



FRESH CROP REPORT

WEEK OF AUGUST 16, 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

BROCCOLI

The market continues to strengthen as supplies remain limited and demand exceeds available production. Prices are expected to trend higher this week.

CUCUMBERS

Supplies have tightened in Western Mexico due to hot, humid weather. Expect steady East Coast markets over the next two weeks and climbing West Coast prices.

LEMONS

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

STONE FRUIT

- The California stone fruit season is at its peak.
- Although nectarines are limited, peaches and plums are abundant.

ASPARAGUS

- Markets remain elevated due to regional harvesting transitions, sizing issues, and weather-related challenges reducing supplies in Mexico and Peru.
- Expect limited availability and firm markets through August.

SEEDLESS LEMONS

- The California seedless lemon harvest has officially begun.
- Availability is currently limited to bagged seedless lemons only.

FRESH CROP REPORT

WEEK OF AUGUST 16, 2026



apples

Markets are up. Storage crop supplies are diminishing. New crop Gala harvesting has begun. The Granny Smith and Red Delicious seasons will start in late August. Fujis will start shipping later 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

Prices are elevated due to regional harvesting transitions, sizing issues, and weather-related challenges reducing supplies in Mexico and Peru. Expect limited availability and firm markets through August. MFC Asparagus is available; packer label is being substituted as needed.

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



avocados

Expect lower markets for small sizes; prices are higher for large sizes and No. 2 grade fruit. 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

Low green and red bell prices persist on both coasts as summer supplies are being harvested on both coasts, in the Midwest, and in Mexico. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is level; California growers are harvesting ample quantities in Watsonville. Pacific Northwest supplies are increasing. Expect lower prices through August.

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



blueberries

Prices are steady. Pacific Northwest stocks are plentiful. Mexican yields will increase through the month. Domestic quality is very good; berries are firm and tangy, yet sweet.

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

FRESH CROP REPORT



broccoli

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

The market continues to strengthen as supplies remain limited and demand exceeds available production. Prices are expected to trend higher this week. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are low. California's San Joaquin Valley is producing ample supplies, especially 9- and 12-count sizes. Quality is excellent; sugar levels range from 13 to 15 Brix. MFC Cantaloupe Melons are available.



cauliflower

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

The market is level. Volume is high in Salinas and Santa Maria, California, allowing growers to maintain selective harvests. East Coast harvesting is taking place in Maine. ESS Cauliflower is available.



celery

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

Prices are easing; supplies are ample in Salinas, California. Quality is very good. MFC Celery is available.



chile peppers

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

Habanero and Fresno markets are easing; prices for Serranos and Jalapenos are inching up due to reduced yields. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Supplies have tightened in Western Mexico due to hot, humid weather. Expect steady East Coast markets over the next two weeks and climbing West Coast prices. MFC and ESS Cucumbers are available.



grapes

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

Markets are weak; domestic supplies are abundant. 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.

FRESH CROP REPORT



green leaf

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

Prices are low; yields are high in all regions. Heat continues to cause internal burn and insect pressure in some Salinas Valley fields. MFC Green Leaf Lettuce is available.



honeydew

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

The market is weak. Five- and jumbo five-count melons are most plentiful out of California's San Joaquin Valley. Sugar levels range from 13 to 16% Brix. MFC Honeydew Melons are available.



iceberg

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

Prices are near the bottom; volume is high. Quality is average; high temperatures are causing some internal burn issues; crews are trimming in the fields. MFC Iceberg Lettuce is available.



lemons

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

The domestic lemon market remains elevated due to limited supplies and strong demand. Imports from offshore growing regions and Mexico are helping supplement availability; however, overall supplies remain tight, keeping prices high. The California seedless lemon harvest has begun. MFC and ESS Lemons are available.



limes

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

Markets are up slightly. Past rain and high humidity have caused some quality issues such as styler, oil spotting, and skin breakdown in Mexican fruit. Small sizes are tight. MFC and ESS Limes are available.



onions

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

Expect slightly lower prices for medium reds and yellows, yet slightly higher markets for colossal and super colossal supplies. Fresh-run MFC Onions are available in Northern California and New Mexico. New crop onion harvests have started in the Pacific Northwest (Idaho, Oregon, and Washington). The Utah season will begin next week. Vidalia sweet onions will ship from Georgia through August.



oranges

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

The market is high. Large sizes (56- and 88-count pieces) are most abundant; small supplies (88- and 138-count oranges) are extremely tight, as many school seasons have begun. Quality is very good. MFC and ESS Valencia Oranges are available.



pears

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

The market is level. California fresh-run Bartlett supplies are shipping from the Sacramento River Delta region; volume will climb through August. Quality is excellent. MFC Bartlett Pears are available.

