



FRESH CROP REPORT

WEEK OF MARCH 22, 2026

RSS



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

MFC



Whole fresh fruits & vegetables.
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ESS



Whole fresh fruits & vegetables.
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HIGHLIGHTS

ELEVATED DESERT TEMPERATURES

High temperatures throughout the Arizona/California desert growing region will have lasting effects on the quality and shelf life of crops such as broccoli, lettuces and tender leaf items. Growers will make the seasonal move to the Salinas Valley soon, hoping to mitigate further issues.

GRAPES

This week's heavy rain in Chile's primary growing region will drive up prices significantly for the month of April. Offshore shipments will end in early May when the Mexican season gets underway.

STONE FRUIT

Although the Chilean stone fruit season is past its peak, supplies remain ample. The domestic season will begin in May.

STRAWBERRIES

- California volume is rising in Santa Maria and Oxnard; prices are low and quality is excellent.
- Elevated temperatures are forcing an end to the seasons in Texas and Florida.

CHILE PEPPERS

- Markets remain elevated across all varieties due to limited yields in the primary growing region of Mexico.
- Expect extremely elevated prices for four to six weeks.

ONIONS

- Pacific Northwest storage supplies to be depleted in late April/early May.
- Fresh-run onions are now shipping from Mexico and Texas.

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apples

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

Washington Granny Smith markets are up. Michigan Gala and Honeycrisp supplies are tightening. Red Delicious supplies will ship through May; Fujis will run through July. Quality is excellent; sugar levels range from 15 to 18 Brix. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.



asparagus

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

Prices are stable; stocks are sufficient. Quality is good; small sizes dominate availability. MFC Asparagus is available.



avocados

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

Although Mexican volume is high, the market is inching up in anticipation of labor shortages scheduled for the upcoming Holy Week, which will run from March 29 to Easter Sunday on April 5. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Prices are starting to ease in Florida as volume rebounds over the next few weeks. Mexican yields are low; insect pressure is reducing supplies. Georgia growers will start production in two months. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is high. The season is winding down in Central Mexico; labor issues and transportation blockades are also contributing to tight supplies. Mexico's Baja season is underway, but stocks aren't expected to increase until April.



blueberries

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

Prices are elevated. The Mexican season is wrapping up; labor issues and transportation blockades are further tightening supplies. The Florida season has been delayed for another few weeks due to last month's cold weather; some growers experienced upwards of 50% crop loss. Expect low yields through April; volume will rise when California's San Joaquin Valley season gets underway next month.

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broccoli

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

The market is holding steady while the Arizona-California desert season wraps up. Growers will move to the Salinas Valley in April. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



cantaloupe

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

Prices are high; supplies are tightening. Availability will increase in early April when new crop production begins in Central America. Domestic harvests will get underway in May. 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 is unchanged; supply is meeting demand. The Arizona-California desert season is ending. Growers will move north to the Salinas Valley region in early April. ESS Cauliflower is available.



celery

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

Prices are inching down as supplies increase and quality improves in Oxnard, California. Ample stocks and lower prices are expected through March. MFC Celery is available.



chile peppers

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

Markets remain elevated across all varieties due to limited yields in the primary growing region of Mexico. February's freeze destroyed much of the Florida crop, driving demand to Mexico. Georgia peppers will not be harvested until early May. Expect better availability and lower pricing once East Coast production picks up in April/May. MFC Chile Peppers are limited; packer label is being substituted as needed.



cucumbers

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

Prices are high; supplies are tight in Mexico and from offshore. The delayed Florida spring season is expected to start soon. MFC and ESS Cucumbers are available.



grapes

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

This week's heavy rain in Chile's primary growing region will drive up markets significantly for the month of April. Offshore shipments will end in early May when the Mexican season gets underway. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are available.

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green leaf

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

Expect prices to gradually increase as the Arizona-California season winds down; supplies will tighten until growers move to the Salinas Valley in April. MFC Green Leaf Lettuce is available.



honeydew

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

Markets are high; supplies are tightening. Availability will increase in early April when new crop production begins in Central America and Mexico. Domestic harvests will get underway in May. Sugar levels are approximately 14% Brix.



iceberg

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

Prices will increase through the end of the Arizona-California desert season in late March. The Huron season is underway and will run for approximately one month, followed by the transition to the Salinas Valley through the spring and summer. MFC Iceberg Lettuce is available, but MBA will be substituted as necessary.



lemons

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

Markets are steady. Small California fruit (165- and 200-count sizes) is scarce; crops are dominated by larger sizes (95- through 140-count supplies). MFC and ESS Lemons are available.



limes

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

Elevated markets persist. Yields are low due to wet weather that impacted bloom cycles 90 days ago. New crop 110- and 150-count sizes are extremely tight; 230- and 250-count supplies are more readily available. MFC and ESS Limes are on the market.



onions

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

Prices range from low to average. The Pacific Northwest storage season will end in late April/early May. New crop supplies are now shipping from Mexico and Texas. Fresh-run onions typically exhibit higher moisture content, thinner skins, and overall shorter shelf life. MFC Onions are available.



oranges

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

The California Navel season is winding down; 113- and 138-count fruit is extremely tight. California Valencia production will start in mid-April. Valencia oranges are available from Morocco, Mexico, and Florida. The Texas season is nearly finished. MFC and ESS Navel Oranges are available.



pears

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

Prices are stable. Quality is very good; sugar levels range from 14 to 17 Brix. Washington MFC Anjou Pears are available.

