



# FRESH CROP REPORT

WEEK OF JULY 13, 2025



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Table-ready fruits  
& vegetables.  
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Whole fresh fruits &  
vegetables.  
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Whole fresh fruits &  
vegetables.  
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# HIGHLIGHTS

## BELL PEPPERS

Green bell supplies are limited on the East Coast due to Tropical Depression Chantal and a slow New Jersey start; Michigan and Ohio will begin limited harvests this weekend. Red bells are snug with higher markets as California ramps up and Mexico volume remains light. Expect elevated prices over the next few weeks.

## TROPICAL STORM CHANTAL

Tropical Storm Chantal formed off the coast of South Carolina on July 5, made landfall early July 6, and was downgraded to a tropical depression soon after. The storm caused minimal damage and flooding, though North Carolina received two to four inches of rain over the weekend, leading to expected harvesting and fruit maturity delays in Central and Eastern North Carolina. Chantal has moved northeast into Virginia and will continue weakening over the next day.

## GRAPES

Prices are steady. Supplies from Mexico remain strong as the season comes to an end. The industry will start transitioning to California-grown fruit next week.

## ZUCCHINI

- Supplies are good in Ohio and Michigan.
- The market is steady.

## ONIONS

- Northern California and New Mexico fresh run onions are in full swing as the Washington storage season wraps up.
- Availability is strong on all sizes.

## BRUSSELS SPROUTS

- Brussels Sprouts are now shipping out of Salinas, California.
- Supplies are slowly increasing and expected to improve as more fields come online this week.

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## apples

Markets are steady. Storage supplies remain good in Washington. Michigan is only shipping Fuji apples, with the new crop expected to start in August. Some late storage issues such as softness and bruising have been noted. The storage crop is finishing strong, and the new crop looks promising for the upcoming season. MFC Red Delicious, Golden Delicious, Granny Smith, Gala, and Fuji apples are available.

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



## asparagus

Prices are lower. Supplies are strong from Baja; Central Mexico is limited by rain, and Peru is tapering. Michigan wraps this week; Central Mexico will dominate summer supply. Standard and large sizes are readily available; jumbo and extra-large are limited. Overall quality remains good. MFC Asparagus is on the market.

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



## avocados

Prices are level and supplies are adequate. 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.



## bell peppers green/red

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

Markets are rising for green bells due to strong East Coast demand, limited supplies in New Jersey, and weather delays in North Carolina, where a tropical storm may impact quality. Michigan and Ohio will start next week. In California, Bakersfield is winding down as production shifts to Fresno and Ventura. Red bells remain active with tight supplies and heat-related quality issues (some chocolate coloring). Choice prices are up and expected to rise until supply improves by mid-July. MFC and ESS Bell Peppers are available.



## blackberries

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

Prices remain steady. Good supplies are available from both the West Coast and Mexico. Quality is good.



## blueberries

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

The market remains stable, with ample supplies available from the West Coast, Eastern Washington, and Hermiston, Oregon. Overall quality is reported as good.

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## broccoli

The market is elevated. West Coast fields are facing higher pest pressure and lower acreage while the East Coast is facing weather delays. West Coast supplies are decreasing; Central Mexico is light from rain. North Carolina and Georgia are finishing this month; Midwest and Northeast regions start early July. Some branching and insect issues, but minimal pin rot or yellowing has been reported. MFC Broccoli Crowns are available.

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



## cantaloupe

Prices are steady during the transition from California's Imperial Valley to San Joaquin Valley. Desert production is done; the San Joaquin Valley is just starting. Supplies are mainly 9-count fruit, with limited 12-count and smaller. Brix levels are good at 12–13%. MFC Cantaloupe is available.

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



## cauliflower

The market is falling as demand softens and supplies increase. Good volume is coming out of Salinas and Santa Maria, California. The East Coast is ramping up slowly. Weather is warm but variable. Possible minor issues include yellowing, sizing inconsistency, and insect pressure, especially in the East. Overall quality remains strong. ESS Cauliflower is available.

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



## celery

Prices are slightly higher as demand currently focuses on the Salinas, California region, where supplies are ramping up. Michigan production is expected to begin in mid-July. Oxnard supplies have finished, and Santa Maria remains steady. The size profile is balanced between 24-count jumbo and 36-count medium celery. Overall quality is excellent, although minimal disease pressure and some pith have been noted in a few lots. MFC Celery is on the market.

