



FRESH CROP REPORT

WEEK OF APRIL 12, 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

CRITICALLY LOW ROUND TOMATOES

All tomato varieties are extremely tight. Round tomatoes are especially scarce this week and will remain so through April. Markets are at record highs for this time of year.

CELERY

Prices are rising as the Arizona/California desert season comes to an end. Oxnard, California will serve as the primary growing region until the Salinas season starts in early June.

CHILES PEPPERS

Markets for all chile pepper varieties remain elevated due to low volume in Mexico and Florida. The upcoming California season will get underway in mid-April in the Coachella Valley.



ONIONS

- Pacific Northwest storage supplies are expected to become depleted the week of April 20.
- Fresh-run MFC Onions are available in Texas.

BELL PEPPERS

- While green bell pepper supplies are limited, red bell peppers are virtually nonexistent.
- Mexico is struggling to meet demand due to lower harvestable yields caused by past weather. Florida production is starting to increase, but overall volume is low.

STRAWBERRIES

- Expect strong demand and high prices through the next two weeks.
- California rain is reducing industry volume.

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apples

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

Demand is stronger for Washington Gala apples as the Michigan season winds down; prices are rising. Quality is very good; 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	///	*****	\$\$\$

The market is stable. Standard-size spears are abundant; extra-large and jumbo are a bit tighter out of Mexico. Peruvian supplies will continue to increase over the next couple of weeks. MFC Asparagus is available.



avocados

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

Prices are getting back to normal production levels after last week's Easter labor shortages. 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	///	*****	\$\$\$

Expect elevated markets through April. While green bell pepper supplies are limited, red bell peppers are virtually nonexistent. Mexico is struggling to meet demand due to lower harvestable yields caused by past weather. Florida production is starting to increase, but overall volume is low. MFC and ESS Green Bell Peppers are available.



blackberries

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

Prices are high. The Central Mexican season has ended; growers have moved production to Baja. Supplies will increase through April. Quality will improve once new crop stocks start crossing into California later this month.



blueberries

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

The market is elevated; yields are low. The Mexican season is over. The Florida/Georgia growing regions have begun harvesting on a limited basis. Expect extremely tight stocks through April; volume will rise when California's San Joaquin Valley season starts in early May.

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broccoli

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

Prices are expected to remain elevated through April due to low industry supplies. Harvests in the Arizona/California desert will end this week; recent elevated temperatures have impacted quality and reduced yields. Production is ramping up in Salinas. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



cantaloupe

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

Strong demand will keep markets high through April. Offshore growers will transition to the U.S. in May. Quality is very good; color is strong and flavor is sweet. Sugar levels are approximately 14% Brix.



cauliflower

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

Prices are level. The Arizona-California desert season is done; growers have moved harvests to the Salinas Valley. Expect better-quality supplies to increase through April. ESS Cauliflower is available.



celery

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

Markets are rising as the Arizona/California desert season comes to an end. Oxnard, California will serve as the primary growing region until the Salinas season starts in early June. Quality is very good; disease pressure, pith, and twisting are minimal. MFC Celery is available.



chile peppers

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

Prices for all varieties remain elevated due to low volume in Mexico and Florida. Mexican yields are low due to insect and disease pressure. The major freeze event in February severely limited the South Florida chile crop. The upcoming California season will get underway in mid-April in the Coachella Valley. Expect better availability and lower pricing once East Coast production picks up in April/May. MFC Chile Peppers are sporadic; packer label is being substituted as necessary.



cucumbers

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

The market is up, but will start easing once new crop supplies increase in Baja, Mexico and Florida/Georgia later this month. MFC and ESS Cucumbers are on the market.



grapes

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

Expect high prices through April; Chilean volume is low. Offshore fruit will ship through early May. The Mexican season will begin simultaneously. Chilean MFC and ESS Green Seedless, Red Seedless, and Lunch Bunch Grapes are available.

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green leaf

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

The market is low. Growers have transitioned from the Arizona-California desert to the Salinas Valley. Quality will improve. MFC Green Leaf Lettuce is available.



honeydew

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

Strong demand will keep prices high through April. Offshore growers are transitioning north to Mexico and the U.S. Domestic production will begin in May. Quality is very good; color is strong and flavor is sweet. Sugar levels are approximately 14% Brix.



iceberg

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

The market is inching up. The Arizona-California desert season has ended, and Salinas Valley production has begun. Supplies will increase through April. MFC Iceberg Lettuce is available, but MBA will be substituted if necessary.



lemons

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

Prices are unchanged. Small California sizes (165- and 200-count fruit) are tight; 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	///	*****	\$\$\$

Markets have reached their peak and will begin to fall as supplies increase. The crop is dominated by small fruit as Mexico hasn't received much rain. MFC and ESS Limes are on the market.



onions

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

Prices are low. Pacific Northwest storage supplies are expected to become depleted the week of April 20. Fresh-run MFC Onions are available in Texas. Quality is good; fresh-run onions will exhibit higher moisture content, thinner skins, and overall shorter shelf-life.



