



# FRESH CROP REPORT

WEEK OF JUNE 1, 2025

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

## GRAPES

Mexican green and red grape prices are inching down; demand is moderate. Mexican portioned grapes will begin shipping the week of June 9. The California season will begin in late July.

## CANTALOUPE & HONEYDEW MELONS

Markets are high. The domestic Arizona-California desert season has begun in a limited manner and will ramp up through June. The offshore season has ended.

## RED AND YELLOW POTATOES

Summer potato harvesting transitions are underway; markets are currently steady, but poised to rise in June.



## BRUSSELS SPROUTS

- Markets are declining rapidly, as supplies increase and quality improves.
- The Salinas, California season will begin in July.

## LEMONS

- The 165- through 200-count lemon market remains elevated due to low volume and strong demand.
- In early July, both offshore and Mexican lemons will supplement domestic supplies.

## BROCCOLI

- Prices are steadily increasing but remain at or below seasonal averages.
- Sufficient supplies are forecast for the next two weeks, though acreage will drop off slightly through June and July, as regional/local harvests spring up across the country.

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WEEK OF JUNE 1, 2025



## apples

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

Prices are steady; storage stocks are sufficient. Washington MFC Braeburn, Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good; fruit is firm and juicy.



## asparagus

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

The market is weak. Domestic supplies are increasing across multiple regions, including the Pacific Northwest and Michigan. Peruvian stocks are limited. MFC Asparagus will switch from Baja to Central Mexico next week and remain the primary supply source through September.



## avocados

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

Although snug supplies persist, prices will remain fairly stable through June. The season for Mexico's normal-style supplies (typically known for higher oil content) will end next week. Growers are transitioning to the loca-style crop (typically known for lower oil content). California fruit will help meet demand. Peruvian shipments will start back up again this week. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.



## bell peppers green/red

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

Expect level prices through early July. Green bells are plentiful in the California desert region; quality is excellent. The Mexican season will end this week; demand will shift to California. Georgia stocks will ship through late June. Mexican red bell supplies are sufficient; medium sizes dominate availability. The California desert red bell season is underway; volume is climbing. Canadian greenhouses are also shipping product. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

Markets are weak. California stocks are just beginning in the Watsonville/Salinas region. Mexican fruit is meeting demand. Quality is good.



## blueberries

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

Prices are low. California's San Joaquin Valley season is underway; supplies will increase through June. Mexican stocks are diminishing as the season has passed its peak; quality is good and size is consistent. The Florida and Georgia seasons are ending; growers are moving to North Carolina.

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**broccoli**

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

Prices are steadily increasing but remain at or below seasonal averages. Sufficient supplies are forecast for the next two weeks, though acreage will drop off slightly through June and July, as regional/local harvests spring up across the country. East Coast growers are shipping from North Carolina. Maine, Michigan, New Jersey, and New York will begin production by late June and carry into August. Quality is very good; brown bead/pin rot, yellowing, hollow core, branching, and insect pressure are minimal. MFC Broccoli Crowns are available.



**cantaloupe**

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

Markets are high. The domestic Arizona-California desert season has begun in a limited manner and will ramp up through June. New crop supplies are dominated by 12- and 15-count fruit; 9-count fruit is limited but will increase as more growers begin harvests. The offshore season has ended. Quality is excellent; sugar levels range from 11 to 13% Brix.



**cauliflower**

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

Prices are up a bit. Yields have tightened but should increase through June. Brown spotting and discoloration are occasional issues. ESS Cauliflower is available.



**celery**

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

Low markets persist. California's Oxnard season will run one to two more weeks. Santa Maria production is year-round. Production will begin in Salinas over the next couple of weeks. The Michigan season will start in July. Quality is very good in all areas. MFC Celery is available.



