



FRESH CROP REPORT

WEEK OF AUGUST 31, 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

POTATOES

Expect falling prices as the season moves into September. As the industry transitions from storage to new crop potatoes, advanced orders and maintaining tight inventories are highly recommended.

CAULIFLOWER

The market hit its peak and has started to ease as warmer weather is promoting growth and increasing yields.

BLUEBERRIES

Supplies are diminishing in California's San Joaquin Valley; production is winding down. Pacific Northwest volume is starting to decrease. Expect markets to rise.

ONIONS

- The Northwest onion season is off to a strong start with Washington, Oregon, and Idaho fresh-run onion harvests in full swing. Colorado and Utah are ramping up as New Mexico winds down.
- Markets are steady at lower levels.

ORANGES

- The California Valencia crop is dominated by large sizes (56- and 88-count pieces); small supplies (88- and 138-count oranges) are tightening.
- With many schools' seasons underway and many more starting in the coming weeks, small oranges will become limited.

ASPARAGUS

- Prices are escalating.
- Jumbo and large sizes are extremely limited.

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apples

Washington prices will inch up as the storage crop ends and new crop production gets underway over the next two weeks. New crop harvesting has started in Michigan. Quality is excellent. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Markets are escalating. Jumbo, large, and extra-large sizes are extremely limited in Mexico; small and standard spears are more readily available. Peruvian growers are moving to the southern parts of the country, creating a supply gap. MFC Asparagus is available.

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



avocados

Prices are fairly stable. Mexican stocks are adequate. Quality is very good: checkerboarding is as occasional problem. 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 bells are ample; markets are weak. Red bell peppers remain tight; prices should start easing by mid-September when supplies increase. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices have stabilized. California growers are transitioning from the San Joaquin Valley to Salinas and Watsonville. The Pacific Northwest production is in full swing, while Mexican volume is rebounding.

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



blueberries

Supplies are diminishing in California's San Joaquin Valley; production is winding down. Pacific Northwest volume is also falling. Expect markets to rise until offshore fruit becomes available.

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

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broccoli

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

Prices are increasing as heat and quality issues affect multiple growing regions; overall supplies are tightening. Quality is challenging across the industry; hollow core, cat eye, insect damage, branchy structure, occasional mildew, and pinrot are being reported in various regions. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are unchanged. Volume has dipped slightly, but not enough to affect the market yet. Quality is excellent; flavor is sweet, sugar levels are high, ranging from 14-16% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

The market hit its peak and has started to ease as warmer weather is promoting growth and increasing yields. East Coast suppliers 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	///	*****	\$\$\$

Prices are low. Abundant stocks are shipping from the Salinas Valley and Santa Maria, California; the Oxnard season will start in November. Harvesting will continue in Michigan through October. Quality is excellent. MFC Celery is available.



chile peppers

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

The market is fairly steady, but scattered showers across Mexico and California have tightened supplies a bit. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are weak and supplies are ample across all 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	///	*****	\$\$\$

The market is low. The California season is at its peak. 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 steady to slightly lower; supplies are average. Internal burn, insect pressure, and seeder are occasional problems being culled at the field level. MFC Premium Green Leaf is sporadic; MBA is being substituted when weights do not meet Markon specifications.



honeydew

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

The market is low. Volume has dipped slightly, but not enough to affect the market yet. Quality is excellent; flavor is sweet, sugar levels are high, ranging from 14-16% Brix. MFC Honeydew Melons are available.



iceberg

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

Prices are inching down as California supplies increase. Most lettuce heads are full with nice frames; crews are sorting diligently to maintain quality. MFC Premium Iceberg Lettuce is sporadic; MBA is being substituted when weights do not meet Markon specifications.



lemons

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

Markets remain elevated; demand is strong while volume is low in all growing regions. MFC and ESS Lemons are available.



limes

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

Prices are leveling out, as more new crop supplies become available. MFC and ESS Limes are on the market.



onions

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

Markets are steady at lower levels. The Northwest onion season is off to a strong start with Washington, Oregon, and Idaho fresh-run onion harvests in full swing. Colorado and Utah are ramping up as New Mexico winds down. MFC and ESS Red and Yellow Onions are available.



oranges

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

Prices are high. The California Valencia crop is dominated by large sizes (56- and 88-count pieces); small supplies (88- and 138-count oranges) are tightening. With many schools' seasons underway and many more starting in the coming weeks, small oranges will become limited. 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	///	*****	\$\$\$

The market is stable. Growers are harvesting the green Bartlett and Bosc varieties; the D'Anjou season will start in mid-September. The California and Washington seasons will run through October. Quality is excellent; sugar levels range from 14 to 18 Brix. MFC Bartlett Pears are available.

