



FRESH CROP REPORT

WEEK OF JULY 6, 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.
Backed by 5-Star.

HIGHLIGHTS

RED AND YELLOW POTATOES

North Dakota has finished, and Texas' new crop is starting with steady to easing prices as supplies grow. Idaho volume is steady, with fair to good quality and some pressure bruising. California, Arizona, and Florida harvests continue with good quality and steady prices. Minnesota and Wisconsin will start later this month and in early August.

LEMONS

Prices for small lemons remain elevated due to short supplies and strong demand. 165- and 200-count sizes are limited; sizing is currently dominated by 95- through 140-count fruit. Expect elevated markets compared to last summer with demand ramping up and reduced import supplies coming into the U.S.

BROCCOLI

Prices are elevated due to increased pest pressure and reduced acreage on the West Coast, along with weather delays on the East Coast. Supplies are decreasing from California and Mexico; the East Coast regions will ramp up by late July. Cool nights are causing some purple cast, and rain in the Southeast is stunting growth. Overall quality is good; minimal pin rot and yellowing have been reported.



TOMATOES

- California's early start is causing overlap and lower prices, with growing supplies in California, Central Mexico, and strong volume from Baja.
- East Coast supplies are good in North Carolina, South Carolina, and Alabama, with Tennessee expected to start this week.

ORANGES

- The California Navel crop has ended, the Valencia season is in full swing.
- Quality is excellent, and small-size (113- through 138-count) prices are expected to rise.

ASPARAGUS

- Prices are lower with strong supplies from Central Mexico, Peru, and Baja.
- Standard and large sizes dominate availability.

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apples

The market is stable. Michigan is down to only shipping Fuji apples; 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

Prices are lower with strong supplies from Central Mexico, Peru, and Baja; Michigan wraps up this week. Standard and large sizes dominate availability, while jumbo and extra-large are limited. Quality is good overall, though heat and storms may cause some tip and stalk issues. MFC Asparagus is available.

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



avocados

Supplies are adequate and prices remain level. The loca-style crop (typically known for lower oil content) is still being harvested. Supplies are strong 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

West Coast green bell pepper prices are steady with good supply from Bakersfield, while red prices are up due to a tight transition from the Imperial Valley. Fresno will begin green bells in the coming weeks; recent hot weather has caused some red color issues, but green quality remains strong. East Coast prices are up due to light green supply in North Carolina and a slow start in New Jersey, along with limited red supply. Michigan and Ohio will start in about two weeks. Overall quality remains 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 stable. Volume is ample in California's Central Valley and West Coast. Mexican supplies have improved, and overall quality is good.

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



blueberries

Prices remain steady. The Mexican season has ended. Volume is starting to decrease in California's San Joaquin Valley. Florida yields are down; the season has been shortened as poor weather is causing quality problems. Limited supplies are now shipping from Eastern Washington and Hermiston, Oregon. Quality is good.

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

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broccoli

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

Prices are elevated due to increased pest pressure and reduced acreage on the West Coast, along with weather delays on the East Coast. Supplies are decreasing from California and Mexico; the East Coast regions will ramp up by late July. Cool nights are causing some purple cast, and rain in the Southeast is stunting growth. Overall quality is good; minimal pin rot and yellowing have been reported. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are slightly elevated; early supplies are limited due to inconsistent weather during growth. The California desert season is wrapping up; the San Joaquin Valley is starting this week. Smaller sizes are dominating availability; larger sizes are limited. Brix levels range from 11 to 14%. MFC Cantaloupe Melons are on the market.



cauliflower

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

Prices are elevated as low yields and strong holiday demand strain West Coast supplies. Supplies are average in Salinas and Santa Maria, California but low on the East Coast. North Carolina is slow to start; Maine, New York, and New Jersey will begin in the next few weeks. Quality is good; some sizing issues and occasional insects have been reported. ESS Cauliflower is available.



celery

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

Prices are slightly higher; demand is focused on the West Coast. Growers are shipping from the Salinas Valley and Santa Maria, California areas. Sizes are mostly 24-count jumbo and 36-count medium. Michigan will start in mid-July. Quality is excellent with minimal disease and some pith in a few lots. MFC Celery is available.



