



# FRESH CROP REPORT

WEEK OF FEBRUARY 15, 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

## ORANGES

The California Navel orange crop is dominated by large-sized fruit; small supplies (88-, 113-, and 138-count oranges) are becoming extremely limited. Size and grade substitutions will soon be requested to fill orders; varieties from Florida and Mexico can be substituted as well as California Cara Cara oranges.

## STRAWBERRIES

Although the weather has improved in Florida and Central Mexico in time for increased Valentine's Day demand, California's Santa Maria and Oxnard growing regions are expecting rain this week. Expect elevated prices.

## BLUEBERRIES

Supplies are becoming extremely limited. The import season will end the week of Feb 22, shifting all demand to Mexico, where volume is falling. Florida's freezing temperatures will prolong this shortage until April.



## ONIONS

- Red and yellow markets are easing.
- The Mexican onion season is underway (crossing into Texas). The domestic Texas season will begin in early March.

## GREEN ONIONS

- Green onion prices are elevated.
- Expect low volume through February/early March.

## CALIFORNIA LEMONS

- Quality is excellent; size is dominated by 95- to 165-count supplies.
- Expect a slow price climb as demand increases over the next six to eight weeks.

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## apples

Prices are steady for most varieties, but slightly higher for Washington Galas, which is typical for this time of year and will continue through the rest of the season. Quality is excellent; sugar levels range from 15 to 18 Brix. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



## asparagus

Markets are up a bit this week as cooler weather moves into the major Mexican growing regions. Initial Caborca volume is lower than expected but should reach full production over the next two weeks and continue into mid-March. Mexicali production is ongoing, supplementing breaks in Caborca and Baja supplies. Quality is very good: spears are plump with little to no feathering tips. MFC Asparagus is available.



## avocados

Prices have stabilized now that the Super Bowl is over. Mexican supplies are ample, while domestic stocks are average. Quality is great; texture is creamy and flavor is slightly nutty. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.

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



## bell peppers green/red

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

Eastern green bell prices are increasing due to freeze-related supply shortages in Florida. Demand has shifted to Mexico, where volume is higher. Warmer Mexican weather will increase red bell supplies this week. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

The market is level; supply is meeting demand. Mexican quality is good; leaky fruit is an occasional issue.



## blueberries

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

Prices are climbing. Supplies are becoming extremely limited. The import season will end the week of Feb 22, shifting all demand to Mexico, where volume is falling. Florida's freezing temperatures will prolong this shortage until April.

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## broccoli

The market remains elevated; supplies are snug due to inconsistent growing conditions that have led to a production gap (rain followed by heat followed by cold). Weather and quality are improving on the East Coast and Mexico. MFC Broccoli Crowns are sporadic; Markon Best Available (MBA) will be shipped when quality doesn't meet specifications.

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



## cantaloupe

Prices are steady; all sizes are available. Quality is very good; expect strong color and sweet flavor. Sugar levels are approximately 14% Brix.

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



## cauliflower

The market is up; weather fluctuations have prevented plants from reaching full size potential, in turn causing a dip in availability out of the Arizona-California desert region. ESS Cauliflower is sporadic; packer label will be substituted if stocks don't meet specifications.

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



## celery

The market is high. Although supplies are sufficient in Santa Maria, California, rain will tighten availability next week in Oxnard. Recent cold weather slowed growth in Florida, reducing East Coast volume. MFC Celery is available.

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



## chile peppers

Although Red Fresno prices are a bit higher, markets for all other varieties remain stable. Quality is very good; skins are smooth and flavor is spicy. MFC Anaheim, Habanero, Jalapeno, Poblano, Red Fresno, and Serrano Chile Peppers are available.



## cucumbers

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

Most markets are steady, yet prices for 24-count supplies are slightly lower. Volume is inching up in Sinaloa, Mexico. Quality is very good. MFC and ESS Cucumbers are available.



## grapes

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

Expect prices to start inching up as the offshore season moves past its peak. Chilean MFC and ESS Green and Red Seedless Grapes as well as packer label portioned grapes are available. Offshore MFC Lunch Bunch Grapes will hit the market this week.

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## green leaf

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

Markets continue to inch up. The Arizona-California desert harvesting schedule is a few weeks ahead due to warm weather. Although Florida lettuce fields have fared better than expected following the cold snap, lower weights are forecast for the near-term. MFC Green Leaf Lettuce is available.



## honeydew

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

Prices are steady. Supplies are sufficient, but six- and eight-count melons are starting to tighten. Sugar levels are high.



## iceberg

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

Markets continue to escalate. Arizona-California desert production is below normal. Recent cold weather has reduced head size in Florida fields. MFC Iceberg Lettuce is available, but MBA will be substituted if weights are low.



## lemons

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

California quality is excellent; size is dominated by 95- to 165-count supplies. Expect a slow price climb as demand increases over the next six to eight weeks. MFC and ESS Lemons are available.