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



## chile peppers

Tomatillo, serrano, and jalapeño markets are stable; habanero, Anaheim, pasilla, and yellow remain higher until Santa Maria ramps up (starting late July). Baja and Chihuahua have light supplies with some quality issues due to rain. South Texas harvests are delayed by rain but expected to improve soon. Overall supplies are tight, with quality challenges on some varieties. MFC Habanero, Jalapeño, Pasilla, Red Fresno, and Serrano Chile Peppers are available.

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



## cucumbers

Prices are slightly elevated. On the West Coast, the best quality is coming from Baja; 24-count prices are steady. Central Mexico also has volume, but recent weather has impacted quality, causing more misshapen and scarred product to be graded out. Supplies are good in New Jersey, while Virginia and Michigan have light volume. Ohio is set to start harvesting this weekend. Quality is good.

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



## grapes

Prices are steady. Supplies from Mexico remain good as the season wraps up. The industry is transitioning to California fruit, expected to begin by the end of next week. Sugar levels range from 12 to 14 Brix. MFC and ESS Lunch Bunch, Green, and Red Seedless Grapes are available.

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



# FRESH CROP REPORT



green leaf

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

Prices are elevated due to strong California demand. Supply is steady in California and the East Coast; Mexico is facing depletion from recent heavy rains and hail. Salinas and Santa Maria, California will continue through early November, while East Coast growers finish and restart in September or ramp up for summer. Quality concerns include INSV, dirt, aphids, and thrips, but most fields have full heads with good frames. MFC Green Leaf is available.



honeydew

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

The market remains steady as production transitions from the Imperial Valley to San Joaquin Valley. Supplies are strong; 5-count melons dominated availability while 6-count and smaller are limited. Occasional sunburn and wind scar has been reported; good brix (12-13%) and internal color. MFC Honeydew is on the market.



iceberg

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

Prices are extremely high due to strong California demand. Supply is steady in Salinas and Santa Maria, California, but lower on the East Coast and Mexico, where rains have reduced availability. Salinas and Santa Maria will continue through November; East Coast supplies fluctuate with some growers finishing and others ramping up. Quality issues include thrip damage, internal burn, and aphids. MFC Iceberg Lettuce is available; Markon Best Available (MBA) is being packed as needed.



lemons

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

Supplies from California's District Two (West Coast) are slightly lower; prices are up. Sizing is dominated by 115- to 140-count fruit; smaller sizes (165- to 200-count) remain limited. The season will transition to Mexico in about two weeks. MFC and ESS Lemons are available.



limes

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

Supplies are good from Mexico and Colombia. Prices are up on smaller sizes (230- to 250-count) as rain is causing fruit to size up. Smaller sizes are limited; 110- to 150-count supplies are improving. Rain is causing quality concerns like stylar and oil spotting, and lighter color. Overall quality remains good. MFC Limes are available.



onions

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

Prices are steady in California and slightly higher in New Mexico and Washington due to rain disruptions, tighter supplies, and winding down storage stocks. Washington storage is nearly exhausted. The new Washington/Oregon crop starts in late July to early August. Potential quality concerns include thin skins and possible mechanical damage in California and New Mexico, though no major issues reported. MFC Red and Yellow Onions are on the market.



oranges

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

Prices are rising. Supplies of California Valencias remain good, with dominant sizes in the 88- to 113-count range; smaller (138-count) fruit is limited. MFC and ESS Oranges are available.



pears

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

Prices remain steady as the Washington D'Anjou storage crop continues; storage supply levels are low. The Washington season is expected to finish around July 20, with California Bartletts starting July 14. Some softness from late storage has been noted, but quality for the upcoming California Bartlett season is expected to be exceptional. MFC D'Anjou Pears are on the market.

# FRESH CROP REPORT



## pineapples

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

Prices are up due to light supplies out of Costa Rica. 8-count fruit dominates availability, while 5/6-count and crownless options are limited. Light volumes are expected to continue until mid-August. Quality is good, with Brix levels around 13. RSS Pineapple Chunks and Spears are available.



## red/yellow potatoes

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

The market is steady. Texas prices are lower as supplies improve. Storage supply levels are good across all regions. The Florida and Texas season is expected to finish by the end of July, with Minnesota starting in late July and Wisconsin beginning in the first week of August. Some light color and blemishes have been noted on the late storage crop from Idaho, but quality remains strong. MFC and ESS Red and Yellow potatoes are available.