oranges

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

Markets will climb until growers make the transition between the California Navel and Valencia crops in late June. Limited supplies of new crop Valencias are starting to ship. MFC and ESS Navel Oranges are available.



pears

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

Prices are up slightly, especially for small sizes. 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	///	*****	\$\$\$

Prices remain elevated. Large sizes are limited; eight-count supplies 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	///	*****	\$\$\$

Markets will continue to inch up over the next three to five weeks, especially for yellow potatoes. Red stocks are ample; large sizes dominate storage crops. Yellow supplies are diminishing in multiple regions; demand is strong. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



potatoes

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

Prices are fairly steady. Large sizes are tight in Idaho; 40- through 80-count supplies are more plentiful. Smaller sizes and No. 2-grades are ample. MFC Idaho Burbank and Norkotah Potatoes are available.



raspberries

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

Expect high markets through April. Growers are moving from Central Mexico to Baja. New crop supplies will increase through the month. Quality will improve.



romaine

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

The market is steady to slightly higher. Growers have transitioned from the Arizona-California desert to the Salinas Valley. Quality will improve. MFC Romaine Lettuce is available.



salads & blends

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

The market is stable. The Arizona-California desert season has ended; growers have moved production to the Salinas Valley. Quality will improve.

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spring mix

Prices are unchanged. The harvesting transition from the Arizona-California desert to the Salinas Valley is underway. RSS Arugula, Spinach, and Spring Mix are available.

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



strawberries

Expect strong demand and high markets through the next two weeks California rain is reducing industry volume. Quality will suffer. MFC Strawberries are available.

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



squash

The market is weak. Volume is high in Sonora, Mexico; recent hot weather has aided growth. The Georgia season will get underway in two weeks. MFC Zucchini and Yellow Squash are available.

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



tomatoes

Prices are elevated (record level for this time of year). All tomato varieties are extremely tight. Round tomatoes are especially scarce this week and will remain so through April. Near-term relief is limited: some improvement may begin in mid-April (including grape/cherry supplies as new fields come online), but Florida growers are not expected to reach typical volume until early May. MFC Tomatoes are available.

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



stone fruit

Chilean nectarine and plum supplies are gradually tightening. The Chilean peach season concluded abruptly due to quality problems. The domestic stone fruit season is anticipated to begin in late April, requiring close monitoring of availability until then.

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



watermelon

High markets persist. Yields are tight in Mexico, Guatemala, Costa Rica, and Honduras; the offshore season is wrapping up. Florida harvests will get underway this week, but due to this winter's freeze, limited stocks are expected through late May.

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
ADAM WALKOVER
MARKON MEMBER CHEF

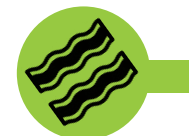
Q

Earth Day is a great time to celebrate sustainability on menus. How do you suggest operators do so?

A

Celebrating Earth Day with Markon is about two things: zero waste and smart sourcing. It's easy to showcase menu sustainability without overcomplicating it by using Markon produce.

Share your sustainability story with menu messaging that tells your customers how much you care. "Prep-Free:" We use RSS produce to eliminate 100% of our kitchen prep waste. "Water-Wise:" Our Markon produce is washed using high-efficiency systems that conserve local water. "Farm-to-Fork:" We use MFC items that are packed in the field to reduce handling and carbon emissions.



TIPS FOR SERVING RSS LIME JUICE



- 1.** Use RSS Lime Juice to flavor cocktails, enhance marinades and sauces, and give complexity to chutneys and salsas.
- 2.** Stir together sour cream, mayonnaise, RSS Lime Juice, the zest of MFC Limes, cayenne pepper, and RSS Washed & Trimmed Cilantro; slather over grilled ears of corn.
- 3.** Mix softened butter, RSS Lime Juice, the zest of MFC Limes, salt, minced MFC Serrano Chile Peppers, and RSS Diced Onions; use on grilled fish and poultry.



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.

Lime-Avocado-Shrimp Ceviche

Bright citrusy flavors “cook” this tender shrimp group appetizer. Mint and cilantro complete the clean flavors of this updated Mexican classic starter.

- 1 lb. Raw shrimp, peeled and cleaned
- 1 C RSS Lime Juice, split
- 2 tsp. Kosher salt, split
- 4 Tomatillos, charred and chopped
- 1/4 C Lime sorbet
- 1/4 C MFC Cilantro
- 1/4 C MFC Mint
- 1 MFC Jalapeno Chile Pepper, seeds removed
- 2 RSS Avocado Halves, sliced
- 1/2 C MFC Red Onions, sliced
- Edible petals and microgreens, to garnish

Marinate shrimp in half of the lime juice and half of the salt; refrigerate until chilled. In a food processor, combine remaining salt, tomatillos, sorbet, cilantro, mint, and jalapeno. Blend until semi-smooth. Pour mixture into marinating shrimp and continue to chill for 30 minutes. Serve family-style, topped with avocado and onion slices. Garnish with edible petals and microgreens.



Take your drumsticks to the next level with a sweet, tropical glaze straight out of the Caribbean.

