



FRESH CROP REPORT

WEEK OF JULY 20, 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

BROCCOLI

Expect markets to ease near the end of the month as demand spreads out to the East Coast and planted acreage increases. Production is also underway in the Salinas and Santa Maria Valleys. Pest pressure from Diamondback moths continues to impact yields, but is weakening. Various East Coast regions will experience short growing seasons through the summer.

MIXED BERRIES

The Pacific Northwest blueberry season is in full swing. Blackberry prices will climb for the next two weeks due to low quality out of Mexico and no volume in California or the Pacific Northwest.

MELONS

Cantaloupe and honeydew production is dominated by large-size fruit, limiting the availability of smaller sizes.

GRAPES

- The Mexican grape season has come to an end. California supplies are available now through December.
- Pricing will gradually decrease as harvesting ramps up.

AVOCADOS

- Mexican Loca crop volume is increasing slowly.
- Markets will soften over the next two to three weeks.

GREEN BEANS

- East Coast green bean supplies are extremely limited due to recent poor weather.
- Prices are rising.

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apples

Prices are steady. Michigan growers are only shipping Fuji apples; new crop harvesting of various varieties will start in August. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Washington quality remains good; late storage softness and bruising are potential issues.

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



asparagus

The market is poised to inch up. Supplies have been hampered in Central Mexico by persistent rain and heat, but growing conditions will improve this week. Peruvian stocks are expected to decrease week over week until early fall. Quality ranges from fair to good. MFC Asparagus is available.

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



avocados

Mexican Loca crop volume is increasing slowly. Prices will soften over the next two to three weeks. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Strong demand has driven up both green and red markets. California growers are harvesting green bells in Fresno and Ventura County. Red bell production is taking place in Bakersfield and Central Mexico (into South Texas). East Coast growers are harvesting in multiple regions. The Midwest season is getting a late start. Canadian greenhouse supplies are tight due to recent heat waves. Quality is very good. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The California season has begun; yields will increase through this month. Mexican supplies are sufficient, but quality is poor due to humidity and leaking fruit. Prices will continue to climb until the Pacific Northwest season gets underway.

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



blueberries

Although the Mexican season has ended and supplies are diminishing in California's San Joaquin Valley, ample stocks are now shipping from Eastern Washington and Hermiston, Oregon. The British Columbia season has started in a limited manner. Peruvian growers will begin shipments in mid-August. Expect markets to remain steady.

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

FRESH CROP REPORT



broccoli

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

Expect prices to ease near the end of the month as demand spreads out to the East Coast and planted acreage increases. Production is also underway in the Salinas and Santa Maria Valleys. Pest pressure from Diamondback moths continues to impact yields, but is weakening. Various East Coast regions will experience short growing seasons through the summer. MFC Broccoli Crowns are available.



cantaloupe

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

Expect elevated markets for small melons over the next two weeks until more San Joaquin Valley, California fields are harvested and second cuts are made. Quality is excellent; flavor is sweet, sugar levels range from 14-16% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are low; stocks are plentiful on both coasts. Quality is very good with snowy white color and firm texture; inconsistent sizing and occasional insect pressure are potential issues. ESS Cauliflower is available.



celery

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

Prices are unchanged; 24-count (jumbo) and 36-count (medium) stocks are abundant. The Salinas Valley and Santa Maria seasons are underway in California. The Michigan season will run from mid-July to October. Quality is excellent; disease pressure is minimal. MFC Celery is available.



chile peppers

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

The market is starting to inch down as previous weather problems have passed; supplies are increasing in Mexico. California growers are harvesting in Bakersfield and Santa Maria. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are low; supplies are plentiful in Baja and Central Mexico. East Coast growers are harvesting in multiple regions; stocks are abundant. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

The Mexican grape season has come to an end. California supplies are available now through December. The market will gradually decrease as harvesting ramps up. MFC and ESS Green and Red Seedless Grapes are available.

FRESH CROP REPORT



green leaf

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

Prices are steady to slightly lower. Overall quality is good; fluctuating density and head size, insect pressure, and internal burn are present in some lots. MFC Premium Green Leaf is available; Markon Best Available (MBA) will be shipped if weights are below Markon specifications.



honeydew

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

Expect elevated markets for small melons over the next two weeks until more San Joaquin Valley, California fields are harvested, and second cuts are made. Quality is excellent; flavor is sweet. Sugar levels range from 12-14% Brix. The Mexican season is past its peak and will end the first week of August. MFC Honeydew Melons are available.



iceberg

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

Prices have peaked and will decline this week as supplies increase, and supplemental processor demand weakens. Impatiens Necrotic Spot Virus (INSV) remains an industry problem but is easily avoided at harvest; yields have not been significantly impacted. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped if weights are below Markon specifications.



lemons

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

The market is up a bit. Growers are harvesting in the San Joaquin Valley and Southern California. MFC and ESS Lemons are available.



limes

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

Prices are low for large fruit, as rain continues to increase size. Quality is good, but Mexico's hurricane season is causing some skin breakdown, oil spotting, and styler. Colombian prices are unchanged. MFC and ESS Limes are available.



onions

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

Expect steady to slightly higher markets through July. New crop harvests will start in Washington and Idaho the last week of July/first week of August. Production will continue in California and New Mexico through mid-August. Rain may push up markets in New Mexico; growers are packing ahead of storms. Quality is very good; thin skins, shorter shelf-life, and increased mechanical damage are possible problems in fresh-run supplies. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are up. The California Navel season is over. California Valencia stocks are increasing. Quality is excellent. MFC and ESS Valencia Oranges are available.



pears

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

Expect a significant market drop this week as growers transition to new crop California supplies. The Washington season is ending this week. MFC Bartlett Pears will begin shipping from California this week.

