



FRESH CROP REPORT

WEEK OF JANUARY 26, 2025

RSS

MFC

ESS



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



Whole fresh fruits & vegetables. Backed by 5-Star.



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HIGHLIGHTS

SOUTHERN WINTER STORM ENZO

Produce logistics are hampered across the southern U.S. due to snow and icy weather. Seaport and airport closures are occurring; freeways are slow/closed due to historical snowfall totals restricting the flow of produce commodities.

BROCCOLI

Prices are steady at moderate-to-lower levels but are poised to rise following persistently cool weather in the Arizona-California desert region. Mexican-grown MFC Broccoli is available in South Texas; quality is very good amid mostly temperate and dry conditions.

AZ-CA DESERT COLD SNAP CONTINUES

Apart from stalled growth, the combination of strong winds followed by freezing temperatures will have lasting effects on case weights, quality, and shelf-life performance of lettuce and tender leaf items.



GRAPES

- Offshore shipments are arriving in U.S. ports; the California season has ended.
- Expect increased supplies and slowly declining markets through February.

GREEN LEAF, ICEBERG, & ROMAINE

- Strong winds and low temperatures persist in the Arizona/California desert growing regions.
- Markets are steady but poised to rise as lettuce ice is forecast daily this week.

CAULIFLOWER

- Markets are climbing.
- Persistent cold weather and lower-than-average ground temperatures have slowed plant maturity.

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apples

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

The market is steady. Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are ample. Quality is very good. Michigan Honeycrisp supplies will be depleted by early March but remain available out of Washington.



asparagus

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

Prices are starting to inch down as production increases in Northwestern Mexico. Quality is improving. Supplies from Northern Peru are tightening. MFC Asparagus is available.



avocados

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

High markets persist due to extremely low yields. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Green bell prices are weak. Volume is high in Mexico's Culiacan region; growers are harvesting a full range of sizes. Slightly warmer weather in Sinaloa will aid growth and maintain these low prices. The red bell market is slightly lower. Stocks are sufficient and expected to increase over the next 10 days. Florida prices are steady; next week's warmer weather will increase yields. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are stable. Mexican supplies are adequate despite low temperatures in various regions. Quality is good; small size, soft skins, and red cells have been reported.



blueberries

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

The market is holding steady. Mexican yields are sufficient. Chilean and Peruvian berries are shipping into the U.S. Quality is very good; fruit is plump and juicy.

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broccoli

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

Prices are steady at moderate-to-lower levels but are poised to rise following persistently cool weather in the Arizona-California desert region. Mexican-grown MFC Broccoli is available in South Texas; quality is very good amid mostly temperate and dry conditions. MFC Broccoli Crowns are available.



cantaloupe

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

Markets are slightly lower. Central American supplies are increasing; new crop harvesting has started in replanted lots and secondary growing areas. Prices will continue to inch down through February.



cauliflower

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

Prices are climbing. Persistent cold weather and lower-than-average ground temperatures have slowed plant maturity. Small heads dominate size; nine-count supplies are limited. Quality is fairly good; intermittent frost conditions have led to some discoloration, dark spotting, and bruising. ESS Cauliflower is available.



celery

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

The market is low; demand is weak. Supplies are abundant in all growing regions. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are level. Florida stocks are sufficient; the Plant City season will run for a few more weeks unless frost or freezing conditions occur. Some growers in South Florida are starting new crop harvests. Mexican production is consistent; Jalapeno volume is particularly high, while Anaheim supplies are tighter. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is inching up. The Florida season is ending; offshore supplies are entering ports from Honduras. Mexican stocks are sufficient in several regions, preventing prices spikes. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Offshore shipments are arriving in U.S. ports; the California season has ended. Expect increased supplies and slowly declining prices through February.

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green leaf

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

Markets are steady but poised to rise as lettuce ice is forecast daily this week. Strong winds and low temperatures persist in the Arizona/California desert growing regions. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Prices are slightly lower. Central American supplies are increasing; new crop harvesting has started in replanted lots and secondary growing areas. Mexican stocks are adequate. Prices will continue to inch down through February.



iceberg

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

The market is starting to inch up. Freezing weather is causing lettuce ice in the Arizona-California desert growing region, causing quality issues and delays. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped when supplies don't meet Markon specifications.



lemons

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

Low prices are forecast through February; 165- through 235-count sizes dominate the crop. Seedless lemons are also on the market. MFC and ESS Lemons are available.



limes

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

The market is high. Available stocks are dominated by large, 110- through 150-count fruit. Small, 200- to 250-count sizes are snug. MFC and ESS Limes are on the market.



onions

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
MI	///	*****	\$\$\$
NY	///	*****	\$\$\$
PNW	///	*****	\$\$\$
UT	///	*****	\$\$\$

Prices are unchanged. Storage supplies are dominated by medium and jumbo sizes. White jumbos are tight. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

California markets are steady; supplies are plentiful. Large sizes (56- and 88-count fruit) are tighter; smaller sizes (113- and 138-count fruit) are abundant. Navel quality is very good; sugar levels range from 12 to 13 Brix. MFC and ESS Navel Oranges are available.



pears

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

High prices persist. The Bartlett season will end in a week or two. MFC D'Anjou Pears will be available through June.