**chile peppers**

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

Prices range from low to average. California supplies will increase through June. East Coast production has moved to Georgia. Growers are also harvesting in Baja and Central Mexico. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



**cucumbers**

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

The market is weak. Mexican stocks will ship from Sonora and Sinaloa for two weeks. New crop yields are increasing in Baja and Central Mexico; quality is excellent. East Coast growers are harvesting in Georgia; the North Carolina season is getting underway. MFC and ESS Cucumbers are available.



**grapes**

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

Mexican green and red grape prices are inching down; demand is moderate. Mexican portioned grapes will begin shipping the week of June 9. The California season will begin in late July.

# FRESH CROP REPORT



## green leaf

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

Plentiful supplies are keeping markets weak. Mildew, wind damage, and fringe burn are potential industry issues being trimmed at harvest. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being shipped as necessary.



## honeydew

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

Prices are high. The domestic Arizona-California desert season has begun in a limited manner and will ramp up through June. New crop supplies are dominated by six- and eight-count fruit; larger five-count stocks are tight, but will increase as more growers begin harvests. Mexican volume is low. The offshore season has ended.



## iceberg

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

Industry weights have increased, and demand has weakened; markets range from steady to slightly lower. MFC Premium Iceberg Lettuce is available.



## lemons

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

Prices for 165- through 200-count lemons remain elevated due to low volume and strong demand. Districts One and Two (the San Joaquin Valley and Southern California) are currently in production. In early July, both offshore and Mexican lemons will supplement domestic supplies. MFC and ESS Lemons are available.



## limes

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

Markets are up. Growers are leaving smaller limes on trees longer and/or until size increases, limiting all supplies. Prices for small sizes should start inching down in approximately two weeks as summer crops bear more fruit. Expect large sizes to remain limited for the next six weeks. No. 2-grade volume is low as Mexican fruit quality is excellent. MFC and ESS Limes are available.



## onions

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

The Washington storage onion season will end within the next 7 to 10 days. Prices will climb as the storage season finishes and growers transition to fresh crop supplies in Northern California and New Mexico over the next several weeks. MFC and ESS Red and Yellow Onions are available.



## oranges

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

The California Navel season is winding down and will end in late June. California Valencia production has started; supplies are tight but increasing. Expect high markets until the transition from Navels to Valencias is complete in mid-June. Quality is excellent. The Mexican season is ending. MFC and ESS Valencia Oranges are available.



## pears

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

High prices persist. The Washington storage season is ending. The California season will start in mid-July. Quality is very good. MFC D'Anjou Pears will ship through June.

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## pineapples

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

The market is unchanged; supply is meeting demand. Large sizes are tighter than small fruit. Quality is very good; flavor is sweet yet tangy and texture is firm and juicy. RSS Pineapple Chunks and Spears are available.



## red/yellow potatoes

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

Summer potato harvesting transitions are underway; prices are currently steady, but poised to rise in June. The Colorado season will end in two weeks. Volume is adequate in Idaho and North Dakota. The Florida season will run through mid-July. Limited California harvests have begun. Production will start in Arizona and Texas in three to four weeks. Quality is very good. MFC Red and Yellow Potatoes are available.



## potatoes

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

Idaho, Nevada, and Washington markets are low; prices are average in Colorado and Wisconsin. The Burbank size profile is shifting to smaller potatoes. Once Norkotahs are depleted in mid-June, Burbanks will be the sole variety until mid-August. Storage quality remains very good. MFC Burbank and Norkotah Potatoes are available out of Idaho.



## raspberries

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

Markets are stable. Medium-sized fruit is plentiful in Mexico. Quality is very good; expect strong red color and firm texture. New crop harvesting will start in California's Watsonville/Salinas region on June 9.



## romaine

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

Prices are weak; stocks are adequate. Fringe burn and insect damage are occasional industry issues that are being trimmed in the fields. Crews are avoiding heads that exhibit seeder. MFC Premium Romaine is available.



## salads & blends

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

The market is steady. Romaine quality is improving; supplies are average. Iceberg yields are ample. Quality is very good. RSS packs are shipping out of the Salinas Valley.

