



FRESH CROP REPORT

WEEK OF MARCH 1, 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

STRAWBERRIES

Expect strong demand and high prices. Strawberries from Central Mexico (loading in South Texas) are tightening; the region is experiencing border crossing delays. Florida yields will fall for the first half of the week as low overnight temperatures are delaying growth. California volume is slowly increasing in both regions as growers continue culling water-damaged fruit.

MELONS

Cantaloupe and honeydew markets are entering a seasonal transition period, with weather-related impacts influencing yield, sizing, and availability.

BELL PEPPERS

Prices are elevated due to strong demand caused by Florida's recent freeze.

LEMONS

- A slow market climb is forecast as demand increases over the next four to six weeks.
- California quality is excellent.

FLORIDA TOMATOES

- Supplies will remain scarce until mid-April.
- Although Mexican stocks are moderate, recent unrest may limit growers' ability to ship into the U.S. this week.

GREEN BEANS

- Florida green bean growers were severely impacted by past freezing conditions.
- Prices are elevated.

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apples

Washington prices are steady. The Michigan Gala and Honeycrisp seasons will end in two to three 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

The market is up slightly due to cooler weather that is tightening stocks in Caborca, Mexico. Quality is good; size is on the small end. MFC Asparagus is available.

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



avocados

Prices are stable. Mexican supplies are ample, while domestic and Colombian yields are average. 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

Prices are elevated due to strong demand caused by Florida's recent freeze. East Coast supplies are limited due to cold weather, but are forecast to recover in March. Stocks are snug in Western Mexico due to strong demand that has shifted from Florida MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is unchanged; volume is average. Mexican quality is good; leaky fruit is a minor problem.

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



blueberries

Prices are high; supplies are tight. The import season has ended, shifting all demand to Mexico, where stocks are limited. Florida's sporadic cold weather will prolong this shortage until April.

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

FRESH CROP REPORT



broccoli

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

Although markets are starting to ease, most remain high; Arizona-California desert stocks are snug due to erratic weather that caused a production gap. MFC Broccoli Crowns are sporadic; Markon Best Available (MBA) will be shipped as needed.



cantaloupe

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

Prices are entering a seasonal transition period, with weather-related impacts influencing yield, sizing, and availability. Quality is very good; color is strong and flavor is sweet. Sugar levels are approximately 14% Brix.



cauliflower

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

The market continues to climb; Arizona-California desert stocks are limited due to rain, heat, and cold, that led to a harvesting gap. ESS Cauliflower is sporadic; packer label will be substituted as needed.



celery

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

The market is up. Growers in both Florida and California are trying to recover from recent poor weather. Harvesting will continue in the Arizona/California desert through mid-April. MFC Celery is available.



chile peppers

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

Prices are starting to climb; growers have moved to Culiacán to avoid quality issues experienced in the Escuinapa region. Challenges such as growth cracking and softness are expected over the next three to five weeks. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is up a bit. Mexican stocks are average, but demand is strong. Quality is very good. Florida growers are expected to start the delayed spring season in a week or two. MFC and ESS Cucumbers are available.



grapes

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

Prices are fairly level but will increase as the offshore season starts to wind down. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are being shipped.

FRESH CROP REPORT



green leaf

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

Markets are starting to inch up as the Arizona-California desert season begins to wind down. Fringe burn, mildew, and seeder are problems; insect pressure is rising. Florida growers report low head weights due to cold weather. MFC Green Leaf Lettuce is available.



honeydew

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

Prices are up. Honeydews are sensitive to adverse weather and have been significantly impacted by cooler temperatures; yields are expected to decline, keeping supplies constrained through March.



iceberg

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

Markets will continue to climb as the Arizona-California desert season winds down through early April. Fluctuating densities, mildew, bottom rot, and growth cracking are quality problems. MFC Iceberg Lettuce is available, but MBA will be substituted as needed.



lemons

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

Prices will inch up over the next month or so. 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	///	*****	\$\$\$

The market continues to rise. Supplies are diminishing due to quality problems such as styler-end breakdown, oil spotting, and skin condition issues caused by rain. MFC and ESS Limes are available.



onions

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

Red and yellow prices are low; the market for white supplies is a bit higher. Mexican and Texas yellows are on the market; Texas red and white stocks will enter the market in early to mid-March. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market is up; fruit is limited. Navel quality is very good; sugar levels range from 12 to 13 Brix. Specialty varieties, including Mandarins, Cara Cara oranges, blood oranges, and Minneolas, are available through June to supplement any shortages. MFC and ESS Navel Oranges are available.



pears

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

Prices are unchanged. Quality is very good; sugar levels range from 14 to 17 Brix. MFC Washington Anjou Pears will ship through June.