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pineapples

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

Prices are elevated; supplies are limited. Poor weather has slowed growth and reduced yields in Costa Rica. All sizes are tight; order flexibility will help with coverage. Crownless stocks are the most limited as most growers focus on packing crowned fruit first. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MI	///	*****	\$\$\$
ND	///	*****	\$\$\$
WI	///	*****	\$\$\$

Idaho markets are increasing. Red potato production is ending in Wisconsin this week. The South Florida season will start in early February. Quality is very good. MFC Red and Yellow Potatoes are available.



potatoes

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

Cold weather has stalled hauling but supplies remain plentiful, preventing prices from climbing. Although large sizes are diminishing in Washington, overall supplies are ample. Quality is excellent. MFC Burbank and Norkotah Potatoes are available.



raspberries

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

The market is stable. Supplies are sufficient despite low temperatures in certain parts of Mexico. Quality is good; cold weather is impeding growth a bit.



romaine

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

Markets are steady but poised to rise as lettuce ice is forecast daily this week. Strong winds and low temperatures persist in the Arizona/California desert growing regions. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.



salads & blends

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

The market is level despite tightening supplies caused by low temperatures. Lettuce ice is delaying harvesting and processing in some Arizona-California lots. Quality is very good. Markon's Quality Assurance team is monitoring supplies for the best quality and highest weights.

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spring mix

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

Prices are unchanged. Growers are harvesting adequate stocks despite low temperatures in the Arizona-California desert growing region. Purple shading, reduced structural quality, and sand/dirt in packs are quality issues caused by cold weather and strong winds. RSS Arugula, Spinach, and Spring Mix are available.



tomatoes

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

Prices are at the bottom. Florida round and Roma volume is steadily increasing and will continue as the season approaches its peak. Yields will peak in Central Mexico for the next few weeks. Large and extra-large fruit dominates stocks. Quality is very good. MFC Tomatoes are available.



squash

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

The market is up. Mexican production is at a seasonal low. Low prices initially led growers to skip harvesting certain fields, then cold weather impacted plantings in the Obregon area. Volume is expected to remain low for the next week or so. MFC Yellow Squash and Zucchini are available.



tree fruit

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

Markets are elevated. Offshore nectarines, peaches, and plums are available from Chile. Domestic fruit will be harvested in California this summer. Sugar levels are average.



strawberries

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

Prices are starting to increase; persistently low temperatures are impeding berry maturation in all growing regions. Production will increase in the Santa Maria, California region through February. The Oxnard season is getting underway. Quality ranges from good to very good. MFC Strawberries are available.



watermelon

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

Prices are up; low temperatures are hindering growth and reducing yields. Quality is average: size is small due to low temperatures.

ASK A MARKON CHEF

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



CHEF
SARAH RICHARDSON
MARKON MEMBER CHEF

Q

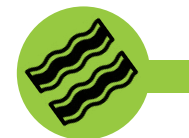
RSS Bistro Butter Blend combines green leaf, red butter, and green oak lettuces that result in a versatile salad mix. What other ways do you suggest operators use this ingredient to cross utilize it throughout the menu?

A

In addition to the obvious salads, butter lettuce is one of the healthiest greens, full of vitamins A, C, K, calcium, and iron.



I like to blend this mix into anti-inflammatory green drinks or smoothies.



This blend has mild flavor that pairs well with a wide variety of ingredients.



TIPS FOR SERVING RSS BISTRO BUTTER BLEND



- 1.** An ideal substitute for all salads typically made with iceberg and romaine lettuces, especially Caesars and Cobbs.
- 2.** The toothsome texture of red butter and green oak lettuces lends height to increase plate coverage more than romaine alone.
- 3.** This blend can handle both light vinaigrettes as well as heavier, creamy dressings, making it versatile for menus all year round.



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 Bistro Butter Blend Chicken Caesar Salad

Try this delicious spin on the classic salad!

- ¼ C Extra virgin olive oil
- 2 T Parmesan cheese, grated
- 1 Egg yolk, pasteurized
- 1 clove Ready-Set-Serve (RSS) Peeled Garlic
- 2 T RSS Lemon Juice
- 1 tsp. Dijon Mustard
- 1 tsp. Kosher salt
- 1 tsp. Worcestershire sauce
- ¼ tsp. Black pepper
- 16 oz. RSS Bistro Butter Blend
- 1 C Grilled chicken, sliced
- 1 C House-made sourdough croutons
- ½ C Soft-boiled egg, minced
- ½ C Shallots, shaved thin
- 2 T Parmesan cheese, shaved

Pulse the first nine ingredients together in food processor until smooth. Hand toss RSS Bistro Butter Blend with dressing. Artfully arrange equal portions of chicken, croutons, Parmesan, minced egg, and shallot on top of RSS Bistro Butter Blend tossed in dressing and serve.



Mild, yet meaty, halibut gets a flavor boost from French-inspired caper sauce and RSS Rio Citrus Salad.

