



FRESH CROP REPORT

WEEK OF JULY 12, 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 Valencia crop is dominated by large sizes; small fruit (113- and 138-count oranges) remains extremely limited. With many schools starting in August, small-size fruit will become extremely scarce. Size and grade substitutions may be necessary; offshore fruit is an option during this time.

LEMONS

The domestic lemon market remains elevated due to extremely limited supplies and strong demand. Imports from offshore growing regions and Mexico are helping supplement availability; however, overall supplies remain tight, keeping prices high.

MIXED BERRIES

Blueberry availability is increasing as Pacific Northwest yields increase, offsetting the decline in Mexican production. Mexican blackberry quality ranges from fair to good, with recent heat and rain impacting consistency. Raspberry markets are steady; rain has not affected quality.

LETTUCES

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

PEARS

- The Washington pear season will finish by next week.
- California Bartlett pear harvests are getting started, one to two weeks earlier than normal.

LIMES

- Persistent rain in Mexico has begun shifting lime size; larger sizes are more readily available.
- Markets for the small sizes are starting to tick up; prices for larger sizes are easing.

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apples

Washington prices are steady. Quality is very good; sugar levels range from 15 to 18% Brix. Michigan-grown stocks 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

Expect elevated markets over the next several weeks. Supplies are diminishing in Mexico's Southern Baja but production is increasing in Central Mexico and should reach peak levels by late July. The domestic season has ended. MFC Asparagus is available; packer label is being substituted as needed.

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



avocados

Prices are stable. Mexico's main avocado season has ended; the *Loca* season has started. California and Peruvian stocks 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

West Coast markets are inching down. California growers are moving green bell harvests from Bakersfield to Fresno; yields will increase through the month. Red bells are increasing in Bakersfield; hot weather is helping color. East Coast prices remain slightly elevated but steady. Production will start in New Jersey and the Midwest in two weeks. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Quality is great in California, but volume isn't meeting demand; prices are up. Issues such as leaky berries are being reported in Mexico due to recent heat and rain.

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



blueberries

Expect markets to ease. Availability is increasing as Pacific Northwest yields increase, offsetting the decline in Mexican production. Quality is good; some early breakdown has been reported in Mexico.

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

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broccoli

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

Prices are high. Salinas Valley supplies are limited, but production will increase through July. Monsoon rains are reducing Mexican volume and causing some hollow core. On the East Coast, harvests have begun in Maine and will start in New Jersey next week, increasing overall supply levels. MFC Broccoli Crowns are available.



cantaloupe

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

The market is elevated. Yields are slowly increasing. Jumbo and large nine-count sizes are most abundant; smaller 15-count sizes are snug. Quality is very good; sugar levels range from 11 to 14% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are up due to tight California stocks. Despite shortages, quality is excellent. Production will start in Maine and Canada later in July; high volume is anticipated. ESS Cauliflower is available.



celery

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

The market is steady at lower levels; the Salinas Valley season is fully underway. Quality is very good. MFC Celery is available.



chile peppers

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

Prices are unchanged; volume is average. California's Central Coast season will start next week, increasing overall supplies. Quality is very good; shriveling is a minor issue in some regions due to high temperatures. MFC Anaheim, Jalapeno, Pasilla, and Red Fresno Chile Peppers are available.



cucumbers

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

Markets are up slightly due to summer transitions and recent adverse weather patterns. Baja stocks have tightened due to weather; volume is expected to rebound once plants have time to recover. Seasonal domestic growers are harvesting on the East Coast and in the Midwest. Long English greenhouse supplies remain snug due to recent heat waves in Eastern Canada. MFC and ESS Cucumbers are available.



grapes

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

Prices range from steady to slightly higher. The California season is underway; stocks will increase through July. The Mexican grape season is ending. California-grown MFC Lunch Bunch Grapes and ESS Red and Green Seedless Grapes are available.

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green leaf

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

Markets are weak. Supplies are abundant in California's Salinas and Santa Maria Valleys; stocks are increasing on the East Coast and Canada. Quality is very good, but hot weather may promote more insect activity. MFC Green Leaf Lettuce is available.



honeydew

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

Prices are elevated; supplies are extremely limited. Quality is very good; sugar levels range from 11 to 13% Brix. The Mexican season has ended.



iceberg

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

Markets are low. Stocks are ample in California's Salinas and Santa Maria Valleys; supplies are increasing on the East Coast and Canada. The Colorado season is getting underway this week. MFC Iceberg Lettuce is available.



lemons

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

Prices remain elevated due to extremely limited supplies and strong demand. Imports from offshore growing regions and Mexico are helping supplement availability; however, overall supplies remain tight, keeping prices high. MFC and ESS Lemons are available.



limes

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

Markets for the small sizes are starting to tick up; prices for larger sizes are easing. Persistent rain in Mexico has begun shifting lime size; larger sizes are more readily available. Quality issues, such as oil spotting and styler, will become more common later in July. MFC and ESS Limes are on the market.



onions

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

Prices are level in California and New Mexico. New crop quality is very good; fresh-run onions are softer, have thinner skins, and higher moisture content, increasing the risk of mechanical damage and bruising. Vidalia sweet onions are shipping out of Georgia. MFC Red and Yellow Onions are available.



oranges

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

Valencia small-orange markets (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
WA	///	*****	\$\$\$

Prices are unchanged. The Washington pear season will finish by next week. California Bartlett pear harvests are getting started, one to two weeks earlier than normal. MFC Bartlett Pears are available.

