



FRESH CROP REPORT

WEEK OF APRIL 26, 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

CALIFORNIA RAIN

Rain showers moved through key Central Coast growing regions earlier in the week. Although growers growers packed ahead of storms, rain-related quality and shelf-life challenges are expected to develop across many commodity and value-added items.

RED & YELLOW POTATOES

The North Dakota season is winding down earlier than expected due to exceptionally strong demand. Yellow potatoes are projected to finish by the end of April, with red potatoes following in mid-May. Higher prices are anticipated across all growing regions.

ONIONS

Markets are up. The storage season for MFC Onions is ending in Idaho, Oregon, and Washington. Fresh-run MFC Onions are available in Texas. Southern California's fresh-run onion season will start in a limited manner this week.

CALIFORNIA ICEBERG

- Expect extremely elevated markets and limited supplies until Salinas and Santa Maria harvesting is fully underway in early May.
- The Arizona-California season has ended.

CARROTS

- West Coast supplies remain tight as California's Imperial Valley season winds down; overall size is smaller than normal for this time of year.
- Limited availability is expected through May as reduced size is lowering yields; commodity pack prices have increased as a result.

STRAWBERRIES

- Prices remain elevated due to limited supplies.
- Recent rain events have impacted key California growing regions.

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apples

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

Gala and Red Delicious prices will continue to rise as the season progresses; storage volume is falling. Markets for other varieties are level. 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
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
PERU/FL	///	*****	\$\$\$
WA	///	*****	\$\$\$

Markets are rising; Mexican jumbo and extra-large sizes are limited; size is heavily skewed toward standard and large spears. The domestic asparagus season has begun; supplies will increase by mid-May. MFC Asparagus is available.



avocados

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

Prices are stable. Mexican volume is high; yields from 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
CA	///	*****	\$\$\$
CANADA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$

Markets are inching down. Mexican green bells remain tight; however, demand is easing as new crop Florida and California desert supplies are increasing. Red pepper demand is lower as well. Canadian greenhouse production has started, increasing overall volume. The Mexican season will run another three to four weeks before fully transitioning to the California desert area. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are steady; yields are increasing in Baja. Mexico. Quality is improving; berries are plump and juicy with solid color.



blueberries

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

High markets will persist for another week or two. Growers have begun limited harvesting in California's San Joaquin Valley; overall supplies will increase in May. Expect quality to improve in new crop fruit.

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broccoli

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

Prices are elevated. The Salinas Valley season is underway, but supply is not meeting demand yet. This week's rain also delayed some harvests, decreasing volume further. MFC Broccoli Crowns are available; Markon Best Available (MBA) will be shipped if necessary.



cantaloupe

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

Markets remain high. The offshore season will end in mid-May; domestic shipments will start in early May. Quality is good; color is strong and flavor is sweet. Sugar levels are approximately 14% Brix.



cauliflower

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

Prices are up. The Salinas Valley season is underway, but supply is not yet meeting demand. This week's rain also delayed some harvests, decreasing volume further. ESS Cauliflower is available.



celery

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

The market is rising. Oxnard, California will serve as the main growing region until the Salinas Valley season gets underway in early June. Quality is very good. MFC Celery is available.



chile peppers

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

Prices are elevated. Expect tight supplies through early to mid-May. New crop production has started, but early volume is low. Quality will improve alongside new crop supply levels. MFC Chile Peppers are sporadic; packer label is being substituted as needed.



cucumbers

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

Markets are a bit lower; volume has increased in Mexico. Sonora and Baja harvests are getting underway. The Florida season has begun; Georgia production will start in two weeks, further increasing yields. MFC and ESS Cucumbers are on the market.



grapes

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

Prices are escalating. The Chilean season is winding down; supplies are limited. Expect Mexican stocks to enter the market in early May. 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 increasing. Rain in the Salinas Valley may result in quality issues later this week. MFC Green Leaf Lettuce is available.



honeydew

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

Prices are down a bit as Mexican fruit is increasing. The offshore season will end in mid-May; domestic shipments will start in early May. Quality is good; flavor is sweet. Sugar levels are approximately 14% Brix.



iceberg

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

Expect extremely elevated markets and limited supplies until Salinas and Santa Maria harvesting is fully underway in early May. Rain in the Salinas Valley may result in quality issues later this week. MFC Iceberg Lettuce is available, but MBA will be substituted if necessary.



lemons

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

Prices are up. Small California fruit (165- and 200-count sizes) is tightening; 95- through 140-count stocks are more readily available. MFC and ESS Lemons are on the market.



limes

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

Markets are stabilizing; supplies will continue to increase through early May. The Mexican crop is dominated by small sizes due to very little rain this season. Quality is very good; oil spotting is an occasional problem. MFC and ESS Limes are available.



onions

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

Prices are rising. The storage season for MFC Onions has ended in Idaho, Oregon, and Washington. Fresh-run MFC Onions are available in Texas. Southern California's fresh-run onion season will start in a limited manner this week. Because fresh-run onions are softer, there's an increased chance of mechanical damage, thinner skins, and bruising.



