



FRESH CROP REPORT

WEEK OF AUGUST 9, 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

TOMATOES

Prices are steady at low levels; growers are harvesting ample supplies in multiple regions. California and Baja growers report a wide variety of sizes on the market; new regional production is helping maintain availability.

BROCCOLI

Markets are trending higher; West Coast volume is lower due to increased demand.

ONIONS

Fresh-run MFC Onions are available in Northern California and New Mexico. New crop onion harvests have started in Washington, with Idaho and Oregon to start over the next two to three weeks.

HONEYDEW MELONS

- Markets will remain low for the next several weeks as abundant supplies are shipping from the San Joaquin Valley.
- Five- and jumbo five-count melons are ample, but eight-count fruit is extremely scarce; smaller sizes will become more readily available in a couple of weeks.

BURBANK POTATOES

- Expect rising prices over the next six weeks, especially in 40-through 70-count Idaho Burbanks.
- New crop production will start in the next 10-14 days.

RED & YELLOW POTATOES

- Availability is increasing as new crop potatoes are being harvested in multiple regions.
- Markets will decline as the season progresses into August.

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apples

Washington Golden Delicious and Fuji prices are rising as these seasons wind down. New crop harvests will get underway in the Pacific Northwest in September. Quality is very good; sugar levels range from 15 to 18% Brix. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Elevated markets persist. Volume is decreasing out of Central Mexico. Peruvian supplies are shipping into the East Coast/Florida. MFC Asparagus is available; packer label is being substituted as needed.

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



avocados

Prices for small sizes are easing; markets are up for large sizes and No. 2 grade fruit. Mexico's Loca crop is well underway. Quality is very good. 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

New crop green bell pepper summer supplies are ample on both coasts; markets are weak. Red bell prices should ease by next week. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices have stabilized; California yields are starting to increase in Watsonville. The Pacific Northwest season has begun, aiding overall volume. Markets will ease as stocks increase.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
MEX	///	*****	\$\$\$
PNW, USA	///	*****	\$\$\$



blueberries

The market is fairly steady. Pacific Northwest supplies are abundant, countering Mexico's low volume. 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 are rising; West Coast volume is lower compared to prior weeks. Demand is strengthening. Continued high temperatures may increase diamondback activity, discoloration, and dehydration. East Coast production is ramping up in Maine. MFC Broccoli Crowns are available.



cantaloupe

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

Harvesting is at peak capacity. Large sizes (9-count and jumbo 9-count melons) are most plentiful; 15-count melons will remain tighter until second cuts are made. Markets have been inching down due to increasing volume but will strengthen slightly as supply stabilizes. Quality is great with tight seed cavities and internal sugars hitting 13-16% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are level. Supplies remain abundant in Salinas and Santa Maria, California, allowing growers to maintain selective harvests. East Coast growers have begun harvesting in Maine. ESS Cauliflower is available.



celery

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

The market is beginning to inch down; yields are increasing in Salinas, California. MFC Celery is available.



chile peppers

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

Prices are steady; Although monsoonal weather has affected quality in some areas, available supply levels are stable. California's Santa Maria region is underway; yields are sufficient. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are on the market.



cucumbers

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

Markets are down on the East Coast and in the Midwest as several regions are in summer production. Mexican prices are stable; Baja supplies are ample. MFC and ESS Cucumbers are available.



grapes

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

Prices are easing; domestic volume is rising. Quality is very good; sugar levels range from 12 to 14% Brix. 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	///	*****	\$\$\$

Weak markets persist; stocks are plentiful in all regions. Elevated temperatures have led to internal burn and insect pressure in some Salinas Valley fields. MFC Green Leaf Lettuce is available.



honeydew

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

Prices will remain low for the next several weeks as abundant supplies are shipping from the San Joaquin Valley. Five- and jumbo five-count melons are ample, but eight-count fruit is extremely scarce; smaller sizes will become more readily available in a couple of weeks. Sugar levels range from 10 to 12% Brix. MFC Honeydew Melons are available.



iceberg

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

The market has fallen; supplies are ample. Hot California weather is causing some internal burn issues; crews are trimming in the fields. MFC Iceberg Lettuce is available.



lemons

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

Prices are up; demand is strong. California yields are low. Imported lemons are supplementing as needed; however, overall stocks are tight. MFC and ESS Lemons are available.



limes

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

Prices are level; large sizes are most abundant. Rain-related problems like skin breakdown and oil spotting are expected to increase in Mexico later in August. MFC and ESS Limes are available.



onions

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

Expect slightly lower markets over the next 7-10 days. Fresh-run MFC Onions are available in Northern California and New Mexico. New crop onion harvests have started in Washington, with Idaho and Oregon to start over the next two to three weeks. Vidalia sweet onions will ship from Georgia through August.



oranges

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

Elevated prices persist. Large sizes (56- and 88-count pieces) are most plentiful; small supplies (88- and 138-count oranges) are extremely limited, especially as school seasons get underway. MFC and ESS Valencia Oranges are available.



pears

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

Prices are unchanged. California fresh-run Bartlett supplies are shipping from the Sacramento River Delta region; stocks will increase through August. Quality is excellent. MFC Bartlett Pears are available.

