



FRESH CROP REPORT

WEEK OF AUGUST 10, 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

CARROTS

Supplies will be harvested in multiple growing regions over the next four months. Growers and processors forecast great quality and plentiful volume for all sizes in both commodity and value-added packs.

CILANTRO

Recent high temperatures and humidity in Oxnard, California have resulted in elevated levels of seeder in mature fields. Elevated markets are anticipated for the next 10-14 days, or until younger plantings mature to meet demand.

GREEN BEANS

East Coast green bean supplies are increasing. Expect slightly lower prices over the next week.

SQUASH

- Zucchini and yellow squash supplies are abundant; harvesting is underway in multiple growing regions.
- Expect steady to lower prices over the next two weeks.

BRUSSELS SPROUTS

- Yields are increasing in the Salinas Valley.
- Strong demand has recently kept markets elevated, but prices are expected to ease as more supplies enter the market.

ONIONS

- The Northwest onion season has begun in a limited manner.
- Production is starting to wind down in California and New Mexico. Prices are steady.

FRESH CROP REPORT

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apples

The market is stable. The Michigan season is wrapping up. New crop production will begin in Michigan and Washington in late 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 potential problems.

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



asparagus

Prices are up, especially for jumbo and large sizes. Harvesting has moved past the seasonal peak in Central Mexico and Baja; growers are breaking into new, immature lots. Peruvian supplies are limited. MFC Asparagus is available.

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



avocados

The market is steady; Mexican Loca variety supplies are sufficient. Quality is very good; checkerboarding is a slight 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 markets are down. East Coast harvesting is spread over several states; stocks are abundant. Red bell prices remain elevated; production is moving to new California regions, reducing current yields. Canadian greenhouse supplies are tight. 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

High prices persist. The supply situation remains challenging. Quality problems persist in California and Mexico. The Pacific Northwest season will start in a limited manner later this week, but volume will not bring relief for at least a week or two.

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



blueberries

The market is level. Production is past its peak in California's San Joaquin Valley but stocks are plentiful in Eastern Washington, Hermiston, Oregon, and British Columbia. Peruvian supplies will begin shipping in next week. Quality is very good; most fruit is plump and juicy.

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

FRESH CROP REPORT



broccoli

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

Prices are weak. California volume is increasing while quality is improving. East Coast stocks are abundant in multiple areas. Better weather in Mexico is aiding growth. MFC Broccoli Crowns are available.



cantaloupe

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

The market is level. All sizes are available out of California's San Joaquin Valley; hotter weather is aiding maturity. 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	///	*****	\$\$\$

Weak prices persist; supplies are ample in multiple growing regions on both coasts. Quality is very good; overall color and texture are excellent. ESS Cauliflower is available.



celery

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

The market is low; plentiful supplies are shipping from the Salinas Valley and Santa Maria, California. Volume is rising in Michigan; the season will run through October. Quality is excellent. MFC Celery is available.



chile peppers

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

Prices are starting to inch down. Mexican yields are increasing. California stocks are abundant out of Bakersfield and Santa Maria, especially Jalapenos and Serranos; Habaneros are a bit tighter. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is weak; stocks are ample out of Mexico's Baja area. East Coast and Midwestern volume is high in multiple regions. Quality is very good; texture is firm and color is deep green. MFC and ESS Cucumbers are available.



grapes

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

Prices are low. California supplies are plentiful; 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.

FRESH CROP REPORT



green leaf

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

The market is unchanged; stocks are sufficient on both coasts. Quality is very good. MFC Premium Green Leaf is available.



honeydew

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

Prices are inching down. Stocks have increased; ideal weather has aided 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	///	*****	\$\$\$

Elevated markets are starting to inch down; volume will increase this week. Although quality is very good; thrip damage, internal burn, and aphid pressure are potential issues. 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 high; stocks are limited in all regions. 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 supplies are tight, but the market has remained stable. Small sizes are snug. Previous rain has caused sporadic quality issues such as skin breakdown, oil spots, blanching, and overall lighter color. MFC and ESS Limes are available.



onions

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

The Northwest onion season has begun in a limited manner. The market is holding steady and will inch down as yields increase. Production is starting to wind down in California and New Mexico. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market is starting to inch down; California Valencia supplies are increasing. Quality is excellent. MFC and ESS Valencia Oranges are available.



pears

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

Prices are level. New crop California supplies are ample and will ship through October. Quality is excellent. The Pacific Northwest season will begin next week with Bartlett stocks; D'Anjous will start shipping in early October. MFC Bartlett Pears are available.

