



FRESH CROP REPORT

WEEK OF AUGUST 23, 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

BRUSSELS SPROUTS

Prices are climbing as demand strengthens and supplies tighten.

BROCCOLINI & SWEET BABY BROCCOLI

Supplies are limited as recent heat has accelerated maturity creating a supply gap across the industry. Availability is tight on both Broccolini Baby Broccoli and Sweet Baby Broccoli.

ORANGES

The California Valencia crop is dominated by large sizes (56- and 88-count pieces); small supplies (88- and 138-count oranges) are tightening. With many schools' seasons underway and many more are starting in the coming weeks, further decreasing small orange supplies.



GRAPES

- Markets are weak; domestic supplies are abundant.
- Quality is very good; sugar levels range from 12 to 14% Brix.

LIMES

- Prices are rising due to limited supplies, increased grading, and ongoing quality concerns.
- Expect an active market with elevated pricing through the month.

PEACHES

- Supplies are ample; the domestic season is expected to run until mid-October
- Quality is good; sugar levels range from 12 to 14 Brix.

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apples

Prices are climbing as storage supplies become depleted in Washington and Michigan. New crop Gala harvesting is underway and the Granny Smith and Red Delicious seasons will begin next week. Fujis will start shipping 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

High markets persist due to regional harvesting transitions, sizing issues, and weather-related challenges in Mexico and Peru. Expect comparable market conditions through August. MFC Asparagus is available; packer label is being substituted if needed.

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



avocados

Prices have eased for small sizes; The market for large sizes and No. 2 grade fruit is climbing. 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

Green and red bell markets are weak on both coasts; summer production is in full swing in multiple locations. Quality is very good; skins are smooth, color is bright, and flavor is zesty. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are stable. California production is focused in Watsonville; supplies are plentiful. Pacific Northwest volume is high. Markets should ease through the rest of August.

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



blueberries

The market is level. Pacific Northwest supplies are ample. Mexican berries are increasing. Domestic quality is very good; berries are exhibiting firm texture and tangy, yet sweet flavor.

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

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broccoli

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

Prices are stabilizing; stocks are increasing. East Coast growers are harvesting in New York and Maine. MFC Broccoli Crowns are available.



cantaloupe

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

Markets are weak. Yields are high out of California's San Joaquin Valley, 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	///	*****	\$\$\$

Prices are starting to inch down. Supplies are abundant out of Salinas and Santa Maria, California. East Coast harvesting is focused in Maine; volume is rising. ESS Cauliflower is available.



celery

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

The market is unchanged; volume is high in Salinas, California. Quality is very good. MFC Celery is available.



chile peppers

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

Prices are fairly steady; supply is meeting demand. Quality is very good. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

Mexican markets are inching up. Domestic prices are holding steady. Quality is best out of the East Coast and Midwest. MFC and ESS Cucumbers are available.



grapes

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

Prices are low; domestic stocks are ample. 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	///	*****	\$\$\$

Markets are starting to inch up; supplies are adequate. Elevated summer temperatures are causing some internal burn and insect pressure in the Salinas Valley. MFC Green Leaf Lettuce is available.



honeydew

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

Prices are low. Five- and jumbo five-count melons are plentiful in 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	///	*****	\$\$\$

Markets are rebounding; yields are adequate. Quality is average; crews are trimming any damaged leaves in the fields. MFC Iceberg Lettuce is available.



lemons

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

Domestic prices are high; demand is strong and stocks are tight. Offshore and Mexican supplies are helping supplement availability. The California seedless lemon harvest is underway. MFC and ESS Lemons are available.



limes

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

Markets are rising due to limited supplies, increased grading, and ongoing quality concerns. Small sizes are especially tight. Expect an active market with elevated pricing through the month. MFC and ESS Limes are available.



onions

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

Markets are low for medium reds and yellows. Expect higher prices for colossal and super colossal stocks. Fresh-run MFC Onions are available in the Pacific Northwest (Idaho, Oregon, Utah, and Washington). Fresh-run onion quality is very good. Vidalia sweet onions will ship from Georgia through August.



oranges

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

The California Valencia crop is dominated by large sizes (56- and 88-count pieces); small supplies (88- and 138-count oranges) are tightening. With many schools' seasons underway and many more are starting in the coming weeks, further decreasing small orange supplies.



pears

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

Prices are unchanged. California fresh-run Bartlett volume will increase through August. Quality is excellent. MFC Bartlett Pears are available.

