



FRESH CROP REPORT

WEEK OF JANUARY 11, 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

CARROTS

West Coast carrot supplies are tightening. Availability will be limited for the next two weeks due to weather-related issues that are reducing yields. Commodity pack prices are rising.

STRAWBERRIES

California growers are stripping fields and assessing damage from recent storms. Production is scheduled to begin later in the week; expect extremely high markets and low yields due to recurring rain.

MELONS

Offshore cantaloupe and honeydew melons are tight as weather-related challenges earlier in the growing cycle continue to impact production. Availability remains inconsistent; prices are expected to stay firm as the industry works through supply constraints.



CUCUMBERS

- Expect markets to remain steady over the next two weeks.
- Florida supplies are limited, but Honduran imports are increasing. Mexican yields have become more plentiful with good overall quality from new fields in Sinaloa.

CELERY

- Elevated prices will persist for all fresh-cut celery through mid-February due to extreme weather that has reduced California yields.
- As much as 55% of processor-variety celery was lost, greatly impacting availability.

ORANGES

- The California Navel crop is dominated by large sizes; small fruit (88-, 113-, and 138-count oranges) are becoming extremely limited.
- The Cara Cara and Mandarin varieties are options.

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apples

Most markets are level, but prices for small-sized Washington Gala and Red Delicious stocks are a bit 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

Prices are easing as supplies increase, although jumbo sizes remain limited. MFC Asparagus is available.

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



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

Prices are slightly lower this week. Green bells are increasing now that the holidays are over. Ideal weather is promoting growth in Florida and Mexico; quality is very good. New crop red bell harvesting is underway in Mexico. The Coachella, California season is ending. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is steady; supplies are ample. Mexican quality is very good; softness is a minor problem.

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



blueberries

Prices are stable. Mexican stocks are abundant. The Peruvian season has ended. Production has moved to Chile. Quality is very good; berries are plump and subtly sweet.

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

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broccoli

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

Steady markets persist; Arizona-California desert supply is meeting demand despite several weeks of rain. Mildew pressure, pin rot, and uneven size are occasional issues. East Coast harvesting is also underway in Georgia, North Carolina, and Florida. Mexican stocks are ample; prices are low. MFC Broccoli Crowns are available.



cantaloupe

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

Offshore supplies are tight as weather-related challenges earlier in the growing cycle continue to impact production. Availability remains inconsistent; prices are expected to stay firm as the industry works through supply constraints.



cauliflower

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

The market is inching up due to quality issues caused by rain in the Arizona-California desert growing region. Quality is good; mildew and mold, as well as brown bead and general discoloration, are minor industrywide issues. ESS Cauliflower is available.



celery

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

Elevated prices will persist for all fresh-cut supplies through mid-February due to extreme weather that has reduced California yields. As much as 55% of processor-variety celery was lost, greatly impacting availability. MFC Celery is available.



chile peppers

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

The market is level. Growers are harvesting in Mexico's Baja and Sonora areas. Quality has improved. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Expect steady prices over the next two weeks. Florida supplies are limited, but Honduran imports are increasing. Mexican yields have become more plentiful with good overall quality from new fields in Sinaloa. MFC and ESS Cucumbers are available.



grapes

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

Expect markets to remain steady for the next two weeks, then start to decline when Chilean grape shipments increase on the West Coast. California MFC Lunch Bunch Grapes will ship through late January; green and red shipments have ended. Chilean MFC and ESS Green and Red Seedless Grapes have begun shipping. Packer label portioned grapes will enter the market in late January; offshore MFC Lunch Bunch Grapes will become available in mid-February.

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green leaf

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

Low prices persist; supplies are plentiful in the Arizona-California desert. MFC Green Leaf Lettuce is available.



honeydew

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

Offshore supplies are tight as weather-related challenges earlier in the growing cycle continue to impact production. Availability remains inconsistent; markets are expected to stay firm as the industry works through supply constraints. Demand for Mexican honeydews is strong.



iceberg

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

Prices are weak. Volume is rising, but weights are erratic throughout the industry. Florida supplies will be harvested through March/April, weather permitting. MFC Iceberg Lettuce is sporadic; MBA is being substituted as needed.



lemons

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

The market is stable. California supply is meeting demand; large sizes are most plentiful. Quality is excellent. MFC and ESS Lemons are available.



limes

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

Markets are elevated. Yields are low but should start to increase as the holiday season has ended. Quality is good; styler is an occasional problem. MFC and ESS Limes are available.



onions

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

Expect a slight price increase for yellow supplies; demand is strong, and production was slow over the holidays. White onion markets are rising; the Utah storage season is ending. Red stocks are sufficient; prices are steady. MFC and ESS Red and Yellow Onions are available.



oranges

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

Markets are up. 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. MFC and ESS Navel Oranges are available.



pears

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

Washington markets are elevated. The Bartlett season will end in one to two weeks. Anjou stocks are average, but demand is strong. Quality is good; sugar levels range from 14 to 17 Brix. MFC Washington Anjou Pears will ship through June.

