



FRESH CROP REPORT

WEEK OF OCTOBER 5, 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

BROCCOLI

Markets are on the rise as unfavorable weather and persistent quality challenges reduce yields.

SQUASH

Prices are low. Midwest production is expected to end over the next two weeks. Volume is high in North Carolina and Georgia. California's Santa Maria and San Joaquin Valley production is lower due to rain, but quality is very good. Mexican stocks are sufficient from the Baja region.

ASPARAGUS

Markets are increasing amid supply interruptions in Mexico and Peru.



POTATOES

- MFC Idaho Burbank and Norkotah Potatoes are available.
- Markets are expected to firm up this week as most of the season's harvesting will be completed.

CALIFORNIA STRAWBERRIES

- Expect elevated prices and tight supplies over the next week or so as fields recover from recent rainstorms.
- Growers continue culling rain-damaged fruit, slowing production and lowering yields.

CAULIFLOWER

- Supplies are tightening as warmer weather coupled with intermittent storms have disrupted growth
- Quality ranges from fair to good; discoloration, brown bead, mold, and mildew are increasing issues.

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apples

The fall season is underway in Washington and Michigan; most varieties are now shipping. Michigan growers have begun harvesting Golden Delicious stocks; the Washington season will start next week. The market is steady and quality is excellent. MFC Gala, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Prices are increasing amid supply interruptions in Mexico and Peru. Rainfall from tropical storm systems affected several growing regions and caused interstate closures in Southern Baja. New fields are being harvested in Sonora, Mexico, bringing added availability to the market in the coming weeks (weather permitting). Quality is average; some wrinkling spears and spreading/seeding tips have been seen in older fields. MFC Asparagus is on the market.

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



avocados

Markets are low. Mexican supplies are plentiful. California and Peruvian yields are falling; both seasons will end in a week or two. Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Prices are level. California green bell stocks are sufficient out of the Fresno and coastal areas. Quality is excellent. Supplies are tight in Central Mexico; higher yields are expected in mid-November. West Coast red bells are ample. East Coast growers are harvesting in multiple regions. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is stable. Mexican volume is climbing; quality is improving. California's Watsonville fall season is underway; quality is excellent.

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



blueberries

Prices are up. Poor weather has tightened Mexican supplies. The Pacific Northwest season has ended. Peruvian shipments are now arriving to bridge this gap.

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

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broccoli

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

Markets are on the rise as unfavorable weather and persistent quality challenges reduce yields. Problems include hollow core, cat eye, purple/yellow haze, insect pressure, mildew, and pin rot. Markon Best Available (MBA) Broccoli Crowns are being shipped.



cantaloupe

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

Prices are slightly elevated. The San Joaquin Valley season is winding down; the Arizona/California desert season will begin in two to three weeks. Size is dominated by 9-count fruit; 12-count supplies are tight. 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 up. Supplies are tightening as warmer weather coupled with intermittent storms have disrupted growth. Quality ranges from fair to good; discoloration, brown bead, mold, and mildew are increasing issues. Insect damage from Diamondback moth pupa/larvae has increased. Insect damage from Diamondback moth pupa/larvae has increased. ESS Cauliflower is available.



celery

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

Prices are expected to remain elevated until the Oxnard season starts in mid-November; yields are low. The Michigan season will run through October. Quality is very good. MFC Celery is available.



chile peppers

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

The market is fairly steady. Jalapeno and Pasilla stocks are most abundant, while Anaheim and Habanero supplies are snug. Quality is good; rain and humidity are causing some quality issues. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Prices are level on both coasts. Supplies are plentiful in Baja, but tight in Central Mexico. East Coast production is underway in Georgia. Quality is very good. MFC and ESS Cucumbers are available.



grapes

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

Weak markets persist; California volume is high. Harvests will run through late November; the offshore season will start in December. 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	///	*****	\$\$\$

Prices are a bit higher. Quality took a dip following heavy rain and sustained high temperatures last week; increased disease pressure is reducing yields as the California season winds down. Growers will transition to Yuma, Arizona in November. MFC Premium Green Leaf is available.



honeydew

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

Markets are elevated. The San Joaquin Valley season is winding down; the Arizona/California desert season will begin in two weeks. Size is dominated by five-count fruit; six-count supplies are tight. 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	///	*****	\$\$\$

Prices are elevated. Last week's heavy rain, as well as recent high temperatures, have diminished overall yields. Growers will transition to Yuma, Arizona in November. MFC Premium Iceberg Lettuce is available.



lemons

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

Expect high markets and limited supplies through mid-October, when the new crop California season starts. MFC and ESS Lemons are available.



limes

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

Prices continue to ease as new crop supplies increase. Quality is good, but styler and end rot are occasional issues being caused by wet weather. MFC and ESS Limes are available.



onions

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

The market is low. Growers will begin shipping storage supplies in mid- to late October. 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	///	*****	\$\$\$

Expect elevated prices for another week or two; California Valencia stocks are tight, especially small sizes (113- through 138-count fruit). The new crop California Navel season will begin in late October. MFC and ESS Valencia Oranges are available.



pears

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

Markets are steady. Washington Bartlett, Bosc, and D'Anjou varieties are on the market. The California Bartlett season will wrap up in late October. Quality is excellent; sugar levels range from 14 to 18 Brix. MFC Bartlett Pears are available.

