



# FRESH CROP REPORT

WEEK OF APRIL 5, 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

## TOMATOES

Tomatoes are extremely limited. Florida's freezing temperatures killed many acres last month; Mexican yields are also low heading into April. Strong demand will keep prices high until North Florida's season starts in early May.

## RISING FUEL COSTS

The escalating conflict involving Iran has significantly constrained the flow of oil and refined-fuel. Fresh produce, which relies heavily on truck transportation, is particularly affected by diesel fuel inflation. Elevated transportation costs are contributing to higher delivered costs for fresh fruits and vegetables.

## LIMES

Prices remain elevated; yields are extremely limited. Upcoming Holy Week disruptions are expected to keep supplies tight.



## SQUASH

- Prices continue to inch down. Stocks are rebounding in Florida. The Georgia season will start next month.
- New crop harvesting is increasing in Sonora, Mexico; ideal weather is aiding growth.

## STONE FRUIT

- The Chilean stone fruit season is now past its peak, with supplies tightening. The Chilean peach season concluded abruptly due to quality concerns.
- The domestic stone fruit season is anticipated to begin in late April, requiring close monitoring of availability until then.

## SWEET POTATOES

- Markets are poised to rise. Lower yields, along with an unexpected surge in demand, have suppliers keeping remaining storage supplies tight.
- Prices are anticipated to climb over the summer months until new crop stocks are harvested in late August or early September.

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## apples

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

Washington markets are fairly steady despite the Michigan season wrapping up; expect strong demand to shift westward. 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 range from stable to slightly higher. Standard spears are plentiful, while extra-large and jumbo supplies are generally tighter out of Mexico. Peruvian volume will increase over the next couple of weeks. MFC Asparagus is available.



## avocados

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

Expect higher markets due to Holy Week labor shortages; growers will recover and get back to normal production soon. 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	///	*****	\$\$\$

Florida prices remain elevated. Scarring is a quality issue caused by earlier freezing weather; most of the crop is choice grade. The Georgia season will start in two months. Mexican growers were hit with adverse weather this season, which promoted higher insect populations and viruses that have lowered overall yields. California green bell production will start in Coachella by mid-April; however, volume is typically low to start. Red bells will become extremely limited as many growers picked those fields early for the green markets. MFC and ESS Green Bell Peppers are available.



## blackberries

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

The market is up. The Central Mexican season is ending; volume is diminishing. Baja production will increase in April. Quality will improve once Baja supplies start crossing into California later this month.



## blueberries

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

Prices are high. The Mexican season is wrapping up; stocks are tight. Next week, the Florida/Georgia growing regions will start harvesting on a limited basis. Expect extremely tight supplies through April; volume will climb once California's San Joaquin Valley season begins in early May.

# FRESH CROP REPORT



**broccoli**

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

Markets are climbing. The Arizona-California desert season is ending; quality is suffering. The Salinas Valley season is ramping up; higher-quality supplies will increase through the month. Production is nearly finished in Florida, but growers in Georgia, North Carolina, and South Carolina will start harvesting in early to mid-April. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



**cantaloupe**

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

Expect prices to trend higher through April as production transitions north to Mexico and the U.S. Domestic harvests will start 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 low. Although the Arizona-California desert season is ending, supplies remain ample. Salinas Valley production is underway and will accelerate through April. ESS Cauliflower is available.



**celery**

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

Prices are weak. Supplies will be depleted in the Arizona-California desert within a week or so, but California supplies are abundant in Oxnard. The Salinas season will begin in early June. Quality is very good; disease pressure, pith, and twisting are minimal. MFC Celery is available.



**chile peppers**

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

Markets are elevated; all varieties are extremely limited. February's freeze destroyed much of the Florida crop, driving strong demand to Mexico. The Georgia season will start in early May. Expect more abundant stocks and lower prices when East Coast harvesting increases in late April/early May. MFC Chile Peppers are sporadic; packer label is being substituted as necessary.



**cucumbers**

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

Prices are high due to tight supplies in all growing regions. The delayed Florida spring season should ramp up by mid-April, increasing overall availability. MFC and ESS Cucumbers are on the market.



**grapes**

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

The market will remain elevated through April due to shortages in Chile caused by recent storms. Offshore supplies will ship through early May. The Mexican season will start at that time. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are available.

# FRESH CROP REPORT



**green leaf**

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

Prices have eased. Growers are moving from the Arizona-California desert to the Salinas Valley; fringe burn, mildew, seeder, and insect pressure are end-of-season issues. The Florida season will run through April. MFC Green Leaf Lettuce is available.



**honeydew**

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

Expect offshore markets to begin easing next week as new crop supplies ramp up. Domestic harvests will start in May. Sugar levels are approximately 14% Brix.



**iceberg**

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

Prices are fairly stable. The Arizona-California desert season is ending, but Salinas Valley harvests have started and will increase through April. The Florida season will run through April. MFC Iceberg Lettuce is available, but MBA will be substituted as needed.



**lemons**

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

The market is level. Small California sizes (165- and 200-count fruit) is snug; availability is dominated by large sizes (95- through 140-count supplies). MFC and ESS Lemons are available.



**limes**

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

Prices remain elevated; yields are extremely limited. Upcoming Holy Week disruptions are expected to keep supplies tight. MFC and ESS Limes are on the market.



**onions**

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

Rain is expected in Southern Texas this weekend, which could tighten supplies going into next week and push up markets. Growers are packing ahead to meet demand. The Pacific Northwest season has ended. MFC Onions are available.



