



FRESH CROP REPORT

WEEK OF JUNE 29, 2025

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.
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HIGHLIGHTS

ONIONS

The Washington storage onion season is winding down while production in Northern California is in full swing. Rain might push up prices slightly in New Mexico, but it will be short lived. Washington new crop harvests will start in August.

ORANGES

The California Navel orange season is ending. California Valencia orange production is in full swing. Availability is beginning to shift towards large sizes (56- through 88-count fruit).

BROCCOLI

West Coast acreage will drop off through June and July as regional/local harvests begin across the U.S. Expect markets to remain elevated through at least early July, with a potential to spike should other regions experience any crop failures.



STRAWBERRIES

- Demand is strong due to the upcoming Fourth of July holiday.
- The California season is at its peak; no availability or quality concerns are expected at this time.

BRUSSELS SPROUTS

- The Mexican season is ending; high temperatures and tropical weather are affecting quality.
- Elevated pricing will persist for the next two weeks as production shifts to Salinas, California.

ICEBERG LETTUCE

- Elevated markets are anticipated for the next two to three weeks.
- Demand is strong in Salinas and Santa Maria, California.

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apples

Prices are stable. The Michigan season will wind down through early July (depending on variety); new crop harvesting 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

The market is weak; several growing regions are harvesting across North America. The Pacific Northwest season has ended. Production is winding down in Michigan and Canada, but volume is rising in Mexico and Peru. Quality is very good. MFC Asparagus is available.

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



avocados

Prices are level; stocks are adequate. Growers in Mexico continue to harvest the loca-style crop (typically known for lower oil content). Supplies are sufficient 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

The West Coast green bell market is steady in Bakersfield, California. Prices for red bells are up slightly in the Coachella desert region. High temperatures are forecast in both regions; green bells should fare well but reds may suffer. East Coast supplies are sufficient. Canadian greenhouses are also shipping peppers. 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 fairly stable. California volume is ample in the Watsonville/ Salinas region. Mexican supplies have diminished due to recent inclement weather. Domestic quality is best.

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



blueberries

The market is unchanged. The Mexican season has ended. Product is shipping from California's San Joaquin Valley, the Pacific Northwest, and North Carolina. Quality is very good.

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

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broccoli

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

West Coast acreage will drop off through June and July as regional/local harvests begin across the U.S. Expect prices to remain elevated through at least early July, with a potential to spike should other regions experience any crop failures. MFC Broccoli Crowns are available.



cantaloupe

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

Markets are steady, but have the potential to increase as production winds down in the Arizona-California desert region and moves to the San Joaquin Valley early next week. Quality is very good; ground spotting is a minor issue. Sugar levels range from 13 to 16% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Strong demand and lower volume are pushing up prices. Quality is good; discoloration/yellowing, inconsistent sizing, and occasional insect pressure are occasional problems. East Coast harvests will start in Maine, North Carolina, New York, and New Jersey in July. ESS Cauliflower is available.



celery

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

Prices are weak; 24-count (jumbo) and 36-count (medium) stocks are most abundant. Growers are shipping from the Salinas Valley and Santa Maria, California areas. 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	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Expect steady markets for the next few weeks with the exception of Jalapeno prices that are up a bit. California growers are moving to Bakersfield and Santa Maria. Overall quality is very good despite high temperatures. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are up slightly; hot weather is affecting some crops in Central Mexico, but there are plentiful supplies shipping from Baja. The North Carolina season is ending early due to rain. Growers will move to Michigan and Ohio over the next two weeks. MFC and ESS Cucumbers are available.



grapes

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

Elevated markets will persist until the California season begins in mid-July. Mexican green and red grape volume is extremely low; storm damage decimated much of the crop. Industry quality has suffered. Sugar levels range from 12 to 14 Brix. MFC and ESS Green and Red Seedless Grapes are available.

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green leaf

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

Prices are inching higher as some California growers are entering lower acreage due to summer production on the East Coast. Overall quality is strong; occasional issues include insect and mildew pressure. 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	///	*****	\$\$\$

Markets are stable, but have the potential to increase as production winds down in the Arizona-California desert region and moves to the San Joaquin Valley early next week. Quality is very good; sugar levels range from 11 to 14% Brix. MFC Honeydew Melons are available.



iceberg

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

Elevated prices are anticipated for the next two to three weeks. Recent storms have shifted processor and fresh market demand from Mexico to California. California fields have reverted to normal growth patterns and are not maturing faster than normal, like the past three months. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped if weights are below Markon specifications.



lemons

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

Expect elevated markets as summer demand is ramping up. Size is dominated by 95- through 140-count lemons; 165- and 200-count sizes are limited. The offshore and Mexican seasons will start in early July. MFC and ESS Lemons are available.



