



FRESH CROP REPORT

WEEK OF JULY 19, 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

CHILE PEPPERS

California's Central Coast chile pepper production is ramping up. Prices will inch down slightly as more product becomes available in California. Steady markets are forecast through the summer in Mexico.

CILANTRO

Expect steady to slightly higher markets with intermittent quality issues through the month of July. Supplies are abundant from both Salinas and Oxnard, California. Quality ranges from fair to good; elevated temperatures have increased bolting and seeder.

ASPARAGUS

Expect strong markets with elevated pricing through July. Production is moving from Southern Baja to Central Mexico. Peak volume should be reached by late July, barring any damage from monsoonal rains.

SQUASH

- Zucchini and yellow squash supplies remain plentiful across multiple growing regions.
- Prices are expected to remain steady over the next two weeks.

CELERY

- Markets are inching up due to insect pressure and other quality challenges in California's Salinas Valley.
- The Michigan season has started and will ramp up over the next two weeks.

STRAWBERRIES

- The Watsonville/Salinas season is past its peak; yields are falling 5-10% per week.
- The Santa Maria/Oxnard fall crop will get underway in late August/early September.

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apples

Washington markets are level. Quality is very good; sugar levels range from 15 to 18% Brix. Michigan-grown fruit 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 pricing through July. Production has moved to Central Mexico. Peak volume should be reached by late July unless consistent rainfall impacts harvests. High temperatures have affected quality in Peru. MFC Asparagus is available; packer label is being substituted as needed.

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



avocados

Markets are stable. Mexico's *Loca* season is fully underway; supplies are average. 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 prices are weak. California green bells are being harvested in Fresno. Red bells are ample in Bakersfield. East Coast markets are fairly steady. Production is getting underway in the Northeast and the Midwest. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Elevated markets persist in California; supplies are tightening. Mexican fruit is also limited due to quality challenges such as leaky berries caused by monsoonal weather.

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



blueberries

Prices are easing. Volume is climbing in the Pacific Northwest, offsetting tight supplies in Mexico. Domestic quality is best at this time.

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

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broccoli

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

Markets are diminishing due to weak demand and increased supplies in California and on the East Coast. Rain followed by hot, sunny days, is causing hollow core and pin rot in Central Mexico. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are easing. Stocks are more plentiful, especially jumbo and large 9-count sizes; smaller 15-count sizes are tight. 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	///	*****	\$\$\$

Markets are inching down; yields are high in California's Santa Maria and Salinas Valleys. East Coast production has begun in Maine and Canada; supplies will increase through August. ESS Cauliflower is available.



celery

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

Prices are inching up due to insect pressure and other quality challenges in California's Salinas Valley. The Michigan season has started and will ramp up over the next two weeks. MFC Celery is available.



chile peppers

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

California's Central Coast chile pepper production is ramping up. Markets will inch down slightly as more product becomes available in California. East Coast growers are shipping out of North Carolina and New Jersey. Steady prices are forecast through the summer in Mexico. MFC Anaheim, Jalapeno, Pasilla, and Red Fresno Chile Peppers are available.



cucumbers

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

Prices are easing with improved weather and multiple regions harvesting through the summer. Baja supplies are recovering after rainy weather. Long English greenhouse stocks are limited in Eastern Canada. MFC and ESS Cucumbers are available.



grapes

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

Markets are starting to ease. California yields are increasing. The Mexican grape season is over. 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	///	*****	\$\$\$

Prices are low. Stocks are ample in California's Salinas and Santa Maria Valleys. Supplies are increasing on the East Coast and in Canada. Quality is very good, but recent humid weather may lead to internal burn issues. MFC Green Leaf Lettuce is available.



honeydew

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

The market has stabilized and will ease further by next week; yields are increasing. Quality is very good; sugar levels range from 11 to 13% Brix.



iceberg

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

Prices are weak. Volume continues to rise in California's Salinas and Santa Maria Valleys. Stocks are increasing on the East Coast and in Canada. Colorado production is ramping up. MFC Iceberg Lettuce is available.



lemons

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

High markets persist; demand is strong and supplies are tight. Imports are supplementing as needed; however, overall volume remains low. MFC and ESS Lemons are available.



limes

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

Prices for large fruit are down; markets for small sizes are climbing. Monsoonal conditions in Mexico have increased the overall size profile. Quality is good; oil spotting and styler have been reported. MFC and ESS Limes are available.



onions

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

Markets are unchanged 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. The Pacific Northwest season will get started in August. 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 prices (113- through 138-count sizes) are elevated; larger sizes (56- through 88-count fruit) are more readily available. Quality is good; softness and early decay are potential problems. MFC and ESS Valencia Oranges are available.



pears

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

The market is level. The Washington pear season is over. California Bartlett are underway; supplies will increase through August. MFC Bartlett Pears are available.

