



FRESH CROP REPORT

WEEK OF AUGUST 2, 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

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 school seasons about to get underway and many more starting in the coming weeks, small domestic oranges will become limited.

LIMES

Although the lime market is currently steady, it's expected to climb as small sizes are decreasing and quality challenges are increasing.

CALIFORNIA HEAT WAVE

A prolonged heat event is expected to impact the Salinas and Santa Maria Valleys. Persistent heat stress will accelerate crop maturity and create additional quality and shelf-life challenges across several commodities for two more weeks. Ordering for quick turns is highly recommended and as always, strict cold-chain management is critical for maximizing quality and shelf-life.



GREEN BELL PEPPERS

- New crop green bell pepper summer production is underway on both coasts.
- Markets are easing.

BRUSSELS SPROUTS

- Supplies are ample as the California season progresses.
- Quality is very good, and availability of jumbo sprouts has increased.

SQUASH

- Harvests are spread out across many summer growing regions.
- The West Coast's recent hot weather accelerated some field transitions; prices are up slightly.

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apples

Expect slightly higher Washington Golden Delicious and Fuji markets as supplies tighten. The season will wind down until new crop harvests start in September. Quality is very good; sugar levels range from 15 to 18% Brix. Washington MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Prices are high. Central Mexico has reached peak production and will gradually wind down over the next month. MFC Asparagus is available; packer label is being substituted as needed.

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



avocados

Markets are down for small sizes but rising for large sizes and No. 2 grade fruit. Growers are harvesting Mexico's Loca crop. Quality is very good. 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

New crop green bell pepper summer production is underway on both coasts; prices are easing. Steady red bell markets will inch down over the next two weeks. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

California markets are high; supplies are limited. Mexican yields are falling due to quality problems such as leaky berries caused by rainy, monsoonal weather.

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



blueberries

Prices are steady. Pacific Northwest stocks are ample, offsetting Mexico's tight supplies. Domestic quality is very good; berries are firm and tangy, yet sweet.

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

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broccoli

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

The market is stable in all regions. Maine is in full production. Extreme heat is forecast for the Salinas Valley: increased hollow core/pin rot, and higher diamondback pressure are expected. Mexico is currently experiencing rain due to their monsoon season. MFC Broccoli Crowns are available.



cantaloupe

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

Prices have fallen; California's San Joaquin Valley supplies are abundant. All sizes are available, but 9-count melons are more plentiful than 15-count stocks. Quality is great with few external scars and intense internal color. Sugar levels range from 11 to 14% Brix. MFC Cantaloupe Melons are available.



cauliflower

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

Markets are stable across all regions. California's increased heat could lead to quality issues and increased diamondback pressure. East Coast production is underway in Maine and Canada. ESS Cauliflower is available.



celery

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

Pricing remains elevated but is starting to inch down as supplies increase in Salinas, California. MFC Celery is available.



chile peppers

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

Markets are steady to slightly higher. Rain and high temperatures are affecting volume in Northern Mexico; yields and quality are feeling a bit of pressure. California's Santa Maria region is ramping up. MFC Anaheim, Jalapeno, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

West Coast prices are level. Expect consistent Baja supplies with good quality for the next several weeks. Markets are easing on the East Coast and in the Midwest as multiple regions are in summer production. MFC and ESS Cucumbers are available.



grapes

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

The market is down; domestic supplies are plentiful. Quality is very good; sugar levels range from 12 to 14% Brix. MFC Lunch Bunch Grapes and ESS Red and Green Seedless Grapes are available.

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green leaf

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

Prices are low; supplies are abundant in all areas. Hot, humid weather has led to internal burn and insect pressure in some fields. MFC Green Leaf Lettuce is available.



honeydew

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

Markets have eased; California's San Joaquin Valley supplies are ample. Quality is very good with few external scars and green internal color. Sugar levels range from 10 to 12% Brix. MFC Honeydew Melons are available.



iceberg

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

Prices are weak; volume is up in all regions. High temperatures is increasing weather internal burn issues; crews are trimming in the fields. MFC Iceberg Lettuce is available.



lemons

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

Strong summer demand and tight supplies are keeping markets elevated. Imports are supplementing as needed; however, overall yields are low. MFC and ESS Lemons are available.



limes

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

Although the market is currently steady, it's expected to climb as small sizes are decreasing and quality challenges are increasing. Moisture-related quality issues such as skin breakdown and oil spotting are becoming more common. MFC and ESS Limes are available.



onions

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

Markets are slightly lower for medium yellows in New Mexico and California. New crop harvesting is getting underway in the Pacific Northwest. The Washington season has started in a limited manner. Production will begin in Idaho and Oregon by late August. Vidalia sweet onions will ship out of Georgia through August. MFC Red and Yellow Onions are available.



oranges

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

The California Valencia crop is dominated by large sizes (56- and 88-count pieces); small supplies (88- and 138-count oranges) are tightening. With school seasons about to get underway and many more starting in the coming weeks, small domestic oranges will become limited. MFC and ESS Valencia Oranges are available.



pears

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

The market is stable. The California fresh-run Bartlett season is taking place in the Sacramento River Delta; volume will climb through August. Quality is excellent. MFC Bartlett Pears are available.

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pineapples

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

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



raspberries

The market is steady; supply is meeting demand out of California, Baja, and Central Mexico. Volume will hit peak levels by mid-August. Berry quality is very good.