FRESH CROP REPORT



pineapples

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

Prices are starting to inch up; stocks are tightening, especially five-count fruit. Quality is very good; sugar levels range from 13 to 15 Brix. RSS Pineapple Chunks and Spears are on the market.



red/yellow potatoes

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

Prices are steady in Arizona, California, Florida, Idaho, and Texas. Production will start in Minnesota by late July, followed by Wisconsin in the first week of August. Quality is very good. MFC Red and Yellow Potatoes are on the market.



potatoes

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

The Idaho market for 40- through 90-count and 10-ounce No. 2s is up; prices for 100-count and smaller sizes, as well as 6-ounce No. 2s, are steady. New crop Idaho harvesting will start in early August; volume levels should be reached by mid-August. Overall quality is good; air checks and pressure/shoulder bruising will be seen sporadically in remaining storage supplies (both Norkotahs and Burbanks) from all growing regions. MFC Potatoes are available.



raspberries

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

Prices are steady. California's Santa Maria season is underway; quality is excellent. Growers in Watsonville, California have begun harvesting in a limited way. The Central Mexican season is winding down. Quality problems include softness, mold, and leaky berries. Most growers have moved to Baja.



romaine

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

Markets are inching lower due to increasing supplies. Overall quality is very good; fluctuating density and head size, insect pressure, and internal burn are present in some lots. MFC Premium Romaine is available; MBA will be substituted if industry supplies cannot make MFC required weights.



salads & blends

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

Prices are level. Below one percent yellowing/discoloration, minimal bolting, bruising, and mildew damage in arugula. Iceberg quality is great; texture is strong. Romaine is exhibiting below one percent bruising and early breakdown; overall quality is above average. RSS Salads and Blends are being packed consistently.

FRESH CROP REPORT



spring mix

The market is unchanged. Spinach is exhibiting less than one percent mechanical damage. Sporadic bruising is an occasional problem in other varieties, but total defects remain under two percent. RSS Arugula, Spinach, and Spring Mix are available.

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



tomatoes

Prices are up a bit due to strong demand and poor East Coast weather. Production will begin in the Northeast and Midwest over the next few weeks. Mexican supplies are abundant in Baja. California stocks are increasing. Quality is very good. MFC Tomatoes are available.

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



squash

Prices are low. Growers are harvesting ample stocks in Fresno and Santa Maria, California as well as in Baja, Mexico; production will run through October. Supplies are abundant in the Northeast and Midwest. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



tree fruit

The market is fairly steady despite the California season being past its peak. Nectarine sugar levels range from 10 to 12 Brix, peaches vary from 11 to 13 Brix, and plum sugars fall between 12 to 13 Brix.

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



strawberries

The market is stable. Supplies are sufficient in California's Salinas/Watsonville region. Quality ranges from good to excellent. MFC Strawberries are available.

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



watermelon

Prices are up a bit. Rain and poor weather have hindered harvests in some regions. Growers will start harvesting in Kentucky and Indiana within the next two weeks. Quality is very good; all sizes are available. Sugar levels are approximately 10+ Brix.

REGION	SUPPLIES	QUALITY	PRICE
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
VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

Strawberries are a summer favorite—how do you incorporate these sweet fruits into menus?

A

Nothing says summer like a ripe, juicy strawberry.



Ruby red MFC Strawberries can be used across my menus...in green salads, mayonnaise-based chicken salads, pies, vinaigrettes, and dessert sauces. Raw preparations are popular, but I also like to roast them to bring out their natural sugar content and serve them atop ice cream or chocolate mousse.

TIPS FOR SERVING MFC SHISHITO PEPPERS



- 1.** Pan-fry in a cast-iron skillet until skins blister and char. Toss with Japanese furikake and crispy puffed rice.
- 2.** Shishitos make an ideal tempura vegetable. Batter and deep fry; serve with a sesame-soy dipping sauce.
- 3.** Add to stir-fries and fried rice dishes alongside other vegetables such as mushrooms, onions, garlic, and red bell peppers.



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.

Tomato-Cucumber Salad with Caesar Dressing

This family-style tomato salad gets balance from crunchy cucumbers, zesty garlic, and classic Caesar dressing flavors.

- 2 Large yellow tomatoes, in thick slices
- 2 Large red heirloom tomatoes, in thick slices
- 2 MFC Cucumbers, cut into rounds
- ½ C House-made croutons
- 4 Cloves RSS Peeled Garlic, minced
- ½ C Caesar dressing

On a large serving plate, arrange tomatoes in a decorative pattern.

Top with sliced cucumbers and croutons. Strew minced garlic around the plate.

Before serving (or at the table), drizzle all with Caesar dressing.



Charred to give these mild peppers smoky, sweet notes, this shareable appetizer is tossed with Japanese furikake and crispy puffed rice.

