



# FRESH CROP REPORT

WEEK OF JANUARY 25, 2026

**RSS**



Table-ready fruits  
& vegetables.  
Backed by 5-Star.

**MFC**



Whole fresh fruits &  
vegetables.  
Backed by 5-Star.

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**ESSENTIALS**

Whole fresh fruits &  
vegetables.  
Backed by 5-Star.



# HIGHLIGHTS

## FREEZING TEMPERATURES

A second winter storm in a week will impact bell peppers, cabbage, celery, cucumbers, lettuces, oranges, squash, strawberries, tomatoes, and watermelon in the Southern U.S. Expect tighter supplies and higher prices through January.

## MELONS

Offshore cantaloupe and honeydew markets remain generally steady, with sufficient cantaloupe supplies and increasing honeydew availability. Modest price increases are expected in two to three weeks as seasonal harvesting transitions begin.

## PINEAPPLES

Pineapple supplies are tightening due to heavy rains and a planting gap; Costa Rica supplies approximately 85% of the pineapples imported into the U.S. and Canada.

## BLUEBERRIES

- Prices are stable; Mexican supplies are increasing.
- The Peruvian season will end in two weeks, but Chilean berries will ship through mid-March.

## SUGAR SNAP PEAS

- Prices are rising.
- Rain in Mexico and freezing temperatures across Guatemala have tightened supplies.

## IMPORTED STONE FRUIT

- The imported stone fruit season is underway.
- Supply levels will increase through January.

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## apples

The market is steady; storage supplies are ample. The Michigan Pink Lady season has ended, but Washington stocks will ship through October. 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

Pricing is lower as availability has improved in Mexico. MFC Asparagus is on the market. The Peruvian season is ending, but growers are harvesting all sizes in Baja. Sonora, and Mexicali, Mexico. MFC Asparagus is available.

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



## avocados

Expect higher markets for the next two weeks due to strong demand for the Super Bowl. Quality is very good; checkerboarding (uneven ripening within a case) is an occasional issue. California's new crop harvests will begin in the next week or so. 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

Cold Florida weather has pushed demand for green bells to Mexico; prices are up, especially for choice-grade stocks. Warm weather will increase yields in Sinaloa this week. Red bell supplies are increasing. MFC and ESS Green and Red Bell Peppers are available.

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



## blackberries

The market is level. Stable weather conditions are increasing supplies. Mexican quality is good; leaky fruit is an occasional issue.

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



## blueberries

Prices are stable; Mexican supplies are increasing. The Peruvian season will end in two weeks. Chilean berries are approaching peak season in February; stocks will ship through mid-March. Quality is very good; berries are plump and subtly sweet.

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



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**broccoli**

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

Markets are higher as Arizona-California desert production has slowed, reducing yields. East Coast harvesting will ramp up in early February. Quality is better on the East Coast and Mexico; pin rot and yellowing are problems in some desert crops from recent rain. MFC Broccoli Crowns are available.



**cantaloupe**

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

Prices are expected to remain steady over the next two weeks before firming slightly during the upcoming harvesting transition period. Overall production from Guatemala and Honduras is expected to be lower than in prior seasons. Sizing remains favorable with a good mix of 9- and 12-count fruit, as well as jumbo sizes. Quality continues to trend positively, with improved external color and strong eating quality. Sugar levels are in the 12-14% Brix range.



**cauliflower**

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

The market is escalating; cold weather is slowing growth in the Arizona-California desert region, minimizing yields. Plants are not reaching size potential in the fields, causing a dip in availability. Quality issues are increasing. ESS Cauliflower is available.



**celery**

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

Prices are starting to inch back down. Improved weather is aiding growth in Arizona and California. Quality is improving. MFC Celery is available.



**chile peppers**

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

Most markets are steady; Red Fresno prices are expected to stay elevated for several weeks. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

Prices are stable. Mexico remains the primary supply source; current supplies are meeting market demand. While cooler temperatures recently decreased Mexican volume, an upward trend in temperatures is expected to drive up production. Quality is excellent; expect strong color and firm fruit. MFC and ESS Cucumbers are available.



**grapes**

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

The market is level. Chilean MFC and ESS Green and Red Seedless Grapes as well as packer label portioned grapes are on the market. Offshore MFC Lunch Bunch Grapes will become available in mid-February.

# FRESH CROP REPORT



green leaf

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

Prices are steady at moderate levels. Growers in the Arizona-California desert are two weeks ahead of schedule as there haven't been any hard freezes. Potential quality problems include fringe burn, mildew, seeder, but most fields are yielding high weights. MFC Green Leaf Lettuce is available.



honeydew

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

Markets are generally steady; supplies are increasing but a modest price increase is expected in two to three weeks as seasonal harvesting transitions begin. Size is focused on five-, five/jumbo-, and six-count fruit. Eight-count fruit remains limited, accounting for less than one percent of production. Quality is excellent: growers report minimal external defects. Sugar levels range from 11 to 13 Brix.



iceberg

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

Prices are escalating as Arizona-California desert production dips. MFC Iceberg Lettuce is available, but MBA will be substituted if weights are low.



lemons

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

Markets are unchanged. California supplies are sufficient; large sizes are plentiful. Quality is excellent. MFC and ESS Lemons are available.



limes

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

Although markets for high-quality fruit remain elevated due to ongoing quality losses and low new crop volume, pricing has eased a bit. MFC and ESS Limes are available.



onions

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

Red and yellow prices are steady, while white markets are somewhat higher out of Idaho and Oregon. Limited quantities of Mexican yellow and white supplies have started crossing into Texas. MFC and ESS Red and Yellow Onions are available.



oranges

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

Markets are up. The California Navel orange crop is dominated by large sizes; small fruit (88-, 113-, and 138-count oranges) is 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	///	*****	\$\$\$

Prices are stable. The Washington Bartlett season has ended, but Anjou supplies will ship through June. Quality is very good; sugar levels range from 14 to 17 Brix. MFC Washington Anjou Pears are available.

