



FRESH CROP REPORT

WEEK OF FEBRUARY 1, 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

COLD FLORIDA WEATHER

Freezing temperatures could have a significant impact on the current plantings that will be harvested in the spring, including bell peppers, cabbage, citrus, colored potatoes, corn, celery, cucumbers, broccoli, green beans, lettuces, radishes, squash, strawberries, tomatoes, and watermelons.

ORANGES

The California Navel orange crop is dominated by large-sized fruit; small supplies (88-, 113-, and 138-count oranges) are becoming extremely limited. Size and grade substitutions will soon be requested to fill orders; varieties from Florida and Mexico are options as well as California Cara Cara oranges.

TOMATOES

Florida tomato volume is falling due to recent cold weather. Demand for Mexican fruit has increased; expect prices to climb.



AVOCADOS

- Industry markets are up due to strong Super Bowl demand.
- RSS Avocado products offer steady prices, allowing operators to offer guacamole that doesn't break the budget.

SQUASH

- Supplies of zucchini and yellow squash will remain snug in Florida; cold winter conditions are driving up prices.
- Mexican volume has increased; however, last weekend's rain prevented any significant gains.

BELL PEPPERS

- Florida's low temperatures are slowing growth and production.
- Prices are climbing.

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apples

Gala and Honeycrisp supplies are tightening; prices are up a bit. 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

Cold, rainy weather has reduced yields in the Mexican growing region; markets are climbing. The Peruvian season is ending. MFC Asparagus is available.

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



avocados

Industry prices are up due to strong Super Bowl demand. RSS Avocado products offer steady prices, allowing operators to offer guacamole that doesn't break the budget. 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

Florida's low temperatures are slowing growth and production; markets are climbing. Mexican supplies are average, but strong demand will keep prices firm. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are steady; stocks are sufficient. Mexican quality is good; leaky fruit is a minor problem.

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



blueberries

The market is level; Mexican supplies are ample. The Peruvian season will end this week. Chilean stocks will hit their peak in February and continue shipping 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	///	*****	\$\$\$

Prices are up; Arizona-California desert volume is low. Pin rot and yellowing are problems in some lots. East Coast harvesting will be delayed due to this week's freezing weather. MFC Broccoli Crowns are sporadic; Markon Best Available (MBA) will be shipped when quality doesn't meet specifications.



cantaloupe

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

The market should remain stable for the next week before firming slightly during the upcoming harvesting transition period. Overall production from Guatemala and Honduras is below typical levels. Size is dominated by 9- and 12-count fruit, as well as jumbo sizes. Quality is very good; expect strong color and sweet flavor. Sugar levels range from 12–14% Brix.



cauliflower

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

Prices are high; Arizona-California desert region supplies are limited. Plants are not reaching size potential in the fields, lowering yields. Quality issues are increasing. ESS Cauliflower is sporadic; packer label will be substituted if stocks don't meet specifications.



celery

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

The market has stabilized volume is rising in Arizona and California. Quality is very good; stalks are straight and flavor is zesty. MFC Celery is available.



chile peppers

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

Although Red Fresno prices are elevated, markets are level for other varieties. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Mexican production is lower than in recent weeks as cooler weather has slowed growth across key growing regions. Even so, supply remains adequate to cover current demand. Quality is strong; stocks are exhibiting the dark green color and firm texture that are characteristics of that region. Florida production will increase in March. MFC and ESS Cucumbers are available.



grapes

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

Prices are stable. 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.

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green leaf

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

The market is poised to rise. Growers in the Arizona-California desert are two weeks ahead of schedule as there haven't been any hard freezes. Cold Florida weather is reducing East Coast volume. MFC Green Leaf Lettuce is available.



honeydew

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

Prices are level; yields are increasing, yet a slight market jump is expected in one to two weeks as seasonal harvesting transitions start. Size is dominated by five-, five/jumbo-, and six-count fruit. Eight-count fruit is snug, 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	///	*****	\$\$\$

The market is elevated as Arizona-California desert production has fallen. Cold Florida weather is reducing East Coast volume. MFC Iceberg Lettuce is available, but MBA will be substituted if weights are low.



lemons

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

Prices are steady. California yields are adequate; large sizes are abundant. Quality is excellent. MFC and ESS Lemons are available.



limes

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

There is a wide range of pricing on the market due to ongoing quality losses and low new crop volume. MFC and ESS Limes are available.



onions

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

Red and yellow markets are stable, while white prices are a bit higher in Idaho and Oregon. The Mexican yellow and white onion season has started (crossing into Texas). The domestic Texas season will begin in early March. MFC and ESS Red and Yellow Onions are available.



oranges

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

The California Navel orange crop is dominated by large-sized fruit; small supplies (88-, 113-, and 138-count oranges) are becoming extremely limited. Size and grade substitutions will soon be requested to fill orders; varieties from Florida and Mexico are options as well as California Cara Cara oranges. MFC and ESS Navel Oranges are available.



pears

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

The market is level. The Washington Anjou season will run through June. Quality is very good; sugar levels range from 14 to 17 Brix. MFC Washington Anjou Pears are available.

