



FRESH CROP REPORT

WEEK OF FEBRUARY 9, 2025 - CANADIAN EDITION



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

ARUGULA

Arugula supplies are rebounding as the Arizona/California desert growing regions experience a warming trend this week. Supplies are below normal levels but will sufficiently meet demand. Quality issues caused by recent freezing temperatures, including purple cast and yellowing will decrease in the coming weeks.

POTATOES

Potato markets remain steady; storage supplies are readily available in the Pacific Northwest. Mixer volume is adequate in Colorado, Michigan, and Wisconsin. Forecasts call for rain, snow, and freezing temperatures that will slow production.

ARIZONA-CALIFORNIA DESERT WEATHER

This week's higher temperatures will aid plant growth that had stalled after three weeks of strong winds and morning freeze events, but quality challenges are expected through February.

ORANGES

- Orange prices are steady; supplies are plentiful in multiple growing regions.
- Expect this trend to continue through February.

ICEBERG LETTUCE

- Demand is strong; industry supplies are tighter, pushing markets higher
- This week's warm weather is exacerbating quality issues such as epidermal blistering and peeling.

RED & YELLOW POTATOES

- Prices remain relatively steady.
- The Wisconsin season is ending while Florida production is just starting.

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apples

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

The market is level. Storage crop Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are readily available. Quality is very good. Michigan's Honeycrisp season will end by early March but supplies will continue to ship from Washington.



asparagus

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

Prices are inching down; new crop harvesting is increasing yields. Expect good quality and even size distribution through this month. MFC Asparagus is available.



avocados

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

High markets persist; demand is strong and stocks are tight. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Green bell pepper markets are slightly lower. Higher temperatures are increasing stocks in Florida. Red bell volume is climbing on both coasts; prices are easing. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

Prices are unchanged. Mexican supplies are adequate. Quality is good; small size, soft skins, and red cells have been reported.



blueberries

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

The market is stable. Mexican stocks are sufficient. Chilean and Peruvian fruit is 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, USA	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$

Prices are inching down. Warmer Arizona-California desert weather has increased growth. Mexican-grown MFC Broccoli is available in South Texas; quality is very good. MFC Broccoli Crowns are available.



cantaloupe

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

The market is high. Offshore supplies will remain limited through February, potentially returning to normal levels in early March.



cauliflower

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

Strong demand is pushing up prices slightly despite increasing yields. Quality is average. ESS Cauliflower is available.



celery

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

The market is weak; supplies are ample in all areas. Quality is very good; disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are steady. East Coast growers are harvesting in South Florida. Mexican stocks are sufficient. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is unchanged. Offshore stocks are being shipped from Honduras. Mexican growers are harvesting in Baja, Sinaloa, and Central Mexico. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Prices are fairly stable. Offshore supplies will increase through the month. Quality is very good; sugar levels will rise as the season progresses.

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green leaf

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

Markets are expected to remain steady this week. Demand is strengthening; however, supplies remain ample. Quality is strong; epidermal blistering and peeling are present following consecutive lettuce ice events but reduced compared to prior seasons. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Prices have dipped slightly. Demand still exceeds supply, although Mexican volume has increased a bit and additional offshore shipments are available in domestic ports.



iceberg

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

Demand is strong; industry supplies are tighter, pushing markets higher. This week's warm weather is exacerbating quality issues such as epidermal blistering and peeling. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped when supplies don't meet Markon specifications.



lemons

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

Prices are low; 165- through 235-count sizes are especially plentiful. Seedless lemons are available. MFC and ESS Lemons are on the market.



limes

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

Expect markets to slowly rise through February as volume hits seasonal lows; large, 110- to 150-count sizes are especially tight. MFC and ESS Limes are available.



onions

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

Prices are unchanged. Medium and jumbo sizes are plentiful; white jumbos are scarce. Quality is excellent. MFC and ESS Red and Yellow Onions are available.



oranges

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

Markets are steady; supplies are plentiful in multiple growing regions. Expect this trend to continue through February. 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, USA	///	*****	\$\$\$

High prices persist. The Bartlett season has ended but MFC D'Anjou Pears will be available through June.

