



FRESH CROP REPORT

WEEK OF AUGUST 24, 2025

RSS



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

MFC



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

ESS



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

HIGHLIGHTS

CALIFORNIA HEAT WAVE

All major West Coast growing regions such as Salinas, Santa Maria, and Oxnard, California are experiencing a heat wave that will potentially cause quality issues. Harvesting crews will start much earlier over the next week to avoid peak temperatures. Markon inspectors will monitor product closely for heat-related challenges.

LEMONS

Prices continue to rise due to low volume and strong demand across all growing regions.

PINEAPPLES

Markets are up. Supplies are at a seasonal low. Last spring's high temperatures and increased rainfall have reduced availability during the crop transition that takes place from August through September. Expect tight Costa Rican supplies for the next six weeks as new crop production ramps up.



CALIFORNIA GRAPES

- California grape harvesting is in peak production; the season will run through November.
- Pricing will gradually decrease as harvesting continues to ramp up.

RED BELL PEPPERS

- Red bell pepper supplies are extremely limited; markets are elevated.
- California growers are struggling to fill demand.

BROCCOLI

- Insect-related quality problems are tightening supplies and increasing prices in California and Mexico.
- East Coast quality is excellent, but volume is low.

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apples

Markets are level. The Michigan season is ending. New crop harvesting will start in Michigan and Washington over the next few weeks, 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 sporadic problems.

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



asparagus

Prices are elevated and continue to rise as production declines out of Southern Baja and Central Mexico. Quality is good, but potential thunderstorms and high heat may cause quality issues. Peruvian volume is falling; growers are transitioning to the southern parts of the country. MFC Asparagus is available.

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



avocados

The market is steady. Mexican supplies are sufficient. Quality is very good: checkerboarding is a sporadic 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 volume is meeting demand; prices should remain steady for several weeks. Red bell pepper supplies are extremely limited; markets are elevated. California growers are struggling to fill demand. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Markets are a bit lower. Pacific Northwest supplies are increasing; quality is excellent. Mexican yields are higher now that the rainy season has ended. California's Watsonville/Salinas season is underway.

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



blueberries

Prices are stable. California stocks are adequate. Volume is high out of the Pacific Northwest. The Peruvian season is set to get underway soon. Quality is very good.

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

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broccoli

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

Insect-related quality problems are tightening supplies and increasing prices in California and Mexico. East Coast quality is better, but volume is low due to cool weather. MFC Broccoli Crowns are available.



cantaloupe

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

Markets are weak. California has been experiencing perfect melon growing weather with temperatures in the low 100s during the day and mid-60s at night, which is increasing fruit size. Lower temperatures are forecast for later this week, which may prevent some fields from maturing earlier than planned. 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	///	*****	\$\$\$

Prices are trending higher amid stronger demand and limited supplies on the West Coast. East Coast growers are harvesting in Canada, Maine, New Jersey, New York, and North Carolina. Overall color and texture are excellent. ESS Cauliflower is available.



celery

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

The market is level; ample supplies are shipping from the Salinas Valley and Santa Maria, California. Volume is high in Michigan; production will run through October. Quality is excellent. MFC Celery is available.



chile peppers

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

Most chile pepper prices are a bit lower, but Habanero and Serrano markets are inching up. Quality has generally been very good, though there are some spotty issues depending on the grower and location— particularly in North Carolina, where rain has impacted some fields. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

East Coast and Midwest supplies are ample; the North Carolina season is underway. Baja volume is tightening as growers transition to new fields. Central Mexico is also harvesting; however, recent weather has affected yields. 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 steady at low levels. California grape harvesting is in peak production; expect ample supplies this season. 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	///	*****	\$\$\$

The market is inching up. Quality is very good; warmer weather may increase burn, insect pressure, and seeder. MFC Premium Green Leaf is available.



honeydew

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

Prices are weak. California has been experiencing perfect melon growing weather with temperatures in the low 100s during the day and mid-60s at night, which is increasing fruit size. Lower temperatures are forecast for later this week, which may prevent some fields from maturing earlier than planned. 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	///	*****	\$\$\$

Markets are elevated yet again due to tightening supplies and increased demand for fresh packs and processor acreage on the West Coast. 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	///	*****	\$\$\$

Prices continue to rise due to low volume and strong demand across all growing regions. MFC and ESS Lemons are available.