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



red/yellow potatoes

Volume is steady and expected to increase as new crop regions start up production. Markets are expected to inch down. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are low; supplies are abundant in all areas. Hot, humid weather has led to internal burn and insect pressure in some fields. MFC Romaine Lettuce is available.

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



potatoes

Prices for all sizes and grades are up. The Norkotah season has ended. Burbank stocks are sufficient; small sizes are most abundant. MFC Idaho Burbank Potatoes are available.

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



salads & blends

The market is unchanged; supplies are sufficient. High heat is expected to impact the Salinas and Santa Maria Valleys. Persistent heat stress may accelerate crop maturity and create additional quality and shelf-life challenges for two more weeks.

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

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spring mix

Prices are unchanged; California stocks are ample. Quality is excellent, but elevated temperatures may affect quality over the next few weeks. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Harvests are spread out across many summer growing regions. The West Coast's recent hot weather accelerated some field transitions; markets are up slightly. MFC Zucchini and Yellow Squash are available.

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



stone fruit

Prices are fairly stable. Domestic nectarine, peach, and plum volume is average. Apricots are no longer available. Quality is very good; sugar levels range from 12 to 14% Brix.

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



strawberries

Markets are up slightly. Elevated humidity is increasing maturity more quickly than normal. Heat-related quality problems include softness and bruising. MFC Strawberries are available.

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



tomatoes

Prices are weak. Volume is high in California's San Joaquin Valley region; large sizes are most plentiful. Stocks are plentiful in Central Mexico and Baja. Regional domestic growers are harvesting in the Midwest and Northeast. Summer quality is excellent. MFC Tomatoes are available.

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



watermelon

The market is unchanged; supply is meeting demand. East Coast production will move up the coast as the summer progresses. Quality is excellent; sugar levels measure over 10% Brix.

REGION	SUPPLIES	QUALITY	PRICE
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

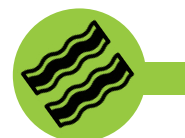
Melons are healthy spring/summer ingredients that add color and texture to both sweet and savory dishes. How do you use them on your menus?

A

I like to serve a sweet/savory salsa for seafood dishes by pureeing MFC Cantaloupe Melon, then mixing with diced MFC Habanero Chiles, chopped RSS Cilantro, agave nectar, and RSS Lime Juice.

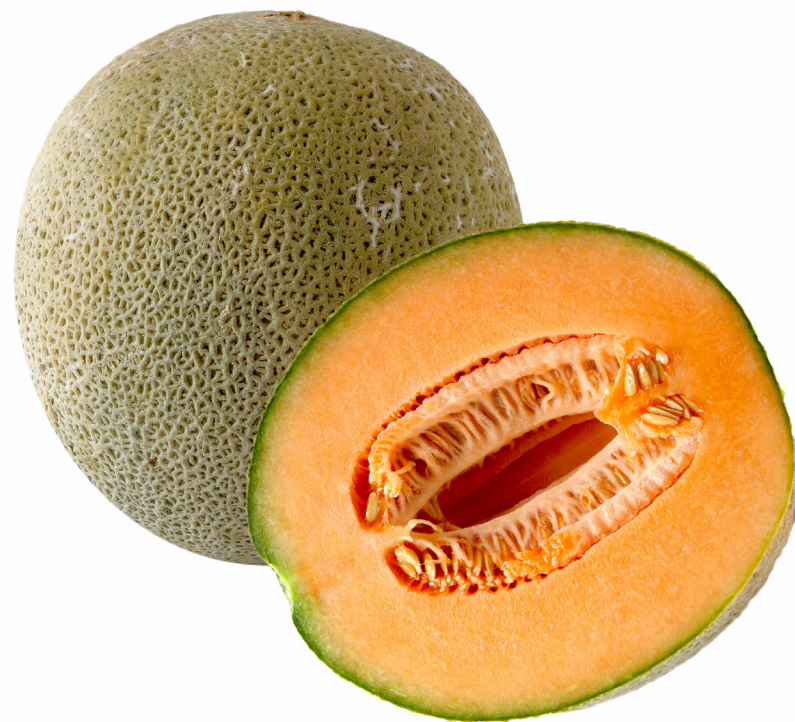


For a great addition to cheese and charcuterie boards, I like to shave, stack, and compress melons with simple syrup and spices.



And don't forget summer cocktails and non-alc drinks. Shaved strips of melon show off highball glasses while melon balls look and taste fantastic in lowball glassware.

TIPS FOR SERVING MFC CANTALOUPE MELONS



- 1.** Wrap thin slices of MFC Cantaloupe with prosciutto or Serrano ham; serve with fig or apricot jam.
- 2.** Grill sliced MFC Cantaloupe until char marks appear; serve with barbecued meats or add to green salads.
- 3.** Blend MFC Cantaloupe with other fruits such as bananas, strawberries, and acai for healthy, delicious smoothies.

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.

Melon-Prosciutto Cubes

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

12 cubes cut from MFC Cantaloupe and Honeydew Melons
12 thin slices of prosciutto (approximately 6 oz.)
Freshly cracked black pepper for garnish/seasoning

Roll each slice of prosciutto into a spiral that looks like a rose. Place on top of each melon square.

Serve with decorative line of freshly cracked black pepper.

A light, chilled fruit soup that refreshes and delights the senses—this Thai-inspired soup is vibrant, healthy, and social media worthy!

