



# FRESH CROP REPORT

WEEK OF FEBRUARY 22, 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

## BROCCOLINI® BABY BROCCOLI

Supplies will become even tighter this week due to low temperatures and rain moving through the winter production region of Salinas, California. MFC and RSS Broccolini Baby Broccoli are limited; packer label will be substituted as needed.

## LIMES

Prices remain elevated and are expected to continue climbing as supply constraints and quality challenges persist, particularly out of Mexico.

## CELERY

Elevated markets will persist through February, at a minimum; extreme weather has reduced California yields.



## POTATOES

- Weak prices persist; storage supplies are plentiful.
- Excellent quality Idaho Norkotahs will ship from storage through the winter months.

## ORANGES

- California growers have harvested ahead of the current rain event.
- Still, if there isn't a long enough break in the weather pattern that allows groves to dry out, supply challenges may occur towards the end of next week.

## SQUASH

- Prices are high. Florida volume is low due to recent cold weather.
- Strong demand has shifted to Mexico; yellow squash is limited.

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## apples

The Washington market is fairly stable. The Michigan Gala and Honeycrisp seasons will end in three to four weeks. 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

Cooler weather and tighter-than-anticipated Caborca supplies are pushing up prices. Quality is good; some cold damage and smaller sizing has been reported. MFC Asparagus is available.

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



## avocados

Markets are fairly level. Mexican volume is high, while domestic supplies are adequate. Quality is very good; texture is creamy and flavor is slightly nutty. 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 elevated due to freeze-related shortages in Florida. Demand is up for Mexican supplies. The Sinaloa region is shipping light to moderate volume with average quality. Stocks will continue to tighten until additional growing areas start production in early March. MFC and ESS Green and Red Bell Peppers are available.

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



## blackberries

Prices are stable; supplies are sufficient. Mexican quality is good; leaky fruit is a minor problem.

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



## blueberries

Markets are up; yields are low. The import season is ending this week, shifting all demand to Mexico, where supplies are also tight. Florida's recent cold weather will prolong this shortage until April.

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

# FRESH CROP REPORT



**broccoli**

Prices are inching down but remain high; Arizona-California desert supplies are limited due to inconsistent growing conditions including rain, heat, and cold, that led to a production gap period. MFC Broccoli Crowns are sporadic; Markon Best Available (MBA) will be shipped as needed.

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



**cantaloupe**

The market is stable; all sizes are being shipped from offshore growing regions. Quality is very good; color is strong and flavor is sweet. Sugar levels are approximately 14% Brix.

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



**cauliflower**

Prices are elevated; Arizona-California desert supplies are snug due to erratic growing conditions including rain, heat, and cold, that led to a harvesting gap. ESS Cauliflower is sporadic; packer label will be substituted as necessary.

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



**celery**

Elevated prices will persist through February, at a minimum; extreme weather has reduced California yields. Production continues in the Arizona/California desert; harvests will run through mid-April. Florida supplies remain limited following freezing temperatures in late January and early February. MFC Celery is available.

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



**chile peppers**

The market is starting to tick up as quality issues increase around the Escuinapa region, prompting a transition into Culiacán. Challenges such as growth cracking and softness are expected over the next four to six weeks. Supply gaps are not anticipated, but elevated pricing is likely. Quality pressure is the primary driver. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.

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



**cucumbers**

Prices are up slightly. Mexican supplies are sufficient despite increased demand this week. Quality is very good. Florida growers are pushing the spring season forward to March due to recent freezing temperatures. MFC and ESS Cucumbers are available.

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



**grapes**

The market is starting to inch up; the offshore season is past its peak and starting to wind down. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are available.

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

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green leaf

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

Prices are steady at moderately elevated levels, but expected to increase as the Arizona-California desert season begins to wind down. Florida lettuce fields fared better than expected following freezing weather, yet lower weights are forecast for the near-term. Fringe burn, mildew, and seeder are problems; insect pressure is rising. MFC Green Leaf Lettuce is available.



honeydew

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

The market is level. Most sizes are sufficient, but six- and eight-count stocks are tightening. Melons are sweet as sugar levels are high.



iceberg

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

Prices will keep inching up as the Arizona-California desert season begins to wind down. Fluctuating densities, mildew, bottom rot, and growth cracking are issues. MFC Iceberg Lettuce is available, but MBA will be substituted as needed.



lemons

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

A slow market climb is forecast as demand increases over the next five to seven weeks. California quality is excellent; size is dominated by 95- to 165-count stocks. MFC and ESS Lemons are available.



limes

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

Prices remain elevated and are expected to continue climbing as supply constraints and quality challenges persist, particularly out of Mexico. Stylar-end breakdown, oil spotting, and skin condition issues are prevalent due to past rain. MFC and ESS Limes are available.



onions

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

Red and yellow markets are weak; prices for white stocks is rising. Mexican supplies are shipping (crossing into Texas). Texas yellows will start shipping over the next week or two; red and white supplies will enter the market in early to mid-March. MFC and ESS Red and Yellow Onions are available.



oranges

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

California growers have harvested ahead of the current rain event. Still, if there isn't a long enough break in the weather pattern that allows groves to dry out, supply challenges may occur towards the end of next week. MFC and ESS Navel Oranges are available.



pears

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

The market is steady. Quality is very good; sugar levels range from 14 to 17 Brix. MFC Washington Anjou Pears will ship through June.

