



FRESH CROP REPORT

WEEK OF APRIL 19, 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

SPRING HARVESTING TRANSITION

Markon suppliers have completed the transition from the desert growing region back to the Salinas Valley for lettuce, tender leaf, broccoli, cauliflower, and select value-added items.

BLUEBERRIES

Blueberries are currently in a demand-exceeds-supply situation. This is expected to continue until California's San Joaquin Valley season begins in late April/early May. Volume will remain low over the next two weeks.

CHILE PEPPERS

Although new crop production has begun in several growing regions, chile pepper prices remain elevated. The Texas and California seasons are underway, but early volume is low.

VALUE-ADDED LETTUCES

- Value-added quality has improved following the transition from the Arizona-California desert region to the Salinas Valley.
- Salinas crops are reaching optimum maturity with better overall condition and minimal insect activity compared to recent desert stocks.

BRUSSELS SPROUTS

- Markets continue to increase as supply tightens out of Mexico, leading to overall lower availability. Transportation costs and border delays are impacting imported supplies.
- California's Central Coast season will begin in mid-July.

PINEAPPLES

- Expect extremely limited pineapple supplies for the next several weeks.
- Elevated pricing is expected to persist through May.

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apples

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

Although most markets are steady this week, Gala prices are likely to increase as the season progresses. 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	///	*****	\$\$\$

Prices are level. Standard-size spears are most plentiful; extra-large and jumbo supplies from Mexico are snug. Peruvian volume is on the rise. Spring quality is improving. MFC Asparagus is available.



avocados

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

The market is stable; supplies are most abundant out of Mexico, but other regions are meeting demand. 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	///	*****	\$\$\$

High prices persist. Green bell pepper stocks are tight; red bell peppers are extremely limited due to lower harvestable yields in Mexico. The Florida season is ramping up, but markets are forecast to remain elevated until May. MFC and ESS Green Bell Peppers are available.



blackberries

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

Markets are up. Mexican growers are harvesting in Baja. Yields will increase through April. Quality will continue to improve as more new crop supplies are shipped into California.



blueberries

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

Prices are elevated. Stocks are currently in a demand-exceeds-supply situation. This is expected to continue until California's San Joaquin Valley season begins in late April/early May. Volume will remain low over the next two weeks.

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broccoli

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

Expect high markets until new crop supplies increase. The Arizona/California desert season has ended; growers have moved to the Salinas Valley. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



cantaloupe

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

Expect elevated prices for another few weeks. Offshore shipments are diminishing; the domestic season will get underway in the first week of 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	///	*****	\$\$\$

The market is fairly steady. Growers have fully transitioned from the Arizona-California desert region to the Salinas Valley. Expect better-quality supplies to increase through late April and early May. ESS Cauliflower is available.



celery

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

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. MFC Celery is available.



chile peppers

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

Although new crop production has begun in several growing regions, chile pepper markets remain elevated. The Texas and California seasons are underway, but early volume is low. Expect limited stocks through early to mid-May when domestic operations are at full capacity. MFC Chile Peppers are sporadic; packer label is being substituted as necessary.



cucumbers

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

Prices are starting to inch down; new crop supplies are increasing in Baja, Mexico. Production will begin on the East Coast in Florida and Georgia later this month. MFC and ESS Cucumbers are on the market.



grapes

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

Markets are up; Chilean supplies are snug. Offshore fruit will ship through early May. Expect Mexican stocks to become available in May as well. 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	///	*****	\$\$\$

Prices are fairly steady; growers have moved to the Salinas Valley for the spring and summer seasons. Overall quality and shelf-life potential are better than the late-season desert supplies that were heavily impacted by extreme heat. MFC Green Leaf Lettuce is available.



honeydew

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

Expect elevated markets for another few weeks. Offshore shipments are diminishing; the domestic season will get underway in mid-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	///	*****	\$\$\$

Growers have completed the move from the Arizona-California desert growing region back to the Salinas Valley. Quality is better; head weights are high. MFC Iceberg Lettuce is available, but MBA will be substituted if necessary.



lemons

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

The market is level. Small California fruit (165- and 200-count sizes) are limited; 95- through 140-count supplies are more plentiful. MFC and ESS Lemons are available.



limes

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

Prices are starting to inch down; volume should climb through late April and early May. The Mexican crop is dominated by small sizes due to very little rain. MFC and ESS Limes are available.



onions

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

The market will rise as the Idaho/Oregon storage season ends this week. Mexican supplies are tightening. The fresh-run California season will begin later this week. 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	///	*****	\$\$\$

Prices will inch up until growers make the transition between the California Navel and Valencia crops in late June. Limited quantities of new crop Valencias are shipping. MFC and ESS Navel Oranges are available.



pears

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

The market is fairly level; small sizes are a bit tighter. 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	///	*****	\$\$\$

Expect extremely limited pineapple supplies for the next several weeks. Heavy rainfall in tropical growing regions has disrupted fruit development and reduced import volume. Elevated markets are expected to persist through May. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Overall prices are trending higher, driven by strong demand for Red B grades and all yellow sizes. The North Dakota season is winding down quickly. The transition from Southern Florida to Northern Florida has started, while production in new areas of California and Arizona will start next month. MFC Red and Yellow Potatoes are available.



