



FRESH CROP REPORT

WEEK OF AUGUST 3, 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

ICEBERG LETTUCE

Prices continue to rise due to tightening supplies. Demand is strong for fresh packs and processor acreage on the West Coast.

GREEN BEANS

East Coast green bean supplies are increasing as production gets underway in New York and the Midwest. Expect slightly lower markets over the next week.

CILANTRO

Prices are escalating; growers are skipping acres exhibiting seeder problems to harvest in younger fields.



CALIFORNIA STRAWBERRIES

- The market is gradually increasing; Santa Maria and Watsonville are experiencing optimal growing conditions.
- Volume is past its peak, but supplies remain ample. Santa Maria growers will start harvesting the fall crop in early September.

LIMES

- New crop yields are low, resulting in reduced overall volume.
- Prices are expected to remain steady across all sizes, but smaller lime supplies will tighten.

ASPARAGUS

- Markets are escalating, especially for jumbo and large sizes.
- Production has wrapped up in Michigan and Southern Canada for the year, driving demand to Mexico.

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apples

Prices are level. The Michigan season is winding down. New crop harvests will start in both regions in August, and stagger depending on variety through November. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available. Quality is good; late storage softness and bruising are issues.

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



asparagus

Markets are escalating, especially for jumbo and large sizes. Production has wrapped up in Michigan and Southern Canada for the year, driving demand to Mexico. Production in Central Mexico and Baja has moved past the seasonal peak; growers are breaking into new, immature lots. Peruvian yields are low. MFC Asparagus is available.

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



avocados

Prices are stable; Mexican Loca variety stocks are abundant. Quality is very good; checkerboarding is a minor issue. 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 bell prices are easing. Multiple East Coast regions are harvesting; supplies are ample, easing West Coast demand. The red bell market is up; production is in transition in California, tightening overall stocks. Canadian greenhouse volume is low. 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

The market is up. Expect tight stocks until the Pacific Northwest season gets underway in approximately 10 days; yields will increase through August. Quality will improve.

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



blueberries

Prices are level. California's San Joaquin Valley season is past its peak but supplies are ample in Eastern Washington, Hermiston, Oregon, and British Columbia. Peruvian fruit will start shipping in mid-August. Quality is very good; most fruit is plump and juicy.

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

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broccoli

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

The market is inching lower. Pest pressure is decreasing in California fields, increasing yields and improving quality. East Coast supplies are ample in multiple regions. Weather has improved in Mexico; yields are up. 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	///	*****	\$\$\$

Markets are low; volume is high out of multiple growing regions on both coasts. Quality is very good; overall color and texture are great. ESS Cauliflower is available.



celery

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

Prices are steady to slightly lower; stocks are abundant in the Salinas Valley and Santa Maria, California. Supplies are increasing in Michigan; the season will run through October. Quality is excellent: disease pressure is minimal. MFC Celery is available.



chile peppers

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

Markets are stabilizing. Improved weather is aiding growth in Mexican fields. California volume is high out of Bakersfield and Santa Maria, especially the Jalapeno and Serrano varieties; Habaneros are snug. Prices are expected to inch down in August. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Low prices persist; supplies are plentiful in Mexico's Baja region. East Coast and Midwestern yields are abundant in several states. Quality is very good; texture is firm and color is deep green. MFC and ESS Cucumbers are available.



grapes

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

The market is easing. California volume is climbing; domestic fruit will ship through December. Quality is very good; sugar levels range from 14 to 16 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 level; supplies are adequate on both coasts. Quality is very good; INSV disease problems are only being reported in 10% of fields, making it easy to avoid. MFC Premium Green Leaf is available.



honeydew

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

Markets are expected to start easing. Supplies are more abundant due to favorable weather and increased growth. Quality is excellent; sugar levels range from 14-16% Brix. MFC Honeydew Melons are available.



iceberg

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

Prices continue to rise due to tightening supplies. Demand is strong for fresh packs and processor acreage on the West Coast. Quality is very good; thrip damage, internal burn, and aphid pressure are occasional problems. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped if weights are below Markon specifications.



lemons

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

Markets are up; supplies are tight in all areas. Some soft fruit has been reported out of California due to heat. MFC and ESS Lemons are available.



limes

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

New crop yields are low, resulting in reduced overall volume. Prices are expected to remain steady across all sizes, but smaller lime supplies will tighten. Rain has caused occasional quality issues, including skin breakdown, oil spots, blanching, and overall lighter color. MFC and ESS Limes are available.



onions

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

The California and New Mexico markets are level; production is winding down but new crop harvesting has begun in the Pacific Northwest. Expect Washington prices to inch down over the next two weeks as production increases. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are elevated, but will inch down as California Valencia volume climbs through the summer. Quality is excellent. MFC and ESS Valencia Oranges are available.



pears

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

The market has stabilized. The new crop California season is underway. Quality is excellent. MFC Bartlett Pears are available.

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pineapples

Prices are steady at high levels; eight-count stocks are most plentiful. Quality is very good; sugar levels are approximately 14.5 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Expect markets to inch down through August as new-crop red and yellow potatoes become available from major growing regions. Abundant stocks and great quality are forecast. Production will end in Florida and Texas this week. The Minnesota season has begun; quality is excellent. New crop Idaho and Wisconsin harvests will start next week. MFC Red and Yellow Potatoes are on the market.

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



potatoes

New crop Norkotah production is getting underway in Washington this week and in Idaho next week. Expect volatile prices for large sizes (40-through 90-count stocks) until new crop volume increases in mid- to late August. MFC Potatoes are available.

