



FRESH CROP REPORT

WEEK OF JUNE 21, 2026

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

LETTUCES

Green leaf and romaine markets are starting to ease as Salinas Valley supplies increase. Iceberg prices remain high but will inch down as volume recovers.

RED & YELLOW POTATOES

Yellow potato prices are elevated; supplies are limited. Red potato markets are holding steady. Upcoming crop transitions will cause market volatility, but quality will improve over the next couple of months.

BLUEBERRIES

Prices are elevated. A brief, unexpected supply gap is emerging in the blueberry market due to a combination of factors, including California heat disruptions, Mexico's post-peak decline, and a slow start to the Pacific Northwest season.

ZUCCHINI & YELLOW SQUASH

- Low markets persist.
- Supplies are abundant in all growing regions.

BRUSSELS SPROUTS

- Prices should remain fairly steady into July,
- The Mexican season is winding down. Production will begin in Salinas, California this week.

CANTALOUPE MELONS

- Yields, regardless of size, will be critically low until growers transition to new growing regions in July.
- Markets will rise through the next few weeks as demand has rapidly outpaced supply.

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apples

Washington markets are steady. Quality is very good; sugar levels range from 15 to 18% Brix. Evercrisp, Fuji, and Red Delicious supplies will ship from Michigan into July. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Prices are weak. Mexican volume is up. Supply is meeting demand out of Peru and multiple domestic regions. Quality is very good; standard and small sizes are most plentiful. MFC Asparagus is available.

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



avocados

Expect elevated markets for at least two more weeks. Mexico's main avocado season is wrapping up; growers are delaying harvests to prolong the season until the *Loca* harvest begins in July. California and Peruvian stocks will be substituted as needed. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Green bell prices are inching up; red bell markets are a bit lower but may climb again when growers move from the California desert region to the San Joaquin Valley. East Coast growers will move from Georgia and North Carolina to New Jersey soon; prices may become active until transitions are complete. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market ranges from steady to slightly higher than last week. Hot, rainy weather has caused quality challenges in Mexico. Quality is better out of Watsonville, California, but supplies are tighter.

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



blueberries

Prices are elevated. A brief, unexpected supply gap is emerging in the blueberry market due to a combination of factors, including California heat disruptions, Mexico's post-peak decline, and a slow start to the Pacific Northwest season. Shortages are expected until early next week; supply levels will slowly stabilize as the week progresses.

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

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broccoli

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

Markets are expected to climb through June as industry supplies are tightening. California volume will fall for the second half of June. East Coast production will increase in July. Weather challenges are deteriorating quality in Mexico. MFC Broccoli Crowns are available.



cantaloupe

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

Prices will rise through the next few weeks as demand has rapidly outpaced supply. Yields, regardless of size, will be critically low until growers transition to new growing regions in July. Quality is very good; sugar levels range from 14 to 16% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

The market will remain elevated all month; California supplies are tightening. Quality is good; small-sized heads have been reported in some lots. ESS Cauliflower is available.



celery

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

Prices are stabilizing now that California growers have moved from Oxnard to Salinas, where supplies are more abundant and quality is very good. MFC Celery is available.



chile peppers

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

The market is level; stocks are sufficient. California growers will move from the San Joaquin Valley to Santa Maria in July. Quality is excellent. MFC Chile Peppers are available.



cucumbers

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

The market is steady. Baja yields are high. East Coast supplies are abundant in Georgia and North Carolina. Recent rain has caused some softness in Georgia. MFC and ESS Cucumbers are available.



grapes

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

Prices will remain high until early July. Suppliers are transitioning between the offshore areas and Mexico; MFC Green and Red Seedless Grapes are available. The California season will start in July.

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green leaf

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

Markets will decrease through the month; yields are climbing. Quality ranges from fair to good. MFC Green Leaf Lettuce is sporadic; Markon Best Available (MBA) will be substituted as needed.



honeydew

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

Prices will remain high through the next few weeks as demand has rapidly outpaced supply. Yields, regardless of size, will be critically low until growers transition to new growing regions in July. Sugar levels range from 12 to 14% Brix. Domestic MFC Honeydew Melons are available.



iceberg

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

Markets are elevated but should begin inching down over the next 10-14 days. Supplies remain tight; disease and insect pressure continue to impact availability. Volume will climb gradually as the month progresses. MFC Iceberg Lettuce is available, but MBA will be substituted as necessary.



lemons

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

Expect high prices until offshore and Mexican supplies become available to supplement domestic shortages. Quality is very good. MFC and ESS Lemons are available.



limes

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

Prices are inching down as volume increases in Mexico. Small-sized fruit, particularly 230- and 250-count stocks, are most plentiful. Seasonal rains may cause some oil spotting and skin breakdown. MFC and ESS Limes are available.



onions

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

The market is level. Fresh-run MFC Onions are available in Southern California, Northern California, and New Mexico. Sweet Vidalia onions are shipping from Georgia. MFC Red and Yellow Onions are available.



oranges

REGION	SUPPLIES	QUALITY	PRICE
CA	///	*****	\$\$\$
FL	///	*****	\$\$\$
MEX/AZ	///	*****	\$\$\$
OFFSHORE	///	*****	\$\$\$
TX	///	*****	\$\$\$

Prices remain elevated; yields are low, especially 113- and 138-count sizes. No improvement is expected until the Chilean and South African import seasons start in July. MFC and ESS Navel Oranges are available.



pears

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

Washington markets are unchanged. California Bartletts will enter the market in early July. Quality is very good. MFC Anjou Pears are available.