# FRESH CROP REPORT



## pineapples

The market is up; supplies are tightening due to heavy rains and a planting gap. Costa Rica supplies approximately 85% of the pineapples imported into the U.S. and Canada. RSS Pineapple Chunks and Spears are available.

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



## red/yellow potatoes

Prices are level. Growing area transitions will occur next month. The Wisconsin yellow season will finish up at the end of this month, while reds will ship through mid-February. The South Florida season will start next week. MFC Red and Yellow Potatoes are available in Idaho, North Dakota, and Wisconsin.

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



## potatoes

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

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



## raspberries

Prices are stable. Mexican supplies are increasing in the Baja region. Quality is good; leaky fruit is an occasional issue.

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



## romaine

Markets are rising as Arizona-California desert production dips. Growers in the Arizona-California desert are two weeks ahead of schedule as there haven't been any hard freezes. MFC Romaine Lettuce is available.

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



## salads & blends

Prices are unchanged. Growers in the Arizona-California desert are two weeks ahead of schedule as there haven't been any hard freezes.

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

# FRESH CROP REPORT



## spring mix

The market is stable. Arugula crops have developed issues such as early breakdown, shortened shelf-life, mildew damage, and yellowing from past rains. RSS Spinach and Spring Mix are available; packer label arugula will be shipped when supplies don't meet RSS specifications.

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



## squash

Weather-related challenges in Mexico have impacted production and delayed the transition between new crop fields. Availability is low. Zucchini quality is good, while yellow squash quality ranges from fair to good. Supplies should increase and quality improve as temperatures rise. MFC Zucchini and Yellow Squash are available.

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



## stone fruit

The imported stone fruit season is underway. Expect elevated prices until the domestic season starts in May. Nectarines and peaches are limited but increasing daily. Quality is good; sugar levels range from 10 to 12 Brix. Plum volume is low yet rising. Sugar levels range from 12 to 14 Brix.

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



## strawberries

Prices are elevated. California volume is low due to rain, while Florida supplies are limited due to freezing temperatures caused by this week's winter storms. MFC Strawberries are available.

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



## tomatoes

Expect markets to climb. Florida volume is falling due to cold weather. Demand for Mexican fruit has increased. MFC Tomatoes are available.

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



## watermelon

High prices persist. Imports will be shipped until the domestic Florida season starts again in a couple of months. Small sizes are most plentiful, but large fruit is limited. 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

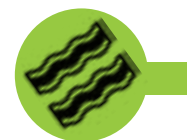
RSS Avocado products save back-of-house labor and prep time. What are your favorite ways to incorporate these products into recipes, especially around the Super Bowl?

# A

During high-volume events like the Super Bowl, consistency and speed matter. RSS Avocados make it easy to execute guacamole, spreads, and toppings without tying up prep time.



They hold well, portion consistently, and help the kitchen stay focused on service when volume is at its highest.



RSS Avocado Chunks contain zero preservatives—it's my go-to for avocado toast and house-made guacamole.





# TIPS FOR SERVING RSS AUTHENTIC CHUNKY GUACAMOLE



- 1.** For smooth texture and fresh flavor, spread on wraps, tortillas, and sandwich bread.
- 2.** Garnish tostadas, fajitas, and enchiladas.
- 3.** Top carne asada tacos, sopa de queso, and refried beans.

# 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.

## Chopped Pork Carnitas-Style with Chips & Guacamole

Tender, long-simmered pork paired with soft tortillas, crunchy chips and chunky guac!

- 3 T Vegetable oil
- 1 T Kosher salt
- 1 T Ground cumin
- 1 tsp. Cayenne pepper
- 4 lb. Boneless pork shoulder
- 1 C RSS Sliced Onions
- 1 T RSS Peeled Garlic, roughly chopped
- 1 MFC Orange, chopped
- 1/2 C RSS Washed & Trimmed Cilantro, chopped
- 4 C Chicken or vegetable stock
- 1 C RSS Chunky Authentic Guacamole
- 16 oz. Blue corn tortilla chips

Season pork with salt, pepper, and cumin.

Heat oil in stew pot or heavy-bottomed pan. Saute onions and cilantro until soft. Add salted pork and cook on high until browned. Flip and brown on other side. Squeeze orange pieces into pot, add one cup of stock, and scrape up bits from bottom of pan. Flip roast, place in 300° F oven, and cook until tender, several hours, adding more stock to keep meat braising. When tender with crispy bits on top, remove and chop. Serve alongside warm flour tortillas, crunchy corn tortilla chips, and guacamole.

Nutty avocado balances the citrusy orange and anise flavors of fennel—great as a stand-alone salad or a base for grilled fish.