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pineapples

Prices are elevated. Expect snug Costa Rican stocks for the next month as new crop harvesting increases. Sugar levels are approximately 14.5 Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

Expect markets to remain steady for the next week or so. Mexico's Baja season is underway; quality is very good. California production is past its peak; a short supply gap of a week or two is anticipated.

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



red/yellow potatoes

The market is low. New-crop red and yellow supplies are plentiful in several growing regions. Quality is excellent. Production will begin in North Dakota and Colorado in the coming weeks. The Texas season will end next week. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are steady to slightly lower, but they could rebound if disease pressure further reduces yields. Quality is average; internal burn, insect pressure, and seeder are problems being culled in the field. MFC Premium Romaine is sporadic; MBA is being substituted when weights do not meet Markon specifications.

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



potatoes

Prices will continue inching down through September. Fresh-run Norkotah supplies are on the market out of Idaho, Washington, and Wisconsin; the new crop Colorado season will begin next week. As the industry transitions from storage to new crop potatoes, advanced orders and maintaining tight inventories are highly recommended. MFC Potatoes are available.

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



salads & blends

The market is level; Salinas Valley supplies are adequate for processor demand. Overall quality is very good; defects are lower than one percent.

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

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spring mix

The market is unchanged; Salinas Valley stocks are abundant. Quality is very good. Occasional mechanical damage has been noted in spinach due to brittle texture and sporadic bruising is an issue in other tender leaf varieties; total defects are under 2%. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are falling; already high yields will continue to increase through September. Zucchini supplies are more plentiful than yellow squash. East Coast growers are harvesting in multiple states; the North Carolina season is starting. MFC Zucchini and Yellow Squash are available.

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



strawberries

The market is up slightly. Volume has dipped as is typical for this time of year. West Coast quality is very good; berries are sweet and plump. MFC Strawberries are available out of California.

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



tomatoes

California Roma supplies are sufficient. Demand is stronger for rounds due to East Coast quality issues; price are up. Mexican volume is moderate out of Baja and Eastern/Central Mexico. MFC Tomatoes are available.

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



tree fruit

The market is stable. The California season will run through September. Small sizes are abundant. Quality is very good; sugar levels range from 12 to 14 Brix.

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



watermelon

Low prices persist. Supplies are ample; all sizes are available. Mini seedless supplies have increased. Quality is excellent; 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

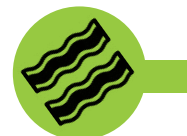
Cauliflower is an ideal transition ingredient, bringing menus from summer to fall. How do you use this vegetable to bridge these seasons?

A

With a color palate for every aesthetic, cauliflower is a hero on all types of menus.



This versatile vegetable lends itself well to being charred and spiced or puréed into silky smooth sauces.



It's also a great way to add a signature crunch to salads.



TIPS FOR SERVING MFC LIVING BUTTER LETTUCE



1. Tender and sweet, butter lettuce makes excellent salads and pairs well with salty meats, bright citrus, juicy berries, and shredded cheeses.
2. This variety's cuplike leaves can be used in lettuce wrap recipes, filled with dips, stir-fried vegetables and meats, or ancient grain mixtures.
3. Butter lettuce's soft texture works well in healthy salad and rice bowls, topped with colorful extras like watermelon radish slices, chunks of avocado, crunchy nuts, and crispy bacon or croutons.

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.

Grilled Fennel, Corn, & Orange Butter Lettuce Salad with Swicy Tamarind-Lime Dressing

This salad combines smoky, charred flavors with hints of sweetness and plenty of crunch—summer on a plate!

- | | |
|-----------|---|
| ¼ C + 2 T | RSS Washed & Trimmed Cilantro, chopped |
| 2 cloves | RSS Peeled Garlic |
| 2 | MFC Limes, juiced |
| 1 T | Mayonnaise |
| 1 T | Tamarind paste |
| 1 T | Asian chile sauce of your choice |
| ½ tsp. | Fish sauce |
| 1 tsp. | Sugar |
| 2 T | Water |
| ¼ C | Grapeseed oil |
| 2 heads | MFC Living Butter Lettuce, washed and torn from roots |
| 2 small | MFC Fennel, sliced and grilled |
| 2 ears | Corn, shucked, grilled, and cut from cobs |
| 2 large | MFC Oranges, sliced and grilled |

Pulse the first nine ingredients together in a blender until smooth. Drizzle in oil until dressing is emulsified. Hand toss MFC Living Butter Lettuce with dressing. Artfully arrange equal portions of fennel, corn, and oranges on top of butter lettuce. Garnish with extra cilantro and serve.



Fresh cantaloupe, honeydew, and watermelon check all the boxes for a healthy dessert. Garnish with subtly spicy Thai basil for a sophisticated touch.