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pineapples

Prices are low; stocks are plentiful. Quality is very good; sugar levels average 14% Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Yellow potato markets are elevated; supplies are limited. Red potato prices are holding steady. Upcoming crop transitions will cause market volatility, but quality will improve over the next couple of months. MFC Red and Yellow Potatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
AZ	///	*****	\$\$\$
CA	///	*****	\$\$\$
CO	///	*****	\$\$\$
FL	///	*****	\$\$\$
ID	///	*****	\$\$\$
WA	///	*****	\$\$\$



potatoes

Strong demand and tight storage supplies are keeping prices up. Norkotah storage volume will be depleted in a week or two. Burbank stocks are increasing; small sizes dominate the crop. MFC Idaho Burbank and Norkotah Potatoes are available.

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



raspberries

The market is unchanged. Mexican yields are high. California's San Joaquin Valley supplies are ample. Quality is very good; berries are plump, red, and juicy.

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



romaine

Prices are starting to ease; Salinas Valley supplies are increasing. Potential industry-wide quality problems include INSV, fringe burn, dirt, and mildew. MFC Romaine Lettuce is sporadic; MBA will be substituted as necessary.

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



salads & blends

The market is level. Romaine supplies are rebounding, but iceberg remains a bit tight. Expect more ample stocks later this summer.

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

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spring mix

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

Prices are steady; supply is meeting demand. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.



strawberries

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

The market is low. California supplies are plentiful in the Watsonville/Salinas growing region; the season is at its peak. Quality is very good; berries are plump, red, and juicy. MFC Strawberries are available.



squash

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

Markets are weak. California yields are high out of the San Joaquin and Santa Maria Valleys. Baja supplies are plentiful. East Coast growers are shipping from North Carolina and New Jersey; quality is excellent. MFC Zucchini and Yellow Squash are available.



tomatoes

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

Prices are low. East Coast growers are harvesting in multiple states. Mexican supplies are ample out of Jalisco and Baja. The California round season is underway; Roma harvests will start next week. Quality is excellent. MFC Tomatoes are available.



stone fruit

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

Prices are unchanged. Nectarine, peach, and plum stocks are sufficient. Quality is very good; sugar levels range from 12 to 14% Brix.



watermelon

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

The market ranges from stable to slightly higher. East Coast growers are harvesting in Georgia and South Carolina. Quality is very good; flesh is firm, color is bright, and flavor is mildly sweet.

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



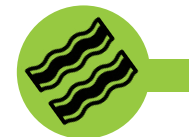
CHEF
SHANE HENDERSON
MARKON MEMBER CHEF

Q

What's your favorite produce item and how do you like to showcase it in warm-weather dishes?

A

I like to keep my summer vegetable dishes simple, with as little cooking as possible to let the natural flavors shine.



Lightly grill if you must cook them, or give them a quick sauté, but don't be heavy-handed—let the vegetables shine on their own. It takes more courage to serve a lightly grilled peach and green salad on a plate with nothing to hide flavors than a heavily sauced, cooked recipe that can hide plenty of flaws. Summer is the time to showcase freshness.

TIPS FOR SERVING MFC LIMES



- 1.** Lime juice and wedges accent a wide range of beverages, glazes, cocktails, guacamoles, and salad dressings.
- 2.** Use in ceviches, crudos, and poke recipes—they are also the star ingredient of Peruvian super sauce, leche de tigre.
- 3.** Add a pleasantly sour bite to cakes, cookies, puddings, scones, and curds.



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.

Lime-a-Rita Popsicle Shots

Refreshingly sour, frozen treats can be made with or without alcohol.

- | | |
|--------|------------------------|
| 16 oz. | RSS Margarita Mix |
| 1/2 C | Sugar |
| 8 oz. | Juice of MFC Limes |
| 1 Tb | Lime zest of MFC Limes |
| 3/4 C | Tequila (optional) |

Heat margarita mix and sugar in a saucepan until sugar dissolves completely. Remove from heat and stir in remaining ingredients. Arrange 12 tall shot glasses on a large baking sheet. Fill with equal parts of the lime-a-rita mixture. Freeze for one hour or until the pops start to firm up. Carefully place wooden sticks/popsicle handles in the center of each shot glass and continue freezing until solid.



Refreshing cucumbers, lime, and mint make mojitos the summer cocktail of choice!

