



FRESH CROP REPORT

WEEK OF SEPTEMBER 7, 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

WEST COAST HEAT

High pressure continues to keep temperatures above normal throughout the Salinas Valley. Harvesting crews have been and will continue to start production earlier than normal to avoid peak temperatures. Markon inspectors will monitor product closely for heat-related challenges.

LEMONS

Expect steady yet elevated markets and limited supplies of small fruit through early October.

SQUASH

Zucchini and yellow squash markets are up slightly due to stronger demand and lower yields.

BELL PEPPERS

- Green bell pepper supplies are abundant; markets have eased.
- Red bell pepper prices are slightly lower as California yields start to increase; demand remains strong.

BROCCOLI

- Prices are climbing as strong demand and quality challenges tighten overall supplies.
- Pest pressure from Diamondback moth pupa/larvae and aphids remains a significant challenge and is expected to persist through the fall season.

STRAWBERRIES

- The California strawberry market has started to climb.
- Seasonal supplies are diminishing.

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apples

Washington growers are shipping the last of their storage crop while new crop harvests get underway. New crop production has started in Michigan. Quality is excellent; sugar levels range from 12 to 13 Brix in Michigan and 14 to 18 Brix in Washington. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Prices will remain elevated until volume increases out of new growing regions on the Baja Peninsula and Peru. Rain and strong winds are likely this week on the Baja Peninsula as a tropical depression grows in the Pacific. MFC Asparagus is available.

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



avocados

The market is level. Mexican supply is meeting demand. 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 pepper supplies are abundant; prices have eased. Red bell pepper markets are slightly lower as California yields start to increase; demand remains strong. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is inching down. Supplies are increasing in California and Mexico while stocks in the Pacific Northwest are abundant. Quality is improving; berries are plump and sweet.

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



blueberries

Prices are up. The season in the Pacific Northwest is past its peak. Shipments are starting to arrive from Peru; stocks are limited. Supplies are tightening in California's San Joaquin Valley as the season winds down.

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

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broccoli

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

Markets are climbing as strong demand and quality challenges tighten overall supplies. Pest pressure from Diamondback moth pupa/larvae and aphids remains a significant challenge and is expected to persist through the fall season. MFC Broccoli Crowns are available.



cantaloupe

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

Prices are stable; stocks are sufficient. 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	///	*****	\$\$\$

Markets are slightly higher amid stronger demand and increased insect pressure in California stocks. East Coast growers are harvesting in multiple regions. Quality is very good, but hot afternoons and warmer, humid evenings will create the potential for discoloration and possible mold/mildew. ESS Cauliflower is available.



celery

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

Prices are slightly higher as California volume dipped this week; the Oxnard season will get underway in November. The Michigan season will continue through October. Quality is excellent. MFC Celery is available.



chile peppers

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

Markets are level. Jalapeno and Pasilla supplies are abundant; it's a great time to promote. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

West Coast prices are low but might bump up a bit this week; rain and strong winds are expected in Baja due to a tropical depression in the Pacific. East Coast stocks are adequate; the North Carolina season is underway. 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 remain weak; California supplies are plentiful. 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 lower; supplies increased due to high temperatures in California. MFC Premium Green Leaf is sporadic; Markon Best Available (MBA) is being substituted when weights do not meet Markon specifications.



honeydew

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

Prices are stable; stocks are sufficient. 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	///	*****	\$\$\$

The market has fallen; California stocks have increased. 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	///	*****	\$\$\$

Expect steady yet elevated prices and limited supplies of small fruit through early October. MFC and ESS Lemons are available.



limes

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

The market is a bit lower; supplies are increasing. MFC and ESS Limes are on the market.



onions

REGION	SUPPLIES	QUALITY	PRICE
CO	///	*****	\$\$\$
ID	///	*****	\$\$\$
OR	///	*****	\$\$\$
UT	///	*****	\$\$\$
WA	///	*****	\$\$\$

Higher prices are expected this week following reduced packing over the holiday weekend, but markets will stabilize soon. Fresh run onions have a higher moisture content, creating potential for increased mechanical damage and shorter shelf life; quality will improve as the season progresses and onions have cured. MFC and ESS Red and Yellow Onions are available.



oranges

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

Expect steady yet elevated markets and limited supplies of small fruit through early October. The California Valencia crop is dominated by large sizes (56- and 88-count pieces); small stocks (113- and 138-count oranges) are limited due to strong school demand. Quality is good; scarring and soft skin are occasional issues. 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 a bit lower. Growers are now shipping the green Bartlett and Bosc varieties; the D'Anjou season will begin in mid-September. California supplies will ship through October. Quality is excellent; sugar levels range from 14 to 18 Brix. MFC Bartlett Pears are available.

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pineapples

Markets are elevated. Costa Rican volume will remain low for a few more weeks as new crop stocks become more plentiful. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Prices range from steady to slightly lower. New-crop red and yellow supplies are increasing. The Texas season has been extended until mid-September. Quality is excellent; skinning is a potential issue in new crop supplies. MFC Red and Yellow Potatoes are available.

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



potatoes

Expect lower markets over the next few weeks. Fresh-run Norkotah supplies are being shipped from Colorado, Idaho, Washington, and Wisconsin. New crop quality is excellent. As the industry transitions from storage to new crop potatoes, advanced orders and maintaining tight inventories are highly recommended. The storage Burbank season has ended. MFC Potatoes are available.