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pineapples

The market is weak; supplies are abundant. Quality is very good; sugar levels average 14% Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Yellow potato prices are slightly higher than markets for reds. Upcoming harvesting transitions will cause a bit of market volatility but improve quality. MFC Red and Yellow Potatoes are available.

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



potatoes

Markets are inching up; demand is strong and storage stocks are diminishing. The Norkotah season is nearly over. Burbank supplies are average; small sizes dominate availability. MFC Idaho Burbank and Norkotah Potatoes are being shipped.

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



raspberries

Prices are steady. Mexican-grown supplies are doing well; heat has not affected raspberries as dramatically as blackberries. The Baja season has begun; quality is better in this region. Expect stocks to increase through July.

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



romaine

Markets are weak. Stocks are plentiful in California's Salinas and Santa Maria Valleys; supplies are increasing on the East Coast and Canada. Quality is very good, but hot weather may promote more insect activity. MFC Romaine Lettuce is available.

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



salads & blends

Prices are stable; supplies are ample. Growers are reporting very good quality with less than one percent defects in iceberg and less than four percent in romaine, including discoloration and bruising.

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

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spring mix

The market is stable; Salinas Valley supplies are abundant. Quality is excellent: defects, including mechanical damage, yellowing, and wilting are less than one percent. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Summer growing regions in California, the Midwest and on the East Coast are in full production, resulting in plentiful supplies and competitive pricing. California's San Joaquin and Santa Maria Valleys supplies are abundant; size is increasing. Baja stocks are adequate. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



stone fruit

The market is unchanged. Domestic nectarine, peach, and plum supplies are sufficient. The apricot season has ended. Quality is very good; sugar levels range from 12 to 14% Brix.

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



strawberries

Ample Salinas/Watsonville supplies have pushed down prices. The Santa Maria and Oxnard growing regions will get underway in late August or early September. Quality is very good; berries are plump, red, and juicy. MFC Strawberries are available.

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



tomatoes

Markets are low. California's San Joaquin Valley season is in full swing with ample Roma and round stocks. Quality is very good; some scarring is typical in California fields. Additional harvests will get underway this week, further bolstering yields. Baja growers are also actively harvesting from multiple growing areas, with San Quintín focused on larger-sized fruit. Volume will remain low in Central Mexico for another three weeks. MFC Tomatoes are available.

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



watermelon

Prices are level. East Coast growers are shipping out of Georgia and South Carolina; supplies are plentiful. Quality is excellent.

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.



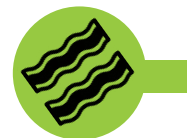
CHEF
ERIN COPELAND
MARKON MEMBER CHEF

Q Markon offers several different slaw bases—RSS Super Slaw, RSS Hearty Slaw, RSS Shredded Cabbage, RSS Shredded Kale—what's your favorite way to distinguish coleslaw side dishes for your burgers and sandwiches?

A My go-to is the RSS Super Slaw. It is incredibly versatile.



You can use it as a traditional slaw for a crispy chicken sandwich or dress it up with dried cranberries, toasted pecans, and a maple-Dijon vinaigrette.



Uniquely, it can also be served warm—sautéed with spices, it makes a wonderful bed for grilled fish.



TIPS FOR SERVING RSS CARROTS



- 1.** Serve raw RSS Baby Carrots with global dips like hummus, baba ghanouj, and tzatziki.
- 2.** Glaze carrots in a saute pan with butter and hot honey for an on-trend side dish.
- 3.** Add RSS Shredded Carrots to green and mayonnaise-based salads for extra crunch and added nutrients.

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.

Spicy Red Curry with Carrots and Bell Peppers

This fiery hot curry gets its sweetness from carrots and bell peppers. Serve with any protein; we chose fried mock duck here.

- 2 T Canola oil
- 1 C RSS Sliced Yellow Onions
- 1 C RSS Carrot Sticks
- 1 C MFC Green Bell Peppers, sliced
- 1 T Red curry paste
- 1 can Coconut milk, blended
- 2 C Low-sodium vegetable stock
- 1 lb. Protein (chicken or mock duck), cubed and cooked/browned
- 1/4 C Lime leaves, chopped

Heat oil in a large skillet. When hot, add onions, carrots, and bell peppers. Cook for two to three minutes or until vegetables start to soften. Add curry paste and stir to combine.

Add coconut milk and vegetable stock, stirring to evenly distribute flavors. Add protein and simmer for 20 more minutes or until all vegetables are fork tender.

Serve over rice.

This shareable carrot side dish is roasted on high heat to blister the carrots' skins while keeping the inside sweet and tender.