FRESH CROP REPORT



pineapples

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

Markets are elevated. Large crowned and all crownless stocks are snug. Quality is good; internal spotting is an occasional problem caused by early season rain. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Prices are stable but will start to rise in late March/early April. Storage supplies are ample. Cold weather has delayed Florida's spring season until late April/early May. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



potatoes

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

The market for large sizes is steady but firm; a slight increase is expected next week. Excellent quality Idaho Norkotahs will ship from storage through the winter and spring months. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Prices are unchanged. Mexican supplies are abundant in Mexico's Baja region. Quality is good; leaky fruit is minor problem.



romaine

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

Markets are up as the Arizona-California desert season begins to wind down. Fringe burn, mildew, ribby texture, and seeder are problems; insect pressure is rising. Florida growers report low head weights due to cold weather. MFC Romaine Lettuce is available.



salads & blends

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

Prices are steady. The Arizona-California desert season is starting to wrap up. Fringe burn, mildew, ribby texture, and seeder are issues; insect pressure is increasing.

FRESH CROP REPORT



spring mix

The market is level. Spinach crops are rebounding with warmer weather. RSS Arugula, Spinach, and Spring Mix are sporadic; packer label will be substituted as needed.

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



squash

Elevated prices persist. Florida supplies are limited due to sporadic cold weather. Strong demand has shifted to Mexico; yellow squash is especially tight. MFC Zucchini and Yellow Squash are available.

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



stone fruit

The market is up. Imported fruit will ship until the California season gets under way in May. Nectarine, peach, and plum supplies are past the seasonal peak. 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

Expect strong demand and high prices. Supplies from Central Mexico (loading in South Texas) are tightening; the region is experiencing border crossing delays. Florida yields will fall for the first half of the week as low overnight temperatures are delaying growth. California volume is slowly increasing in both regions as growers continue culling water-damaged fruit. MFC Strawberries are available.

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



tomatoes

Markets are elevated. Supplies will remain scarce until mid-April. Although Mexican stocks are moderate, recent unrest may limited growers ability to ship into the U.S. this week. MFC Tomatoes are available.

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



watermelon

Prices are level. Yields are increasing in Guatemala and Honduras (into Florida ports). Small sizes are most abundant; large sizes are tight. 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
CODY MIDDLETON
MARKON MEMBER CHEF

Q

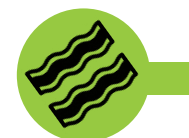
What produce-centric recipes do you suggest for March Madness game nights?

A

I like to serve a variety of street tacos.



For my favorite, I batter and fry sliced RSS Avocado Halves, top with RSS Kale Color Crunch and pineapple chunks. Serve with creamy Jalapeno-lime vinaigrette.



Another easy and delicious dish combines roasted radishes and MFC Sugar Snap Peas with Cotija cheese, pomegranate arils, and house vinaigrette.

TIPS FOR SERVING MFC ASPARAGUS



- 1.** Lightly fry asparagus in buttermilk and panko breadcrumbs; serve with spicy wasabi dipping sauce.
- 2.** Toss soba noodles with roasted MFC Asparagus and miso dressing; top with pan-seared scallops.
- 3.** Wrap spears of asparagus in thinly sliced pancetta; grill until meat is crisp and asparagus is tender.

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.

Basil-Garlic Asparagus

Tender spears of grassy asparagus are tossed with earthy, zesty herbs and garlic—great with steaks or fish.

- | | |
|----------|---|
| 1 T | Olive oil |
| 8 spears | MFC Asparagus, bottom of stalks trimmed |
| 2 T | Basil pesto sauce |
| 2 T | RSS Peeled Garlic, roasted and chopped |
| | Salt and pepper, to taste |

Heat oil; add spears, tossing until cooked/tender; mix in pesto, tossing until well coated.

Arrange four spears per serving plate. Top each plate with one tablespoon of garlic.

Season with salt and pepper; garnish with edible flowers if desired.

The delicate flavors of asparagus and chervil make this light seafood dish ideal for spring.

