



# FRESH CROP REPORT

WEEK OF MARCH 2, 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

## ARIZONA-CALIFORNIA DESERT HEAT

This region is experiencing a significant heat wave with temperatures close to 20° above seasonal norms. Quality and shelf-life concerns will likely develop in lettuce, tender leaf, and other key desert row crops throughout the industry.

## BROCCOLI

Markets are low; supplies remain widely available. Although quality is very good, some lots are exhibiting small crowns following weeks of cold weather. This week's higher temperatures will boost yields and crown size but could increase insect pressure.

## GREEN LEAF, ICEBERG, AND ROMAINE

Prices are fairly steady at low levels; yields are high in the Arizona-California desert growing region.

## CUCUMBERS

- Prices are weak.
- Supplies are abundant in Mexico. The Florida season is getting underway; offshore stocks are also available.

## BROCCOLINI

- Increased demand and low industry volume have led to elevated markets.
- Supplies are expected to rebound by mid-March.

## STRAWBERRIES

- Clear weather is forecast for the California growing regions over the next 10 days.
- Expect prices to inch down.

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WEEK OF MARCH 2, 2025



## apples

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

The market is stable. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are meeting demand. Quality is very good. Michigan's Golden Delicious and Honeycrisp seasons have ended, but these varieties will continue to ship from Washington.



## asparagus

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

Prices have dropped; new crop Mexican supplies are ample. Quality is excellent; all sizes are available. Peruvian stocks are shipping into Florida. MFC Asparagus is on the market.



## avocados

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

The market is elevated; supplies are limited in all growing regions. Quality is very good; texture is creamy and flavor is slightly nutty. 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 prices remain weak; volume has increased. Red bell pepper supplies are sufficient out of Western Mexico. Florida is shipping plentiful stocks. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

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



## blueberries

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

Prices are steady. New crop Mexican volume is rising. The offshore season is ending. New crop production will get underway in Florida by mid-March. Quality is very good; fruit is plump and juicy.

# FRESH CROP REPORT



**broccoli**

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

Markets are low; supplies remain widely available. Although quality is very good, some lots are exhibiting small crowns following weeks of cold weather. This week's higher temperatures will boost yields and crown size but could increase insect pressure. MFC Broccoli Crowns are available.



**cantaloupe**

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

Prices range from low to average. Central American volume will increase to near-normal levels in March (barring any unforeseen weather events). Quality is improving despite longer shipping time.



**cauliflower**

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

The market is steady; supplies are ample in the Arizona-California desert region. Quality is good, but insect pressure and small crown size are occasional issues throughout the industry. ESS Cauliflower is available.



**celery**

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

Prices are weak; supplies are abundant in all current growing regions. Quality is very good; disease pressure is minimal. MFC Celery is available.



**chile peppers**

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

Markets are level. Stocks are adequate in South Florida and Mexico. Quality is very good. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

Prices are weak. Supplies are abundant in Mexico. The Florida season is getting underway and offshore stocks are also available. Quality is very good. MFC and ESS Cucumbers are available.



**grapes**

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

Markets are unchanged; offshore supply is meeting demand. Quality is very good; red seedless sugar levels are 18 Brix, green seedless stand at 18.5 Brix, and portioned grapes are at 20 Brix.

# FRESH CROP REPORT



green leaf

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

Prices are fairly steady at low levels; yields are high in the Arizona-California desert growing region. Insect pressure will continue to rise due to higher-than-normal temperatures. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as needed.



honeydew

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

Markets range from low to average. Central American volume will increase to near-normal levels in March (barring any unforeseen weather events). Quality is improving despite longer shipping time. Mexican supplies (crossing into Nogales, Arizona) are sufficient.



iceberg

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

Prices are weak. Volume is high; recent hot weather has aided growth. Quality issues such as insect pressure, epidermal blistering, and peeling are being reported in some lots. 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 | ///      | *****   | \$\$\$ |

Low markets persist, particularly for 165- through 235-count sizes. Seedless lemons are available. MFC and ESS Lemons are on the market.



limes

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

Prices are high. Yields are at seasonal lows; large, 110- to 150-count sizes are especially scarce. MFC and ESS Limes are available.



onions

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

Yellow and red onion stocks are ample; weak markets are expected this month. White onions will remain tight for the rest of the storage season; prices are up. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are unchanged; supplies are abundant in multiple growing regions. 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 | ///      | *****   | \$\$\$ |

Elevated markets dominate the industry; Washington storage stocks are adequate. Quality is very good. MFC D'Anjou Pears will be available through June.

