



FRESH CROP REPORT

WEEK OF JUNE 8, 2025

RSS



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

MFC



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

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MARKON
ESSENTIALS

Whole fresh fruits &
vegetables.
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HIGHLIGHTS

MEXICAN GRAPES

Prices are escalating. Mexican green and red grape supplies are becoming extremely tight. Rain and thunderstorms have halted production; growers are evaluating storm damage. Expect extremely low volume and elevated markets for the next six weeks.

SALINAS VALLEY LETTUCES

Two significant heat spikes were recorded in May. The hot, dry conditions allowed thrip insects to flourish. If infected with Impatiens Necrotic Spot Virus, they spread this disease to the plants they feed on. INSV is not widespread at this point, but combined with other soil diseases such as sclerotinia and fusarium wilt, some growers' yields are falling.

PINEAPPLES

Expect ample supplies until early July. All sizes, crowned and crownless, are shipping. After the first week of July, volume will start decreasing.



CAULIFLOWER

- Markets are falling as supplies increase in the Salinas and Santa Maria Valley regions.
- Regional supplies out of Maine, North Carolina, New York, and New Jersey will come online in early July.

CELERY

- Prices should remain steady as California growers move production from Oxnard to Salinas.
- The Michigan season will start in early to mid-July and continue into October.

BELL PEPPERS

- Red bell pepper demand is shifting from Mexico to the California desert region; expect slightly higher markets over the next two weeks.
- Green bell peppers are available on both coasts; prices are low.

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apples

The market is level; storage supply is meeting demand. Honeycrisp stocks are tightening a bit. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is very good.

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



asparagus

Prices are low as multiple growing regions are in production. The Pacific Northwest season is winding down, but supplies are adequate out of Canada and Michigan, and ample in Mexico and Peru. Inspectors report straight stalks, tight tips, and deep color. MFC Asparagus is available.

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



avocados

Markets are steady despite tight stocks. The season for Mexico's normal-style supplies (typically known for higher oil content) has ended. Growers are harvesting the loca-style crop (typically known for lower oil content). California and Peruvian shipments are also on the market. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Green bell peppers are available on both coasts; markets are low. Red bell pepper demand is shifting from Mexico to the California desert region; expect slightly higher prices over the next two weeks. California's Bakersfield season will also get started this week. East Coast growers are harvesting in Georgia and South Carolina. Canadian greenhouses are also shipping product. Quality is very good. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are stable at low levels. California growers are shipping abundant stocks out of the Watsonville/Salinas region. The Mexican season will run through late June/early July. Quality is good; potential quality problems include crumbling and over-ripeness.

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



blueberries

The market is unchanged. California's San Joaquin Valley region will ship ample supplies through June. The Mexican season is starting to wind down, but volume remains sufficient; quality is good and size is consistent. East Coast growers are moving to North Carolina.

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

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broccoli

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

Markets are up a bit due to strong demand. California's sporadic weather has caused bunching in mature lots, reducing yields. Production is ending this month in North Carolina and Georgia; growers will harvest in Michigan, New York, Maine, and Quebec in early July. Heat is causing some hollow core, branching structures, and insect pressure, but overall quality remains good. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are slightly lower as Arizona-California desert supplies are increasing. New crop fields are dominated by 9- and 12-count fruit; 15-count stocks are a bit tighter. Growers will move to the San Joaquin Valley region in July. Inspectors report occasional ground spotting and thin netting, but overall, internal color is deep orange and flavor is excellent. Sugar levels range from 11 to 14% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are soft; supplies are increasing in the Salinas and Santa Maria Valleys. Current weather is warm and favorable for growth. Quality is very good; discoloration/yellowing, and bruising are potential problems from sustained heat. East Coast production out of Maine, North Carolina, New York, and New Jersey will begin in early July. ESS Cauliflower is available.



celery

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

Markets are stable; 24-count (jumbo) and 36-count (medium) supplies are plentiful. The harvesting transition from Oxnard to Salinas should not affect pricing. The Michigan season will run from mid-July to October. Quality is excellent: disease pressure is minimal. MFC Celery is available.



