



FRESH CROP REPORT

WEEK OF JULY 5, 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

LETTUCES

Green leaf prices are fairly steady at lower levels. Iceberg and romaine markets continue to fall from recent elevated levels as supplies increase.

STRAWBERRIES

It's currently past peak season in the Watsonville/Salinas growing region; numbers will decline weekly until the season ends. The Santa Maria/Oxnard growing region will begin in late August or early September. Markets will inch up.

BROCCOLI & CAULIFLOWER

Markets are rising due to strong demand across the industry. Recent warm weather advanced harvest schedules, leading to tighter supplies.



CILANTRO

- Supplies are ample; prices are steady.
- Recent warm weather has resulted in minor quality concerns in some growing districts.

MELONS

- Cooler temperatures may lengthen ongoing cantaloupe and honeydew supply challenges and keep prices elevated longer.
- Honeydew harvests usually start five to seven days later than cantaloupe, but some growers have already begun harvesting in a small way. Overall projected volume is lower than that of cantaloupe.

BRUSSELS SPROUTS

- The California season has started; quality is very good and supplies are ample.
- Mexican production has ended.

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apples

Washington markets are unchanged. Quality is very good; sugar levels range from 15 to 18% Brix. Michigan-grown supplies will ship into late July/early August. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Prices are up. Production is expected to finish in Southern Baja by mid-July. Harvesting continues to ramp up in Central Mexico. Peruvian supplies (into Miami) are consistent. Domestic production is winding down in Michigan; the Washington season has ended. Harvesting is underway in Eastern Canada. MFC Asparagus is available.

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



avocados

The market is stabilizing. Mexico's main avocado has ended; the *Loca* season is getting underway. California and Peruvian supplies are being substituted as needed. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Prices remain elevated. Drought conditions in North Carolina are affecting yields. California supplies are sufficient in the San Joaquin Valley, but demand is strong. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Markets are up due to heat and rain in Mexico. California yields are not sufficient to offset shortages. Quality ranges from good to very good; most berries are plump and juicy.

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



blueberries

Prices are fairly steady. The San Joaquin Valley season has ended for the most part due to heat. Supplies are ample in the Pacific Northwest. Quality is very good; sugar levels are climbing.

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

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broccoli

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

Expect elevated markets and tighter availability through next week, with increased production anticipated through July. Quality issues include brown bead, wind burn, and insect pressure, including diamondback moths. MFC Broccoli Crowns are available.



cantaloupe

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

Cooler temperatures may lengthen ongoing supply challenges and keep prices elevated longer. Jumbo and large nine-count sizes are most plentiful; smaller 15-count sizes are extremely limited. MFC Cantaloupe Melons are available.



cauliflower

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

Market conditions are expected to remain firm, with higher pricing and tightening supplies until Salinas production increases; some suppliers are forecasting below-budget yields. ESS Cauliflower is available.



celery

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

Prices continue to ease as the Salinas season gets fully underway. The Oxnard season has ended. Quality is very good. MFC Celery is available.



chile peppers

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

Markets are level; supplies are increasing. California's Central Coast season will get underway in two weeks. Quality is very good; shriveling is an occasional problem in some regions due to heat. MFC Anaheim, Jalapeno, Pasilla, and Red Fresno Chile Peppers are available.



cucumbers

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

Prices are stable. Baja stocks are plentiful. Seasonal growers have moved to the Midwest; production is getting underway this week. MFC and ESS Cucumbers are available.



grapes

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

Markets are stabilizing. The California season has begun; volume will increase through July. The Mexican grape season is ending. California-grown MFC Lunch Bunch Grapes and ESS Red and Green Seedless Grapes are now being shipped.

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green leaf

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

Prices are steady at lower levels. Disease pressure, including Impatiens Necrotic Spot Virus (INSV) and Sclerotinia, continues to be present but at lower percentages compared to recent weeks. MFC Green Leaf Lettuce is sporadic; Markon Best Available (MBA) will be substituted as needed.



honeydew

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

Cooler temperatures may lengthen ongoing supply challenges and keep markets elevated a bit longer. The Mexican season is ending. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices continue to fall from recent elevated levels as California supplies increase. Quality ranges from good to excellent, depending on the lot. MFC Iceberg Lettuce is available, but MBA will be substituted as necessary.



lemons

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

Small lemon (165- and 200-count sizes) markets are high; stocks are tight and demand is strong. Quality is very good. MFC and ESS Lemons are available.



limes

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

Prices are easing due to high yields in Mexico, Colombia, and Hawaii. Small sizes, especially 230- and 250-count stocks, are most plentiful. Seasonal monsoon rains may cause some oil spotting and skin breakdown, but overall quality is very good. MFC and ESS Limes are available.



onions

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

Markets have stabilized in California and New Mexico. Growers have moved harvests to new crop fields. Quality is very good; fresh-run onions are softer, have thinner skins, and higher moisture content, increasing the risk of mechanical damage and bruising. MFC Red and Yellow Onions are available.



oranges

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

Valencia prices for small oranges (113- through 138-count sizes) remain high; larger sizes (56- through 88-count fruit) are more readily available. Quality is average; some soft fruit and early decay have been reported. MFC and ESS Valencia Oranges are available.



pears

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

The Pacific Northwest Anjou storage season will run another two weeks. The new-crop California Bartlett season will start next week. Quality is very good. MFC Bartlett Pears are available.