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pineapples

The market is level; stocks are plentiful. 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 steady; stocks are ample in California, Baja, and Central Mexico. Quality is very good; berries are plump, vibrantly colored, and sweet.

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



red/yellow potatoes

Prices are starting to ease. New crop supplies are increasing in multiple growing regions across the U.S. Quality is very good. MFC Red and Yellow Potatoes are available.

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



romaine

Markets are starting to inch up; supplies are adequate. Elevated summer temperatures are causing some internal burn and insect pressure in the Salinas Valley. MFC Romaine Lettuce is available.

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



potatoes

Expect rising markets for the next three to four weeks, particularly for 40-through 70-count Idaho Burbanks. New crop harvesting is underway in Idaho and Washington. MFC Idaho Burbank Potatoes are available.

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



salads & blends

Prices are unchanged; California stocks are abundant. High temperatures are affecting some crops, creating additional challenges in some fields, but overall quality is very good.

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

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spring mix

The market is steady; California supply is meeting demand. Quality is very good, but hot weather may cause some quality issues through August. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices range from stable to slightly higher. California volume has dipped due to elevated heat. Summer production is fully underway on the East Coast and Midwest, supplementing demand. Quality ranges from good to very good. MFC Zucchini and Yellow Squash are available.

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



stone fruit

The market is steady. California peach and plum supplies are plentiful. The nectarine season will wind down this week. Quality is very good; sugar levels range from 11 to 14% Brix.

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



strawberries

Expect strong demand and high prices through the next two weeks. The Salinas/Watsonville season is past its peak, with numbers dropping weekly. The Santa Maria/Oxnard fall harvest remains weeks away, weather permitting. MFC Strawberries are available.

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



tomatoes

Markets are low; summer supplies are ample in all growing regions. California and Baja suppliers are shipping a wide variety of sizes. Quality is excellent; fruit is plump and juicy. MFC Tomatoes are available.

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



watermelon

Prices are stable; yields are increasing. Growers are harvesting 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

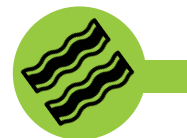
What are your favorite barbecue sides?

A

I love coleslaw with the right ratio of cider vinegar and just enough mayonnaise to get the fat side of it right (keeps the slaw from cooking too much).



Other faves include a good cheesy mac n cheese and baked beans with bacon and a heavy pour of Dijon mustard.



And don't forget perfectly tender potato salads flavored with MFC Fresh Herbs like chervil, tarragon, or Italian Parsley.

TIPS FOR SERVING MFC HONEYDEW MELONS



- 1.** Mince honeydew, cantaloupe, pineapple, red bell pepper, Serrano chile peppers, and cilantro; serve relish over grilled fish and chicken.
- 2.** Add chopped honeydew, cucumber, mint, and baby dill to cooked couscous; serve with grilled kebabs.
- 3.** Wrap or top honeydew cubes with salty prosciutto.

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.



Strawberry Caprese Parfait

A sweet twist on an Italian favorite, this parfait combines both sweet and savory notes—it can be served as an appetizer, cheese course, or dessert.

- 4 C MFC Strawberries, minced
- 8 oz. Mozzarella cheese, ½" balls (optional: tossed in freshly cracked black pepper)
- 1 C MFC Basil, chopped
- 1/4 C Balsamic syrup

In clear parfait glasses, layer equal parts balsamic syrup, strawberries, basil, and Mozzarella balls. Serve immediately.

Fresh cantaloupe, honeydew, and watermelon check all the boxes for a healthy dessert: vitamin-rich, low carb, gluten-free, vegan, and delicious! Garnish with subtly spicy Thai basil for a sophisticated touch.

