



FRESH CROP REPORT

WEEK OF JULY 26, 2026

RSS



Table-ready fruits
& vegetables.
Backed by 5-Star.

MFC



Whole fresh fruits &
vegetables.
Backed by 5-Star.

ESS

**MARKON
ESSENTIALS**

Whole fresh fruits &
vegetables.
Backed by 5-Star.



HIGHLIGHTS

CALIFORNIA STRAWBERRIES

Elevated humidity levels have recently settled across the Watsonville and Salinas growing regions, influencing crop growth and field conditions. Markets will remain flat for the next week, but humidity will cause berries to mature more quickly and affect quality.

ASPARAGUS

Prices are showing slight signs of easing, but supplies remain constrained out of Mexico. Expect low volume and firm markets for a couple more weeks.

CALIFORNIA GRAPES

Pricing will gradually decrease as harvesting continues to ramp up. Expect sufficient availability and ample supplies this season. Quality is very good; sugar levels range from 12 to 14% Brix but will increase over the next two weeks.

CANTALOUPE & HONEYDEW

- Increased San Joaquin Valley melon production has eased prices.
- Fields are producing solid quality with great external and internal color.

RED & YELLOW POTATOES

- Overall supplies are tightening; prices are rising for both colors.
- Expect elevated markets until mid-August when other areas begin production.

AVOCADOS

- The Mexican Loca crop is well underway.
- Prices will continue to soften over the next four weeks.

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apples

Washington prices are stable. Quality is very good; sugar levels range from 15 to 18% Brix. Michigan-grown fruit will ship for a few more weeks. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Markets are showing slight signs of easing, but supplies remain constrained out of Mexico. Expect low volume and firm markets for a couple more weeks. MFC Asparagus is available; packer label is being substituted as needed.

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



avocados

The Mexican Loca crop is well underway; prices will continue to soften over the next few weeks. 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

Green bell markets will continue to soften over the next week. California volume is high in Fresno and Hollister. Regional harvesting is taking place on the East Coast and in the Midwest. Red bells are ample; production will move from Bakersfield to Fresno over the next 10 days. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

California prices remain elevated; stocks are tight. Mexican fruit is limited due to quality problems like leaky berries caused by monsoonal weather.

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



blueberries

The market is level. Pacific Northwest supplies are increasing, offsetting low volume in Mexico. Domestic quality is very good; berries are firm and tangy, yet sweet.

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

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broccoli

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

Prices have inched down; demand is weak and stocks are plentiful on both coasts. Monsoonal rains are affecting quality in some supplies from Central Mexico. Diamondback moths are also a potential problem in California, but overall quality is good. MFC Broccoli Crowns are available.



cantaloupe

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

Increased San Joaquin Valley melon production has eased markets. While all sizes are available, 9-count melons are more abundant than 15-count supplies. Fields are producing solid quality with great external and internal color. Sugar levels range from 11 to 14% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are low. Supplies are ample in California's Santa Maria and Salinas Valleys; quality is excellent. East Coast stocks are increasing in Maine and Canada. ESS Cauliflower is available.



celery

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

The market is up slightly due to quality challenges in California; crews are culling damaged product. Michigan supplies are sufficient. MFC Celery is available.



chile peppers

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

Prices have begun to drop; California's Santa Maria growing season will get underway next week, increasing domestic supplies. Markets for Habaneros and Fresnos remain elevated. Mexican production is transitioning to Chihuahua. MFC Anaheim, Jalapeno, Pasilla, and Red Fresno Chile Peppers are available.



cucumbers

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

Markets are level. Mexico's Baja region is the primary West Coast source; supplies are increasing and summer quality is strong. Elsewhere growers are harvesting in the Midwest, Northeast, and Canada. MFC and ESS Cucumbers are available.



grapes

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

Pricing will gradually decrease as harvesting ramps up. Expect sufficient availability and ample supplies this season. Quality is very good; sugar levels range from 12 to 14% Brix but will increase over the next two weeks. 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; California supplies are abundant. East Coast and Canadian stocks are increasing. Overall quality is strong with ideal texture; insect pressure and fringe burn are being trimmed at harvest points. MFC Green Leaf Lettuce is available.



honeydew

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

Production is increasing. Prices are inching down, but the rate is a bit more slowly than those for cantaloupe. Quality is very good; sugar levels range from 12 to 14% Brix.



iceberg

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

Weak demand is keeping markets low. California stocks are plentiful. Volume is rising on the East Coast and in Canada. Colorado production is underway. MFC Iceberg Lettuce is available.