## limes

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

The market is expected to remain at high levels through March. Quality problems are reducing yields in Mexico. Stylar-end breakdown, oil spotting, and skin condition issues are prevalent due to past rain. MFC and ESS Limes are available.



## onions

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
MEX/TX	///	*****	\$\$\$
OR	///	*****	\$\$\$
UT	///	*****	\$\$\$
WA	///	*****	\$\$\$

Red and yellow prices are low; the market for white supplies is higher. The Mexican season is underway (crossing into Texas). Harvesting will start in Texas by early March. Quality is great in all regions. MFC and ESS Red and Yellow Onions are available.



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

Large sizes dominate the California Navel orange crop; small supplies (88-, 113-, and 138-count oranges) are extremely tight. Size and grade substitutions will soon be requested to fill orders; varieties from Florida and Mexico can be substituted as well as California Cara Cara oranges. MFC and ESS Navel Oranges are available.



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

Prices are steady to slightly higher. Quality is very good; sugar levels range from 14 to 17 Brix. MFC Washington Anjou Pears will ship through June.

# FRESH CROP REPORT



## pineapples

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

Prices are stable at high levels. Large crowned and all crownless supplies are limited. Quality is good; internal spotting is an occasional issue. RSS Pineapple Chunks and Spears are available.



## red/yellow potatoes

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

Markets are holding steady now but are forecast to inch up in late March/early April. Southern Florida crops survived the recent freezing temperatures with only minor issues. Northern Florida was hit the hardest, forcing some growers to replant. This will push back the spring season to late April/early May. MFC Red and Yellow Potatoes are available in Idaho and North Dakota.



## potatoes

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

Weak prices persist; storage supplies are plentiful. Excellent quality Idaho Norkotahs will ship from storage through the winter months. MFC Idaho Burbank and Norkotah Potatoes are available.



## raspberries

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

The market is fairly stable. Mexican supplies are abundant in the Baja region. Quality is good; leaky fruit is a minor problem.



## romaine

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

Prices continue to inch up. The Arizona-California desert harvesting schedule is a few weeks ahead due to warm weather. Although Florida lettuce fields have fared better than expected following the cold snap, lower weights are forecast for the near-term. MFC Romaine Lettuce is available.



## salads & blends

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

The market is level. Freezing temperatures stunted growth in Florida; head weights are low. Growers in the Arizona-California desert are ahead of schedule by a few weeks, reducing overall stocks. Spinach is tight; recent rain has reduced quality.

# FRESH CROP REPORT



## spring mix

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

Prices are stable. Erratic West Coast weather has reduced yields, especially spinach. RSS Arugula, Spinach, and Spring Mix are sporadic; packer label will be substituted as needed.



## squash

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

Markets are elevated; demand has shifted from Florida to the West Coast. Mexico's yellow squash supplies have tightened; prior rain and low temperatures have reduced yields. Zucchini volume is somewhat higher, but still in the light-to-moderate range. Quality varies greatly. Expect more plentiful supplies and better quality as growers move into spring fields. MFC Zucchini and Yellow Squash are available.



## stone fruit

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

Elevated prices persist. Imported fruit will ship until the California season begins in May. Nectarine, peach, and plum supplies are adequate. Quality is very good; sugar levels range from 10 to 12 Brix. Plum sugar levels range from 12 to 14 Brix.



## strawberries

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

Although the weather has improved in Florida and Central Mexico in time for increased Valentine's Day demand, California's Santa Maria and Oxnard growing regions are expecting rain this week. Expect elevated markets. MFC Strawberries are available.



## tomatoes

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

Florida crops have been heavily affected by the recent freezing temperatures. Demand will shift to Mexican fruit; higher prices are expected over the next two months. MFC Tomatoes are available.



## watermelon

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

The market is starting to ease. Supplies are increasing from Guatemala and Honduras (into Florida ports). Small sizes dominate availability; large sizes are tight. Quality is very good; sugar levels range from 8 to 10 Brix.

# ASK A MARKON CHEF

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



CHEF DAVID  
SWANSON REINHARDT  
MARKON MEMBER CHEF

# Q

Fresh juices like RSS Orange, Lemon, and Lime can brighten flavors in a variety of beverages. How do you suggest operators use them in cocktails, mocktails, and low-alcohol drinks?

# A

Fresh-pressed juice is like liquid sunshine—bartenders and chefs should treat it as a fast track to brightness.

Orange juice is perfect in spritzes and shandy-style cocktails, especially with winter spices like star anise. For mocktails, fresh juice is the hero. Build a non-alc margarita with lime + orange + agave + a pinch of salt that tastes adult without the booze. In low-alcohol drinks, think sessionable: vermouth + fresh lemon, or a citrus spritz with bitter aperitivo and a splash of soda. The key is: fresh juice adds brightness without leaning on sugar, so every beverage tastes tighter, cleaner, and more intentional.



# TIPS FOR SERVING RSS SHREDDED 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.

A healthy option to oatmeal and other warm breakfast cereals... chia berry pudding is piled high with fruits, nuts, and seeds.

