



FRESH CROP REPORT

WEEK OF SEPTEMBER 28, 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 supplies have been ample; however, quality is expected to decline following heavy rain and sustained high temperatures. Supplies will tighten in the coming weeks as increased disease pressure is expected to reduce yields while the California season winds down.

CALIFORNIA STRAWBERRIES

Expect tight stocks and strong markets through next week. Rain may cause quality problems in the Santa Maria and Oxnard, California regions this week.

CELERY

Prices continue to inch up amid lower supplies. Moderately elevated markets are anticipated until the Oxnard season starts in mid-November.



APPLES

- New crop apples are being harvested in Washington and Michigan.
- Prices are stable and quality is excellent.

SQUASH

- Expect steady to slightly higher prices over the next week due to lower temperatures.
- Yields are tighter in Baja, Mexico.

GREEN CABBAGE

- Green cabbage prices are elevated following warmer weather and increasing insect pressure.
- Production will begin in the Arizona/California desert region in late November/early December.

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apples

New crop apples are being harvested in Washington and Michigan. Prices are stable and 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 available.

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



asparagus

Markets are inching up as Mexican supplies tighten from recent peak production. Harvesting will start in Sonora over the next few weeks. Quality is very good. MFC Asparagus is available.

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



avocados

Weak prices persist. Mexican stocks are abundant. California and Peruvian volume is falling; both seasons will end in two to three weeks. Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Markets are stable. California green bell volume is moderate from the Fresno and coastal regions. Quality is excellent. Central Mexico is shipping limited quantities; however, significant yields are not expected until mid-November. West Coast red bells are abundant. 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

Prices are unchanged. Mexican supplies have begun to rebound from recent humidity; quality is fair. California's Watsonville fall season has started; quality is outstanding.

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



blueberries

Markets remain steady. The Mexican season has been slowed by rains and cooler weather. Oregon production has officially ended; the Washington and British Columbia seasons will finish in the next week. Peruvian shipments are now arriving to bridge this gap.

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

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broccoli

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

Prices have softened as supplies ramps up and more growing regions start harvesting to offset the end of summer regional deals. Potential quality issues include hollow core, cat eye, purple/yellow haze, insect pressure, mildew, and pinrot. MFC Broccoli Crowns are available.



cantaloupe

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

The market is level. Strong volume will continue in the San Joaquin Valley for two more weeks, then production will move to the Arizona-California desert. Size is dominated by 9- and 12-count fruit; 15-count fruit is snug. 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	///	*****	\$\$\$

West Coast supplies are ramping up to meet demand as East Coast regional harvests are winding down for the year. Quality is very good; discoloration, mold/mildew, and insect damage are possible problems in some lots. ESS Cauliflower is available.



celery

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

Markets continue to inch up amid lower supplies. Moderately elevated prices are anticipated until the Oxnard season starts in mid-November. 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	///	*****	\$\$\$

Prices are unchanged. Jalapeno and Poblano supplies are most plentiful, while Anaheim and Habanero stocks are tight. Quality is average; rain and humidity are causing some damage. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

The market is a bit lower. Growers are harvesting ample volume in Baja, but lower yields in Central Mexico. East Coast prices are level; production is centered in Georgia. MFC and ESS Cucumbers are available.



grapes

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

Prices are low; California stocks are ample. Production will run through late November; the offshore season will begin 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	///	*****	\$\$\$

Markets will inch up through next week. Quality is expected to decline following heavy rain and sustained high temperatures this week. Stocks will tighten; increased disease pressure will reduce 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	///	*****	\$\$\$

Prices are level. Strong volume will continue in the San Joaquin Valley for two more weeks, then production will move to the Arizona-California desert. Size is dominated by 9- and 12-count fruit; 15-count fruit is snug. 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	///	*****	\$\$\$

Markets are rising quickly. Supplies have been ample; however, quality is expected to decline following heavy rain and sustained high temperatures this week. Growers will transition to Yuma, Arizona in November. MFC Premium Iceberg Lettuce is available.



lemons

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

High prices and low yields are forecast through mid-October, when new crop California supplies start shipping. MFC and ESS Lemons are available.



limes

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

The market for small sizes is weak, but large-size prices are inching up. Supplies are sufficient. Quality is good, but styler and end rot are potential problems being caused by rain. MFC and ESS Limes are available.



onions

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

Prices are weak. Fresh run onions will wind down as suppliers start 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	///	*****	\$\$\$

The market will remain elevated through mid-October; California Valencia supplies are limited, especially small-sized stocks (113- through 138-count fruit). New crop California Navel oranges will enter the market in late October. MFC and ESS Valencia Oranges are available.



pears

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

Prices are stable. Washington Bartlett, Bosc, and D'Anjou varieties are available. The California Bartlett season will end in late October. Quality is excellent; sugar levels range from 14 to 18 Brix. MFC Bartlett Pears are available.