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pineapples

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

Markets are fairly steady. Large sizes are snug, but eight-count fruit is more abundant. Quality is very good; sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Red potatoes are in good supply with larger sizes dominating pack outs. Yellow potatoes are limited in multiple regions due to stronger demand and lower yields. Increasing prices are expected over the next six to eight weeks, especially for yellow potatoes. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



potatoes

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

Markets are slightly higher for large sizes, but more prices are level. Excellent quality Idaho Norkotahs will ship through the winter and spring months. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Prices are elevated. Production is wrapping up in Central Mexico; labor issues and transportation blockades are also tightening availability. The Baja season is underway, but yields are low. Expect more abundant supplies in April.



romaine

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

Expect prices to gradually increase as the Arizona-California season winds down; supplies will tighten until growers move to the Salinas Valley in April. MFC Romaine Lettuce is available.



salads & blends

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

Prices are steady. The Arizona-California desert season is winding down; growers will transition north to the Salinas Valley in early April. Fringe burn, mildew, ribby texture, insect pressure, and seeder are issues being reported from the fields.

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spring mix

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

Prices are unchanged. The Arizona-California desert season is wrapping up; growers will move north to the Salinas Valley early April. RSS Arugula, Spinach, and Spring Mix are available.



squash

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

Markets are starting to ease. Supplies (especially yellow squash) are rebounding after the effects of Florida's freezing temperatures in January and February. Chilly weather has also impeded growth in Mexico's Sonora region. Yellow squash is extremely tight. MFC Zucchini and Yellow Squash are available.



stone fruit

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

Prices are elevated. Although the Chilean stone fruit season is past its peak, supplies remain ample. The domestic season will begin in May.



strawberries

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

The market is weak. California volume is rising in Santa Maria and Oxnard; quality is excellent. Elevated temperatures are forcing an end to the seasons in Texas and Florida. MFC Strawberries are available.



tomatoes

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

Prices are stabilizing, especially for rounds and Romas. Multiple regions are ripening at the same time, flooding the market. East Coast growers will move to Central Florida in mid-April, further increasing volume. Quality is improving. MFC Tomatoes are available.



watermelon

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

The market is rising. Imported stocks are scarce out of Mexico, Guatemala, Costa Rica, and Honduras; the offshore season is winding down. Florida production will start in mid-April, but because of the recent freeze, supplies will remain snug until late May.

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

How do you incorporate the springtime flavors of MFC Asparagus across different day parts?

A

The easiest way to incorporate a single ingredient into multiple day parts is to alter its form and to place emphasis on salvaging anything that could be considered waste or trim.



MFC Asparagus adds vibrance and richness to breakfast bowls, scrambles, and omelets. I use pickled asparagus as a stand-out ingredient in Bloody Marys.



Chilled asparagus soup is great on springtime menus. Blanching and shocking asparagus will help maintain its bright color for any hot applications.

TIPS FOR SERVING BROCCOLI



- 1.** Use raw and cooked, as a stand-alone side dish and an ingredient in any number of recipes, including salads, soups, pizza, pasta, and stir-fries.
- 2.** Perfect as an ingredient in almost any dish or serve blanched as a unique crudité.
- 3.** Brush with olive oil and salt/pepper before cooking to add flavor to any side dish or roasted vegetable medley.



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.



Blistered Broccoli and Seared Scallops

The Asian flavors of lemongrass and ginger add contrast to this entrée of seared scallops and blistered broccoli.

- | | |
|------------|--|
| 2 T | Grapeseed oil |
| 2 lbs. | Large sea scallops |
| | Coarse salt and ground pepper (to taste) |
| 2 1/2 lbs. | RSS Bite-Size Broccoli Florets |
| 1 T | Lemongrass |
| 1 T | Ginger |
| 1 tsp. | Chili paste |
| 1/4 C | RSS Lemon Juice |
| 1/4 C | Low-sodium soy sauce |
| 2 T | Rice vinegar |
| 2 T | Sambal sauce (optional) |

In a large skillet, heat one tablespoon grape seed oil over medium-high heat. Season scallops with salt and pepper; sear in a very hot pan for approximately two minutes on each side. Remove from pan and allow to rest in a warm place. Pour remaining oil into pan and immediately add broccoli; sear for one minute then incorporate lemongrass, ginger, chili paste, and lemon juice. To deglaze pan, add soy sauce, vinegar, and sambal sauce; toss to combine. Serve immediately with two or three seared scallops on each plate.

For spring, serve flaky pastry tarts filled with tangy lime custard and topped with vibrant, sweet fruit.

