



FRESH CROP REPORT

WEEK OF JULY 27, 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

ONIONS

Prices will climb over the next week. The Washington storage onion season has ended. New crop supplies will start shipping in approximately two weeks. The Northern California and New Mexico seasons are winding down.

BRUSSELS SPROUTS

Supplies are tightening rapidly amid production challenges in Salinas, California. MFC and RSS Brussels Sprouts are limited.

RED & YELLOW POTATOES

Prices are steady and expected to remain so into August. As new-crop red and yellow potatoes enter the market from major growing areas over the next several weeks, prices will decline. Ample supplies and high quality are anticipated.



CAULIFLOWER

- Reduced demand has alleviated markets.
- Multiple growing regions are harvesting ample supplies on both coasts.

TOMATOES

- Volume is rising on the East Coast as smaller regional harvests begin.
- Stocks are also being shipped from California and Mexico.

LETTUCES

- Green leaf, iceberg, and romaine markets are declining.
- Supplies are increasing in multiple regions.

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apples

The market is unchanged. Michigan growers are only shipping Fuji apples; new crop production of other varieties will begin in August. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Washington quality is good; late storage softness and bruising are occasional problems.

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



asparagus

Prices are low as demand is weak. Supplies will ship out of Baja and Central Mexico through the summer. Although growers report straight stalks, tight tips, and good color, high temperatures, thunderstorms, and hail could cause some feathered tips, flabby or bent stalks, and dehydrated cut-ends. Peruvian volume will decrease through early fall. MFC Asparagus is available.

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



avocados

The market is inching down slowly; Mexican Loca supplies are sufficient. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Green and red markets are elevated. California production is underway in Fresno and Ventura County. Red bell harvesting is underway in Bakersfield and Central Mexico (into South Texas). East Coast supplies are sufficient. Midwestern stocks will increase this weekend. Canadian greenhouse stocks are limited due to recent hot weather. Quality is very good. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are level. California volume will increase through this month. Mexican yields are average, but quality is poor due to humidity and rain. Expect rising markets until the Pacific Northwest season begins.

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



blueberries

The market is steady. California's San Joaquin Valley supplies are diminishing but high volume is available out of Eastern Washington and Hermiston, Oregon. The British Columbia season is also underway. Peruvian shipments will start in mid-August.

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

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broccoli

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

Prices are falling. West Coast fields are experiencing lower pest pressure, higher yields, and great quality. East Coast supplies will increase in multiple regions through August. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are steady for all sizes. Growers are shipping out of California's San Joaquin Valley, California; slightly lower temperatures have delayed maturity a bit, but this should improve as temperatures will increase this coming weekend. Quality is excellent; flavor is sweet, sugar levels range from 12-15% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Reduced demand has alleviated markets; multiple growing regions are harvesting ample supplies on both coasts. ESS Cauliflower is available.



celery

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

The market is a bit lower; 24-count (jumbo) and 36-count (medium) supplies are ample out of the Salinas Valley and Santa Maria, California. The Michigan season is ramping up and will run through October. Quality is excellent: disease pressure is minimal. MFC Celery is available.



chile peppers

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

Prices are stable to slightly lower as the California season is hitting its stride in Bakersfield and Santa Maria. Habaneros are a bit tighter, but all other varieties are abundant. Mexican stocks are recovering after storm season. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Markets are weak; volume is high in Baja and Central Mexico. East Coast and Midwestern growers are harvesting in several states; supplies are ample. Quality is very good; texture is firm and color is deep green. MFC and ESS Cucumbers are available.



grapes

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

High prices persist but will ease as production increases. The California season has begun; new crop fruit will ship through December. Quality is very good. 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 fairly steady out of all regions. Quality is very good; weights and densities are ideal. MFC Premium Green Leaf is available.



honeydew

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

Prices are slightly higher this week; demand is strong due to the California desert and Mexican seasons winding down. The San Joaquin Valley season is underway. Internal quality is excellent; sugar levels range from 14-16% Brix. MFC Honeydew Melons are available.



iceberg

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

Markets are firming up again as West Coast growers enter lighter plantings and processor demand increases. Quality is very good; thrip damage, internal burn, and aphid pressure are minor concerns. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped if weights are below Markon specifications.



lemons

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

Prices are level to slightly higher. Quality is very good out of all regions. MFC and ESS Lemons are available.



limes

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

The market is fairly stable. Veracruz, Mexico is in the middle of hurricane season, bringing increased rain to the growing region. This will increase the amount of skin breakdown and oil spotting being reported, with some scarring as well. MFC and ESS Limes are available.



onions

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

Prices will climb over the next week. The Washington storage onion season has ended; new crop supplies will start shipping in a week or two. The Northern California and New Mexico seasons are winding down. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market is high, but will ease as new crop California Valencia supplies increase. Quality is excellent. MFC and ESS Valencia Oranges are available.



pears

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

Prices are easing. The new crop California season is ramping up. Quality is excellent. MFC Bartlett Pears are available.