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pineapples

Prices are unchanged. Costa Rican yields are sufficient. Quality ranges from fair to average due to recent poor weather; sugar spotting is an occasional 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 markets are stable. Supplies are abundant in most regions except for red B grades and No. 2s in Michigan. Quality is very good; skinning is an occasional problem in red stocks, while yellows may exhibit light bruising. MFC Red and Yellow Potatoes are available.

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



potatoes

Prices are low. Excellent quality Idaho Norkotahs will ship out of storage all winter. MFC Idaho Burbank and Norkotah Potatoes are available.

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



raspberries

The market is level. Mexican supplies are ample in the Baja region. Quality is very good; fruit is sweet and deep red.

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



romaine

Low prices persist; supplies are plentiful in the Arizona-California desert. Quality is very good; weights are increasing. MFC Romaine Lettuce is available.

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



salads & blends

The market is stable; stocks are ample in the Arizona-California desert areas. Quality is good; all varieties are being packed.

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

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spring mix

Prices are steady. Arizona-California desert yields are high. Quality is very good; all varieties are being packed. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Low markets persist. Stocks are ample in Western Mexico. East Coast supplies are shipping from Florida. Overall quality is very good; skins are smooth and deep green. MFC Zucchini and Yellow Squash are available.

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



strawberries

California growers are stripping fields and assessing damage from recent storms. Production is scheduled to begin later in the week; expect extremely high prices and low yields due to recurring rain. Fruit from Florida and Mexico will help fill orders. 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.

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



tomatoes

Markets are level on both coasts. West Mexico's round tomato production is now underway; volume should gradually increase through January. Baja's season is winding down, while Central Mexico has transitioned into lighter winter production mode. Current Mexican supplies are more plentiful in 4x5 and 5x5 sizes as growers work through crown picks in Culiacan. East Coast supplies are increasing in Florida. Overall quality is very good. MFC Tomatoes are available.

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



tree fruit

The offshore nectarine, peach, and plum seasons are getting underway. Supplies are tight but will increase over the next few weeks. Sugar levels will start off low, then rise through the month.

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



watermelon

High markets persist. Growers are shipping from Mexico and Guatemala; small sizes are most abundant, while large fruit is scarce. 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.



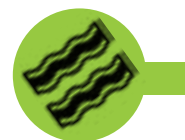
CHEF
CJ JOHNSON
MARKON MEMBER CHEF

Q RSS Bistro Butter Blend combines green leaf, red butter, and green oak lettuces that result in a versatile salad mix. What ways do you suggest operators use on their menus?

A

In the kitchen, this blend is a reliable base. It works as a house salad, but it also cleans plates for composed or entrée salads.

It handles proteins and warm toppings without breaking down, which gives chefs flexibility and cuts down on the number of lettuce items they need to manage. The soft leaves enhance texture variations. Skip the croutons and think candied pecans, seeds, and dried fruit for an elegant mouthfeel. Warm dressings are perfect for this time of year and work well with RSS Bistro Butter Blend.



TIPS FOR SERVING MFC ORANGES



- 1.** Serve seared fish entrées with a fresh salad of RSS Orange Slices, shaved MFC Fennel, and MFC Basil.
- 2.** North African tagine can be made with tender chicken thighs, MFC Oranges, RSS Sliced Onions, dates, and green olives.
- 3.** Accent roasted vegetable side with the tangy flavors of RSS Orange Slices and salty bacon.

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.

Raspberry Oatmeal

Steel-cut oats and plump berries make this a vibrant breakfast dish.

1 C	Raspberries, plus extra for garnish
1/4 C	Brown sugar, packed
2 C	Steel-cut oats
2 C	Milk
2 C	Water
1 tsp.	Cinnamon
1/8 tsp.	Salt

For Garnish:
Whole raspberries
Pecans, chopped
Edible petals

Purée raspberries; heat berries and brown sugar until mixture begins to thicken. Set aside.

Combine oats, milk, water, cinnamon, and salt in saucepan; boil, then reduce to medium heat. Simmer until liquid reduces and oats thicken. Stir in raspberry mixture and serve in four equal bowls.

Arrange berries, pecans, and petals on top of oatmeal.

Earthy spinach pairs well with the bright flavors of oranges and the crunch of whole almonds.