limes

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

Supplies continue to tighten, as the current crop winds down and the new crop season is delayed. Expect elevated markets through August. MFC and ESS Limes are available.



onions

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

Washington prices are steady; markets are slightly lower in Idaho, Oregon, and New Mexico. The New Mexico season is wrapping up as demand shifts to the Northwest. Fresh-run onion quality is very good. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market is up due to strong school demand, especially for small sizes. California Valencia volume is average. Quality is excellent. The California Navels season will start in mid- to late October. MFC and ESS Valencia Oranges are available.



pears

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

Prices are unchanged. The new crop Bartlett season is underway in Washington. California yields are high. Both seasons will run through October. Quality is excellent. MFC Bartlett Pears are available.

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pineapples

The market is high; yields are at a seasonal low. Expect tight Costa Rican supplies for the next four to five weeks as new crop production increases. Sugar levels are approximately 14.5 Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

Prices are stable. Mexican yields are plentiful in Baja. California's Santa Maria and Watsonville growing regions are shipping excellent-quality fruit.

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



red/yellow potatoes

Prices are weak. New-crop red and yellow supplies are abundant in several growing regions. Quality is excellent. The Minnesota season will end in late September/early October. Production will begin in North Dakota and Colorado in September. MFC Red and Yellow Potatoes are available.

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



romaine

Markets are inching up; INSV is lowering yields in some fields. Quality is good; warmer weather may increase burn, insect pressure, and seeder. MFC Premium Romaine is available.

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



potatoes

Fresh-run Norkotah stocks are shipping from Idaho and Washington. Expect high 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	///	*****	\$\$\$



salads & blends

Prices are steady; Salinas Valley stocks 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. Quality is very good, but inspectors report occasional mechanical damage in spinach due to brittle texture and sporadic bruising on other tender leaf varieties; total defects are under 2%. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

The overall market is steady. Volume has increased in Santa Maria, California. Zucchini are more abundant than yellow squash. East Coast growers are harvesting in multiple states. The North Carolina season will start soon. MFC Zucchini and Yellow Squash are available.

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



strawberries

Expect steady prices for the beginning of the week, with the potential to rise. Temperatures will climb this week; coastal weather will warm, but no issues are expected. MFC Strawberries are available out of California.

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



tomatoes

Prices are high. Roma supplies are increasing while round stocks remain snug alongside grape and cherry varieties, especially on the East Coast. MFC Tomatoes are available.

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



tree fruit

The market is steady. California volume is meeting demand. Small sizes are most plentiful. Quality is very good: sugar levels range from 12 to 14 Brix.

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



watermelon

Prices are weak on both coasts. August heat is aiding growth in California's San Joaquin Valley; quality is excellent. All sizes are available. Mini seedless supplies have increased. Sugar levels are approximately 10+ Brix.

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

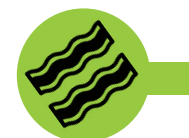
RSS Peeled Pearl Onions are whole, cleaned, and trimmed products that delete messy prep and waste from your kitchen. How do you suggest using them across menus?

A

RSS Pearl Onions are a MUST for every chef, whether you want mirepoix that adds character in your braised items, caramelized for charcuterie boards, pickled for the bar, or used for micro onion rings for a special wine dinner.



These firm, less pungent types of onions add subtly sweet, yet savory flavor to a wide variety of global cuisines.



They are a true labor saver, allowing chefs to skip the mess, the employee hours, and potential kitchen injuries.

TIPS FOR SERVING MFC HONEYDEW MELONS



- 1.** Mince honeydew, cantaloupe, pineapple, red bell pepper, Serrano chile peppers, and cilantro; serve relish over grilled fish and chicken.
- 2.** Add chopped honeydew, cucumber, mint, and baby dill to cooked couscous; serve with grilled kebabs.
- 3.** Wrap or top honeydew cubes with salty prosciutto.

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.

Tomato, Cucumber, and Bell Pepper Salad

This Mediterranean-style salad is packed with the sweet, zesty flavors of summer.

- 8 MFC Roma Tomatoes, chopped
- 2 MFC Cucumbers, peeled and chopped
- 2 MFC Red Bell Peppers, chopped
- ½ C MFC Basil, chopped
- ½ C Balsamic vinaigrette

Toss all ingredients together and serve garnished with fresh basil leaves.

The perfect blend of sweet and salty, these appetizers are ideal for a pre-dinner appetizer or fresh bar snack.