chile peppers

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

Prices are slightly elevated as the transition to the domestic season (Santa Maria and Bakersfield, California) begins. Supplies are ramping up; quality is good. Red Fresno and jalapeño stocks are limited. MFC Habanero, Jalapeño, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are up. Weather has impacted volume in Baja and central Mexico. All sizes are available. Hurricane Flossie may bring rain to Baja later this week but isn't expected to make a direct hit. Supply is strong in New Jersey; Michigan supply is light. The Ohio growing region will start within a week. No weather or quality issues are expected, and overall quality is good. MFC and ESS Cucumbers are currently shipping.



grapes

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

The California season will begin in mid-July; until then, elevated markets will persist. Mexican green and red grape volume is extremely low due to storm damage; industry quality has suffered as a result. 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 elevated; demand is strong. East Coast production is ramping up; supply is steady in Santa Maria but lower in Salinas, California. Supply from the West Coast will last through early November, while East Coast growers transition between seasons. Mexico supplies are depleted after heavy rains and hail. Overall quality is good; most fields have full heads and nice frames. Issues may include: thrip damage, internal burn, and aphid pressure. MFC Premium Green Leaf is available.



honeydew

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

Prices are steady but may rise as Mexico's season winds down. Supplies are lighter as production transitions to California's San Joaquin Valley. Brix levels range from 11 to 14%. MFC Honeydew Melons are available.



iceberg

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

Prices are elevated with strong demand in California. Supplies are sufficient in Salinas and Santa Maria, California but lower on the East Coast and in Mexico, where rain depleted volume. Quality issues may include thrip damage, internal burn, and aphid pressure, though most fields have full, well-framed heads. MFC Premium Iceberg Lettuce is available; Markon Best Available (MBA) will be shipped if weights are below Markon specifications.



lemons

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

Prices for small lemons remain elevated due to short supplies and strong demand. 165- and 200-count sizes are limited; sizing is currently dominated by 95- through 140-count fruit. Expect elevated markets compared to last summer with demand ramping up and reduced import supplies coming into the U.S. MFC and ESS Lemons are available.



limes

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

Prices are up for smaller sizes due to rain causing fruit to size up. Supplies from Mexico and Colombia are good; 175- to 200- count fruit dominate sizing. Quality is good; some stylar, oil spotting, and light color have been reported. MFC and ESS Limes are available.



onions

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

Onion markets are steady in New Mexico and California, except for medium yellows in California, which are up 50 cents as the crop peaks on jumbos. Washington prices are higher with storage reds finished and yellows up 25-50 cents, expected to last two to three more weeks. Supply is shifting to California and New Mexico, with minimal storage left in Washington. Quality overall is good; fresh onions may have thinner skins and shorter shelf life. Rain in New Mexico could impact markets short term. MFC Red and Yellow Onions are available.



oranges

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

The market is up. Prices for small-size oranges (113- through 138-count) are higher as the Navel season ends. The California Navel crop has ended, and the Valencia season is in full swing. The quality is great; color is a deep orange and flavor is sweet. MFC and ESS Valencia Oranges are available.



pears

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

Prices will remain elevated. Supplies are tight in Washington as the season will wrap up in three weeks. Softness and shortened shelf-life are minor issues as the season wraps up; sugar levels are approximately 13.5 Brix. California MFC Bartlett Pears will start shipping the week of July 14.

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pineapples

Pineapple prices remain steady with good supply from Costa Rica; expect volume to diminish through the month. All sizes are available, with no weather or quality issues expected. Quality is good; Brix levels are at 13. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

North Dakota has finished, and Texas' new crop is starting with steady to easing prices as supplies grow. Idaho volume is steady, with fair to good quality and some pressure bruising. California, Arizona, and Florida harvests continue with good quality and steady prices. Minnesota and Wisconsin will start later this month and in early August. MFC Red and Yellow Potatoes are available.

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



potatoes

Markets continue to rise; larger sizes (40- through 70-count) are extremely tight. Norkotah stocks will finish this week; Burbanks will be the sole variety through mid-August. Washington wraps up their storage crop by July 18, with new crop starting July 21. Colorado runs through mid- to late August, and Wisconsin finishes by mid- to late July. Overall quality is good, with some minor storage-related defects. MFC Potatoes are available.

