



# FRESH CROP REPORT

WEEK OF JUNE 22, 2025

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

**MFC**



Whole fresh fruits &  
vegetables.  
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Whole fresh fruits &  
vegetables.  
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# HIGHLIGHTS

## LETTUCES

Green leaf and romaine prices are starting to inch up as demand increases in Salinas and Santa Maria, California. Iceberg markets have increased rapidly following inclement weather in Mexico that has shifted demand to California.

## BELL PEPPERS

Markets are on a slow climb as growers transition to new growing regions on the East Coast and in the Midwest.

## RED & YELLOW POTATOES

Markets are currently steady but poised to rise in July as storage seasons come to an end and regional harvesting transitions occur.



## MELONS

- The domestic cantaloupe and honeydew seasons are at their peaks in the California desert region.
- Quality is excellent.

## ONIONS

- The Washington storage onion season is ending this week.
- The transition from Southern to Northern California is underway. Production is in full swing in New Mexico.

## BROCCOLI

- Prices are mostly steady at elevated levels. California demand is strong; mature lots have bunched together due to sporadic weather.
- Mexican markets have escalated following heavy rains and hail.

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## apples

The market is level. The Michigan season will wind down from late June to early July (depending on variety); new crop production will begin 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

Prices are low as multiple growing regions across North America are in production. Supplies are 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

The market is stable; yields are sufficient. Growers in Mexico are harvesting the loca-style crop (typically known for lower oil content). Volume is average in California and Peru. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



## bell peppers green/red

Prices are on a slow climb as growers transition to new growing regions on the East Coast and in the Midwest. Rain slowed harvesting, but shouldn't affect quality. West Coast production has moved to the San Joaquin Valley region. Red bell prices are level; high temperatures may cause color to flush. 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

The market is inching up. California supplies are ramping up in the Watsonville/Salinas region. Heavy rains have reduced Mexican stocks; quality problems will increase due to inclement weather.

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



## blueberries

Prices are steady. Production will end in Mexico and California's San Joaquin Valley next week. The Pacific Northwest season will get started later this week. East Coast fruit is shipping out of North Carolina. The Pacific Northwest season will begin in mid-June.

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

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## broccoli

Markets are mostly steady at elevated levels. California demand is strong; mature lots have bunched together due to sporadic weather. Mexican markets have escalated following heavy rains and hail that reduced supplies. On the East Coast, growers will move from North Carolina and Georgia to Michigan, New York, Maine, and Quebec by early July. MFC Broccoli Crowns are available.

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



## cantaloupe

Prices are stable. The domestic season is at its peak in the California desert region. Recent weather has been favorable, although high temperatures are forecast to hit next week, potentially causing challenges such as sunburn. Quality is excellent; sugar levels range from 13 to 14% Brix. MFC Cantaloupe Melons are available.

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



## cauliflower

Yields are lower this week, but weak demand is keeping markets near the bottom. Discoloration/yellowing, bruising, and small size are potential issues, but overall quality is very good with no major issues or insect pressure/damage reported. East Coast production will start in Maine, North Carolina, New York, and New Jersey in early July. ESS Cauliflower is available.

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



## celery

The market is level; 24-count (jumbo) and 36-count (medium) supplies are most plentiful. The Salinas Valley and Santa Maria seasons are underway in California. 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

Jalapeno prices will experience a slight uptick; poor weather in Central Mexico is tightening supplies. Markets for other varieties should remain stable. In California, the Coachella season is ending; growers are moving to Bakersfield and Santa Maria. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.

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



## cucumbers

The market is weak; stocks are ample in Baja and Central Mexico. East Coast growers will harvest in North Carolina for approximately two more weeks. Quality is very good; heat is causing occasional damage in Central Mexico. MFC and ESS Cucumbers are available.

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



## grapes

Expect high prices until the California season starts in mid-July. Mexican green and red grape stocks are extremely limited due to recent storm damage. Industry quality has suffered. MFC and ESS Green and Red Seedless Grapes are available.

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

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green leaf

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

The market is starting to inch up as demand increases in Salinas and Santa Maria, California. East Coast harvests are ongoing. Overall quality is strong; insect and mildew pressure are impacting some lots. MFC Premium Green Leaf is available; Markon Best Available (MBA) will be shipped if weights are below Markon specifications.



honeydew

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

Prices are steady. The domestic season is at its peak in the California desert region. Weather has been favorable, but high temperatures are forecast to hit next week, potentially causing challenges such as sunburn. Sugar levels range from 13 to 15% Brix. MFC Honeydew Melons are available.



iceberg

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

Markets are slightly higher; demand is increasing in Salinas and Santa Maria, California. East Coast harvests are ongoing. Quality is very good; tip burn and weight fluctuations caused by sclerotinia are reducing head weights in some fields. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped if weights are below Markon specifications.



lemons

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

Prices are fairly steady. Growers are harvesting in the San Joaquin Valley and Southern California. The offshore and Mexican seasons will start in early July. The seedless lemon season has ended; new crop production will begin in early November 2025. MFC and ESS Lemons are available.



limes

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

Prices are slightly lower across all sizes. Quality is good, but Mexico's rainy season is underway causing more skin breakdown, oil spotting, and styler compared to the last few months. The Colombian market is stable. MFC and ESS Limes are available.



onions

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

The Washington storage onion season is ending this week. The transition from Southern to Northern California is underway. Production is in full swing in New Mexico. MFC and ESS Red and Yellow Onions are available.



oranges

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

Elevated pricing is forecast for the next few weeks. The California Navel season is ending. California Valencia yields are increasing. Quality is excellent. MFC and ESS Valencia Oranges are available.



pears

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

Expect high markets until production gets underway in California in mid-July. Softness and shortened shelf-life are occasional problems as the season winds down; sugar levels are approximately 13.5 Brix. Washington MFC D'Anjou Pears will ship through June.