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pineapples

The market is stable; supply is meeting demand. Quality is very good; sugar levels are approximately 14% Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are level; stocks are adequate in California, Baja, and Central Mexico. Volume will hit its seasonal peak in mid-August. Quality is very good.

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



red/yellow potatoes

Availability is increasing as new crop potatoes are being harvested in multiple regions. Prices will decline as the season progresses into August. MFC Red and Yellow Potatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MN	///	*****	\$\$\$
TX	///	*****	\$\$\$
WA	///	*****	\$\$\$
WI	///	*****	\$\$\$



romaine

Weak markets persist; stocks are plentiful in all regions. Elevated temperatures has led to internal burn and insect pressure in some Salinas Valley fields. MFC Romaine Lettuce is available.

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



potatoes

Expect rising markets over the next six weeks, especially in 40- through 70-count Idaho Burbanks. New crop production will start in the next 10-14 days. MFC Idaho Burbank Potatoes are available.

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



salads & blends

Prices are steady; stocks are ample. High heat is expected to impact the Salinas and Santa Maria Valleys. Persistent heat stress may accelerate crop maturity and create additional quality and shelf-life challenges for two more weeks.

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

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spring mix

Markets are steady; California stocks are ample. Quality is very good, but persistently hot weather may affect quality through August. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices range from stable to slightly higher. Summer harvests are underway on the East Coast and Midwest; supplies are plentiful. High West Coast temperatures accelerated growth, forcing some growers to harvest before scheduled. MFC Zucchini and Yellow Squash are available.

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



stone fruit

Markets are unchanged. Domestic nectarine, peach, and plum supplies are meeting demand. Quality is very good; sugar levels range from 12 to 14% Brix.

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



strawberries

Prices range from level to a bit higher. Heat and humidity have increased berry growth and caused some quality problems like softness and bruising. MFC Strawberries are available.

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



tomatoes

Markets are steady at low levels; growers are harvesting ample supplies in multiple regions. California and Baja growers report a wide variety of sizes on the market; new regional production is helping maintain availability. Summer quality is excellent. MFC Tomatoes are available.

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



watermelon

Prices are stable; supplies are sufficient. East Coast harvests will transition up the coast through August. Quality is very good; 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
JOEY NEUSCH
MARKON MEMBER CHEF

Q

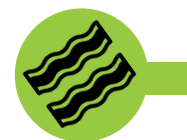
Grapes are a go-to ingredient for schools and hospitals. How do they work on restaurant menus?

A

Grapes can do so much in all areas of my menus. From breakfast granola to cheese plates to savory sauces that accompany poultry, these subtly sweet fruits are extremely versatile.



Grapes sliced in half do wonders on pizzas with balsamic glaze, prosciutto, garlic, and fresh herbs.



Or try on a hummus plate with contrasting roasted beets and pickled red onions.

TIPS FOR SERVING MFC GREEN & RED SEEDLESS GRAPES



- 1.** Serve MFC Green and Red Seedless Grapes, sliced MFC Apples, pears, and figs on specialty cheese platters and on-trend boards.
- 2.** MFC Lunch Bunch Grapes are healthy, delicious sides for burgers and sandwiches.
- 3.** Garnish cold soups such as green gazpacho, honeydew, and cucumber with sliced MFC Grapes and slivered almonds.

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.

Red Grape and Ricotta Toasts

Sweet and salty, these crostini make an excellent appetizer to split or light entrée for one.

- 1 C Ricotta cheese
- 1/4 C Honey
- Pinch of kosher salt
- 2 T Almonds, finely chopped
- 2 T MFC Basil, finely chopped
- 2 tsp. Zest of MFC Lemons
- 2 C MFC Red Seedless Grapes
- 1 T Olive oil
- Pinch of kosher salt
- 1 T RSS Lemon Juice
- 1 T Sherry
- 4 Slices of bread, toasted
- Microgreens and edible flowers, to garnish

Lightly whip ricotta, honey, salt, almonds, and zest together. Chill. Toss grapes, olive oil, and salt in a mixing bowl. Heat grapes in a skillet until just starting to burst. Deglaze with lemon juice and sherry (taking care not to ignite alcohol). Heat until liquid has cooked off. Plate by putting equal portions of ricotta on the slices of toasted bread, then topping with grapes. Garnish with microgreens and edible flowers.

This elegant plate of umami-rich tuna and subtly sweet grapes works well as a starter or a light entrée.