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



raspberries

Prices are steady. Quality is good and supplies are increasing out of Mexico. California's Santa Maria season is underway with strong quality. Watsonville/Salinas, California growers are harvesting this week.

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



romaine

The market is elevated due to strong demand in California. Supplies are sufficient in Santa Maria, California. Volume is with lower on the East Coast, Mexico, and Salinas, California. California will supply through early November; East Coast growers are wrapping up their season until September. Mexico supplies are depleted after heavy rains and hail. Quality concerns include INSV, fringe and internal burn, and thrip damage. Crews are still meeting MFC weights after trimming. MFC Romaine is on the market.

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



salads & blends

Prices are steady; expect ample supply from Salinas, California through early November. Quality is excellent; arugula and spinach show 1-2% defects and romaine has 2-3% bruising and burn. Markon's Quality Assurance team is working with our suppliers to select the best lots, especially for RSS Chopped Romaine. RSS Salads and Blends are being packed.

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

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spring mix

Prices are steady; expect ample supply from Salinas through early November. Quality is good; about 1% defects (yellowing and insect damage) have been reported. Overall, blends have nice color and ratios. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are up due to strong demand. Growers are between sets in Fresno and Santa Maria, California. All sizes are available; quality is good. Cooler (mid-60s) temperatures in Santa Maria this week may slow growth. Supply is steady from New Jersey, Michigan, and Ohio. All sizes are available; overall quality is good.

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



strawberries

Prices are inching up, but supplies are meeting demand despite the Fourth of July holiday pull. The Oxnard and Santa Maria, California growing regions have passed their peak, and volume will decline, though no availability or quality issues are expected. MFC Strawberries are available.

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



tomatoes

Tomato prices are steady. The California season started early, creating overlap and lower prices. Supplies are building in California and Central Mexico; Baja volume is strong. Baja may see rain later this week from Hurricane Flossie. On the East Coast, supplies are good across North Carolina, South Carolina, and Alabama. Tennessee is expected to start this week. Overall quality is good. MFC Tomatoes are available.

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



tree fruit

Prices remain steady. California supply continues to meet 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 steady with good supply in the Southeast, moving up the coast through South Carolina, North Carolina, and Georgia. All sizes are shipping; larger sizes dominate availability. Quality is very good; Brix levels are above 10.

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
VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

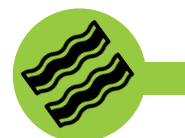
Summer means ripe, juicy tomatoes. As the season gets underway, how do you suggest showcasing these well-loved ingredients across the menu?

A

I prefer to highlight summer tomatoes as close to their natural state as possible. I serve with a light vinaigrette, or a drizzle of high-quality olive oil and sprinkle of sea salt for a delicious salad.



Or I add some burrata cheese for an on-trend appetizer.



I also top flatbreads and sandwiches with thick, juicy slices of MFC Tomatoes.



TIPS FOR SERVING RSS HEART-Y SLAW



- 1.** Hand-mix RSS Heart-Y Slaw with buttermilk ranch dressing and pile on top of fried chicken sandwiches.
- 2.** Toss this mixture with a creamy avocado dressing and use to top burgers and sandwiches.
- 3.** Add RSS Chopped Romaine to RSS Heart-Y Slaw; toss with Caesar dressing and house-made croutons for a more nutrient-dense Caesar salad.

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.

RSS Bistro Butter Blend Salad with Hot Honey Vinaigrette

This delicious salad with sweet, crunchy apples, creamy cheese, crispy shallots, and on-trend dressing works on menus all year long!

- ¼ C Avocado oil
- 1 clove RSS Peeled Garlic
- 2 T RSS Orange Juice
- 1 T Dijon Mustard
- 1 T Hot honey
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- 16 oz. RSS Bistro Butter Blend
- 2 MFC Fuji Apples, sliced thin
- 2 RSS Peeled Shallots, sliced thin and fried until crispy
- 4 oz. Goat cheese, crumbled

Pulse the first seven ingredients together in food processor until smooth.

Hand toss RSS Bistro Butter Blend with dressing.

Artfully arrange equal portions of Fuji apples, fried shallots, and goat cheese on top of RSS Bistro Butter Blend tossed in dressing and serve.

The combination of creamy dressing, zesty garlic, and spicy wasabi make this tzatziki slaw truly super.

