



FRESH CROP REPORT

WEEK OF JUNE 15, 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

Mexican green and red grape supplies continue to tighten. Early estimates state growers lost 50% of the red grape harvest and 30% of green grape yields due to recent storm damage. Expect elevated prices for at least six weeks.

MIXED BERRIES

The Mexican blackberry, blueberry, and raspberry growing regions are shifting from extreme heat to the rainy season. Quality will improve due to these milder temperatures.

CELERY

California harvesting has ended in Oxnard but started in Salinas; prices will hold steady. The Michigan season will run from mid-July to October.



LIMES

- Overall volume and fruit size are expected to increase next week as Tropical Storm Barbara brings rain to Veracruz, Mexico.
- Markets will stabilize across all sizes, with 110- and 150-count limes maintaining a slightly firmer price point.

CUCUMBERS

- Prices are low.
- Supplies are abundant on the East Coast and in Mexico.

SEEDLESS LEMONS

- Harvesting will end later this week.
- New crop production will start in early November 2025.

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apples

Prices are steady. The Michigan season will wind down from late June to early July (depending on variety); new crop harvests will start in late summer. 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

Markets are weak; growers are harvesting in multiple growing areas. Production is diminishing in the Pacific Northwest and Michigan, but stocks are increasing out of Mexico and Peru. Quality is very good; expect straight stalks, tight tips, and deep color. MFC Asparagus is available.

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



avocados

Prices are level; volume is average. Growers in Mexico are harvesting the loca-style crop (typically known for lower oil content). California and Peruvian supplies are adequate. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

West Coast green bell pepper prices are up slightly as California growers move from Coachella to Bakersfield. Red bell markets are down a bit; excessive heat in Coachella is causing red bells to flush. East Coast growers are harvesting in Georgia and South Carolina; prices are weak due to plentiful supplies. Canadian greenhouses are also shipping product. Quality is excellent. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is weak. California stocks are plentiful in the Watsonville/Salinas region. Mexican growing regions are shifting from extreme heat to the rainy season; supplies are abundant. Heat-related issues include cell regression (which is when the black cells shrink and become red) and softness, but quality will improve due to milder temperatures.

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



blueberries

Prices are level. California's San Joaquin Valley season will run through June. Mexican growing regions are shifting from extreme heat to the rainy season. Quality will improve due to more ideal weather. East Coast fruit is shipping out of North Carolina. The Pacific Northwest season will begin in mid-June, followed by British Columbia and Washington in July.

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

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broccoli

Prices are elevated; demand is strong. Mature lots have bunched together due to sporadic weather across California. Production is ending in North Carolina and Georgia this month; 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 very good. MFC Broccoli Crowns are available.

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



cantaloupe

The market for large sizes has inched down a bit as Arizona-California desert volume rises. Supplies are dominated by 9-count fruit; 12- and 15-count stocks are snug. Growers will move to the San Joaquin Valley region in July. Quality is excellent; sugar levels range from 11 to 14% Brix. MFC Cantaloupe Melons are available.

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



cauliflower

The market is weak; California volume is high in the Salinas and Santa Maria Valleys. Current weather is ideal for growth. Quality is very good; discoloration/yellowing and bruising are occasional issues. East Coast harvesting will start in Maine, North Carolina, New York, and New Jersey in early July. ESS Cauliflower is available.

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



celery

Prices are steady; 24-count (jumbo) and 36-count (medium) stocks are ample. California harvesting has ended in Oxnard but started in Salinas. The Michigan season will run from mid-July to October. Quality is excellent: disease pressure is minimal. MFC Celery is available.

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



chile peppers

The market is level. Growers move to Baja, Mexico, supplementing any supply gaps with product from the Coachella, California growing region. East Coast growers are shipping sufficient supplies from Georgia. MFC Anaheim, Habanero, Jalapeno, Pasilla, and Serrano Chile Peppers are available; Red Fresno yields are tight.