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pineapples

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

High markets persist. New crop Costa Rican production has begun, but supplies remain limited, especially five- through eight-count fruit. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.



red/yellow potatoes

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

Prices are unchanged. New crop, fresh-run supplies are shipping from Colorado, Idaho, Washington, and Wisconsin. Production will start in North Dakota in two weeks. The Minnesota season will end in 7 to 10 days. Quality is excellent, although skinning and high moisture content are typical issues seen in the early season. MFC Red and Yellow Potatoes are available.



potatoes

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

Markets are low and will remain low over the next two weeks while harvesting continues into October. Quality is excellent; occasional skinning and excess moisture may be observed in fresh-run potatoes. MFC Norkotah Potatoes are being shipped from Idaho and Washington. Fresh run Burbanks have started to enter the market in limited quantities.



raspberries

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

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



romaine

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

Markets will inch up through next week. Supplies have been ample; however, quality is expected to decline following heavy rain and sustained high temperatures this week. Supplies will tighten; increased disease pressure will reduce yields as the California season winds down. Growers will transition to Yuma, Arizona in November. MFC Premium Romaine is available.



salads & blends

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

Although volume has been high, quality is expected to decline following heavy rain and sustained high temperatures this week. Supplies will tighten; increased disease pressure will reduce yields as the California season winds down. Growers will transition to Yuma, Arizona in November.

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spring mix

Recent yields have been high; however, quality is expected to decline following heavy rain and sustained high temperatures this week. Stocks will diminish; increased disease pressure will 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

The West Coast market may jump due to this week's forecast rain. Supplies are snug in Baja, Mexico; the main Sonora season will start in mid-October. Production has increased in Georgia; supplies are plentiful. Quality is very good. MFC Zucchini and Yellow Squash are available.

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



strawberries

Expect tight stocks and strong prices through next week. Rain may cause quality problems in the Santa Maria and Oxnard, California regions this week. MFC Strawberries are available.

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



tomatoes

Markets are fairly steady. Despite rain, California yields are adequate; the season will run through mid-October. New crop production is getting underway in Sonora, Mexico. Supplies are abundant on the East Coast; growers are harvesting in multiple regions. MFC Tomatoes are available.

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



tree fruit

California nectarine prices are climbing; the season will end this week. Peach and plum volume remains high; these 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 start in mid-January.

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



watermelon

Low markets persist. Supplies are plentiful on both coasts; all sizes are available. Mini seedless stocks 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
GARETH BERG
MARKON MEMBER CHEF

Q

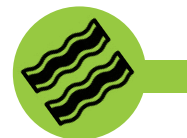
Mushrooms are an ideal ingredient substitute for meats, lending a boost of umami to a wide variety of dishes. What on-trend ways do you like to use them?

A

Mushrooms are a great substitute for traditional animal proteins for vegetarians and vegans. King Oyster mushroom stems resemble scallops in texture. Shiitakes have meat-like mouthfeel.



Button mushrooms can add bulk to reduce food costs. Portobellos brushed with ketjap manis and dehydrated in an oven overnight make vegetarian “bacon.”



Dehydrated mushrooms crushed with salt, spices, and MFC Herbs create an umami bomb ingredient for everything it touches.



TIPS FOR SERVING BELL PEPPERS



- 1.** Fill roasted MFC Red and Yellow Bell Peppers with herbed quinoa or couscous salad.
- 2.** Sauté MFC Green, Red, and Yellow Bell Peppers with RSS Onions and MFC Oregano; serve in hoagie buns with sausages, chopped steak, or hot dogs.
- 3.** Toss together sautéed MFC Red Bell Peppers, RSS Sliced Onions, sliced MFC Fennel, Andouille sausage, and cornbread cubes; mix in beaten eggs and hot stock then bake and serve with roasted poultry.

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.

Israeli Couscous-Stuffed Bell Peppers

Whether served hot or cold, this hearty vegan dish makes a great lunch entree or dinner side.

- ¼ C Olive oil
- 4 MFC Green Bell Peppers, halved
- 3 C Israeli couscous, cooked
- 1 C Wild rice, cooked
- 1 C MFC Mushrooms, sautéed and chopped
- 2 T RSS Washed & Trimmed Italian Parsley, chopped
- ¼ C Cranberry raisins, chopped
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- ¼ C Balsamic vinaigrette

Preheat oven to 375° F. Rub oil over bell peppers; place on baking sheet face down. Roast until tender, approximately 20 minutes.

In a large mixing bowl, combine couscous, wild rice, sautéed mushrooms, parsley, cranberry raisins, salt, pepper, and vinaigrette. Toss to combine. Fill each pepper half with couscous mixture and serve.

This shareable side dish is roasted on high heat to blister the carrots' skins while keeping the inside sweet and tender.