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pineapples

Prices are elevated. New crop Costa Rican production is underway. Supplies are starting to increase, but five- through eight-count sizes remain limited. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

The market is stable. New crop, fresh-run stocks are shipping from Colorado, Idaho, Washington, and Wisconsin. The North Dakota season will begin in a week or so. The Minnesota season will end this week. Quality is excellent, although skinning and high moisture content are occasional problems in the early season. MFC Red and Yellow Potatoes are available.

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



potatoes

MFC Idaho Burbank and Norkotah Potatoes are available. Prices are expected to firm up this week as most of the season's harvesting will be completed. Exceptional growing conditions, along with increased efficiencies, have resulted in ample supplies for the upcoming storage season. Initial harvests have resulted in a good volume of large-size 40- and 50-count potatoes; good mixer volume is expected on all sizes.

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



raspberries

The market is level. California's Santa Maria and Watsonville growing regions are shipping high-quality berries. Mexico's Baja season is underway; quality is very good.

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



romaine

Prices are a bit higher. Quality took a dip following heavy rain and sustained high temperatures last week; increased disease pressure is reducing yields as the California season winds down. Growers will transition to Yuma, Arizona in November. MFC Premium Romaine is available.

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



salads & blends

Quality issues caused by recent rain and hot weather have decreased overall supplies for this week. Disease pressure will continue to reduce yields as the California season winds down. Growers will transition to Yuma, Arizona in November.

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

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spring mix

Markets are level. Quality issues caused by recent rain and hot weather have tightened stocks. Disease pressure will continue to reduce yields as the California season winds down. Growers will transition to Yuma, Arizona in November. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are low. Midwest production is expected to end over the next two weeks. Volume is high in North Carolina and Georgia. California's Santa Maria and San Joaquin Valley production is lower due to rain, but quality is very good. Mexican stocks are sufficient from the Baja region. MFC Zucchini and Yellow Squash are available.

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



strawberries

Expect elevated prices and tight supplies over the next week or so as fields recover from recent rainstorms. Growers continue culling rain-damaged fruit, slowing production and lowering yields. MFC Strawberries are available.

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



tomatoes

Prices are stable. The California season will run another week or two. New crop harvesting is underway in Sonora, Mexico. East Coast stocks are ample; growers are harvesting in multiple growing areas. MFC Tomatoes are available.

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



tree fruit

The California nectarine season has ended. The peach and plum seasons will run through mid-October. Overall quality is very good; sugar levels range from 11 to 14 Brix. The Chilean tree fruit season will begin in mid-January.

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



watermelon

Prices are weak. Stocks are abundant on both coasts; all sizes are available. Mini seedless supplies are also on the market. 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
VIC "VEGAS" MOEA
MARKON MEMBER CHEF

Q

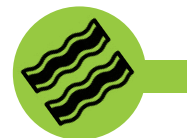
Onions are used in nearly every type of cuisine and savory day part. What's your favorite way to highlight their pungent flavor?

A

RSS Onions come in a wide variety of cuts and sizes to suit all of my back-of-house needs. RSS Whole Peeled Onions are great for chefs who prefer to do "from scratch" cooking without the mess of peeling.



RSS Diced are perfect for mirepoix, sauces, and dressings. RSS Sliced can be used on burgers, sandwiches, and in salads.



All RSS Onions save prep time and money on waste disposal, making them a regular in my kitchens.

TIPS FOR SERVING PEARS



1. The mild sweetness and toothsome texture of raw pears work well with leafy, bitter greens like arugula and spinach, as well as delicate mache and spring mix; excellent paired with sharp cheeses and crunchy nuts.
2. Pears are becoming increasingly popular in the entrée section: bake them with chicken, roast with pork, wrap with salty prosciutto, stuff in winter squashes...even sprinkle them on pizzas!
3. Poaching or baking pears with flavors like vanilla, cinnamon, and wine adds flavor while maintaining their natural goodness. Other complementary food partners include balsamic vinegar, blue cheese, cream, dark chocolate, and ginger.

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.

Detroit-Style Square Pizza with Mushrooms

Crunchy and cheesy on the outside and fluffy and warm on the inside, these on-trend square pizzas can be piled high with a number of delicious ingredients. Here we've used mushrooms and fresh thyme.

- 2 C Bread flour
- 1 tsp. Active yeast
- 2 tsp. Kosher salt
- 1 C Warm water
- 2 T Olive oil
- 1 ½ C Colby Jack cheese, cubed
- 1 large MFC Portabella Mushroom, sliced and roasted
- Sprigs of MFC Thyme
- ½ C Marinara sauce

Combine flour, yeast, salt, and water in a large mixer. Mix until fully combined, then let rest, covered, for ten minutes. Turn the mixer back on for ten more minutes to develop the gluten. Remove to an oiled bowl, cover, and let rest for an hour or until doubled in size.

Preheat oven to 500 degrees F. Press dough into a square 9×9-inch pan, using fingers to push out any air bubbles. Top with cheese cubes and mushrooms, making sure cheese goes all the way to the edges (to melt down the sides and form the crunchy crust. Add sauce on top of cheese and mushrooms and bake for 5-10 minutes (or until cheese is browning). Remove from pan, using a metal spatula to loosen edges. Cut into four slices (two each).

Top this spicy curry with the sweet, calming flavors of pear chutney.