lemons

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

Prices are up due to strong summer demand is strong and low volume. Imports are supplementing as needed; however, overall supplies are tight. MFC and ESS Lemons are available.



limes

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

Overall markets are fairly steady; prices for large sizes are down a little bit, and small sizes are up slightly. Mexico's monsoonal rains have increased the overall size profile. Quality is good; oil spotting and breakdown are being caused by excess moisture. MFC and ESS Limes are available.



onions

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

Prices are level in California and New Mexico. 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 underway in a week or two. Vidalia sweet onions will ship out of Georgia through August. MFC Red and Yellow Onions are available.



oranges

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

The small Valencia market (113- through 138-count sizes) is high; larger sizes (56- through 88-count fruit) are more readily available. Quality is good; softness and early decay are occasional issues. MFC and ESS Valencia Oranges are available.



pears

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

Prices are unchanged. The California Bartlett season is underway; volume will climb through August. Quality is excellent. MFC Bartlett Pears are available.

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pineapples

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

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



raspberries

Prices are stable; stocks are sufficient in California and Central Mexico. Baja supplies are increasing; quality is best in this region. Expect high volume by mid-August.

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



red/yellow potatoes

Overall supplies are tightening; prices are rising for both colors. Expect elevated markets until mid-August when new crop regions begin production. MFC Red and Yellow Potatoes are available.

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



romaine

Markets are weak; California supplies are abundant. East Coast and Canadian stocks are increasing. Overall quality is strong with ideal texture; insect pressure and fringe burn are being trimmed at harvest points. MFC Romaine Lettuce is available.

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



potatoes

The market is climbing for all sizes and grades. The Norkotah season is ending. Burbank supplies are adequate; small sizes are most plentiful. MFC Idaho Burbank and Norkotah Potatoes are available.

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



salads & blends

Prices are level; volume is high. Overall quality is very good, yet hot summer weather has increased seeder, mildew, and yellowing. Growers report 1-3% defects depending on blend (insect damage, discoloration, mildew damage).

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

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spring mix

The market is steady; California 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

Prices are low. California growers are harvesting ample supplies in Santa Maria and the San Joaquin Valley, while Mexican production is underway in Baja. 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 is over. Quality is very good; sugar levels range from 12 to 14% Brix.

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



strawberries

Elevated humidity levels have recently settled across California's Watsonville and Salinas growing regions, influencing crop growth and field conditions. Prices will remain flat for the next week, but humidity will cause berries to mature more quickly. Potential quality issues include softness and bruising. MFC Strawberries are available.

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



tomatoes

The market is low. California yields are high; size is dominated by large fruit. Baja supplies are ample. Growers will move to new crop fields in Central Mexico by mid-August, increasing overall volume. Regional domestic growers are harvesting on the East Coast; production will begin in the Midwest and Northeast over the next few weeks. Summer quality is excellent. MFC Tomatoes are available.

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



watermelon

Prices are stable. Production is winding down in the Southeast; harvests 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

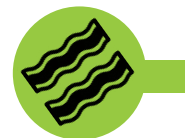
What are your favorite produce-driven desserts?

A

Summer is my favorite season because berries are in their prime, which brings back great memories of picking fruit with my mom.



Every weekend during the summer, I enjoy making pies, cobblers, or a classic strawberry shortcake using fresh strawberries, blueberries, blackberries, and raspberries. These all work well on summer menus.



TIPS FOR SERVING MFC FENNEL



- 1.** Fennel adds a subtle licorice-like flavor to potato dishes, especially cheesy gratins.
- 2.** Shave raw MFC Fennel into coleslaw mixes and toss with a creamy dressing like buttermilk ranch; serve with barbecued meat or fried chicken.
- 3.** Toss thinly chopped MFC Fennel with raw RSS Brussels Sprout Halves and a citrus-based vinaigrette for an ideal warm-weather salad.

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.

Fennel-Brussels Sprouts Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with roasted poultry.

- 2 MFC Fennel bulbs, shaved (reserve fronds)
- 1 lb. RSS Brussels Sprouts, shaved
- 1/2 C Citrus vinaigrette
- Edible flowers as garnish, if desired

Toss shaved fennel and sprouts with citrus vinaigrette.

Arrange on a large serving platter and garnish with fennel fronds and edible flowers. Serve.

Grilling sweet stone fruits such as peaches and plums brings out a deep, smoky sweetness—a perfect complement to the creamy, saltiness of fresh Burrata.