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pineapples

The market is starting to climb; supplies are getting snug, especially five-count fruit. Quality is very good; sugar levels range from 13 to 15 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Prices are steady and expected to remain so into August. As new-crop red and yellow potatoes enter the market from major growing areas over the next several weeks, prices will decline. Ample supplies and high quality are anticipated. MFC Red and Yellow Potatoes are on the market.

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



potatoes

Expect higher markets for Idaho 40- through 90-count and 10-ounce No. 2s; prices for 100-count and smaller sizes, as well as 6-ounce No. 2s, are level. New crop Idaho harvesting will begin next week; volume levels should be reached by mid-August. Overall quality is good; air checks and pressure/shoulder bruising will be seen sporadically in remaining storage supplies (both Norkotahs and Burbanks) from all growing regions. MFC Potatoes are available.

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



raspberries

Prices are stable. California growers are harvesting in Santa Maria and Watsonville; quality is excellent. The Central Mexican season is ending. Quality problems include softness, mold, and leaky berries. Most growers have moved to Baja where volume is higher and quality is better.

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



romaine

Markets are fairly steady out of all regions. Quality is very good; weights and densities are ideal. MFC Premium Romaine is available.

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



salads & blends

Prices are unchanged. Excellent quality in shredded lettuce; Markon QA is working to select the best lots for chopped romaine (younger lettuce with less dark leaf material); leakers (bad seals) have improved due to additional QA checks. Growers report some bolting and flowering in arugula.

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

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spring mix

The market is unchanged. Quality is very good; inspectors are reporting great quality and blend ratios. RSS Arugula, Spinach, and Spring Mix are on the market.

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



squash

Weak prices persist. Supplies are abundant in Fresno and Santa Maria, California as well as in Baja, Mexico; harvesting will run through October. Volume is high in the Northeast and Midwest. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

The market is steady. Stocks are adequate out of California's Salinas/Watsonville region. Overall quality ranges from good to excellent. MFC Strawberries are available.

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



tomatoes

Prices are fairly stable. Volume is rising on the East Coast as smaller regional harvests begin. Stocks are also being shipped from California and Mexico (into South Texas). Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is level. California supplies are average. 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 stabilized; stocks are sufficient in multiple East Coast regions. Growers will begin production in Kentucky and Indiana next week. 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
VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

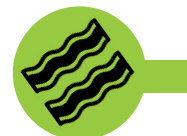
Spicy food is hot! What chiles do you like best and how do you use them?

A

MFC Chile Peppers come in several varieties, including Anaheim, Jalapeno, Pasilla, Serrano, and Shishito. I love to char Shishitos and serve with a creamy dipping sauce.



Serranos are great in Mexican salsas and Jalapenos are ideal in house-made pico de gallo.



Try stuffing the milder Anaheim or Pasilla varieties with cream cheese, then bread and deep fry!



TIPS FOR SERVING MFC FENNEL



- 1.** Fennel adds a subtle licorice-like flavor to potato dishes, especially cheesy gratins.
- 2.** Shave raw fennel into coleslaw mixes and toss with a creamy dressing like buttermilk ranch; serve with barbecued meat or fried chicken.
- 3.** Toss thinly chopped fennel with raw Brussels sprouts and a citrus-based vinaigrette for an ideal warm-weather 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.

Fennel-Brussels Sprouts Salad

A great alternative to lettuce-based salads, this dish combines the earthiness of Brussels sprouts with the licorice-like flavors of fennel. Dress with a bright, citrusy vinaigrette and serve solo or with roasted poultry.

- 2 MFC Fennel bulbs, shaved (reserve fronds)
- 1 lb. RSS Brussels Sprouts, shaved
- 1/2 C Citrus vinaigrette
- Edible flowers as garnish, if desired

Toss shaved fennel and sprouts with citrus vinaigrette.

Arrange on large serving platter and garnish with fennel fronds and edible flowers. Serve.

Grilling sweet stone fruits such as peaches and plums brings out a deep, smoky sweetness—a perfect complement to the creamy, saltiness of fresh Burrata.

