



# FRESH CROP REPORT

WEEK OF AUGUST 17, 2025



**RSS**



Table-ready fruits  
& vegetables.  
Backed by 5-Star.

**MFC**



Whole fresh fruits &  
vegetables.  
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Whole fresh fruits &  
vegetables.  
Backed by 5-Star.

# HIGHLIGHTS

## ICEBERG LETTUCE

Market volatility persists. After declining last week, prices are expected to rebound this week as growers anticipate lower yields in upcoming lots.

## BROCCOLI

Prices are poised to inch higher through August as elevated levels of pin rot, yellowing, and systemic mildew lower yields in California crops.

## INSECT PRESSURE

With peak seasonal temperatures still ahead, inspectors expect Diamondback moths, aphids, and thrips to continue posing a consistent challenge to broccoli, Brussels sprouts, cabbage, and cauliflower until the end of the Salinas season in mid-November.



## 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.

## BELL PEPPERS

- Red bell pepper volume is low due to harvesting transitions in California; markets are elevated.
- Green bell supplies are abundant in multiple growing regions.

## POTATOES

- As the industry transitions from storage to new crop potatoes, advanced orders and tight inventories are highly recommended.
- Fresh-run Norkotah potatoes are on the market.



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## apples

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

Prices are unchanged. The Michigan season is winding down for the summer. New crop harvesting will start 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 on the market. Quality is good; late storage softness and bruising are occasional issues.



## asparagus

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

The market is elevated, particularly for jumbo and large sizes. Peak production has passed in Central Mexico and Baja; growers are breaking into new, immature lots to meet demand, increasing small-size supplies. Peruvian volume is low. MFC Asparagus is available.



## avocados

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

Prices are level. Mexican yields are average; large sizes are tightening. Quality is very good: checkerboarding is an occasional problem. 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/TX	///	*****	\$\$\$

Green bell supplies are abundant in multiple growing regions; markets are weak. Red bell pepper volume is low due to harvesting transitions in California; prices are elevated. MFC and ESS Green and Red Bell Peppers are available.



## blackberries

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

The Pacific Northwest blackberry season has begun; quality is excellent. Mexican supplies have begun to rebound from recent humidity. Quality is improving; the rainy season is coming to an end. California growers have begun shipping from the Watsonville/Salinas region. Expect markets to ease.



## blueberries

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

Prices are steady. Although supplies are diminishing in California's San Joaquin Valley, ample stocks are now shipping from Eastern Washington and Hermiston, Oregon. Peruvian growers will begin shipments soon. Quality is very good.

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broccoli

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

Markets are poised to inch higher through August as elevated levels of pin rot, yellowing, and systemic mildew lower yields in California crops. East Coast supplies are shipping from multiple regions. Prices have eased in Mexico; demand has fallen. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are low. Production is at its peak in California's San Joaquin Valley. Quality is excellent; flavor is sweet, sugar levels are elevated, ranging from 14-16% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

The market is near the bottom; stocks are plentiful out of California's Salinas Valley and Santa Maria, as well as Maine, Canada, North Carolina, New Jersey, and New York. Overall color and texture are excellent. ESS Cauliflower is available.



celery

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

Prices are unchanged; abundant stocks are shipping from the Salinas Valley and Santa Maria, California. Yields are increasing in Michigan; the season will run through October. Quality is excellent. MFC Celery is available.



chile peppers

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

Most chile pepper markets are inching down; Serrano prices are actually up, but should ease back down in a week or two when the season is in full swing. Quality is very good; no significant issues are being reported. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

West Coast prices are weak; yields are high out of Mexico's Baja growing region. Midwestern supplies are ample, but rain may hinder harvests in Michigan this week. 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 low. California grape harvesting is in peak production; the season will run through November. Quality is very good; sugar levels range from 13 to 16 Brix. MFC and ESS Green and Red Seedless Grapes as well as MFC Lunch Bunch Grapes are available.

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green leaf

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

Prices are rising; supplies are forecast to dip in the coming weeks. Quality is very good; weights and densities are ideal. MFC Premium Green Leaf is available.



honeydew

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

Markets are low. Production is at its peak in California's San Joaquin Valley. Quality is excellent; flavor is sweet, sugar levels are elevated, ranging from 14-16% Brix. MFC Honeydew Melons are available.



iceberg

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

Price volatility persists. After declining last week, markets are expected to rebound this week as growers anticipate lower yields in upcoming lots. MFC Premium Iceberg Lettuce is sporadic; MBA will be shipped when heads don't meet Markon specifications.



lemons

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

Elevated markets are forecast for the next six weeks. Small sizes (165-through 235-count fruit) are limited. MFC and ESS Lemons are available.



limes

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

Prices are elevated across all sizes; supplies are tightening. Rain continues to be in the forecast and will likely persist through August, disrupting production. MFC and ESS Limes are available.



onions

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

The Northwest onion season is fully underway; markets will ease as more supplies enter the market. The California season has ended; New Mexico stocks will run another two weeks. Quality is great. MFC and ESS Red and Yellow Onions are available.



oranges

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

Strong school demand is driving up prices, especially for small sizes. California Valencia stocks are average. Quality is excellent. Initial reports project California Navels will begin shipping in mid- to late October. MFC and ESS Valencia Oranges are available.



pears

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

The market is fairly level. New crop Bartletts are now shipping from Washington. California supplies are ample. Both seasons will continue through October. Quality is excellent. MFC Bartlett Pears are available.