chile peppers

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

Expect steady prices as growers move to Baja, Mexico, supplementing any supply gaps with product from the Coachella, California growing region. East Coast production is underway in Georgia. MFC Anaheim, Habanero, Jalapeno, Pasilla, and Serrano Chile Peppers are available; Red Fresno volume is a bit lower.



cucumbers

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

Prices are low. Mexico's Sonora season is ending. Volume is increasing in Baja and Central Mexico. East Coast growers are wrapping up production in Georgia; the North Carolina season has started. Quality is excellent in all areas. MFC and ESS Cucumbers are available.



grapes

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

The market is escalating. Mexican green and red grape supplies are becoming extremely tight. Rain and thunderstorms have halted production; growers are evaluating storm damage. Expect extremely low volume and elevated prices for the next six weeks. The California season will begin in late July.

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green leaf

Prices are inching up; some growers planted fewer acres to accomodate regional competition while others are experiencing quality issues caused by recent warm, windy conditions that increased insect pressure. East Coast production will begin in July. Quality is very good; most fields have full heads with nice frames, but INSV and elevated levels of dirt are reducing head weights in some crops. MFC Premium Green Leaf is available.

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



honeydew

Markets are slightly lower as Arizona-California desert supplies are increasing. New crop fields are dominated by 5- and 6-count fruit. Growers will move to the San Joaquin Valley region in July. Inspectors report occasional wind scarring, but overall, texture is juicy and flavor is excellent. Sugar levels range from 11 to 14% Brix. MFC Honeydew Melons are available.

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



iceberg

Prices are weak; stocks are abundant. East Coast harvesting will start in July. Quality is very good; tip burn and weight fluctuations caused by sclerotinia are reducing head weights in some crops. MFC Premium Iceberg Lettuce is available.

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



lemons

The market is level. Growers are harvesting in Districts One and Two (the San Joaquin Valley and Southern California). Offshore and Mexican supplies will supplement domestic stocks in early July. MFC and ESS Lemons are available.

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



limes

Prices are slightly lower for smaller Mexican fruit (230- and 250-count sizes). Although quality is excellent, drought conditions are curtailing growth. The Colombian market is steady. MFC and ESS Limes are available.

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



onions

The market is slightly higher. The Washington storage season will end this week. Fresh-run supplies are shipping out of New Mexico. California growers are moving north next week. MFC and ESS Red and Yellow Onions are available.

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



oranges

The California Navel season will end in late June. California Valencia supplies are increasing. Prices will remain elevated until the transition from Navels to Valencias is complete in mid-June. Quality is excellent. MFC and ESS Valencia Oranges are available.

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



pears

Expect high markets until the California season begins in mid-July. Quality is very good; sugar levels are approximately 13 Brix. Washington MFC D'Anjou Pears will ship through June.

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

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pineapples

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

Prices are stable. Expect ample supplies until early July. All sizes, crowned and crownless, are shipping. After the first week of July, volume will start decreasing. Quality is very good; sugar levels range from 12 to 16 Brix. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
ID	///	*****	\$\$\$
FL	///	*****	\$\$\$
ND	///	*****	\$\$\$

The market is inching up. North Dakota shipments will end over the next two weeks. The Idaho storage season is winding down; new crop harvesting will start in August. The Florida season will finish in mid-July. California production will run through August. The Arizona and Texas seasons will begin over the next 7-10 days. Overall quality is very good; scarring and light red color are potential issues as the storage seasons wind down in Idaho and North Dakota. MFC Red and Yellow Potatoes are available.



potatoes

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

Prices are weak in Idaho, Nevada, and Washington; markets are average in Colorado and Wisconsin. The Burbank size profile is shifting to smaller potatoes. Storage crop shipments will run through mid-August; new crop harvesting will start at the same time. Idaho will only ship Burbanks for the next several weeks. Quality is very good; pressure bruising is an occasional problem. MFC Burbank Potatoes are available.



raspberries

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

Prices are unchanged. Medium-sized fruit dominates shipments from Mexico. Quality is very good; color is deep red and texture is firm. New crop production will begin in California's Watsonville/Salinas region later this week.



romaine

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

The market is up a bit; some growers planted fewer acres to accommodate regional competition while others are experiencing quality issues caused by recent warm, windy conditions that increased insect pressure. East Coast harvests will start in July. Quality is very good; most fields have full heads with nice frames, but INSV and elevated levels of dirt are reducing head weights in some crops. MFC Premium Romaine is available.



salads & blends

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

Prices are level. Quality is very good; mechanical damage and internal/tip burn have been reported in less than 1% of packs. Expect great color and blend ratios with no signs of oxidation. RSS packs are shipping out of the Salinas Valley.

