



FRESH CROP REPORT

WEEK OF OCTOBER 26, 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

GREEN LEAF, ICEBERG, & ROMAINE

Markets are extremely elevated amid low yields and reduced quality in the Salinas Valley as the season winds down.

STRINGLESS SUGAR SNAP PEAS

Prices are elevated and supplies are extremely limited industrywide due to poor quality caused by inclement weather.

CALIFORNIA ORANGES

The California Valencia season is coming to an end. The California Navel season will begin in a limited manner next week.



GRAPES

- California yields are high.
- The season will run through late November; offshore production will start in December.

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.

CALIFORNIA STRAWBERRIES

- The market is in a demand-exceeds-supply situation.
- Recent rain impacted yields, causing this price spike.

FRESH CROP REPORT

WEEK OF OCTOBER 26, 2025



apples

New crop supplies are shipping from Washington and Michigan. Prices are stable; volume is rising. Quality is excellent; sugar levels range from 14 to 17 Brix. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Markets remain active; jumbo and extra-large sizes are extremely tight in Mexico. Newer fields starting production in Sonora were delayed due to heavy rainfall, further reducing volume crossing over the border. Peruvian stocks continue to normalize following recent supply disruptions. MFC Asparagus is limited out of Baja, Mexico.

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



avocados

Weak prices persist. Mexican supplies are plentiful. California and Peruvian yields are snug as both seasons are ending. Quality is very good; flavor is mildly nutty and texture is creamy. RSS Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

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



bell peppers green/red

West Coast green bell markets are inching up as growers are moving to the Arizona-California desert region. Red bell prices are holding steady. 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

Prices are steady. Mexican supply is meeting demand. Quality is improving after last week's rain. Fall harvests have begun in Watsonville, California; quality is excellent.

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



blueberries

The market is easing; stocks are abundant out of all regions. Quality is very good; berries are plump and sweet.

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

FRESH CROP REPORT



broccoli

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

Prices remain elevated as unfavorable weather and quality challenges persist. Problems include heavy hollow core, cat eye, and insects on the West Coast; pin rot, insect pressure, mildew, hollow core, and smaller heads are East Coast issues. Markon Best Available (MBA) Broccoli Crowns are being shipped.



cantaloupe

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

Production is shifting to the Arizona/California desert region, as California's San Joaquin Valley season ends. There may be a potential supply gap. Expect markets to remain elevated, as desert acreage is down this year. Quality is fair, as early October rains caused some issues. MFC Cantaloupe Melons are available.



cauliflower

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

Prices are easing as softer demand allows for a small resurgence in supplies. Quality continues to struggle; discoloration, brown bead, mold, and mildew are being reported in most lots. Insect damage, from Diamondback moth pupa/larvae, continues to be a challenge. ESS Cauliflower is limited; packer label is being substituted as necessary.



celery

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

The market is level. California's Salinas season will wind down in mid-November; Oxnard production will start in early to mid-November. The Arizona-California and Florida season will start in December. Quality is great. MFC Celery is available.



chile peppers

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

Prices range from steady to slightly lower. Recent rain delayed production in Mexico last week, but the weather is hot and sunny this week, aiding growth and maturation. The Texas season will start in approximately 10 days. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Markets have stabilized. New crop Mexican supplies are increasing. Quality is improving. East Coast growers will move down to Florida in November. MFC and ESS Cucumbers are available.



grapes

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

Prices are unchanged; California yields are high. The season will run through late November; offshore production 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.

FRESH CROP REPORT



green leaf

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

Markets are extremely elevated amid low yields and reduced quality in the Salinas Valley as the season winds down. Growers will move to the Arizona/California desert region 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	///	*****	\$\$\$

Production is shifting to the Arizona/California desert region, as the San Joaquin Valley season ends. Expect prices to remain elevated; desert acreage is down this year. There may be a potential supply gap, although the Mexican crop is helping offset any significant shortages. Quality remains decent, with some scarring and occasional discoloration being reported. MFC Honeydew Melons are available.



iceberg

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

The market is high. Yields are low and quality has deteriorated in the Salinas Valley as the season winds down. Growers will move to the Arizona/California desert region in mid-November. MBA Iceberg Lettuce is being substituted due to low weights.



lemons

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

Prices will begin inching down later this month as the new crop California season gets underway. MFC and ESS Lemons are available.



limes

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

The market is slightly higher as last week's heavy rains delayed shipments. The poor weather has increased styler and skin breakdown in some lots. MFC and ESS Limes are available.



onions

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

Prices are weak; storage supplies are plentiful. Quality is very good; shelf-life will increase now that growers are shipping from storage. MFC and ESS Red and Yellow Onions are available.



oranges

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

The market is elevated. The California Valencia season is coming to an end. The California Navel season will begin in a limited manner next week; volume will ramp up over the next three to four weeks. MFC and ESS Valencia Oranges are available.



pears

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

Prices are unchanged. Washington Bartlett, Bosc, and green/red Anjou varieties are shipping. The California season will run later than normal this year (mid-November) due to weak processor demand. Quality is excellent; sugar levels range from 14 to 18 Brix. MFC Bartlett and Green Anjou Pears are available.

