



FRESH CROP REPORT

WEEK OF JUNE 28, 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

Prices are trending much lower as supplies increase across California. Green leaf is the first lettuce market that's gone back to normal levels; romaine and iceberg will follow suit over the next 10-14 days.

MELONS

Cantaloupe and honeydew melons are severely limited this week, but modest improvement is expected next week as new crop harvesting gets underway.

BELL PEPPERS

Last week's rain has heavily impacted production in Southern Georgia. Prices are up but should stabilize as harvesting ramps up in North Carolina. California supplies are ramping up in the San Joaquin Valley, but strong demand has shifted to the West Coast, keeping markets higher than normal.



TOMATOES

- Weak markets persist. East Coast production is increasing in multiple states. Mexican stocks are plentiful in Jalisco and Baja.
- The California Roma and round seasons are underway. Quality is excellent.

CITRUS

- Prices for small lemons (165- and 200-count sizes) remain elevated due to limited supplies and strong demand.
- Markets for small oranges (113- through 138-count sizes) are elevated; the Valencia season is in full swing, but larger sizes (56- through 88-count fruit) are more plentiful.

GRAPES

- The Mexican grape season will wrap up over the next two weeks.
- California-grown MFC Lunch Bunch Grapes and ESS Red and Green Seedless Grapes will start shipping June 28.

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apples

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

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



asparagus

Markets are rising; some growers in Central Mexico delayed opening the season due to recent low prices. The Michigan season is winding down. Washington production has ended. Growers are shipping from Eastern Canada. MFC Asparagus is available.

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



avocados

High prices will persist for another week or so as Mexico's main avocado season finishes; growers are delaying production until the *Loca* harvest starts in July. California and Peruvian supplies are being substituted as necessary. 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

Last week's rain has heavily impacted production in Southern Georgia. Markets are up, but should stabilize as harvesting ramps up in North Carolina. California supplies are increasing in the San Joaquin Valley, but strong demand has shifted to the West Coast, keeping markets higher than normal. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are stable. Quality is recovering after heavy rains in Mexico. Quality is very good in Watsonville, California, but volume is lower.

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



blueberries

Last week's high markets are starting to inch down; supply levels will slowly stabilize by early July. The Pacific Northwest season is underway. Quality is very good.

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

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broccoli

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

Prices are up. Mexico and some East Coast areas are experiencing rain followed by heat swings that could cause pin rot and hollow core quality problems. California yields are below normal for this time of year. MFC Broccoli Crowns are available.



cantaloupe

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

New crop harvesting has started in the San Joaquin Valley this week. Jumbo and large nine-count sizes are most plentiful; smaller 15-count sizes are extremely limited. Higher volume is forecast for next week. Quality is improving. Expect markets to ease the week of July 6. MFC Cantaloupe Melons are available.



cauliflower

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

Despite lower volume, supply is meeting demand, keeping prices steady. Small-sized heads have been reported in some lots, but warm, sunny weather will aid growth. ESS Cauliflower is available.



celery

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

Markets are inching down; Salinas supplies are increasing. Oxnard production is finished. Quality is very good, but elevated temperatures may increase insect activity. MFC Celery is available.



chile peppers

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

Prices are steady; supply is meeting demand. California's Central Coast season will get underway in July. Quality is very good; shriveling is a potential issue due to high heat. MFC Anaheim, Jalapeno, Pasilla, and Red Fresno Chile Peppers are available.



cucumbers

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

Markets are unchanged. Baja supplies are abundant. East Coast supplies are plentiful in Georgia and North Carolina. The Midwest season will begin in July. MFC and ESS Cucumbers are available.



grapes

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

Expect high prices as the California season gets underway, but markets will ease once volume ramps up in late July. The Mexican grape season will wrap up over the next two weeks. California-grown MFC Lunch Bunch Grapes and ESS Red and Green Seedless Grapes will start shipping June 28.

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green leaf

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

Prices are trending much lower as supplies increase across California. Imports will continue through the summer before rebounding with better quality in early fall. MFC Green Leaf Lettuce is sporadic; Markon Best Available (MBA) will be substituted as needed.



honeydew

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

Markets are elevated; supplies are extremely limited. Domestic harvesting has moved to the San Joaquin Valley. Expect pricing to ease once stocks ramp up the week of July 6. The Mexican season is winding down. Domestic MFC Honeydew Melons are available.



iceberg

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

Prices are beginning to see relief after several weeks of elevated pricing and limited availability. Expect markets to remain on a downward trend as production strengthens across California and Northeastern growing regions over the next several weeks. MFC Iceberg Lettuce is available, but MBA will be substituted as necessary.



lemons

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

Markets for small lemons (165- and 200-count sizes) remain elevated due to limited supplies and strong demand. Quality is very good. MFC and ESS Lemons are available.



limes

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

Prices are down slightly due to increased volume in Mexico and Colombia. Small-sized fruit, particularly 230- and 250-count supplies, are most abundant. Seasonal rains may cause some oil spotting and skin breakdown, but overall quality is very good. MFC and ESS Limes are available.



onions

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

Markets are inching up in California and New Mexico. Growers are moving to new fields, causing short-lived supply gaps. Quality is very good; fresh-run onions are softer, have thinner skins, and higher moisture content, increasing the risk of mechanical damage and bruising. MFC Red and Yellow Onions are available.



oranges

| REGION | SUPPLIES | QUALITY | PRICE |
|----------|----------|---------|--------|
| CA | /// | ***** | \$\$\$ |
| OFFSHORE | /// | ***** | \$\$\$ |

Prices for small oranges (113- through 138-count sizes) are elevated; the Valencia season is in full swing, but larger sizes (56- through 88-count fruit) are more plentiful. Quality is good; some soft fruit and early decay have been reported. MFC and ESS Navel Oranges are available.



pears

| REGION | SUPPLIES | QUALITY | PRICE |
|--------|----------|---------|--------|
| PNW | /// | ***** | \$\$\$ |

The Pacific Northwest Anjou storage season is ending. Shipments will shift to new crop California Bartletts in mid-July. Markets should hold steady. MFC Anjou Pears are available.