limes

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

Markets are a bit higher, especially for 200- and 250-count sizes. Although quality is mainly great, Mexico's rainy season is causing some skin break-down, oil spotting, and styler. Colombian prices are unchanged. MFC and ESS Limes are available.



onions

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

The Washington storage onion season is winding down while production in Northern California is in full swing. Rain might push up prices slightly in New Mexico, but it will be short lived. Washington new crop harvests will start in August. MFC and ESS Red and Yellow Onions are available.



oranges

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

The California Navel orange season is ending. California Valencia orange production is in full swing. Availability is beginning to shift towards large sizes (56- through 88-count fruit); markets are up for small sizes. Quality is excellent. MFC and ESS Valencia Oranges are available.



pears

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

Prices will remain elevated until harvests begin in California in mid-July. Softness and shortened shelf-life are minor issues as the season wraps up; sugar levels are approximately 13.5 Brix. Washington MFC D'Anjou Pears will ship through this week.

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pineapples

The market will start to inch up in July; supplies will diminish through the month. Quality is very good; sugar levels range from 13 to 15 Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are up slightly; rain is causing mold in some lots, reducing overall volume. California growers will start harvesting in the Watsonville/Salinas region next week.

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



red/yellow potatoes

Prices will begin rising next week as multiple storage seasons end and regional harvesting transitions occur. The yellow potato season has ended in North Dakota; reds will be depleted this week. The Texas new crop season is underway. MFC Red and Yellow Potatoes are available.

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



romaine

Markets are rising as some growers have lost acreage due to disease pressure, primarily INSV disease. Demand is strong. MFC Premium Romaine is available; MBA will be substituted if industry supplies cannot make MFC required weights.

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



potatoes

Strong demand is pushing markets higher on all sizes. Storage crop shipments will run through mid-August; new crop production will start at that time. The Idaho Norkotah season is ending; the Burbank variety will be shipped from July until new crop Norkotah production starts in mid-August. MFC Potatoes are available.

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



salads & blends

Prices are unchanged; yields are sufficient. Quality is very good. RSS salads and blends are being packed consistently.

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

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spring mix

The market is level; supplies are plentiful. Insect pressure is an occasional problem, but overall quality is very good. Expect great color and blend ratios. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are slightly higher due to strong demand. Rain followed by high temperatures have caused some quality issues that ended the season early in North Carolina; growers have moved to Michigan and Ohio. MFC Zucchini and Yellow Squash are available.

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



strawberries

Demand is strong due to the upcoming Fourth of July holiday. The California season is at its peak; no availability or quality concerns are expected at this time. California quality is excellent. MFC Strawberries are available.

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



tomatoes

Prices are low. Yields are high out of Baja and Central Mexico. On the East Coast, the Florida season is ending but supplies are plentiful in South Carolina. Production will start in Alabama and Tennessee over the next two weeks. The California season has begun; supplies will increase through July. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is unchanged. California supply is meeting demand. 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 are weak. East Coast stocks are ample out of North Florida, Georgia, and South Carolina. Quality is excellent; all sizes are being shipped. Sugar levels are 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

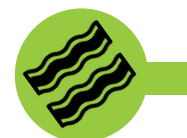
Q

What's your favorite produce item and how do you like to showcase it in warm-weather dishes?

A

I love to showcase grilled artichokes with chimichurri sauce or serve artichoke hearts stuffed with quinoa, sun-dried tomatoes, and feta for a Mediterranean-inspired dish.

Another favorite is chilled gazpacho with yellow tomatoes and a drizzle of basil oil. I like to roast them to concentrate their sweetness and pair with burrata and charred lemon vinaigrette. Incorporating fresh MFC Herbs is another way I like to enhance dishes. I add them to green salads and roast them with meats and vegetables (think rosemary and thyme). Using fresh herbs takes your food to the next flavor level.



TIPS FOR SERVING MFC TOMATOES



- 1.** Add MFC Cherry or Grape Tomatoes to green salads.
- 2.** Slice MFC Round Tomatoes and line sandwiches, wraps, and burgers.
- 3.** Chop MFC Roma Tomatoes and mix with MFC Serrano Chiles, RSS Diced Onions, RSS Washed & Trimmed Cilantro, and RSS Lime Juice; serve on tacos or with tortilla chips.

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.

California BLT Salad

Serve everyone's favorite sandwich as a crunchy, delicious salad.

- 24 oz. RSS Chopped Romaine
- 4 MFC Roma Tomatoes, quartered
- 1 ½ C MFC Cucumbers, chopped
- 1 C RSS Avocado Halves, chopped
- 1 C Garlic croutons, preferable house-made
- ½ C Bacon, baked and crumbled

Arrange equal portions of romaine, tomatoes, cucumbers, avocados, croutons, and bacon on four serving plates.

Serve with choice of house-dressing.

These sweet, yet smoky eggplant wedges are topped with tangy goat cheese, crunchy lettuce, and nutty pignoli.