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pineapples

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

Elevated prices persist; supplies are limited in Costa Rica due to poor weather conditions. All sizes are tight; order flexibility will help with coverage. RSS Pineapple Chunks and Spears are available.



raspberries

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

The market is level; Mexican supplies are sufficient. Quality is good; weather is improving, aiding growth.



red/yellow potatoes

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

Markets remain relatively steady. The Wisconsin season is ending while Florida production is just starting. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



romaine

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

Markets are expected to remain steady this week. Demand is strengthening; however, supplies remain ample. Quality is strong; epidermal blistering and peeling are present following consecutive lettuce ice events but reduced compared to prior seasons. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.



potatoes

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

Prices are stable; storage supplies are readily available in the Pacific Northwest. Mixer volume is adequate in Colorado, Michigan, and Wisconsin. Forecasts call for rain, snow, and freezing temperatures that will slow production. MFC Burbank and Norkotah Potatoes are available.



salads & blends

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

This week's higher temperatures will aid plant growth that had stalled after three weeks of strong winds and morning freeze events, but quality challenges are expected through February. Markon inspectors continue to monitor crops closely and are working with growers to secure the best product for Markon orders.

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spring mix

The market is stable. Arugula supplies are rebounding as the Arizona/California desert growing regions experience a warming trend this week. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Prices are low; stocks range from adequate to abundant. Mexico's winter season is at its peak. Overall quality is good; it's a great time to promote all tomato varieties. Warm weather is increasing Florida supplies. MFC Tomatoes are available.

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



squash

Prices are steady. Zucchini stocks are increasing. Yellow squash yields are low, but markets are comparable. Quality is good; bruising and scarring are minor issues. MFC Zucchini and Yellow Squash are available.

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



tree fruit

The market ranges from steady to high. Chile nectarines, peaches, and plums are being shipped into the U.S. Domestic fruit will be harvested in California this summer. Sugar levels will increase through the spring.

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



strawberries

The market is up but should stabilize by the middle of next week. Strong Valentine's Day demand and recent rain have tightened California supplies. Mexican berries are meeting demand. Quality is very good. MFC Strawberries are available.

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



watermelon

Prices have stabilized; yields are increasing. Florida's spring season will get underway in early April, further boosting volume. Quality is good.

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

ASK A MARKON CHEF

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



CHEF
MICHAEL VIORIA
MARKON MEMBER CHEF

Q

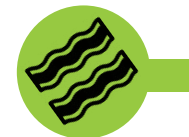
What are your wow dessert ideas for Valentine's Day?

A

Pavlovas have been recognized as one of the new sweet trends for 2025.



They're light and airy desserts that can be combined with various combinations of ingredients. For Valentine's Day,



I would stick to the traditional flavors of chocolate and fresh strawberries.

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.** Can be sautéed and added to omelets, stir-fries, hash browns, 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.

Harvest Crisp Salad with Apples & Grapes

The perfect base for salads in the wellness category!

- ½ C Golden Balsamic vinegar
- 2 tsp. RSS Peeled Garlic, minced
- 1 T Honey
- 1 tsp. Dijon mustard
- 1 tsp. Kosher salt
- ¼ tsp. Freshly ground black pepper, to taste
- 2/3 C Olive oil
- 32 oz. RSS Harvest Crisp Blend
- 2 large MFC Granny Smith Apples, sliced
- 3 C MFC Seedless Red Grapes, halved
- ½ C Candied Walnuts
- ½ C Manchego cheese, shaved

Combine vinegar, garlic, honey, mustard, salt, and pepper. Whisk in olive oil until fully incorporated.

Toss Harvest Crisp Blend, apples, grapes, and walnuts with vinaigrette. Serve with shaved cheese on top.

Take your taco salads to healthier heights!

