



FRESH CROP REPORT

WEEK OF OCTOBER 19, 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

FALL HARVESTING TRANSITION

California's main growing regions for row crop items such as broccoli, cauliflower, lettuce, and leafy greens are winding down. The Arizona/California desert growing region will take over as the main winter production area in the Western U.S. for these and other items in early to mid-November.

ORANGES

California's San Joaquin Valley citrus growing district experienced a series of rain events. Markon expects an orange supply gap that will persist into next week.

CUCUMBERS

Prices are on the rise. East Coast supplies are slowing as summer and fall seasons wind down. Mexico is recovering from rain delays in many of the growing regions last week.



PEARS

- Markets are steady.
- Washington Bartlett, Bosc, and green/red Anjou varieties are on the market. California Bartletts will ship through late October.

GREEN ONIONS

- Heavy rain has pushed up prices.
- Residual rains moving north from Tropical Storm Priscilla moved through Mexicali growing areas, reducing harvestable yields for this week.

STRAWBERRIES

- Poor weather has forced many California growers to cancel field production.
- Expect strong demand and elevated markets through next week.

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apples

New crop are available out of Washington and Michigan. Markets are steady and quality is excellent. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Prices continue to rise. Poor weather is interrupting production in Mexico; jumbo and extra-large sizes are extremely tight. Peruvian supplies are normalizing, but demand is strong. MFC Asparagus is limited out of Baja, Mexico.

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



avocados

The market is low. Mexican volume is high. California and Peruvian supplies are scarce; both seasons are ending. RSS Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

Prices are up slightly. Rain is slowing production in California, but many growers harvested early to fill orders. The California desert is expected to begin production within the next week. The Florida season will start in November. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is level. Mexican stocks are adequate. Heat-related issues persist from past rain. Quality is fair; over-ripened berries and decay are occasional problems. Fall production is underway in Watsonville, California; quality is excellent.

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



blueberries

Prices are steady. Supplies are increasing in Mexico and Peru. Quality is very good; berries are plump and sweet.

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

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broccoli

Markets are extremely elevated amid persistently rainy and/or hot weather and limited supplies in multiple regions. 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

Prices are climbing. The San Joaquin Valley season is ending; production is moving to the Arizona/California desert season. Size is dominated by 9-count fruit; 12- and 15-count sizes are snug. Quality is excellent; flavor is sweet, sugar levels are high, ranging from 12-15 Brix. MFC Cantaloupe Melons are available.



cauliflower

Rain and heat have tightened supplies and driven up markets. Quality is suffering throughout the industry; discoloration, brown bead, mold, and mildew are being reported in most lots. Insect damage, from Diamondback moth pupa/larvae, continues to be a challenge. East Coast prices are high as seasonal volume dips and demand shifts to those areas. ESS Cauliflower is limited; packer label is being substituted as necessary.

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

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

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



celery

Prices are fairly steady. California's Salinas season will wrap up in mid-November; Oxnard will start in early to mid-November. Rain has curtailed some harvests this week, but no quality issues are expected. Production will begin in the Arizona/California desert region and Florida in December. MFC Celery is available.

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



chile peppers

The market is stable. The California season is winding down, while production is ramping up in Mexico. Rain and strong winds from Hurricane Priscilla have caused problems such as soft walls and water spotting, but supplies remain sufficient. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.

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



cucumbers

Prices are on the rise. East Coast supplies are slowing as summer and fall seasons wind down. Mexico is recovering from rain delays in many of the growing regions last week. The Florida season will begin in November. MFC and ESS Cucumbers are available.

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



grapes

The market is unchanged; California stocks are ample. Production will continue 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.

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

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green leaf

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

Prices are elevated as yields and quality decline following multiple rain events. Expect low volume through the transition to the Arizona/California desert season in mid-November. Markon Best Available (MBA) Green Leaf Lettuce is being substituted due to low weights.



honeydew

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

Markets are elevated. The San Joaquin Valley season is ending; harvesting is moving to the Arizona/California desert season. Size is dominated by six-count melons; eight- and nine-count fruit is scarce. Quality is excellent; flavor is sweet, sugar levels are high, ranging from 12-14 Brix. MFC Honeydew Melons are available.



iceberg

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

Prices are escalating; this week's California rain will curtail harvests; quality issues are expected to increase. Expect tight supplies through the transition to the Arizona/California desert season in mid-November. MBA Iceberg Lettuce is being substituted due to low weights.



lemons

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

The market is high, but will start inching down later this month as the new crop California season starts. MFC and ESS Lemons are available.



limes

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

Prices are escalating due to heavy rain caused by Hurricane Priscilla. Quality is suffering; styler, skin breakdown, and end rot are problems. Expect size to increase as a result of the excess moisture. MFC and ESS Limes are available.



onions

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

The market is low. Fresh crop shipments are coming to an end. Expect storage supplies to start shipping in the next two to three weeks. MFC and ESS Red and Yellow Onions are available.



oranges

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

California's San Joaquin Valley citrus growing district experienced a series of rain events. Markon expects an orange supply gap that will persist into next week. The new crop California Navel season will get underway in late October. MFC and ESS Valencia Oranges are available.



pears

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

Markets are steady. Washington Bartlett, Bosc, and green/red Anjou varieties are on the market. California Bartletts will ship through late October. Quality is excellent; sugar levels range from 14 to 18 Brix. MFC Bartlett and Green Anjou Pears are available.