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



raspberries

The market is stable. California supplies are ample in Santa Maria and Watsonville; quality is excellent. The Central Mexican season has ended, but the Baja season is now fully underway; quality is better out of this region.

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



romaine

Prices are steady to slightly higher; supplies are adequate on both coasts. Quality is very good; weights and densities are ideal. MFC Premium Romaine is available.

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



salads & blends

The market is stable; Salinas Valley stocks are sufficient. Quality is very good in both iceberg and romaine; reported quality defects are lower than one percent.

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

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spring mix

Prices are steady; supplies are abundant. Quality is very good; inspectors are reporting high blend ratios with total defects under two percent. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Low markets are expected for several more weeks as stocks are ample on both coasts; production will run through mid-October. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

California prices are gradually increasing; Santa Maria and Watsonville are experiencing optimal growing conditions. Volume is past its peak but supplies remain ample. Santa Maria growers will start harvesting the fall crop in early September. California quality is excellent. MFC Strawberries are available.

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



tomatoes

The market is unchanged. Supplies are ample on both coasts and in Mexico (into South Texas). Large sizes are most abundant. Quality is very good. MFC Tomatoes are available.

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



tree fruit

Prices are stable. California supply is meeting demand. Small sizes dominate the summer crop. Quality is very good: sugar levels range from 12 to 14 Brix.

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



watermelon

The market is up a bit; East Coast yields are average. 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
CODY MIDDLETON
MARKON MEMBER CHEF

Q

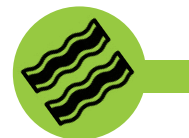
What are your favorite barbecue sides?

A

Barbecue season is a fantastic opportunity to play with familiar sides using on-trend flavors and techniques. Grilled stone fruit salad using nectarines, peaches, and MFC Herbs can be fun and refreshing.

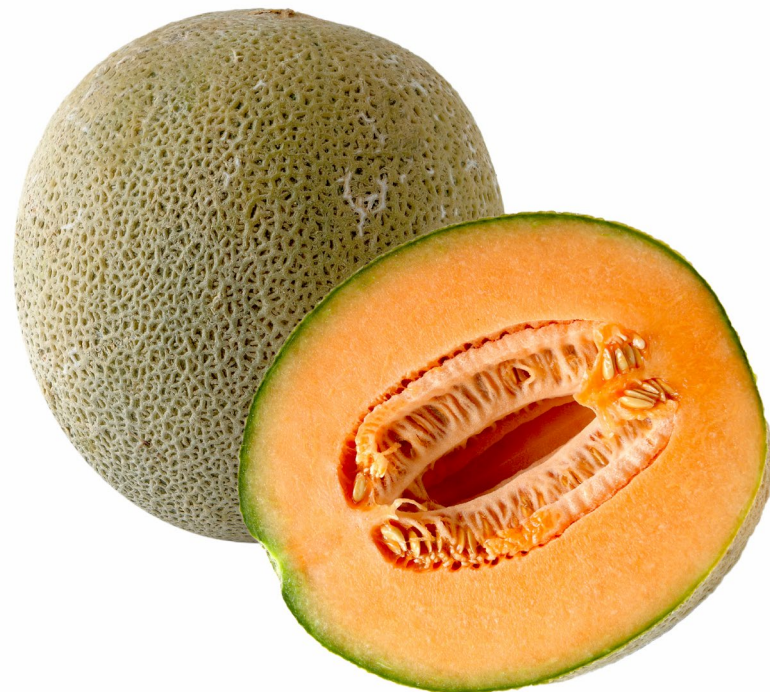


I like to combine RSS Shredded Carrots, chopped MFC Apples, and jicama to make a unique slaw.



Create an elote bar with grilled corn and toppings like MFC Red Bell Peppers, crema, cheese, chile powder, RSS Washed & Trimmed Cilantro, and wedges of ESS Limes.

TIPS FOR SERVING MFC CANTALOUPE MELONS



- 1.** Wrap thin slices of MFC Cantaloupe with prosciutto or Serrano ham; serve with fig or apricot jam.
- 2.** Grill sliced MFC Cantaloupe until char marks appear; serve with barbecued meats or add to green salads.
- 3.** Blend MFC Cantaloupe with other fruits such as bananas, strawberries, and acai for healthy, delicious smoothies.

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.

Chipotle Scallops with Green Onions and Lime

Smoky, briny flavors pair with citrus and onions to create the perfect warm-weather dish.

- ¼ C Canola oil, split
- 16 Scallops
- 2 tsp. Kosher salt
- ½ tsp. Black pepper
- 1 oz. Chipotle chile peppers (canned), pureed
- Additional chipotle peppers (canned), sliced for garnish
- 1 lb. RSS Washed & Trimmed Green Onions
- 3 MFC Limes, sliced
- Edible petals, to garnish

Season scallops with a half teaspoon of salt and a quarter teaspoon of pepper. Brush them all with chipotle pepper purée. Heat two tablespoons of oil a large grill pan. Add scallops and cook for one to two minutes per side, charring surface of the shellfish. Toss green onions with remaining oil. On a separate grill or pan, cook the green onions until charred. Add sliced limes to pan once onions are removed and cook until grill lines appear. Arrange all on a large platter for family-style serving or divide into equal portions.

A light, chilled fruit soup that refreshes and delights the senses—this Thai-inspired soup is vibrant, healthy, and social media worthy!