## potatoes

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

Prices are higher on larger sizes (40- to 90-count), while 100-count and smaller sizes, along with No. 2s, remain steady. Supplies of larger sizes are light, particularly in Idaho. Idaho's new crop is expected to start in the first week of August. Potential quality concerns include pressure bruising and air checks in late-season storage crops. MFC Burbank and Norkotah Potatoes are available.



## raspberries

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

Prices remain steady. Good supplies are coming from Mexico, Baja, and the West Coast. The California season is underway with strong quality.



## romaine

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

Supply is steady in Salinas and Santa Maria, California, but lower on the East Coast and Mexico, where rains have depleted supplies. Prices are elevated due to strong California demand. Salinas and Santa Maria will continue through early November, while some East Coast growers finish and restart in September, with others ramping up for summer. Quality concerns include INSV, fringe and internal burn, and thrip damage, but crews are still achieving MFC weights after trimming affected leaves. MFC Premium Romaine Lettuce is available.



## salads & blends

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

Prices remain steady with ample supply from Salinas, California through early November. Quality concerns include 1-2% defects such as yellowing, mechanical damage, bolting, and insect damage in arugula and spinach, and about 2% bruising, fringe, and internal burn in romaine. Overall, shredded lettuce quality is excellent. The Markon Quality Assurance team is working to select the best lots of chopped romaine, focusing on younger leaves with less dark material. RSS Salads and Blends are being packed.

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## spring mix

Prices are steady. Ample supply is expected from Salinas, California through early November. Quality concerns are minimal, with about 1% defects, mainly from yellowing and insect damage. The mix offers good color and blend ratios. RSS Arugula, Spinach, and Spring Mix are available.

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



## squash

The market is steady; prices are slightly lower. Supply is improving as Santa Maria, California moves into second sets; overall quality is good. Supplies are good in Ohio and Michigan, with fair availability in New Jersey and New York. All sizes are available; quality remains good.

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



## strawberries

Prices are up. The Oxnard and Santa Maria, California growing regions are past their peak. Good supplies continue to come from Salinas/Watsonville growing regions. MFC Strawberries are available.

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



## tomatoes

Markets are a bit higher on the West Coast; pricing is steady on the East Coast. Round and Roma tomatoes are available from both Mexico and California. California has had strong volume; quality is average, with some scarring and color issues. Mexico's Eastern and Central regions have moderate volumes and decent quality. Baja volume has dipped slightly as growers finish their season. Supplies are adequate in Alabama and western North Carolina. Tennessee is just starting production; supplies are light. Overall quality is good. MFC Tomatoes are available.

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



## tree fruit

Supplies continue to meet demand; prices are level. 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 level. Supplies are coming from Georgia, South Carolina, and North Carolina. Georgia has good volume, while North Carolina is just starting. The dominant sizes are 45- and 36-count, with limited availability of bins. Overall quality is good, with Brix levels at 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

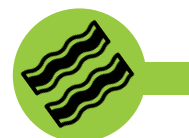
Markon offers a number of different slaw bases—RSS Super Slaw, RSS Heart-Y Slaw, RSS Shredded Cabbage, RSS Shredded Kale—what's your favorite way to distinguish cole slaw side dishes for your burgers and sandwiches?

A

I love RSS Heart-Y Slaw because I can toss it with creamy dressings or aioli for a nutrient-dense, flavorful side to barbecue and burgers.



Or I can give it a quick sauté and deglaze with soy sauce or wine and serve under grilled fish and poultry.



RSS Super Slaw is another great blend that I like to add to Caesar salads to increase nutrients.





# TIPS FOR SERVING RSS CARROTS



- 1.** Serve raw RSS Baby Carrots with global dips like hummus, baba ghanouj, and tzatziki.
- 2.** Glaze carrots in a sauté pan with butter and hot honey for an on-trend side dish.
- 3.** Add RSS Shredded Carrots to green and mayonnaise-based salads for extra crunch and added nutrients.

# 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 Tiny Chopped Blend with Quinoa & Carrots

Although most frequently used as a burger or taco topper, this versatile blend can be used many other ways.