**oranges**

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

The California Navel season is projected to wrap up in late June. California Valencia production has started in a limited manner. Expect elevated prices through the transition. MFC and ESS Navel Oranges are available.



**pears**

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

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

# FRESH CROP REPORT



## pineapples

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

The market is high. Large sizes are scarce; eight-count stocks are more readily available. Industry quality is fair; 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	///	*****	\$\$\$

Expect prices to rise over the next four to six weeks, especially for yellow potatoes. Red supplies are plentiful; large sizes dominate storage crops. Yellow stocks are tight in multiple regions; demand is strong and volume is low. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



## potatoes

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

Large sizes are limited in Idaho; the market for 40- through 80-count supplies is up. Smaller sizes and No. 2-grade stocks are ample. MFC Idaho Burbank and Norkotah Potatoes are available.



## raspberries

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

Elevated prices are forecast through April. Harvesting is winding down in Central Mexico. Baja supplies are increasing; markets will inch down as volume rises.



## romaine

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

Markets have eased. Growers are moving from the Arizona-California desert to the Salinas Valley; fringe burn, mildew, seeder, and insect pressure are end-of-season issues. The Florida season will run through April. MFC Romaine Lettuce is available.



## salads & blends

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

Prices are level. The Arizona-California desert season is ending; growers are shifting production to the Salinas Valley over the next week or so. Fringe burn, mildew, ribby texture, insect pressure, and seeder are occasional late-season problems.

# FRESH CROP REPORT



## spring mix

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

Markets will hold steady through the harvesting transition from the Arizona-California desert to the Salinas Valley in early April. RSS Arugula, Spinach, and Spring Mix are available.



## strawberries

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

Prices are high. March's unseasonably hot weather caused quality problems and lowered volume, but plants are starting to rebound. Growers are culling heat-related quality concerns, including soft skin, decay, sunburn, and bruising. MFC Strawberries are available.



## squash

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

Prices continue to inch down. Stocks are rebounding in Florida. The Georgia season will start next month. New crop harvesting is increasing in Sonora, Mexico; ideal weather is aiding growth. MFC Zucchini and Yellow Squash are available.



## tomatoes

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

Supplies are extremely limited. Florida's freezing temperatures killed many acres last month; Mexican yields are also low heading into April. Strong demand will keep markets high until North Florida's season starts in early May. MFC Tomatoes are available.



## stone fruit

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

The Chilean stone fruit season is now past its peak, with supplies gradually tightening. The Chilean peach season concluded abruptly due to quality concerns. The domestic stone fruit season is anticipated to begin in late April, requiring close monitoring of availability until then.



## watermelon

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

Prices are elevated. Imported volume is low out of Mexico, Guatemala, Costa Rica, and Honduras; the offshore season is nearly finished. Florida harvests will begin in approximately ten days, but due to this winter's freeze, tight supplies will persist through late May.

# ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.

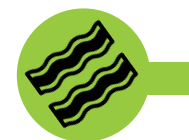


CHEF  
ADAM WALKOVER  
MARKON MEMBER CHEF

**Q** Easter brunch is a big foodservice holiday. What are some of your favorite recipes to put on menus?

**A**

For an Easter brunch that hits that sweet spot between high-end culinary trends and family nostalgia, you want to lean into the concept of elevated comfort. Use MFC whole fruits and vegetables for that "just-picked" spring flavor and RSS pre-cut/value-add items to keep the kitchen execution sharp during the brunch rush.



My three favorite menu ideas that bridge the gap between childhood memories and modern gastronomy include a Sunday-best asparagus and egg dish that evokes the historic soldiers (aka toast points) and soft-boiled eggs, a strawberry-rhubarb shortcake parfait, and Easter ham Benedict that reimagines leftovers into a trendy, heavy-hitting brunch main course.

# TIPS FOR SERVING RSS HARVEST CRISP BLEND



- 1.** An ideal bowl or salad base that can hold up to the heartiest ingredients and creamiest dressings without wilting.
- 2.** It can be sautéed and added to omelets, stir-fries, hashbrowns, pasta dishes, and fried rice.
- 3.** Mix with mayonnaise or creamy dressing to create a brain-boosting coleslaw.



# 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.

## RSS Harvest Crisp Blend Street Taco Salad

All the flavor of craveable, on-trend street tacos in a healthy salad—this dish tops crunchy, nutrient-dense vegetables with the authentic flavors of Mexico.

- ¼ C Olive oil
- 1 tsp. MFC Jalapeno Chile Pepper, minced
- 1 clove RSS Peeled Garlic
- 2 T RSS Lime Juice
- 1 tsp. Mayonnaise
- ½ tsp. Kosher salt
- 1/8 tsp. Black pepper
- 16 oz. RSS Harvest Crisp Blend
- 1 C MFC Tomatoes, chopped
- 1 C Corn, charred
- ¼ C RSS Washed & Trimmed Cilantro, chopped
- 1 C Carne asada, chopped
- 4 RSS Avocado Halves, sliced
- 1 C Tortilla strips, fried

Whisk first seven ingredients together until emulsified. Hand toss with RSS Harvest Crisp, tomatoes, corn, and cilantro. Artfully arrange equal portions of carne asada, avocado, and tortilla strips on salad and serve.



RSS Harvest Crisp Blend is the perfect companion for RSS Cauli Creations.