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pineapples

Prices are low; stocks are ample. Quality is very good; sugar levels average 14% Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is fairly stable; supplies are adequate in both growing regions. Quality is very good; berries are plump, red, and juicy.

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



red/yellow potatoes

Yellow potato markets are a bit higher than those for reds. Upcoming crop transitions will cause market volatility, but quality will improve over the next couple of months. MFC Red and Yellow Potatoes are available.

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



romaine

Prices continue to fall from recent elevated levels as supplies increase. Insect pressure is elevated; harvesting crews are trimming additional outer leaves to mitigate the pressure. MFC Romaine Lettuce is sporadic; MBA will be substituted as necessary.

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



potatoes

Prices are a bit higher; demand is strong and storage supplies are tightening. Norkotahs are limited, yet should ship through early July. Burbank supplies are sufficient; small sizes dominate pack-outs. MFC Idaho Burbank and Norkotah Potatoes are available.

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



salads & blends

Markets are level. Both iceberg and romaine stocks are increasing. Quality is great.

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

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spring mix

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

Prices are steady; Salinas Valley supply is meeting demand. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.



squash

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

Markets are weak. California's San Joaquin and Santa Maria Valleys are shipping ample supplies. Baja volume is high. The Midwest season is underway in Michigan and Ohio. Quality is excellent. MFC Zucchini and Yellow Squash are available.



stone fruit

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

Prices are steady. Domestic nectarine, peach, and plum stocks are on the market. The apricot season has ended. Quality is very good; sugar levels range from 12 to 14% Brix.



strawberries

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

It's currently past peak season in the Watsonville/Salinas growing region; numbers will decline weekly until the season ends. The Santa Maria/Oxnard growing region will begin in late August or early September. Markets will inch up. Quality is very good; berries are plump, red, and juicy. MFC Strawberries are available.



tomatoes

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

Prices are steady at low levels. East Coast growers are shifting to Tennessee and Virginia. Mexican supplies are shipping from Jalisco and Baja. California Roma and round volume is up. Quality is excellent. MFC Tomatoes are available.



watermelon

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

The market is steady. East Coast growers are harvesting in Georgia and South Carolina; supply is meeting demand. Quality is improving.

ASK A MARKON CHEF

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



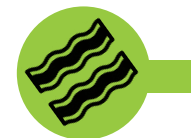
CHEF
ERIN COPELAND
MARKON MEMBER CHEF

Q RSS Bistro Butter Blend combines green leaf, red butter, and green oak lettuces that result in a versatile salad mix. What ways do you suggest operators use it on their menus?

A This is an excellent choice for operators looking to elevate their menu without adding expensive proteins.



I suggest trading out iceberg lettuce on burgers or replacing heat-sensitive spring mixes with this blend.



It holds up well to both light vinaigrettes and creamy dressings, making it a perfect pair for grilled meats in an elevated lunch or dinner salad.

TIPS FOR SERVING RSS BISTRO BUTTER BLEND



- 1.** An ideal substitute for all salads typically made with iceberg and romaine lettuces, especially Caesars.
- 2.** The toothsome texture of red butter and green oak lettuces lends height to increase plate coverage more than romaine alone.
- 3.** This blend can handle both light vinaigrettes as well as heavier, creamy dressings, making it versatile for menus all year round.



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.

RSS Bistro Butter Blend Salad with Hot Honey Vinaigrette

On-trend for salad menus all year long!

¼ C	Avocado oil
1 clove	RSS Peeled Garlic
2 T	RSS Orange Juice
1 T	Dijon Mustard
1 T	Hot honey
1 tsp.	Kosher salt
¼ tsp.	Black pepper
16 oz.	RSS Bistro Butter Blend
2	MFC Fuji Apples, sliced thin
2	MFC Peeled Shallots, sliced thin and fried until crispy
4 oz.	Goat cheese, crumbled

Pulse first seven ingredients together in food processor until smooth. Hand toss RSS Bistro Butter Blend with dressing.

Artfully arrange equal portions of Fuji apples, fried shallots, and goat cheese on top of RSS Bistro Butter Blend tossed in dressing and serve.

This salad has all the charm of a classic chicken Caesar with the addition of on-trend ingredients like Butter lettuces!