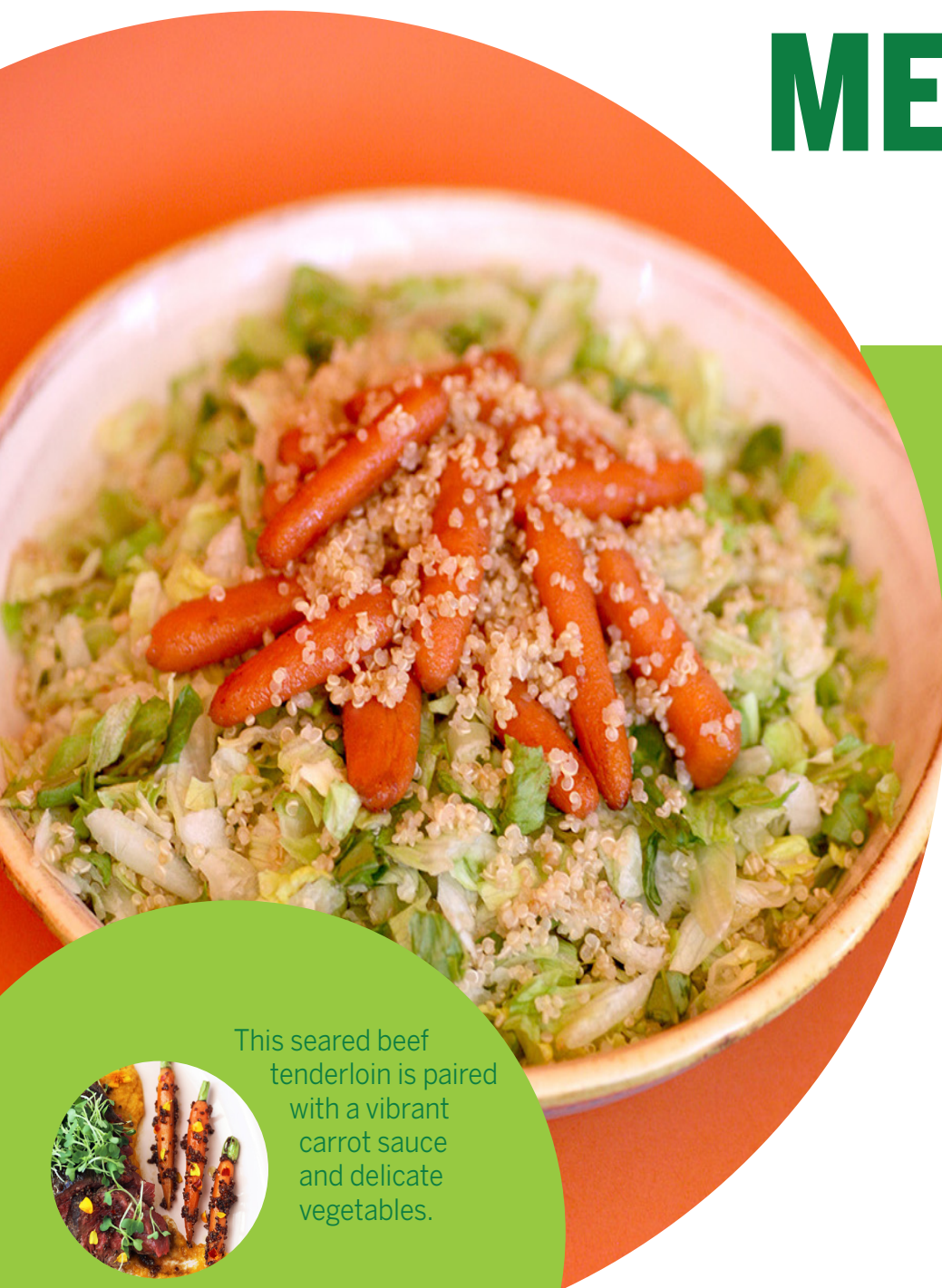
- 24 RSS Baby Carrots
- 2 T Vegetable oil
- 1 T Brown sugar
- 1 tsp. Kosher salt
- ½ tsp. Black pepper
- 16 oz. RSS Tiny Chopped Blend
- 2 C Quinoa, cooked

Preheat oven to 400° F.

Mix together carrots, oil, brown sugar, salt, and pepper; roast until tender, approximately 20-25 minutes.

Toss carrots (and any pan drippings), quinoa, and RSS Tiny Chopped Blend. Divide into equal portions and serve.

OPTIONAL: top with roasted pork or chicken.



This seared beef tenderloin is paired with a vibrant carrot sauce and delicate vegetables.

