



FRESH CROP REPORT

WEEK OF SEPTEMBER 14, 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

LETTUCES

Green leaf, iceberg, and romaine prices continue to trend lower following warmer weather and increased supplies in Salinas and Santa Maria, California.

ORANGES

California's available Valencia orange supplies are diminishing. Large sizes (56- to 88-count) are most plentiful; smaller sizes (113- to 138-count) are becoming extremely limited. New crop California Navel oranges are expected to start shipping in late October.

LIMES

The market is beginning to stabilize as seasonal demand slows and the current production cycle transitions. Supplies are adequate, though quality and sizing are shifting as the crop progresses.



RED & YELLOW POTATOES

- New crop, fresh-run MFC Red and Yellow Potatoes are available in Idaho and Wisconsin.
- Ideal growing conditions have resulted in an abundance of high-quality supplies.

CALIFORNIA STRAWBERRIES

- Production continues to wind down in the Salinas/Watsonville region. New crop fall harvesting has begun in Santa Maria.
- Prices are elevated.

CANTALOUPE & HONEYDEW

- Supply levels have passed their seasonal peak and have begun to wind down.
- Markets have increased slightly, though they're projected to level off and remain fairly steady.

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apples

Washington storage supply shipments are ending. New crop production has started in Michigan and Washington. 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 on the market.

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



asparagus

Markets are gradually decreasing. The season in Northern Baja is just past peak production; volume is low in Southern Baja as growers rotate fields. Production is done in Central Mexico for the late summer/fall seasons. Southern Peru is now producing steady supplies (into East Coast ports). Quality is improving; expect tight tips and firm spears with a wider variety of sizes gradually becoming available. MFC Asparagus is available.

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



avocados

Expect low prices for the next three weeks. Although the California and Peruvian seasons are ending, Mexican volume is high. 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 supplies are ample; quality is very good in California's coastal regions. Markets are expected to creep back up over the next week to ten days when East Coast supplies transition back to southern regions. Growers are seeing higher volume in Central Mexico (into South Texas). California red bell yields are increasing; prices are slightly lower. All sizes are available. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are stable. Stocks are sufficient in California and Mexico while supplies in the Pacific Northwest are plentiful. Quality is improving; berries are plump and sweet.

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



blueberries

High markets persist. Production is winding down in the Pacific Northwest. The Peruvian season is just getting started; stocks will increase later in the month. Yields are falling in California's San Joaquin Valley.

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

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broccoli

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

Prices are elevated and continue pushing higher amid stronger demand and limited supplies out of multiple regions. Quality is average; pest pressure is forecast to remain a challenge through the fall season. MFC Broccoli Crowns are available.



cantaloupe

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

The market has risen modestly but is expected to remain at average levels as overall demand is weak. Size is currently skewed toward 9- and jumbo 9-counts; 12- and 15-count supplies are limited. Quality is excellent; flavor is sweet, sugar levels are high, ranging from 14-16% Brix. California's San Joaquin Valley production will run through mid-October; harvesting will then shift back to the Arizona-California desert region. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are up a bit due to strong demand and increased insect pressure in California. East Coast growers continue to harvest in multiple regions. Quality is very good, but higher temperatures and humid nights are ideal for discoloration and possible mold/mildew. ESS Cauliflower is available.



celery

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

Markets are up a bit; California yields are slightly lower. The Oxnard season will begin in November. Michigan growers will harvest through October. Quality is excellent. MFC Celery is available.



chile peppers

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

Prices are low. Jalapeno and Pasilla stocks are ample. A recent hurricane flooded some fields in Mexico, but volume has held steady. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Baja supplies are tight due to last week's hurricane; however, fields are recovering. Stocks may diminish in late October as some of the younger plants were more susceptible to effects of the storm. Quality ranges from good to very good; texture is firm and color is deep green. MFC and ESS Cucumbers are available.



grapes

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

Prices are low; California stocks are ample. 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	///	*****	\$\$\$

Markets continue to trend lower following warmer weather and increased supplies in Salinas and Santa Maria, 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	///	*****	\$\$\$

Supply levels have passed their seasonal peak and have begun to wind down. Prices have increased slightly, though they should level off and remain fairly steady. 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	///	*****	\$\$\$

Expect lower markets this week, but they may inch up next week as supplies normalize in Salinas and Santa Maria, California. 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	///	*****	\$\$\$

Prices are rising; supplies will remain tight, especially small sizes, through early October. California District Three season will start in a few weeks. MFC and ESS Lemons are available.



limes

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

The market is beginning to stabilize as seasonal demand slows and the current production cycle transitions. Supplies are adequate, though quality and sizing are shifting as the crop progresses. MFC and ESS Limes are on the market.



