



FRESH CROP REPORT

WEEK OF JANUARY 18, 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 jumbo and cello-packed carrots remain extremely limited over the next two months. Value-added packs such as RSS Baby Carrots, RSS Carrot Coins, RSS Carrot Matchsticks, and RSS Shredded Carrots will meet demand.

ORANGES

The California Navel orange 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.

ARUGULA

Several weeks of rain have impacted arugula crops. It's particularly sensitive to erratic weather conditions and has developed issues such as early breakdown, shortened shelf-life, mildew damage, and yellowing. Packer label will be shipped when supplies don't meet RSS specifications.

ASPARAGUS

- Prices are easing; supplies are increasing out of the Caborca, Mexico region.
- After months of scarcity, jumbo and extra-large sizes are available.

BRUSSELS SPROUTS

- Prices are inching down as the Mexican season ramps up.
- Supplies will increase through the next month; jumbo sizes remain extremely limited.

AVOCADOS

- Although industry supplies are ample in all growing regions, prices will inch up for the next three weeks due to strong demand for the Super Bowl.
- California's new crop production will start in late January.

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apples

Prices for the majority of varieties are stable; small-sized Washington Gala and Red Delicious supplies are 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

Markets are easing; supplies are increasing out of the Caborca, Mexico region. After months of scarcity, jumbo and extra-large sizes are available. MFC Asparagus is on the market.

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



avocados

Although industry supplies are ample in all growing regions, prices will inch up for the next three weeks due to strong demand for the Super Bowl. Quality is good; checkerboarding (uneven ripening within a case) has been reported. California's new crop production will start in late January. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.

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



bell peppers green/red

East Coast markets are up. Cool weather is slowing growth and harvesting. New red bell crops are underway in the Culiacan and Sinaloa regions of Mexico; volume will climb over the next few weeks. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are level; consistent weather patterns are yielding plentiful supplies. Mexican quality is very good; softness is an occasional issue.

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



blueberries

The market is steady. Mexican yields are ample. Chilean fruit is now on the market; supplies are average. 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	///	*****	\$\$\$

Prices are unchanged; Arizona-California desert stocks are sufficient. Rain-related problems like mildew pressure, pin rot, and uneven size are diminishing. East Coast growers are shipping from Georgia, North Carolina, and Florida. Mexican supplies are abundant; that market is weak. MFC Broccoli Crowns are available.



cantaloupe

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

Expect fairly tight offshore supplies all season due to weather-related challenges earlier in the growing cycle. Availability is erratic; expect high markets as the industry works through persistent issues.



cauliflower

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

Prices range from steady to higher as growers work through quality problems caused by rain in the Arizona-California desert growing region. Quality is improving; instances of mildew, mold, brown bead, and general discoloration are declining. ESS Cauliflower is available.



celery

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

Expect high markets for all fresh-cut supplies through mid-February due to extreme weather that has reduced California volume. 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	///	*****	\$\$\$

Prices are steady. Growers are harvesting in Mexico's Baja and Sonora areas. Quality is good. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is stable. Florida yields are snug; cool weather is slowing growth and harvesting. Honduran imports are increasing. Mexican supplies are ample with good overall quality from new fields in Sinaloa. MFC and ESS Cucumbers are available.



grapes

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

Prices will hold for another week, then begin to ease as Chilean 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 are on the market. Packer label portioned grapes will become available in late January, followed by offshore MFC Lunch Bunch Grapes in mid-February.

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green leaf

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

The market is weak; stocks are abundant in the Arizona-California desert. Quality is very good; head weights are rising. MFC Green Leaf Lettuce is available.



honeydew

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

Expect fairly tight offshore supplies all season due to weather-related challenges earlier in the growing cycle. Availability is erratic; expect high prices as the industry works through persistent issues. Demand for Mexican honeydews is strong.



iceberg

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

Markets are low. Both yields and weights are increasing throughout the industry. The Florida season will run through March/April, weather permitting. MFC Iceberg Lettuce is available, but MBA will be substituted if weights are low.



lemons

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

Prices are level. California fruit is adequate; large sizes are ample. Quality is excellent. MFC and ESS Lemons are available.



limes

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

Prices for all sizes remain elevated as additional grading, lower yields, and increased labor costs pressure the market. Supplies are tightening, especially small limes. Quality challenges are increasing, including skin breakdown, oil spotting, and styler damage from recent rains in Mexico, that are impacting overall shelf life. MFC and ESS Limes are available.