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## spring mix

The market is steady; supply is meeting demand. RSS value-added salad suppliers are shipping from California's Salinas Valley. RSS Arugula, Spinach, and Spring Mix are available.

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



## tomatoes

East Coast growers have started harvesting in Northern Florida and South Carolina; stocks will increase through June. West Coast prices have dipped with new crop stocks shipping out of Jalisco and Baja. Larger sizes prevail. Quality is very good. MFC Tomatoes are available.

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



## squash

Expect prices to remain low for at least another week; Growers are harvesting in Georgia, North Carolina, and California. Production will end next week in Sonora, Mexico. Overall quality is excellent. MFC Zucchini and Yellow Squash are available.

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



## tree fruit

The market is high. The Chilean apricot, nectarine, peach, and plum seasons have ended. Domestic harvests will begin in California over the next few weeks. Early reports predict nectarine sugar levels will range from 10-12 Brix, peaches will vary from 11-13 Brix, and plum sugars will fall between 12-13 Brix.

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



## strawberries

California markets remain weak. Yields are high in the Salinas/Watsonville region. The Oxnard and Santa Maria seasons are past their peaks; stocks are diminishing. Domestic quality remains excellent. MFC Strawberries are available.

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



## watermelon

Prices are unchanged. Domestic supply levels are increasing in the California desert region and Florida. Quality is very good; all sizes are available.

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

# ASK A MARKON CHEF

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



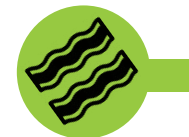
CHEF  
STEVEN HALLIDAY  
MARKON MEMBER CHEF

**Q** Fresh juices like RSS Orange, Lemon, and Lime can brighten flavors in a variety of beverages and dishes. How do you suggest operators use them in innovative ways?

**A** I like creating Moroccan-Spiced Lemonade made with RSS Lemon Juice, turmeric, ginger, cinnamon, and agave syrup. Mix until well combined and add cold water or sparkling water.



These juices are also delicious in a caramelized citrus vinaigrette or used as a glaze for roasted duck or pork tenderloin.



Great in desserts too—like lemon chess pie and silky citrus curds.

# TIPS FOR SERVING RSS LIME JUICE



- 1.** Use RSS Lime Juice to flavor cocktails, enhance marinades and sauces, and give complexity to chutneys and salsas.
- 2.** Stir together sour cream, mayonnaise, RSS Lime Juice, the zest of MFC Limes, cayenne pepper, and RSS Washed & Trimmed Cilantro; slather over grilled ears of corn.
- 3.** Mix softened butter, RSS Lime Juice, the zest of MFC Limes, salt, minced MFC Serrano Chile Peppers, and RSS Diced Onions; use on grilled fish and poultry.



# 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.



## MFC Artisan Romaine Vietnamese Shrimp Wraps with Chili Crisp

Grilled shrimp, pickled vegetables, and aromatic rice result in a craveable, year-round appetizer or entrée.

- 2 C rice, rinsed
- 1 C coconut milk
- 2 C water
- 2 T oil
- 12 extra-large shrimp, peeled
- 1 tsp. kosher salt
- ½ tsp. black pepper
- 8 heads MFC Artisan Romaine Lettuce, split in half lengthwise
- 32 MFC Cherry Tomatoes
- ½ C MFC Mint
- 1 C MFC Cilantro, split
- 1 C MFC Cucumbers, sliced and quick pickled
- 2 each MFC Red and Green Jalapeno Chile Peppers

Combine rice, coconut milk, water, and ½ cup finely chopped cilantro in a rice cooker. Heat until done. Season shrimp with salt and pepper. Heat oil on flat top or grill pan. Char shrimp, romaine, and cherry tomatoes until grill marks appear. Arrange romaine with equal parts rice, shrimp, tomatoes, herbs, cucumbers, and chiles. Serve immediately.

Fill flaky pastry tarts with tangy mascarpone cheese and top with an eye-catching, delicious strawberry lattice and hibiscus sugar crystals.