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pineapples

Prices are easing. Costa Rican volume is rising. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Markets are unchanged. New crop, fresh-run stocks are shipping from Colorado, Idaho, North Dakota, Washington, and Wisconsin. Quality is excellent, although skinning and high moisture content are minor issues in the early season. MFC Red and Yellow Potatoes are available.

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



potatoes

Low prices persist. The market is dominated by large-size 40- and 50-count potatoes; growers report good mixer volume on all sizes. MFC Idaho Burbank and Norkotah Potatoes are available.

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



raspberries

The market is stable. Supplies are plentiful in California's Santa Maria and Watsonville regions. Quality is very good in both regions as Mexican quality has improved after recent rain.

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



romaine

Prices are elevated as yields and quality decline following multiple rain events. Expect low volume through the transition to the Arizona/California desert season in mid-November. MBA Romaine Lettuce is being substituted due to low weights.

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



salads & blends

Quality problems persist; supplies are tightening. Demand for fresh pack and processor stocks is extremely strong as growers battle lower weights and fewer yields. Growers will transition to Yuma, Arizona in November.

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

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spring mix

Prices are up. Quality is poor due to recent high temperatures, rain, and lingering humidity in the Salinas Valley region. Growers will transition to Yuma, Arizona in November. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Markets are up as growers are transitioning from the San Joaquin Valley to Mexico (into Nogales, Arizona) next week. Rain delayed harvests in Sonora; however, early reports show no significant damage. MFC Zucchini and Yellow Squash are available.

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



strawberries

Poor weather has forced many California growers to cancel field production. Expect strong demand and elevated markets through next week. Quality is average; early signs of decay and bruising have been reported. MFC Strawberries are sporadic; packer label will be shipped when fruit doesn't meet Markon specifications.

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



tomatoes

Prices are level. Most California production will finish within the next week due to the rain. Baja volume is lower as growers recover from last week's rain and transition between summer and fall plantings. Quality may be affected over the short term. Central Mexico is expected to maintain steady production through the month, weather permitting. The Florida season is getting underway; yields are increasing. MFC Tomatoes are available.

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



tree fruit

The California nectarine, peach, and plum seasons have ended. The offshore Chilean tree fruit season will begin in mid-January.

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



watermelon

Prices are up a bit. Growers are transitioning south to Florida. Quality is very good; 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

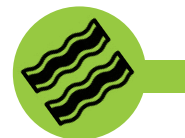
Potatoes are one of the most versatile ingredients. What delicious ways do you use them on holiday menus?

A

Potatoes are the kitchen workhorse that can be used as fries alongside burgers, baked whole and served with steaks, mashed with cream and butter for holiday turkey, or roasted and smashed for a fun, dippable appetizer.



This season, I plan to use MFC Russet Potatoes across my menus.



I'll add roasted potatoes to green salads and pan-fry fish with thin potato "scales." Their mellow flavor pairs with just about every savory ingredient.

TIPS FOR SERVING RSS HARVEST CRISP BLEND



- 1.** An ideal bowl or salad base that can hold up to the heartiest ingredients and creamiest dressings without wilting.
- 2.** Can be sautéed and added to omelets, stir-fries, hash browns, pasta dishes, and fried rice.
- 3.** Mix with mayonnaise or creamy dressing to create a brain-boosting coleslaw.

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.

RSS Harvest Crisp Blend Street Taco Salad

Packed with delicious flavors and healthy toppings.

- | | |
|----------|--|
| ¼ C | Olive oil |
| 1 tsp. | MFC Jalapeno Chile Pepper, minced |
| 1 clove | RSS Peeled Garlic |
| 2 T | RSS Lime Juice |
| 1 tsp. | Mayonnaise |
| ½ tsp. | Kosher salt |
| 1/8 tsp. | Black pepper |
| 16 oz. | RSS Harvest Crisp Blend |
| 1 C | MFC Tomatoes, chopped |
| 1 C | Corn, charred |
| ¼ C | RSS Washed & Trimmed Cilantro, chopped |
| 1 C | Carne asada, chopped |
| 4 | RSS Avocado Halves, sliced |
| 1 C | Tortilla strips, fried |

Whisk first seven ingredients together until emulsified. Hand toss with RSS Harvest Crisp, tomatoes, corn, and cilantro.

Artfully arrange equal portions of carne asada, avocado, and tortilla strips on salad and serve.

This upsidedown gingerbread-pear cake marries the spicy flavors of gingerbread with the sweetness of pears.