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



raspberries

Prices are steady. Mexican growers are shipping from the Baja region; supply is meeting demand. California yields are sufficient. Overall quality is very good.

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



romaine

The market is currently steady to lower, but may rise in the coming weeks if disease pressure further reduces yields. Quality is good; high temperatures may lead to increased levels of seeder, burn, and insect pressure in Salinas crops. MFC Premium Romaine is sporadic; MBA is being substituted when weights do not meet Markon specifications.

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



salads & blends

Prices are stable; supplies are sufficient. Hot weather may lead to reduced shelf life, slow growth, and bolting/seeder in Salinas Valley supplies. Overall quality is very good.

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

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spring mix

Prices are level; Salinas Valley supplies are ample. Quality is very good; recent high temperatures may lead to reduced shelf life, slow growth, and bolting/seeder. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Zucchini and yellow squash markets are up slightly due to stronger demand and lower yields. The East Coast is experiencing cooler nights, slowing plant growth. Harvesting started in North Carolina. Volume is steady in California's Santa Maria and Central Valley growing regions. Baja supplies are average. Quality is very good. MFC Zucchini and Yellow Squash are available.

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



strawberries

California prices have started to climb; seasonal supplies are diminishing in the Salinas and Santa Maria Valleys. Quality is good, but some bruising, white shoulders, and light mildew have been reported. MFC Strawberries are available out of California.

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



tomatoes

Markets are steady. Roma and round supplies are adequate; while size has dipped slightly due to recent heat, most fruit remains in the extra-large to large range. Rain and strong winds from this week's tropical storm may cause quality issues in Baja. East Coast stocks are sufficient; the Florida season will begin in October. MFC Tomatoes are available.

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



tree fruit

Prices are level. The California season will run through late September/early October, depending on variety. Small sizes are most plentiful. Quality is very good; sugar levels range from 12 to 14 Brix.

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



watermelon

Markets are weak. Volume is high on both coasts; all sizes are available. Mini seedless yields are ample. 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.



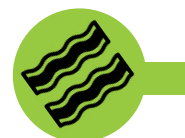
CHEF
GARETH BERG
MARKON MEMBER CHEF

Q

Fall is near—which ingredients do you suggest for transitioning from summer to autumn seasonal menus?

A

As the season shifts from summer to fall, the cornucopia of ingredients changes along with the techniques. I love moving from the grill to the smoker, searing, and braising.



Roasted and charred vegetables such as RSS Brussels Sprouts, MFC Carrots, and parsnips all make delicious accompaniments to seafood, chops, or poultry. I like pureeing charred MFC Onions, MFC Trimmed Leeks, and RSS Peeled Garlic with butter, stock, and Champagne vinegar to serve under steaks. Chopped and roasted MFC Potatoes or roasted MFC Strawberries can add texture and flavor to autumn salads.

TIPS FOR SERVING MFC TRIMMED LEEKS



- 1.** Sauté chopped leeks, mushrooms, diced onions, and garlic; add chopped potatoes, thyme, and vegetable stock; simmer until tender, purée and add touch of cream.
- 2.** Add chopped leeks and smoked salmon while scrambling eggs and cream; serve with snipped chives.
- 3.** Arrange halved leeks in a baking dish; top with butter, salt, garlic, and Parmesan cheese; roast until tender.

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.

Crunchy Green Fritters with Labneh Dip

A little bit southern, a little bit Israeli, these crossover fritters are crispy with verdant flavors and a hint of spice. So delicious you almost forget they're packed with healthy green vegetables.

- | | |
|-------------|---|
| 1 C | Labneh cheese |
| 1 T | RSS Lemon Juice |
| 1 tsp. | Zest of Markon First Crop Lemons, minced |
| 2 tsp. | Sea salt |
| 3 tsp. | Everything bagel spice |
| 1 C | RSS Chopped Collard Greens, sauteed |
| 1 C | RSS Bite-Size Broccoli Florets, chopped and sauteed |
| 1/2 C | MFC Asparagus, steamed and chopped |
| 1/2 C | Peas, steamed |
| 1/4 C | MFC Trimmed Belgian Leeks, chopped and sauteed |
| 4 cloves | RSS Peeled Garlic, roasted and smashed |
| 2 | Eggs |
| 3/4 C | Chickpea flour |
| 1/4 C + 1 T | Vegetable oil (for frying) |
| 2 T | Extra virgin olive oil (for drizzling on dip) |

Mix together labneh, lemon juice, zest, and one teaspoon each of salt and everything bagel spice; reserve dip. Combine one teaspoon salt and everything bagel spice, collards, broccoli, asparagus, peas, leeks, two cloves of garlic, eggs, flour, and one tablespoon of vegetable oil. Mix well, then form into small patties. Heat remaining oil in a large skillet. When hot, add patties, being careful not to crowd the pan (cook in batches). Once browned on one side (two minutes), flip and cook on remaining side. Drain on cooling rack while cooking all patties. Serve with labneh dip drizzled with extra virgin olive oil and remaining everything bagel spice.

Topped with crispy leeks, this creamy potato-leek soup is great for any season!