potatoes

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

The market is weak. Large sizes are limited in Idaho; 40- through 80-count stocks are more readily available. Smaller sizes and No. 2-grades are plentiful. MFC Idaho Burbank and Norkotah Potatoes are being shipped.



raspberries

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

Expect elevated prices for a few more weeks. The new crop Baja season is underway; volume will rise in late April/early May. Quality is very good; berries are plump with deep red color.



romaine

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

Markets are fairly steady; growers have moved to the Salinas Valley for the spring and summer seasons. Overall quality and shelf-life potential are far better than the late-season desert supplies that were heavily impacted by extreme, prolonged heat. MFC Romaine Lettuce is available.



salads & blends

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

Value-added quality has improved following the transition from the Arizona-California desert region to the Salinas Valley. Salinas crops are reaching optimum maturity with better overall condition and minimal insect activity compared to recent desert stocks.

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spring mix

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

Quality has improved following the transition from the Arizona-California desert region to the Salinas Valley. Salinas crops are reaching optimum maturity with better overall condition and minimal insect activity compared to recent desert stocks. RSS Arugula, Spinach, and Spring Mix are available.



strawberries

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

Strong demand is keeping prices elevated; recent rain has affected supply levels and quality, but fields will start to recover later this week. MFC Strawberries are available.



squash

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

Prices are two tiered—with ample supplies on the East Coast and low volume in Mexico, pushing up West Coast markets. Georgia growers will start harvesting in two weeks. Hot weather and low market conditions led some Mexican growers to abandon older fields in southern growing districts over the past 7–10 days. These factors resulted in a 50% reduction in supply levels in one week, causing prices to escalate. Quality is very good; skins are smooth and flavor is pleasantly bitter. MFC Zucchini and Yellow Squash are available.



tomatoes

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

High markets persist; all varieties are extremely limited on both coasts. Round stocks are the scarcest and will be tight for a few more weeks. Production is starting on some new crop grape and cherry fields, but Florida growers are not expected to reach typical round volume until early May. MFC Tomatoes are available.



stone fruit

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

Chilean nectarine and plum stocks are limited; both seasons are winding down. The Chilean peach season has ended. The domestic stone fruit season will get underway in a few weeks in California.



watermelon

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

Prices are up; volume is low in all regions, including Mexico, Guatemala, Costa Rica, Honduras, and Florida. Offshore supplies will wind down soon. Expect limited Florida stocks through late May due to the early season freeze.

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

Which dishes do you like to feature for Cinco de Mayo LTOs?

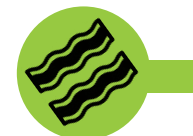
Q

A

Cinco de Mayo food trends are moving away from dishes that are heavy and cheesy toward those that are fresh and vibrant.

This is the perfect time to let MFC and RSS produce do the heavy lifting by focusing on bold colors and high-impact flavors that keep labor low, but quality high.

Give street tacos a healthy pop of color by topping with RSS Kale Color Crunch. Offer tableside fresh avocado flights that include a trio of guacamoles: classic with RSS Cilantro, tropical with MFC Strawberries and Mango, and spicy with charred RSS Green Onions and MFC Chile Peppers.



TIPS FOR SERVING MFC LIVING BUTTER LETTUCE



- 1.** Tender and sweet, butter lettuce makes excellent salads and pairs well with salty meats, bright citrus, juicy berries, and shredded cheeses.
- 2.** This variety's cuplike leaves can be used in lettuce wrap recipes, filled with dips, stir-fried vegetables and meats, or ancient grain mixtures.
- 3.** Butter lettuce's soft texture works well in healthy salad and rice bowls, topped with colorful extras like watermelon radish slices, chunks of avocado, crunchy nuts, and crispy bacon or croutons.



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.



Grilled Fennel, Corn, & Orange Butter Lettuce Salad with Swicy Tamarind-Lime Dressing

This salad combines smoky, charred flavors with hints of sweetness and plenty of crunch—summer on a plate!

- ¼ C + 2 T RSS Washed & Trimmed Cilantro, chopped
- 2 cloves RSS Peeled Garlic
- 2 MFC Limes, juiced
- 1 T Mayonnaise
- 1 T Tamarind paste
- 1 T Asian chile sauce of your choice
- ½ tsp. Fish sauce
- 1 tsp. Sugar
- 2 T Water
- ¼ C Grapeseed oil
- 2 heads MFC Living Butter Lettuce, washed and torn from roots
- 2 small MFC Fennel, sliced and grilled
- 2 ears Corn, shucked, grilled, and cut from cobs
- 2 large MFC Oranges, sliced and grilled

Pulse the first nine ingredients together in a blender until smooth. Drizzle in oil until dressing is emulsified. Hand toss MFC Living Butter Lettuce with dressing. Artfully arrange equal portions of fennel, corn, and oranges on top of butter lettuce. Garnish with extra cilantro and serve.

This delicious bowl entrée can be customized with produce-centric add-ons. Colorful, healthy, and social-media worthy!