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



cucumbers

Prices are low; supplies are abundant on the East Coast and in Mexico. Growers in Baja and Central Mexico are ramping up for high summer volume. East Coast stocks are ample in Georgia and North Carolina. Quality is excellent in all areas. MFC and ESS Cucumbers are available.

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



grapes

Expect elevated markets for at least five to six weeks. Mexican green and red grape supplies continue to tighten. Early estimates state growers lost 50% of the red grape harvest and 30% of green grape yields due to recent storm damage. The California season will begin in late July. MFC and ESS Green and Red Seedless Grapes are available.

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

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green leaf

Prices are steady to slightly higher as some growers are entering lower acreage in preparation for summer regional competition. 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 fields. MFC Premium Green Leaf is available.

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



honeydew

Markets have inched down a bit as Arizona-California desert volume rises. Supplies are dominated by 5-count fruit, followed by 6- and 8-count stocks. Growers will move to the San Joaquin Valley region in July. Sugar levels range from 13 to 15% Brix. MFC Honeydew Melons are available.

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



iceberg

Prices are low; supplies are plentiful in Salinas and Santa Maria. East Coast production will begin in July. Quality is very good; tip burn and weight fluctuations caused by sclerotinia are reducing head weights in some fields. MFC Premium Iceberg Lettuce is available.

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



lemons

The market is stable. Growers are shipping out of Districts One and Two (the San Joaquin Valley and Southern California). Offshore and Mexican shipments will begin to supplement any domestic shortages in early July. The seedless lemon season will end later this week; new crop production will start in early November 2025. MFC and ESS Lemons are available.

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



limes

Overall volume and fruit size are expected to increase next week as Tropical Storm Barbara brings rain to Veracruz, Mexico. Markets will stabilize across all sizes, with 110- and 150-count limes maintaining a slightly firmer price point. Rainfall could increase quality issues such as skin breakdown, oil spots, blanching, and light color. Colombian prices are unchanged. MFC and ESS Limes are available.

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



onions

Prices are stable. The Washington storage season will end in late June. Fresh-run supplies are shipping out of New Mexico. California growers have moved north. MFC and ESS Red and Yellow Onions are available.

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



oranges

The California Navel season will wrap up in late June. California Valencia volume is rising. Expect high markets until the transition from Navels to Valencias is complete in next week. Quality is excellent. MFC and ESS Valencia Oranges are available.

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



pears

Prices will remain elevated until the California season starts in mid-July. Softness and shortened shelf-life are possible issues as the season winds down; sugar levels are approximately 13.5 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	///	*****	\$\$\$

Markets have eased; stocks should remain abundant until at least early July. All sizes, both crowned and crownless, are being shipped. After the first week of July, yields will begin diminishing. 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
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
ID	///	*****	\$\$\$
ND	///	*****	\$\$\$

Prices range from level to slightly higher. North Dakota shipments will end in approximately two weeks. Idaho storage supplies are average; new crop harvesting will start in August. The Florida season will finish in mid-July. California production will run through August. The Arizona season began this week. MFC Red and Yellow Potatoes are available.



potatoes

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

Low markets persist in Idaho and Washington; prices are steady in Colorado and Wisconsin. The Burbank size profile is shifting to smaller stocks. Storage crop shipments will run through mid-August; new crop harvesting will start at the same time. Idaho Norkotahs will finish up over the next few weeks; Burbanks will dominate Idaho shipments from July until new crop production begins in mid-August. MFC Potatoes are available.



raspberries

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

Prices are unchanged. Medium-sized fruit dominates shipments. Mexican growing regions are shifting from extreme heat to the rainy season. Quality will improve due to these milder temperatures. California's Watsonville/Salinas region will begin harvesting in July.



romaine

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

Markets are rising as some growers have lost acreage due to increased disease pressure, primarily INSV, caused by higher temperatures. East Coast production will begin in July. Quality is good; most fields have full heads with nice frames, but INSV and elevated levels of dirt are reducing head weights in some fields. MFC Premium Romaine is sporadic; Markon Best Available (MBA) will be substituted if necessary due to lower weights.



salads & blends

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

Prices are stable. Although romaine volume has dipped due to increased insect pressure, iceberg supplies are ample. Mechanical damage has been reported in 1.5% of spinach packs. RSS Heritage Blend quality is excellent.