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## pineapples

Prices are high, especially for seven-count stocks. 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

Markets are easing. New-crop red and yellow stocks are increasing in several growing regions. Quality is excellent. The Minnesota season will end in late September/early October. Harvesting will start in North Dakota and Colorado in September. MFC Red and Yellow Potatoes are on the market.

REGION	SUPPLIES	QUALITY	PRICE
ID	///	*****	\$\$\$
MN	///	*****	\$\$\$
TX	///	*****	\$\$\$
WA	///	*****	\$\$\$
WI	///	*****	\$\$\$



## potatoes

Fresh-run Norkotah potatoes are on the market out of Idaho and Washington. Expect elevated markets for large sizes (40- through 90-count supplies) until new crop supplies increase. As the industry transitions from storage to new crop potatoes, advanced orders and tight inventories are highly recommended. Quality is very good. MFC Potatoes are available.

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



## raspberries

The market is level. Mexican supplies have begun to rebound from recent weather issues; the Baja season is underway. California's Santa Maria and Watsonville growing regions have begun shipping excellent-quality fruit.

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



## romaine

Prices are rising; supplies are forecast to dip in the coming weeks. Disease pressure, primarily INSV, is reducing yields in some lots. MFC Premium Romaine is available.

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



## salads & blends

The market is stable; Salinas Valley supplies are meeting processor demand. Overall quality is very good; reported quality defects are lower than one percent.

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

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## spring mix

Prices are steady; Salinas Valley supplies are ample. Warmer weather may lead to bolting, but current quality is very good. RSS Arugula, Spinach, and Spring Mix are available.

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



## squash

East Coast markets are a bit higher in Michigan, Ohio, and the Northeastern states due to increasing demand. Growers will move to North Carolina in late August. West Coast prices are also inching up; cooler weather in Santa Maria, California has reduced yields slightly. Quality is excellent. MFC Zucchini and Yellow Squash are available.

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



## strawberries

California prices are inching up slowly; most harvests are past their peak and volume is falling. Mexican fruit is sufficient; markets are level. MFC Strawberries are available out of California.

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



## tomatoes

Roma and round markets are active due to low yields and strong demand on the East Coast. Grape and cherry varieties are tight this week. MFC Tomatoes are available.

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



## tree fruit

Prices are unchanged. California supplies are sufficient. Small sizes are most abundant. Quality is very good: sugar levels range from 12 to 14 Brix.

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



## watermelon

The market is stable; East Coast yields 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

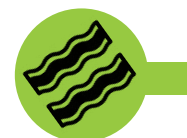
Tropical flavors are in. What dishes do you suggest, and with which fruits?

# A

Passionfruit is a great option for ceviche or seafood crudo, since it is so easy to juice. It's bold, tart flavor complements scallops especially well.



Caramelized pineapple basted in sherry vinegar makes a great addition to lighter seafood or pork dishes.



Bananas always fly under the radar—if you're into adventure with a pop, try a pan-fried banana on your egg dishes, like Huevos El Salvadoreños.



# TIPS FOR SERVING RSS BISTRO BUTTER BLEND



- 1.** An ideal substitute for all salads typically made with iceberg and romaine lettuces, especially Caesars.
- 2.** The toothsome texture of red butter and green oak lettuces lends height to increase plate coverage more than romaine alone.
- 3.** This blend can handle both light vinaigrettes as well as heavier, creamy dressings, making it versatile for menus all year round.

# 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 Iceberg/Romaine Blend with Apples & Pecans

This well-rounded salad combines sweet and salty flavors with both crunchy and tender textures.

- 16 oz. RSS Iceberg/Romaine 80/20 Blend
- 1 C MFC Red Delicious Apples, chopped
- 1 C Candied pecans
- 1/4 C Blue cheese, crumbled

Arrange equal portions of RSS Iceberg/Romaine 80/20 Blend, apples, pecans, and blue cheese on salad plates.

Serve with house-made vinaigrette.

Optional: top with roasted chicken or turkey slices.

Luscious filet mignon gets complexity from crunchy, peppery radishes and earthy beets—plus a punch of tang from pomegranate syrup.