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pineapples

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

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



raspberries

Markets are level. Stocks are sufficient in California and Central Mexico. The Baja season is underway; quality is best in this region. Volume will rise through mid-August.

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



red/yellow potatoes

Yellow potato markets are a bit higher than red prices. The Wisconsin season will start the last week of July; production will get underway in Minnesota in early August. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are low. Stocks are ample in California's Salinas and Santa Maria Valleys. Supplies are increasing on the East Coast and in Canada. Quality is very good, but recent humid weather may lead to internal burn issues. MFC Romaine Lettuce is available.

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



potatoes

Prices are rising on all sizes and grades. The Norkotah season is winding down. Burbank volume is average; small sizes are most abundant. MFC Idaho Burbank and Norkotah Potatoes are available.

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



salads & blends

The market is steady; supplies are ample. Overall quality is very good, but warmer weather has increased seeder, mildew, and yellowing.

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

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spring mix

Prices are unchanged; Salinas Valley stocks are ample. 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

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

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



strawberries

Markets are level. The Watsonville/Salinas season is past its peak; yields are falling 5-10% per week. The Santa Maria/Oxnard fall crop will get underway in late August/early September. Quality is very good; berries are plump, red, and juicy. MFC Strawberries are available.

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



tomatoes

Weak prices persist. California's San Joaquin Valley Roma and round supplies are abundant. Quality is very good; some scarring is typical in California fields. Baja fruit is being harvested from multiple growing areas; larger sizes dominate crops. Expect tight supplies Central Mexico for another two weeks. MFC Tomatoes are available.

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



watermelon

The market is unchanged. East Coast supplies are ample in the Carolinas; growers will move up the coast as the summer progresses. Quality is excellent; sugar levels measure over 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
ERIN COPELAND
MARKON MEMBER CHEF

Q

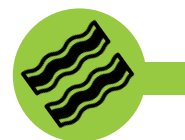
Spicy flavors continue to trend. What chiles do you like best and how do you use them on menus?

A

I am currently drawn to Calabrian chiles.



They provide the perfect kick without being overwhelming, and their slight sweetness allows them to pair well with almost any ingredient.



I recommend using them in pasta sauces, sandwich spreads, or combined with honey to make spicy honey to drizzle over pizza.

TIPS FOR SERVING ICEBERG LETTUCE



- 1.** Use RSS Shredded Iceberg to top tacos, tostadas, burgers, and sandwiches.
- 2.** Top RSS Chopped Iceberg with apple-smoked bacon, pickled MFC Red Onions, and spicy pecans; toss with Gorgonzola dressing.
- 3.** Slather whole wheat bread with RSS Avocado Pure Pulp; top with sliced heirloom tomatoes, crisp bacon strips, and MFC Premium Iceberg.

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.

Charred Eggplant with Shredded Salad

These sweet, yet smoky eggplant wedges are topped with tangy goat cheese, crunchy lettuces, and nutty pignoli.

2	MFC Eggplants, chopped into large pieces
1/4 C	Olive oil
1 tsp.	Kosher salt
1 tsp.	Smoked paprika
1/4 tsp.	Black pepper
4 C	RSS Romaine, Cabbage, and Kale Blend
1/2 C	Goat cheese, crumbled
1/2 C	Pignoli (pine nuts), toasted
1/4 C	White wine vinaigrette

Toss skin-on eggplant with olive oil; season with salt, paprika, and pepper.

Char eggplant on a large grill pan, cut sides down until they begin to blacken (flipping pieces periodically) and inside flesh is tender. While grilling, toss lettuce with goat cheese, pignoli, and white wine vinaigrette.

Serve warm wedges topped with lettuce mixture.

Although most frequently used as a burger or taco topper, versatile RSS Tiny Chopped Blend can be used many other ways.

