



FRESH CROP REPORT

WEEK OF FEBRUARY 8, 2026

**RSS**

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

MFC

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

ESS**MARKON
ESSENTIALS**

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

HIGHLIGHTS

LIMITED TENDER LEAF ITEMS

Expect tight supplies and elevated industry markets for the next two weeks. Prior rains and recent heat spikes have depleted yields. RSS Arugula, Spinach, and Spring Mix are limited; packer label will be substituted as needed.

TOMATOES

Prices are climbing. Florida tomato crops are being severely affected by the recent freezing temperatures.

SQUASH

Markets are rising. Supplies will remain limited due to Florida's low temperatures. Demand has shifted to Mexico, driving up those markets as well.



GRAPES

- The market is starting to inch down a bit/ 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 a week or two.

LIMES

- Prices remain elevated and are expected to stay firm as ongoing quality issues in Mexico limit availability.
- Styler-end breakdown, oil spotting, and skin condition issues are increasing significantly following recent rain events.

BELL PEPPERS

- Expect rising markets for approximately two weeks.
- Florida's cold weather has impacted bell pepper production.

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apples

Although markets for Gala and Honeycrisp are slightly higher, prices for other varieties are level. 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 steady to slightly higher. Production will increase in Caborca, Mexico over the next several weeks; growers are also shipping from the Mexicali area. New crop quality is very good; firm spears and tight tips are being reported. 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 | /// | ***** | \$\$\$ |

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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 | /// | ***** | \$\$\$ |

The market is up; inconsistent size, discoloration, and insect damage are minimizing yields in the Arizona-California desert region. Above-average temperatures and dry conditions are forecast for the coming week with a slight cooling trend expected by the weekend. Higher temperatures will aid growth, but may also cause inconsistent size. ESS Cauliflower is sporadic; packer label will be substituted if stocks don't meet specifications.



celery

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

Prices are escalating as stocks tighten in Oxnard, California for the next two weeks; cold weather is also slowing production in Florida. MFC Celery is available.



chile peppers

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

Expect high Red Fresno markets, but prices are steady for all other varieties. Quality is improving. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are level. Offshore and Mexican stocks are sufficient. Quality remains very good; skins are smooth and flavor is refreshing. MFC and ESS Cucumbers are available.



grapes

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

The market is starting to inch down a bit. 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 a week or two.

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green leaf

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

Prices are inching up. The Arizona-California desert harvesting schedule is two weeks ahead due to warm weather. Fringe burn, mildew, seeder, and insect pressure are occasional problems. Florida's freezing temperatures are tightening East Coast stocks. MFC Green Leaf Lettuce is available.



honeydew

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

Markets are up slightly as growers enter a harvesting transition period. Overall supply levels from Guatemala and Honduras are lower than in past years. Size is dominated by five-, five/jumbo-, and six-count fruit. Eight-count fruit is limited. 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 extremely elevated as Arizona-California desert production dips. Low temperatures are reducing yields in Florida. MFC Iceberg Lettuce is available, but MBA will be substituted if weights are low.



lemons

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

The market is unchanged. California supplies are plentiful, especially large sizes. Quality is excellent. MFC and ESS Lemons are available.



limes

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

Prices are expected to stay firm as ongoing quality issues in Mexico limit availability. Styler-end breakdown, oil spotting, and skin condition issues are increasing significantly following recent rain events. MFC and ESS Limes are available.



onions

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

Red and yellow markets are easing, while white prices are up. The Mexican yellow and white onion season is underway (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 | /// | ***** | \$\$\$ |

Prices are high. The California Navel crop is dominated by large-sized fruit; small supplies (113-, and 138-count oranges) are snug. 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 up a bit as the Bartlett season is over. Washington Anjou supplies will ship 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

Markets are elevated; supplies are tight due to previous rain and a planting gap. Quality is good; internal spotting is a minor problem. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Prices are holding steady despite growing area transitions. The Wisconsin yellow season has ended, but reds will ship another week or two. Cold weather is affecting Northern Florida supplies. MFC Red and Yellow Potatoes are available in Idaho, North Dakota, and Wisconsin.

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



potatoes

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

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



raspberries

Prices are unchanged. Ample Mexican stocks are shipping from the Baja region. Quality is good; leaky fruit is an occasional issue

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



romaine

Markets are inching up. The Arizona-California desert harvesting schedule is two weeks ahead due to warm weather. Fringe burn, mildew, ribby structure, and insect pressure are occasional problems. Florida's freezing temperatures are tightening East Coast stocks. MFC Romaine Lettuce is available.