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spring mix

Prices are unchanged; stocks are ample. Recent warm, windy conditions have increased insect pressure, but quality is very good. Expect great color and blend ratios; mechanical damage and internal/tip burn have been reported in less than 2% of packs. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are weak. East Coast supplies are abundant out of Georgia and North Carolina. West Coast production is focused in Santa Maria, California. The season in Sonora, Mexico is ending this week. Overall quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

California prices are low. Volume is up in the Salinas/Watsonville region. The Oxnard and Santa Maria seasons are winding down. California quality is excellent. MFC Strawberries are available.

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



tomatoes

Markets are a bit lower. Production in Western Mexico will run two more weeks; harvests are underway in Baja and Central Mexico. Ample East Coast supplies are shipping from Northern Florida, Georgia, and South Carolina. The California season will start in two to three weeks. Overall quality is very good. MFC Tomatoes are available.

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



tree fruit

Prices are starting to stabilize. California supplies are increasing. Nectarine sugar levels will range from 10 to 12 Brix, while peaches vary from 11 to 13 Brix, and plum sugars fall between 12 to 13 Brix.

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



watermelon

The market is stable. Domestic stocks are increasing in the California desert region. Florida supplies are plentiful; the Georgia season will start in a few weeks. Quality is very good; all sizes are available. Sugar levels are approximately 10 Brix.

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
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
STEVEN HALLIDAY
MARKON MEMBER CHEF

Q

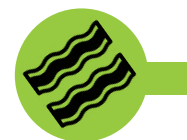
Father's Day is a great time to offer catered to-go meals and grill boxes. What do you suggest packing in these off-premise kits?

A

I love to pack proteins like marinated flank steak, grass-fed rib eyes, bison burgers, and Berkshire pork chops with grill-ready vegetables (think artichoke hearts, zucchini, and tomatoes with herb-infused olive oil) and corn on the cob with lime-cilantro butter.



I pack extras like small batch sauces (chimichurri with RSS Lemon Juice and house-made BBQ with RSS Orange Juice).



For desserts, I put together a grilled pineapple kit or a berry shortcake kit with macerated fruit and basil-vanilla mascarpone.

TIPS FOR SERVING MFC SUGAR SNAP PEAS



1. Their subtly sweet flavor pairs well with fish and/or soy sauce, garlic, onions, sesame seeds, mirin, peppers, and all types of meat and seafood.
2. Flash fry on high heat to char edges while maintaining some crunch; add lemon zest and fresh mint, then deglaze with lemon juice.
3. Include raw sugar snaps on charcuterie boards and crudite platters along with radish and cucumber rounds, bell pepper and carrot strips, and zesty dipping sauces like ranch, green goddess, Thai peanut, hummus, French onion, or romesco.

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.

Soba Noodle Salad with Peas and Bacon

Serve this salad as a shareable appetizer or main course. The tender buckwheat pasta is tossed with sugar snap and English peas, salty bacon, silken tofu, and the "it" condiment, XO sauce.

12 oz. soba noodles, boiled
1 C English peas, steamed
2 C MFC Sugar Snap Peas, steamed
8 oz. thick-cut bacon, cooked
12 oz. block of silken tofu, steamed
3 T XO sauce
1/2 C RSS Green Onions, chopped

Microgreens and edible flowers, to garnish, lightly toss noodles with one teaspoon of XO sauce. Arrange in bowls and top with equal portions English peas, snap peas, bacon, and tofu. Drizzle two teaspoons XO sauce over tofu and garnish with green onions and microgreens.

Skip the processed pop tarts and serve these house-made, retro treats filled with real fruit and house-made jam.