FRESH CROP REPORT



pineapples

Markets are elevated; eight-count supplies are ample. Quality is very good; sugar levels are approximately 14.5 Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are unchanged. California stocks are plentiful in Santa Maria and Watsonville; quality is excellent. Production has moved from Central Mexico to Baja. Quality is excellent.

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



red/yellow potatoes

Prices will ease through August. New-crop red and yellow potatoes are increasing in several growing regions. Quality is very good. New crop production has begun in Idaho, Minnesota, and Wisconsin; quality is excellent. MFC Red and Yellow Potatoes are on the market.

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



romaine

The market is up a bit; stocks are average in all growing regions. Quality is very good; weights and densities are ideal. MFC Premium Romaine is available.

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



potatoes

New crop Norkotah harvesting has begun in Idaho and Washington. Expect elevated markets for large sizes (40- through 90-count supplies) until new crop stocks increase. Quality is very good. MFC Potatoes are available.

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



salads & blends

Prices are steady; Salinas Valley supplies are adequate. Overall quality is very good; reported quality defects are lower than one percent.

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

FRESH CROP REPORT



spring mix

The market is unchanged; yields are ample. 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

Expect steady to lower prices over the next two weeks. Zucchini and yellow squash supplies are abundant; harvesting is underway in multiple growing regions. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



strawberries

California markets are a bit higher; demand is strong and summer volume is past its peak. Santa Maria growers harvest the fall crop in early September. California quality is excellent. MFC Strawberries are available.

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



tomatoes

Prices are stable. Stocks are abundant on both coasts as well as Mexico (into South Texas). Large sizes are particularly ample. Quality is very good. MFC Tomatoes are available.

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



tree fruit

The market is steady. California volume is average. Small sizes dominate the summer crop. Quality is very good: sugar levels range from 12 to 14 Brix.

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



watermelon

Prices are up slightly; East Coast supplies are adequate. 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

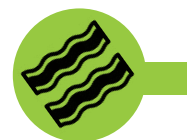
Fennel is an ideal grilling vegetable. Describe how you like to serve it during the summer months. Which sauces/ pairings do you suggest?

A

Grilled fennel is so versatile. It is great on a vegetable board and makes a wonderful pickled component.



Grilled and pickled fennel is an ideal addition to a summer melon salad with candied bacon or prosciutto.



Caramelized fennel and charred eggplant make a silky-smooth dip that is great for vegetables or as the body for an herby vinaigrette that works on salads or fish.



TIPS FOR SERVING MFC & ESS GRAPES



- 1.** Serve MFC Green and Red Seedless Grapes, sliced MFC Apples, pears, and figs on specialty cheese platters and on-trend boards.
- 2.** MFC Lunch Bunch Grapes are healthy, delicious burger and sandwich sides.
- 3.** Garnish cold soups such as green gazpacho, honeydew, and cucumber with sliced MFC Grapes and slivered almonds.

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.

Red Grape and Ricotta Toasts

Sweet and salty, these crostini make an excellent appetizer to split or light entrée for one.

- 1 C Ricotta cheese
- 1/4 C Honey
- Pinch of kosher salt
- 2 T Almonds, finely chopped
- 2 T MFC Basil, finely chopped
- 2 tsp. Zest of MFC Lemons
- 2 C MFC Red Seedless Grapes
- 1 T Olive oil
- Pinch of kosher salt
- 1 T RSS Lemon Juice
- 1 T Sherry
- 4 Slices bread, toasted
- Microgreens and edible flowers, to garnish

Lightly whip ricotta, honey, salt, almonds, and zest together. Chill. Toss grapes, olive oil, and salt in a mixing bowl. Heat grapes in a skillet; until just starting to burst. Deglaze with lemon juice and sherry (taking care not to ignite alcohol). Heat until liquid has cooked off. Plate by putting equal portions of ricotta on the slices of toasted bread, then topping with grapes. Garnish with microgreens and edible flowers.

Bright flavors and bold colors make this seared fish dish a standout on any health-focused, sophisticated menu.