FRESH CROP REPORT



pineapples

The market is level. Costa Rican supplies are increasing. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Most prices are holding steady but markets for reds are poised to rise as increasing demand will persist into November for the upcoming holiday season. Quality is very good; some skinning on fresh-run new crop supplies, but it's minimal, as most orders are shipping from storage. MFC Red and Yellow Potatoes are available.

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



potatoes

Markets remain steady at historically low levels. Norkotah stocks dominate the market with a few Burbanks available. Burbank volume will increase in late November/early December after going through the sweat process. MFC Idaho Burbank and Norkotah Potatoes are available.

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



raspberries

Prices are steady. Stocks are ample in California's Santa Maria and Watsonville regions. Quality is very good in both areas.

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



romaine

Markets are extremely elevated amid low yields and reduced quality in the Salinas Valley as the season winds down. Growers will move to the Arizona/California desert region in mid-November. MBA Romaine Lettuce is being substituted due to low weights.

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



salads & blends

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 mid-November.

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

FRESH CROP REPORT



spring mix

The market will remain high until the Salinas Valley season ends in mid-November. Growers will transition to Yuma, Arizona for the winter. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are up. Recent rain has affected California's remaining production, making Sonora the main growing region for now. Supply levels range from low to moderate; rainfall caused some short-term quality issues. Conditions are expected to stabilize, with quality improving and volume increasing as fields recover this week. MFC Zucchini and Yellow Squash are available.

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



strawberries

The market is in a demand-exceeds-supply situation. Recent rain impacted yields, causing a price spike. MFC Strawberries are sporadic; packer label will be shipped when fruit doesn't meet Markon specifications.

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



tomatoes

West Coast supplies are tight; the San Joaquin Valley season is ending early due to rain. Cool, wet weather has kept volume low in Baja and Central Mexico. More consistent supply is anticipated as new plantings come online in November and December. Quality will improve as well. MFC Tomatoes are available.

REGION	SUPPLIES	QUALITY	PRICE
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

The market is stable to slightly higher. Growers are moving 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

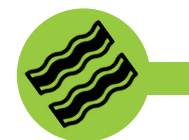
What's your favorite way to use RSS Peeled Garlic on the menu?

A

RSS Peeled Garlic saves valuable time and money in foodservice kitchens.



These flavor bombs are packed and ready to go whenever I need to add a powerful pop to sauces, dressings, potatoes, and meat marinades.



It's one of the constant ingredients on hand in my restaurants. They're ready to smash and chop right out of their convenient zip-lock bags.

TIPS FOR SERVING MFC FENNEL



- 1.** Shave raw fennel into coleslaw mixes and toss with a creamy dressing like buttermilk ranch; serve with barbecued meats or fried chicken.
- 2.** Toss thinly chopped fennel with raw Brussels sprouts and a citrus-based vinaigrette for an ideal warm-weather salad.
- 3.** Bake sliced fennel until caramelized and crunchy; add to green salads as a crouton substitute.

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.

Caramel Hidden Rose Apples

Give your guests a visual surprise: take a bite of these crunchy apples covered in gooey caramel and decorative candies, and get a pop of ruby red color.

- | | |
|----------|---|
| 1/11-oz. | Bag of caramels |
| 4 | Hidden Rose apples, washed and completely dried |
| 4 | Lollipop sticks |
| 4 | Oatmeal cookies |
| | Sprigs of MFC Mint |
| | Sugar crystals to garnish |

Prepare a baking sheet lined with parchment paper. Be sure apples are wiped dry so caramel will stick to them. Remove stems and replace with sticks, inserted at least one inch deep.

Heat caramels until fully melted. Whisk until smooth. Dip each apple into the caramel, hold above pan or bowl until excess drips away, and carefully roll in sugar crystals. Place on top of a cookie and then onto parchment-lined baking sheet. Repeat for remaining apples.

Garnish with mint sprigs and serve.

Italian-inspired, this vegetarian entree is packed with umami flavors and ancient grains.