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



salads & blends

Industry prices are rising, but RSS markets are steady. Freezing temperatures are tightening supplies in Florida. Growers in the Arizona-California desert are ahead of schedule as there haven't been any hard freezes. Quality is average.

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

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spring mix

Expect tight supplies and elevated industry markets for the next two weeks. Prior rains and recent heat spikes have depleted yields. RSS Arugula, Spinach, and Spring Mix are limited; packer label will be substituted as needed.

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



squash

Prices are rising. Squash supplies will remain limited due to Florida's recent freezing weather. Demand has shifted to Mexico, driving up that market too. MFC Zucchini and Yellow Squash are available.

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



stone fruit

Markets are high. Imported fruit will ship until the domestic season starts in May. Nectarine and peach volume is fairly average. Quality is very good; sugar levels range from 10 to 12 Brix. Plum supplies are limited, but increasing. Sugar levels range from 12 to 14 Brix.

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



strawberries

Prices are elevated. Florida's freezing temperatures are greatly reducing volume. California supplies are starting to increase with warmer, drier weather. MFC Strawberries are available.

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



tomatoes

Markets will climb for the next two weeks. Florida tomato crops are being severely affected by the recent freezing temperatures. Demand has shifted to Mexico, where weather is better and supplies are increasing. MFC Tomatoes are available.

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



watermelon

Prices are high, but steady. Offshore stocks are increasing into Florida. Small sizes dominate availability; large sizes are 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 DAVID
SWANSON REINHARDT
MARKON MEMBER CHEF

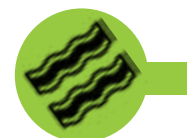
Q

Cauliflower is a dependable cold-weather ingredient. How do you use this vegetable on winter menus?

A

Cauliflower is a winter workhorse—it's neutral enough to take on bold flavors but still has this cozy, roasted sweetness when you treat it right. In winter, I love turning it into a smoked cauliflower bisque with brown butter and chili crunch.

It eats like comfort food but still feels modern. It also crushes on share plates—try tandoori-spiced roasted cauliflower with a cooling yogurt drizzle, or crisp it hard in the fryer and toss it in a maple-gochujang glaze for a winter riff on wings. Even simple things like a charred cauliflower mash can replace potatoes and instantly elevate a plate. Winter menus need warmth and depth, and cauliflower delivers every time.



TIPS FOR SERVING RSS CAULIFLOWER FLORETS



- 1.** Toss RSS Cauliflower Florets with olive oil, salt, pepper, and grated Parmesan cheese; roast and serve aside steaks and chops.
- 2.** Steam black mussels, RSS Cauliflower Florets, saffron, and fish stock until shellfish open; garnish with snipped MFC Chives.
- 3.** Top cheesy polenta with chopped and sautéed RSS Cauliflower Florets, RSS Peeled Garlic, and chopped spicy Italian sausage.

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.

Buffalo Cauliflower

These game-day favorites are spicy, vegetarian, and delicious! Add them to your appetizer roster, either deep fried or baked for the wellness crowd.

- | | |
|----------|---------------------------|
| 1 C | Flour |
| 1 C | Cornstarch |
| 2 ½ C | Buttermilk |
| 4 cloves | RSS Peeled Garlic, minced |
| 1 T | Cayenne |
| 2 tsp. | Paprika |
| 2 tsp. | Salt |
| 2 lb. | RSS Cauliflower Florets |
| 1 C | Panko breadcrumbs |
| ½ C | Parmesan cheese, grated |
| 1 C | Buffalo sauce |

Preheat oven to 425° F/218° C.

Mix together flour, cornstarch, buttermilk, garlic, cayenne, paprika, and salt. Whisk and add florets. Toss to coat evenly. Add panko and Parmesan cheese; toss again, making sure all florets are coated. Bake for 15 minutes; flip and cook 15 minutes longer (alternately cook in deep fryer). When cooked, toss all in buffalo sauce and place back in over for 15 more minutes.

Serve with herby green ranch dressing on the side.

A delicious vegetarian option that packs the earthy flavors of cumin-roasted cauliflower, pickled red onions, and Oaxacan mole sauce.