# FRESH CROP REPORT



## pineapples

Prices are high. Costa Rican fruit is limited due to recent poor weather. Yields will increase week over week through March. Although all sizes are tight, small sizes are the most plentiful. Crownless volume is rising. Quality is average. RSS Pineapple Chunks and Spears are available.

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



## raspberries

Expect high markets for at least one more week. Mexican stocks are tight; suppliers pruned bushes, causing a price spike. Medium-size berries are most plentiful. Quality is good; light color and small size are occasional issues.

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



## red/yellow potatoes

Strong demand for St. Patrick's Day is pushing up markets. The Florida season has started; stocks are also shipping out of Idaho, Michigan, and North Dakota. Quality is very good. MFC Red and Yellow Potatoes are on the market.

| REGION  | SUPPLIES | QUALITY | PRICE  |
|---------|----------|---------|--------|
| ID, USA | ///      | *****   | \$\$\$ |
| FL, USA | ///      | *****   | \$\$\$ |
| MI, USA | ///      | *****   | \$\$\$ |
| ND, USA | ///      | *****   | \$\$\$ |



## romaine

Prices are fairly steady at low levels; yields are high in the Arizona-California desert growing region. Insect pressure will continue to rise due to higher-than-normal temperatures. MFC Premium Romaine is sporadic; Markon Best Available (MBA) is being shipped as needed.

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



## potatoes

Prices are low. Storage stocks shipping out of the Pacific Northwest are ample. Mixer supplies are adequate in Colorado, Michigan, and Wisconsin. Quality is very good. MFC Burbank and Norkotah Potatoes are available.

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



## salads & blends

Markets are stable. Stocks are ample despite problems due to the effects of cold weather followed by above-normal temperatures. Markon inspectors continue to monitor crops closely and are working with growers to secure the best product for Markon orders.

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

# FRESH CROP REPORT



## spring mix

The market is steady; supply is meeting demand. High temperatures are causing some quality issues, but growers are culling damaged product. RSS Arugula, Spinach, and Spring Mix are available.

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



## squash

Prices are fairly steady. Zucchini stocks are abundant. Yellow squash yields are lower. Quality is good; bruising and scarring are minor problems. MFC Zucchini and Yellow Squash are available.

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



## strawberries

Expect markets to inch down. Clear weather is forecast for the California growing regions over the next 10 days. Fields have been stripped of the damaged fruit from prior rains. Quality has improved. Berries are also shipping from Florida and Mexico. MFC Strawberries are available.

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



## tomatoes

It's a great time to buy tomatoes; prices are weak and stocks are ample in all growing regions. Quality is excellent. MFC Tomatoes are available.

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



## tree fruit

The market is level. Chile nectarines, peaches, and plums are being shipped into the U.S. Domestic fruit will be harvested in California this summer. Yellow peach sugar levels vary from 12 to 13 Brix, yellow nectarine levels are in the 11 to 12 range, and plums measure 13 to 14 Brix. White varieties are a bit lower in sugar.

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



## watermelon

Prices are stable; supply levels are returning to normal levels. Florida's spring season will get underway in early April, further boosting industry 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  
PATRICK MITCHELL  
MARKON MEMBER CHEF

Q

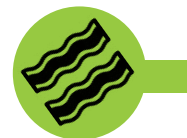
MFC Artisan Romaine's tender, cup-like leaves work well with both raw and cooked applications. How do you like to use it?

A

MFC Artisan Romaine is such a great size to use as vessels for appetizers and passed hors d'oeuvres.



You get the great flavor of romaine in a more manageable size.



These tender leaves can be filled with grains such as couscous or dips like roasted eggplant and roasted red pepper hummus.

# TIPS FOR SERVING KALE



- 1.** Kale is hearty, sturdy and can be crinkled or curly, green or purple. It's extremely versatile and able to withstand heat or be served raw.
- 2.** Ideal pairings include Butternut squash, beans, lentils, garlic, onions, pancetta, berries, nuts, golden raisins, and Parmesan cheese.
- 3.** Delicious in soups, stews, stir-fries, and salads!

# 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.

## Shredded Kale Salad

This hearty salad works solo as an appetizer or topped with grilled chicken for an entrée.

- 12 oz. RSS Shredded Kale
- 4 oz. Sherry vinaigrette
- 2 oz. Smoked paprika-dusted pumpkin seeds
- 2 oz. Parmesan cheese, shaved
- Cracked black pepper, to taste

Toss kale and vinaigrette together and arrange equal portions on salad plates.

Top with pumpkin seeds and cheese; grind pepper to taste.

Fun and delicious, creamy corn soup shooters topped with mini grilled cheese sandwiches make a whimsical starter course.