FRESH CROP REPORT



pineapples

Prices are unchanged; supplies are ample. Quality is very good; sugar levels are approximately 14% Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is stable; supplies are ample in California, Baja, and Central Mexico. The season is at its peak. Quality is very good.

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



red/yellow potatoes

Supplies are increasing; new crop potatoes are being harvested in multiple growing areas. Markets will inch down through August. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are low; yields are high in all regions. Heat continues to cause internal burn and insect pressure in some Salinas Valley fields. MFC Romaine Lettuce is available.

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



potatoes

Prices will climb for the next four to five weeks, especially in 40- through 70-count Idaho Burbanks. New crop harvesting has begun in Idaho and Washington. MFC Idaho Burbank Potatoes are available.

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



salads & blends

The market is level; supplies are plentiful. Persistent heat stress is accelerating crop maturity and creating additional quality and shelf-life challenges in some fields.

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

FRESH CROP REPORT



spring mix

Prices are unchanged; California supplies are adequate. Quality is very good, but high temperatures may affect quality through August. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are up slightly. Extreme heat killed some younger plants, reducing overall California yields. Summer harvests are underway on the East Coast and Midwest, supplementing demand. MFC Zucchini and Yellow Squash are available.

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



stone fruit

The California stone fruit season is at its peak. Although nectarines are limited, peaches and plums are abundant. Quality is very good; sugar levels range from 12 to 14% Brix.

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



strawberries

The market is stable. Hot weather has increased growth and caused some quality problems like softness and bruising, but overall quality is good. MFC Strawberries are available.

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



tomatoes

Prices are weak; growers are harvesting abundant stock in several areas. California and Baja growers report a wide variety of sizes. Summer quality is excellent. MFC Tomatoes are available.

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



watermelon

Markets are unchanged; stocks are adequate. Production is underway in the Midwest and Northeast. Quality is very good; sugar levels measure over 10% Brix.

REGION	SUPPLIES	QUALITY	PRICE
MIDWEST	///	*****	\$\$\$
NORTHEAST	///	*****	\$\$\$

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

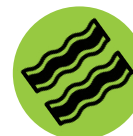
The refreshing flavor of cucumbers has reached beyond green salads and become a favorite in beverages. How do you suggest adding them to cocktails and mocktails?

A

European cucumbers are the way to go here.



Use both puree/juice and thinly shaved slices with botanical gin, passion fruit, simple syrup, and fresh grapefruit juice.



Another delicious drink I like to make uses MFC Granny Smith Apples, MFC Fresh Ginger, RSS Triple-Washed Spinach, and honey—it's a healthy green goddess mocktail.

TIPS FOR SERVING MFC CUCUMBERS



- 1.** Add crunch to salads and sandwiches for a fresh, refreshing texture.
- 2.** Blend into mocktails, cocktails, or infused water for a cool, hydrating flavor.
- 3.** Slice and serve with dips like hummus, tzatziki, or ranch for an easy, healthy snack.

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.

Tomato-Cucumber Salad with Caesar Dressing

This family-style tomato salad gets balance from crunchy cucumbers, zesty garlic, and classic Caesar dressing flavors.

2 large yellow tomatoes, in thick slices
2 large red heirloom tomatoes, in thick slices
2 Markon First Crop Cucumbers, cut into rounds
1/2 cup house-made croutons
4 cloves Ready-Set-Serve Peeled Garlic, minced
1/2 cup Caesar dressing

On a large serving plate, arrange tomatoes in a decorative pattern. Top with sliced cucumbers and croutons. Strew minced garlic around the plate. Before serving (or at the table), drizzle all with Caesar dressing.

Mojitos blend the refreshing flavor of cucumbers and the herbal notes of mint for an ideal summer cocktail.