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pineapples

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

Weak prices persist; yields are high. Quality is very good; sugar levels average 14% Brix. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Yellow potato markets are up due to tight stocks. Red potato prices are stable. Upcoming crop transitions will cause market volatility, but quality will improve over the next couple of months. MFC Red and Yellow Potatoes are available.



potatoes

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

Prices are inching up due to strong demand and diminishing storage stocks. Norkotahs are tight but should ship through early July. Burbank stocks are adequate; small sizes dominate availability. MFC Idaho Burbank and Norkotah Potatoes are on the market.



raspberries

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

Markets are stable. Supplies are plentiful in California and Mexico. Quality is very good; berries are plump, red, and juicy.



romaine

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

Prices continue to ease as supplies increase week over week. Romaine heart pricing is declining from historically elevated levels. MFC Romaine Lettuce is sporadic; MBA will be substituted as necessary.



salads & blends

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

Markets are steady. Both iceberg and romaine supplies are rebounding. Expect volume to climb in July. Quality is improving.

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spring mix

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

Markets are unchanged; Salinas Valley stocks are sufficient. Quality is very good. RSS Arugula, Spinach, and Spring Mix are available.



squash

| REGION | SUPPLIES | QUALITY | PRICE |
|---------|----------|---------|--------|
| CA | /// | ***** | \$\$\$ |
| MEX | /// | ***** | \$\$\$ |
| MIDWEST | /// | ***** | \$\$\$ |

Markets are low. Volume is high out of California's San Joaquin and Santa Maria Valleys. Baja supplies are ample. Midwest growers are harvesting in Michigan and Ohio; quality is excellent. MFC Zucchini and Yellow Squash are available.



stone fruit

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

Prices are level. Nectarine, peach, and plum supplies are sufficient. The apricot season has ended. Quality is very good; sugar levels range from 12 to 14% Brix.



strawberries

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

Weak markets persist. Supplies are ample in California's Watsonville/Salinas growing region; the season is at its peak. Quality is very good; berries are plump, red, and juicy. MFC Strawberries are available.



tomatoes

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

Prices are low. East Coast production is increasing in multiple states. Mexican stocks are plentiful in Jalisco and Baja. The California Roma and round seasons are underway. Quality is excellent. MFC Tomatoes are available.



watermelon

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

Although markets are fairly steady, recent rain in South Georgia could tighten supply and decrease quality. Growers are also harvesting in South Carolina to meet demand.

ASK A MARKON CHEF

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



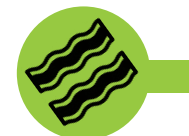
CHEF
SHANE HENDERSON
MARKON MEMBER CHEF

Q Summer means ripe, juicy tomatoes. As the season gets underway, how do you showcase these well-loved ingredients across the menu?

A

Throughout the summer months, I can eat fresh tomatoes for just about every single meal.

In the morning, I like them on buttered toast with a fried egg. For lunch, there is nothing better than a BLT with fresh tomatoes, RSS Bistro Butter Blend, thick bacon, and a dollop of mayo. For dinner, I suggest pairing fresh tomatoes with other fruits; they play well with peaches, honeydews, and watermelons. One of my favorite salads is made with peaches, tomatoes, mint, crispy prosciutto, and basil-jalapeno vinaigrette. I serve this with grilled flank steak right on top. There's something magical about a simple summer salad topped with grilled protein.



TIPS FOR SERVING ROMAINE LETTUCE



- 1.** Purée grilled MFC Jalapeno Chile Peppers, RSS Lime Juice, and RSS Washed & Trimmed Cilantro. Chop MFC Romaine Hearts and toss with fried tortilla strips; serve on top of grilled mahi mahi and drizzled chile pepper dressing.
- 2.** Grill MFC Romaine until slightly charred; serve with lemon-chive buttermilk dressing.
- 3.** Top cucumber gazpacho with RSS Romaine Ribbons and drizzled crème fraiche.

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.

Smoky Greens

This family-style side dish combines the freshness and crunch of sweet lettuces and bitter greens with the smokiness of the grill.

| | |
|---------|---------------------------|
| 1 head | RSS Romaine Hearts, split |
| 1 head | Radicchio, split |
| 3 heads | Belgian endive, split |
| 1/4 C | Olive oil |
| | Salt and pepper, to taste |

Brush romaine, radicchio, and endives with olive oil. Season with salt and pepper. Place each cut-side down on a hot grill and cook until grill marks appear and the surface starts to wilt. Remove from the grill and serve warm with garlicky house-made vinaigrette.



This Georgian-Russian "pizza bread" is a decadent comfort food that can be served for breakfast, lunch, or a late-night snack.