onions

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

Prices are steady at lower levels. Fresh-run onion supplies are plentiful with the Colorado, Idaho, Oregon, Utah, and Washington seasons all in full swing. Quality ranges from good to excellent; fresh-run onions have a higher moisture content, reducing shelf life and making them more susceptible to mechanical damage. MFC and ESS Red and Yellow Onions are available.



oranges

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

Markets are up. California's available Valencia orange supplies are diminishing. Large sizes (56- to 88-count) are most plentiful; smaller sizes (113- to 138-count) are becoming extremely limited. New crop California Navel oranges are expected to start shipping in late October. MFC and ESS Valencia Oranges are available.



pears

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

Prices are level. New crop Bartlett, Bosc, and D'Anjou varieties are on the market. The California season 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

High markets persist. New crop Costa Rican yields are low but increasing. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is stable. Baja supplies are sufficient. California volume is average. Overall quality is very good.

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



red/yellow potatoes

New crop, fresh-run stocks are available in Idaho and Wisconsin. Ideal growing conditions have resulted in an abundance of high-quality supplies. Skinning and high moisture content are typically seen in the early season. MFC Red and Yellow Potatoes are available.

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



romaine

Prices continue to trend lower following warmer weather and increased supplies in Salinas and Santa Maria, California. 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 range from steady to a bit lower. Fresh-run Norkotahs are available 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. MFC Norkotah Potatoes are on the market.

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



salads & blends

The market is level; West Coast stocks are abundant. Fluctuating densities and varying degrees of insect pressure are being reported, but avoided or mitigated at harvest. Disease pressure is also an issue, though not enough to significantly impact industry supplies. Quality is very good.

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

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spring mix

Prices are stable; Salinas Valley volume is high. Quality is very good; recent hot weather 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

The market is level. The Santa Maria season is past its peak, but will run through late October. Quality remains very good. The Mexican season will get underway at the end of October. Volume is lower in California's Fresno region. MFC Zucchini and Yellow Squash are available.

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



strawberries

Prices are elevated. Production continues to wind down in the Salinas/Watsonville region. New crop fall harvesting has begun in Santa Maria; supplies will increase as the month proceeds. MFC Strawberries are available out of California.

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



tomatoes

The market is up slightly. Hurricane conditions disrupted production in Baja last week; volume is down slightly. California supplies are adequate; however, sizing has decreased a bit. Reduced shelf life will become an issue as the month progresses as growers are harvesting late-season stocks. MFC Tomatoes are available.

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



tree fruit

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

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



watermelon

The market is low. Supplies are abundant on both coasts; all sizes are available. Mini seedless stocks are plentiful. 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

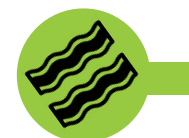
Q

Pears are a subtly flavored fruit that pair well with fall meat dishes. What are some of your favorites?

A

As the weather turns, I like to serve heartier roasts and braises.

Lamb saddle is one of my favorites paired with a sweet and savory pear agrodolce. I make it with MFC Pears, RSS Peeled Shallots, RSS Peeled Garlic, currants, chile peppers, vinegar, MFC Herbs, and cinnamon simmered into a chunky sauce.



Korean-style beef carpaccio is another dish I like to serve with pears. I poach MFC Pears with dry Riesling, sugar, saffron, vanilla pods, cardamom, and RSS Lemon Juice.

TIPS FOR SERVING MFC ONIONS



- 1.** Caramelize onions and simmer in mushroom stock with thyme-cROUTONS; top with Gruyere cheese then broil top until bubbly.
- 2.** Add caramelized onions and braised short rib meat to grilled cheese sandwiches.
- 3.** Grill thickly sliced MFC Onions; serve on burgers, gourmet hot dogs, steaks, and pork chops.

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.

Blossomed Onions with Balsamic

As delicious in taste as they are beautiful in presentation, these blossomed onions are a healthier version of the fried favorite.

- 4 RSS Blooming Yellow Onions
- 3 T Olive oil
- 1 T Balsamic vinegar
- ½ tsp. Salt
- Edible petals (optional)

Slice one onion horizontally nearly in half (leaving onion connected). Repeat vertically, forming a cross. Slice twice more, forming an X so that onion has eight sections. Place onions on foil on a baking sheet. Combine oil and vinegar. Drizzle evenly over onions. Season with salt. Bake at 400 degrees for 25-30 minutes, or until onions are tender and flower shaped.

Optional: garnish with edible petals and balsamic vinaigrette.
One onion per serving.

These sweet potato rounds are topped with a variety of flavors and textures, making it a scrumptious bite.