onions

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

Expect slightly higher yellow markets, elevated white prices, and stable markets for reds. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are rising. Large sizes dominate the California Navel crop; small fruit (88-, 113-, and 138-count oranges) is extremely tight. 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 high. The Bartlett season will wrap up in another week or so. Anjou supplies are sufficient; 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

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

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.



red/yellow potatoes

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

Growing area transitions begin next month; prices should hold steady. The Wisconsin yellow season will end in late January, while red will run through mid-February. Growers will start shipping out of South Florida in the last week of January. MFC Red and Yellow Potatoes are available in Idaho, North Dakota, and Wisconsin.



potatoes

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

Weak markets persist. Excellent quality Idaho Norkotahs will ship from storage all winter. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Prices are unchanged. Mexican stocks are abundant in the Baja region. Quality is very good; fruit is sweet and deep red.



romaine

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

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



salads & blends

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

Prices are steady; supplies are sufficient 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 level. Several weeks of rain have impacted arugula crops. It's particularly sensitive to erratic weather conditions and has developed issues such as early breakdown, shortened shelf-life, mildew damage, and yellowing. RSS Spinach and Spring Mix are available; packer label arugula will be shipped when supplies don't meet RSS specifications.



squash

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

Zucchini and yellow squash supplies are snug in both Florida and Mexico due to recent cool winter weather; expect higher prices for the next two weeks. Demand is strong, while seasonal planting is low. MFC Zucchini and Yellow Squash are available.



strawberries

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

The overall market is starting to recover. California volume is increasing, while supplies remain available in Florida and Mexico as well. Quality is improving from recent heavy rain. MFC Strawberries are available.



tomatoes

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

Prices are fairly steady. West Mexico's round tomato volume is increasing. Baja's season is ending, but growers in Central Mexico have begun winter production. Mexican supplies are dominated by 4x5 and 5x5 sizes in Culiacan. East Coast growers are shipping from Florida. Overall quality is very good. MFC Tomatoes are available.



tree fruit

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

The market is elevated. Offshore nectarines, peaches, and plums are on the market from Chile. Expect fairly high prices until domestic fruit starts shipping this summer. Sugar levels are average.



watermelon

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

Prices are up. Imports will be shipped until Florida fruit begins again in a couple of months. Small sizes are most plentiful, while large fruit is tight. 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

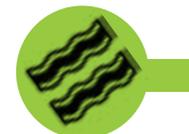
Winter is prime California orange season. How do you incorporate them into on-trend recipes?

A

California oranges are easy to work into winter menus without adding labor.



As a chef, I use them in vinaigrettes, salads, and marinades, or as a bright finish on roasted vegetables and proteins.



Juice and zest go a long way and help keep flavors fresh when menus can start to feel heavy this time of year. It's sad when I see oranges in the trash without being zested first.

TIPS FOR SERVING RSS BISTRO BUTTER BLEND



- 1.** An ideal substitute for all salads typically made with iceberg and romaine lettuces, especially chicken Caesars.
- 2.** The toothsome texture of red butter and green oak lettuces lends height to increase plate coverage more than romaine alone.
- 3.** This blend can handle both light vinaigrettes as well as heavier, creamy dressings, making it versatile for menus all year round.

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.

RSS Bistro Butter Blend Chicken Caesar Salad

This salad has it all: crunch, protein, umami...serve it all year long!

- ¼ C Extra virgin olive oil
- 2 T Parmesan cheese, grated
- 1 Egg yolk, pasteurized
- 1 clove RSS Peeled Garlic
- 2 T RSS Lemon Juice
- 1 tsp. Dijon Mustard
- 1 tsp. Kosher salt
- 1 tsp. Worcestershire sauce
- ¼ tsp. Black pepper
- 16 oz. RSS Bistro Butter Blend
- 1 C Grilled chicken, sliced
- 1 C House-made sourdough croutons
- ½ C Soft-boiled egg, minced
- ½ C Shallots, shaved thin
- 2 T Parmesan cheese, shaved

Pulse first nine ingredients together in food processor until smooth. Hand toss RSS Bistro Butter Blend with dressing.

Artfully arrange equal portions of chicken, croutons, Parmesan, minced egg, and shallot on top of RSS Bistro Butter Blend tossed in dressing and serve.



Lend vibrant green color and fragrant herbal flavor to everyone's favorite dip and dressing!