little easier will surely be appreciated. However, if I had to pick one singular item that will see growth next year, it would be dragon fruit, given its health benefits and great versatility for uses ranging from dressings to desserts and even beverages.



TIPS FOR SERVING MFC MUSHROOMS



1. Mix finely chopped MFC Mushrooms into ground burger meat to add umami flavor and cut fat content.
2. Top pizzas and flatbreads with different varieties of MFC Mushrooms.
3. Add sliced and sautéed MFC Mushrooms and chopped chicken to cheese quesadillas.

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.

Winter Barley Salad

This hearty grain salad gets umami from mushrooms, sweetness from Kabocha squash, and bright notes from lemon.

- 1/4 C Olive oil (split)
- 1 C MFC Mushrooms, chopped
- 2 C Wild mushrooms
- 1/4 C RSS Peeled Garlic, chopped
- 1 T RSS Lemon Juice
- 1 C Kabocha squash, chopped and roasted
- 3 C Pearled barley, cooked
- 1 oz. Pumpkin sprouts
- 1 tsp. Kosher salt
- 1/4 tsp. Black pepper
- 4 oz. Manchego cheese, grated

Heat half of the oil in a large skillet. Sauté white mushrooms until browned; reserve. Heat remaining oil and sauté wild mushrooms and garlic until browned; deglaze with lemon juice.

In a large mixing bowl, combine both mushroom mixtures, roasted Kabocha, barley, pumpkin sprouts, salt, pepper, and cheese. Toss to combine and serve warm or cold.

Offer a hearty vegetarian option with umami-flavored Portabella mushrooms stuffed with healthy kale and rainbow chard, crunchy pine nuts, and creamy Fontina cheese.