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## pineapples

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

Prices are low; expect high volume through early July. All sizes, both crowned and crownless, are available. After the first week of July, stocks will start tightening. Quality is very good; sugar levels range from 12 to 16 Brix. RSS Pineapple Chunks and Spears are on the market.



## red/yellow potatoes

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

Markets are poised to rise in July as storage seasons come to an end and regional transitions occur. Production will start in Texas later this week. MFC Red and Yellow Potatoes are available.



## potatoes

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

Russet prices are active, especially for 40- to 70-count sizes. The Burbank crop is dominated by small sizes. Storage crop shipments will run through mid-August; new crop harvesting will begin at that time. The Idaho Norkotah season is winding down; the Burbank variety will dominate Idaho shipments from July until new crop Norkotah production starts in mid-August. MFC Potatoes are available.



## raspberries

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

Markets are steady to slightly higher; rain is causing mold in some lots. Production will start in California's Watsonville/Salinas region in July; heat may cause occasional softness in berries.



## romaine

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

Prices are inching up as demand increases in Salinas and Santa Maria, California. East Coast harvests are ongoing. Overall quality is strong; insect and mildew pressure are impacting some lots. MFC Premium Romaine is available; MBA will be substituted if industry supplies cannot make MFC required weights.



## salads & blends

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

Markets are stable. Mechanical damage has been reported in 1.5% of spinach packs. RSS salads and blends are being packed consistently.

# FRESH CROP REPORT



## spring mix

Prices are level; stocks are ample. Insect pressure is a minor issue, 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

The market is weak. East Coast supplies are shipping from North Carolina. West Coast harvests are taking place in the San Joaquin Valley and Santa Maria, California. Yellow squash prices are a bit higher than those for zucchini. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



## strawberries

California prices are low. Stocks are ample in the Salinas/Watsonville region; the season will be at its peak for the next two weeks. The Oxnard and Santa Maria seasons are winding down. California quality is excellent. MFC Strawberries are available.

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



## tomatoes

Weak markets persist. Growers are harvesting plentiful supplies in Baja and Central Mexico. East Coast production is focused in Florida, Georgia, and South Carolina. The California season is getting underway this week; volume will rise through July. Quality is very good. MFC Tomatoes are available.

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



## tree fruit

Prices are level. California stocks are sufficient. 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

The market is low. Growers are harvesting ample supplies in Alabama, Florida, and Georgia. Quality is excellent; 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.



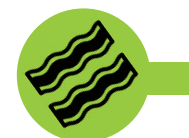
CHEF  
STEVEN HALLIDAY  
MARKON MEMBER CHEF

# Q

Low- or no-alc beverages continue to climb in popularity, especially with Gen Z and Alphas. What are some produce-driven drink combinations that you can suggest for summer?

# A

Some of my favorites include Cucumber-Lime Spritzers made with RSS Lime Juice, muddled cucumber, elderflower cordial, and soda water; Tomato-Basil Coolers made with pureed summer sweet gold tomatoes with MFC Basil, RSS Lemon Juice, and sparkling water; and Berry Matcha Fizzes with pureed blueberries and raspberries, matcha tea, honey, and Lime Juice.



One more favorite is Honeydew Cooler Bliss made with pureed MFC Honeydew Melons, RSS Lime Juice, MFC Cucumbers, agave, and sparkling water. Garnished with fresh mint and a cucumber ribbon, this drink is a crisp and hydrating summer treat.

# TIPS FOR SERVING MFC GREEN LEAF LETTUCE



- 1.** Slather whole wheat bread with RSS Avocado Pure Pulp; top with sliced heirloom tomatoes, crisp bacon strips, and MFC Premium Green Leaf.
- 2.** Combine MFC Green Leaf with chopped figs and hazelnuts; dress with warm bacon vinaigrette.
- 3.** Grill halved heads of MFC Premium Green Leaf until slightly charred; serve with creamy lemon-chive buttermilk dressing.

# 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.

## Chia Berry Breakfast Pudding

A healthy option to oatmeal and other warm breakfast cereals...piled high with fruits, nuts, and seeds.

4 cups low-fat vanilla almond milk  
1/2 cup Chia seeds  
1/2 cup honey

For garnish—top pudding with any/all of the following:

- Almonds
- Caramelized banana slices
- Chia seeds
- Dragon fruit
- Flax seeds
- Blackberries
- Blueberries
- Grapes
- Pistachios

Combine milk, chia seeds, and honey in a large mixing bowl. Cover and refrigerate overnight until of pudding consistency. Divide pudding into four equal portions; top with your choice of healthy garnishes.

A salad of green leaf lettuce, cucumbers, and chicken gets a Thai kick from shaved papaya, chopped peanuts, and passion fruit dressing.