# FRESH CROP REPORT



## pineapples

Markets are up. Large crowned and all crownless stocks are scarce. Quality is good; internal spotting is a minor problem caused by early season rain. RSS Pineapple Chunks and Spears are available.

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



## red/yellow potatoes

Prices are stable but will start to rise in late March/early April. The majority of Southern Florida crops survived the recent cold weather, but growers have had to replant in Northern Florida, delaying the spring season until late April/early May. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.

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



## potatoes

The market is low; storage volume is high. 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 remain steady. Mexican stocks are plentiful in Mexico's Baja region. Quality is good; leaky fruit is an occasional issue.

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



## romaine

The market is expected to climb further as the Arizona-California desert season starts to wrap up. Fringe burn, mildew, and ribby structure are occasional problems; insect pressure is rising. Florida lettuce fields fared better than expected following low temperatures, but lower weights are expected. MFC Romaine Lettuce is available.

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



## salads & blends

Prices are stable. Cold weather has impeded growth in Florida; head weights are lower than normal. Growers in the Arizona-California desert are ahead of schedule by several weeks, reducing volume. Spinach is limited; recent rain has hurt quality.

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

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## spring mix

The market is steady. Poor weather has tightened supplies, particularly spinach. RSS Arugula, Spinach, and Spring Mix are sporadic; packer label will be substituted as necessary.

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



## squash

Prices are high. Florida volume is low due to recent cold weather. Strong demand has shifted to Mexico; yellow squash is limited. MFC Zucchini and Yellow Squash are available.

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



## stone fruit

Markets are high. Imported fruit will ship until the California season starts in May. Nectarine, peach, and plum volume is average. Quality is very good; sugar levels range from 10 to 12 Brix. Plum sugar levels range from 12 to 14 Brix.

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



## strawberries

Prices are elevated. Rain has cancelled production in California's Santa Maria and Oxnard growing regions; West Coast supplies are extremely limited. Florida yields have increased greatly, but demand is strong, keeping markets high. MFC Strawberries are available.

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



## tomatoes

Mexican markets are steady despite lower-than-normal volume. Quality has been challenged by earlier rain and cold temperatures, resulting in more defects and variability lot to lot. Moderate supplies are expected over the next few weeks, with potential improvement by mid-March as new plantings begin to come into production. Florida prices are high; recent freezing temperatures greatly reduced stocks. MFC Tomatoes are available.

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



## watermelon

Prices have stabilized. Volume is rising in the offshore regions of Guatemala and Honduras (into Florida ports). 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

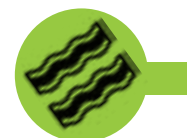
Q

RSS Broccoli Florets save busy chefs time and money. How do you suggest incorporating them into savory day part?

A

RSS Broccoli Florets are a lifesaver in any busy kitchen—zero trim, zero waste, and they cook fast.

I lean on them for hearty breakfast hashes, baked into frittatas, or folded into grain bowls to add bulk and color. Lunch is where they shine: toss them in a ginger-garlic sauté for a fast stir-fry or roast them hard and add to pasta salads or quesadillas for a better-for-you upsell. For dinner, I use them as the backbone of bowls—charred broccoli with tahini, broccoli Alfredo, or even broccoli “steaks” pressed on a flat top until crispy. With the prep already handled, chefs can focus on flavor, not trimming stems all day.



# TIPS FOR SERVING MFC JALAPENOS



- 1.** Pickle whole or sliced MFC Jalapeno Chile Peppers to serve with rich foods like barbecued meats, tacos, burgers, and more!
- 2.** Hollow peppers and fill with cream cheese, crumbled bacon, and shredded Cheddar; bread and deep fry.
- 3.** Mince MFC Jalapeno Chile Peppers and add to quick bread mixes, salsas, stuffings, and beverages such as lemonade and margaritas.

# 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.

## Banh Mi

With its blend of French and Vietnamese cuisine, this delicious sandwich is accessible to most menus.

- 1 lb. Ground pork
- 1 Egg
- 1/4 C panko breadcrumbs
- 1 T Fish sauce
- 1 T Asian hot sauce
- 1 T RSS Peeled Garlic, chopped
- 1/2 tsp. Black pepper
- 2 T Canola oil
- 1/4 C Dark soy sauce
- 4 French baguette rolls, split
- 1 C RSS Matchstick Carrots, pickled
- 1/4 C RSS Washed & Trimmed Green Onions, chopped
- 1/4 C RSS Washed & Trimmed Cilantro
- 3 MFC Jalapeno Chile Peppers, sliced
- 4 RSS Green Leaf Fillets

In a mixing bowl, combine pork, egg, breadcrumbs, fish sauce, hot sauce, garlic, salt, and pepper. Form into 12 small balls. Heat oil in skillet. Brown meatballs in batches until cooked (don't crowd the pan). When all are nearly cooked through, put all meatballs in skillet and deglaze with soy sauce, shaking pan to coat all. Turn off heat, cover skillet with lid, and allow to steam for 3 more minutes. Fill each baguette roll with three meatballs, pickled carrots, green onions, cilantro, Jalapeno chile peppers, and green leaf lettuce.

Bar snacks continue to grow as a menu category. Add value to your Ranch dips by enhancing with smoky jalapenos, roasted garlic, and sweet, caramelized onions.