oranges

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

Expect markets to climb until the industry fully transitions from the California Navel crop to Valencia supplies. Limited quantities of new crop fruit are shipping, but the bulk of the season won't get underway until early June. MFC and ESS Navel Oranges are available.



pears

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

Prices are unchanged; small sizes are snug. 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 are expected to remain elevated through May. Stocks are extremely limited. Heavy rain disrupted fruit development and reduced imported supplies. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Higher markets are anticipated across all growing regions. The North Dakota season is winding down earlier than expected due to exceptionally strong demand. Yellow potatoes are projected to finish by the end of April, with red potatoes following in mid-May. MFC Red and Yellow Potatoes are available.



potatoes

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

Prices are low. Large sizes remain tight out of Idaho; 40- through 80-count supplies are more readily available. Smaller sizes and No. 2-grades are abundant. MFC Idaho Burbank and Norkotah Potatoes are on the market.



raspberries

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

The market is steady. New crop Baja harvests are underway, increasing yields. Quality is very good; berries are plump and deep red.



romaine

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

Prices are increasing. Rain in the Salinas Valley may result in quality issues later this week. MFC Romaine Lettuce is available.



salads & blends

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

The Salinas Valley season is fully underway. This week's rain may result in issues such as premature pinking and shortened shelf-life.

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spring mix

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

Prices are steady. Growers have fully transitioned to the Salinas Valley season. This week's rain may result in issues such as premature pinking and shortened shelf-life. RSS Arugula, Spinach, and Spring Mix are available.



strawberries

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

Markets remain elevated due to limited supplies. Recent rain events have impacted key California growing regions. Suppliers are actively assessing rain totals and potential damage, which may further impact availability and quality. MFC Strawberries are available.



squash

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

After the recent flush, volume has fallen, pushing up markets. The Mexican season will end over the next two weeks. California's San Joaquin Valley harvests will begin in early May, while Santa Maria production will get underway later in May. Florida supplies are sufficient; the Georgia season is getting started. 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	///	*****	\$\$\$

Prices are high; supplies are extremely limited. The Sinaloa season is winding down; yields are low due to plant fatigue and disease pressure. Quality is inconsistent with variability in pack-outs as the season changes districts. Sonora production has started, but supply levels are not high enough yet to keep prices from climbing. MFC Tomatoes are available.



stone fruit

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

The Chilean stone fruit season has ended. California apricot, cherry, nectarine, peach, and plum production is getting started; volume is low but increasing. Prices are high; demand is strong. Expect sugar levels to increase as the season progresses.



watermelon

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

Markets are high but are starting to inch down. Production is fully underway in Florida. Quality is good.

ASK A MARKON CHEF

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



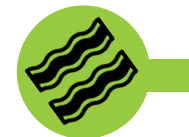
CHEF
ADAM WALKOVER
MARKON MEMBER CHEF

Q RSS Kale Color Crunch is a healthy, delicious combination of crisp carrots, crunchy cabbage and Brussels sprouts, toothsome kale, and tender radicchio. How do you put it on menus?

A ← Because RSS Kale Color Crunch is pre-washed, pre-shredded, and packed with five distinct colors and textures, it's a chef's "cheat code" for adding value to a plate. It stays crunchy under heat and holds its body better than traditional lettuce blends.



Instead of serving it raw, use it as a nutrient-dense base for a hot protein. Or substitute this blend on sandwiches; it stays crisp even under heat lamps. And because these are hearty brassicas, they don't break down quickly like iceberg or romaine.



TIPS FOR SERVING RSS MARGARITA MIX



- 1.** Garnish margaritas with colorful fresh fruit: MFC Strawberries, RSS Pineapple Sections, raspberries, kiwifruit, RSS Cantaloupe Chunks, or papaya.
- 2.** Add RSS Margarita Mix to cheesecake batter; bake and garnish with RSS Orange Rounds.
- 3.** In a blender, mix sweetened condensed milk, RSS Margarita Mix, and MFC Strawberries; fold in whipped cream; pour into graham cracker crust and freeze pie.

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 Kale Color Crunch and Shrimp Tostadas

The crunch and subtle sweetness of RSS Kale Color Crunch is the perfect base for these spicy shrimp and creamy guacamole.

- 4 Tostada rounds
- 16 Large shrimp, peeled and cleaned
- 1 tsp. Cumin, ground
- 1 tsp. Cayenne
- 1 tsp. Salt
- 1/2 C RSS Washed & Trimmed Cilantro, split into two portions
- 1/4 C Canola oil
- 1 C RSS Kale Color Crunch
- 4 T RSS Pico de Gallo Guacamole

Arrange tostada rounds on serving plates. Hand mix RSS Kale Color Crunch with house-made lime vinaigrette; set aside. Toss shrimp with cumin, cayenne, salt, and 1/4 cup of cilantro. Heat oil in a large skillet then add shrimp. Cook until just done (make sure not to overcook). Top tostada rounds with a heaping portion of RSS Kale Color Crunch, then four shrimp, and finally one tablespoon of guacamole. Sprinkle remaining cilantro over tostadas. Serve immediately.



Always a classic when made with RSS Margarita Mix!