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pineapples

High prices persist; volume is low due to previous rain and a planting gap. Quality is average; internal spotting is an occasional issue. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

The market is steady. Growing area transitions will occur in February. The Wisconsin yellow season has ended, but reds will ship through mid-February. The South Florida season is getting started; this week's cold weather may affect Northern Florida's supplies, depending on the severity. MFC Red and Yellow Potatoes are available in Idaho, North Dakota, and Wisconsin.

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



potatoes

Weak prices persist. 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

The market is level. Mexican stocks are ample out of the Baja region. Quality is good; leaky fruit is a minor problem.

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



romaine

Prices are climbing; Arizona-California desert supplies are tightening. Growers in the Arizona-California desert are ahead of schedule as there haven't been any hard freezes. Cold Florida weather is reducing East Coast volume. MFC Romaine Lettuce is available.

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



salads & blends

Industry markets are up, but RSS prices are stable. Cold Florida weather is reducing East Coast volume. Growers in the Arizona-California desert are ahead of schedule as there haven't been any hard freezes.

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

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spring mix

Prices are holding steady. 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

Supplies of zucchini and yellow squash will remain snug in Florida; cold winter conditions are driving up markets. Mexican volume has increased; however, last weekend's rain prevented any significant gains. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



stone fruit

Prices are expected to remain elevated until the domestic season gets underway in May. Nectarine and peach supplies are increasing. Quality is very good; sugar levels range from 10 to 12 Brix. Plum yields are low, but on the rise. Sugar levels range from 12 to 14 Brix.

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



strawberries

High markets persist. Florida supplies are scarce due to freezing temperatures. California volume is starting to recover. MFC Strawberries are available.

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



tomatoes

Prices are up due to freezing Florida temperatures; stocks are extremely tight. Due to cool, wet weather in Culiacan, Mexico, production is slightly behind schedule and isn't expected to hit the normal winter peak for another week. Current volume is heavily concentrated by large sizes, resulting in limited availability for anything smaller than 5x5s. MFC Tomatoes are available.

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



watermelon

The market has stabilized a bit. Guatemalan imports are increasing into Florida. Small sizes dominate availability; large sizes are snug. 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 DAVID
SWANSON REINHARDT
MARKON MEMBER CHEF

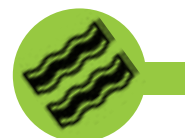
Q

How do you suggest using fresh produce to create a vibrantly colored, complexly flavored dessert for Valentine's Day?

A

When I'm building a Valentine's Day dessert, I love leaning into fresh produce because nothing gives you natural color and layered flavor like fruit at its peak.

Think roasted strawberries blended into a silky panna cotta—slow roasting concentrates the jammy sweetness and deepens the red hue. Or fold blood oranges into a curd for a neon-pink punch of acidity. Try beet purée in a dark chocolate mousse; it brings ruby red color, earthy sweetness, and a killer talking point. Fresh produce gives you color, aromatics, and built-in complexity—so you can make something sexy without being overly sugary.



TIPS FOR SERVING MFC ARTISAN ROMAINE



- 1.** Can be grilled or sautéed for warm salads or unusual side dishes.
- 2.** This variety's cuplike leaves can be used in lettuce wrap recipes with fillings like mayonnaise-based salads, global dips, stir-fried vegetables, and tacos toppers.
- 3.** An ideal gluten-free and keto substitute for on-trend dishes such as Nashville fried chicken, BLATs, birria tacos, and cowboy caviar.

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.

MFC Artisan Romaine Grilled Salad

Avocado, tomatoes, and lettuce heads with house-made croutons and creamy ranch dressing.

1 C	Ranch dressing
½ C	RSS Avocado Pulp
1 T	Oil
8 heads	MFC Artisan Romaine Lettuce, split in half lengthwise
8	RSS Avocado Halves, sliced
32	MFC Cherry Tomatoes
2 C	House-made croutons
	Micro greens for garnish

Blend ranch dressing and avocado pulp until smooth.

Heat oil on flat top or grill pan. Char romaine, avocado slices, and cherry tomatoes until grill marks appear.

Arrange romaine with equal parts dressing drizzled over top, avocado slices, tomatoes, and croutons. Garnish with micro greens and serve immediately.

Grilled shrimp, pickled vegetables, and aromatic rice result in a craveable, year-round appetizer or entrée.