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spring mix

The market is stable; supplies are plentiful. Recent warm, windy conditions have increased insect pressure, but quality is very good. Expect great color and blend ratios; mechanical damage and minor discoloration have been reported in less than 1% of mizuna. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are near the bottom. East Coast yields will ship from Georgia for another week; North Carolina volume is high. West Coast production is focused in Santa Maria, California; yellow squash harvesting will start in the San Joaquin Valley next week. Overall quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

California markets are weak. Supplies are abundant in the Salinas/Watsonville region. The Oxnard and Santa Maria seasons continue to wind down. California quality is excellent. MFC Strawberries are available.

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



tomatoes

Prices are low. The season in Western Mexico is winding down quickly, but large sizes are increasing in Baja and Central Mexico. East Coast stocks are ample out of Northern Florida, Georgia, and South Carolina. The California season is expected to begin next week. Overall quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is steady. California volume is climbing. Nectarine sugar levels range from 10 to 12 Brix, peaches vary from 11 to 13 Brix, and plum sugars fall between 12 to 13 Brix.

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



watermelon

Prices have eased. Domestic supplies are plentiful in Florida. Production is just getting started in Alabama and Georgia; volume will rise through June. Quality is very good; all sizes are available. Sugar levels are approximately 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
STEVEN HALLIDAY
MARKON MEMBER CHEF

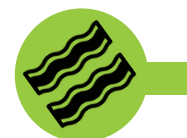
Q

Although available year-round, berries are a symbol of spring. What are some original ways you use them on your menus?

A

I like to serve salads comprised of fresh berries, MFC Yellow Tomatoes, RSS Wild Arugula, and toasted hazelnuts topped with creamy chèvre. I drizzle them with a lavender-infused balsamic reduction and finish with MFC Basil and Mint.

Two entrées I'm proud of are my Red Thai Berry Chicken Curry with Blueberry Lemon Rice and my Spice Blueberry Coq au Vin, Forked Pommery Potatoes, and Lemon Blueberry Beans.



I give desserts a global spin by making berry gulab jamun using raspberries and strawberries in the syrup or berry-stuffed mochi for a Japanese-inspired treat.

TIPS FOR SERVING MFC ARTISAN ROMAINE



- 1.** Can be grilled or sautéed for warm salads or unusual side dishes.
- 2.** This variety's cuplike leaves can be used in lettuce wrap recipes with fillings like mayonnaise-based salads, global dips, stir-fried vegetables, and tacos toppers.
- 3.** An ideal gluten-free and keto substitute for on-trend dishes such as Nashville fried chicken, BLATs, birria tacos, and cowboy caviar.

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.

MFC Artisan Romaine Grilled Salad with Croutons

Crunchy texture, smoky flavor, and creamy dressing—the perfect salad for summer!

- 1 C Ranch dressing
- ½ C RSS Avocado Pulp
- 1 T Oil
- 8 MFC Artisan Romaine Lettuce, split in half lengthwise
- 8 RSS Avocado Halves, sliced
- 32 MFC Cherry Tomatoes
- 2 C House-made croutons
- Micro greens for garnish

Blend ranch dressing and avocado pulp until smooth.

Heat oil on flat top or grill pan. Char romaine, avocado slices, and cherry tomatoes until grill marks appear.

Arrange romaine with equal parts dressing drizzled over top, avocado slices, tomatoes, and croutons.

Garnish with microgreens and serve immediately.

These Vietnamese romaine wraps are filled with grilled shrimp, pickled vegetables, and aromatic rice, resulting in a craveable, year-round appetizer or entrée.

