



FRESH CROP REPORT

WEEK OF NOVEMBER 9, 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 markets remain extremely elevated amid low yields and reduced quality in the Salinas Valley as the season comes to a close.

CAULIFLOWER

Despite weaker pricing, expect supplies to remain tight until the Arizona/California desert season gets fully underway.

BROCCOLI

Although markets are softening due to increased supplies in several growing regions, prices will inch back up as the Salinas season ends.

CALIFORNIA ORANGES

- California Navel orange prices are easing; supplies are becoming more plentiful as multiple growing regions are now producing fruit.
- Expect easing markets and increased supplies.

GRAPES

- California grape harvesting has wrapped up. Growers will ship out of storage for the remainder of the season.
- The offshore Peruvian and Chilean seasons will begin in mid-December. Expect pricing to rise as the California season winds down.

BELL PEPPERS

- Red bell pepper supplies are moderate; California's recent poor weather has affected quality.
- Green bells are available on both coasts; new crop harvesting is starting up in Florida and Coachella, California this month.

FRESH CROP REPORT

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apples

Prices are stable; supply is meeting demand. Quality is excellent; sugar levels range from 15 to 18 Brix. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

The market is steady. Mexican stocks are ample, particularly jumbo and extra-large sizes. MFC Asparagus is available out of Baja, Mexico; packer label is being substituted if needed.

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



avocados

Weak prices persist. Mexican yields are high. California and Peruvian stocks are sufficient. 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

Markets are level. Red bell pepper supplies are moderate; California's recent poor weather has affected quality. Green bells are available on both coasts; new crop harvesting is starting up in Florida and Coachella, California this month. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

Prices are level. Mexican and West Coast supplies are adequate. Production is fully underway in Watsonville, California. Quality ranges from very good to excellent.

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



blueberries

The market is low; stocks are abundant. 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	///	*****	\$\$\$

Although prices are softening due to increased supplies in several growing regions, they will inch back up as the Salinas season ends. MFC Broccoli Crowns are limited; Markon Best Available (MBA) Broccoli Crowns are being shipped as necessary.



cantaloupe

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

Prices are up. Growers have moved to the Arizona/California desert region. Expect persistently high markets as fewer acres are typically planted. Quality is very good. MFC Cantaloupe Melons are available.



cauliflower

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

Despite weaker West Coast pricing, expect supplies to remain tight until the Arizona/California desert season gets fully underway. East Coast markets remain fairly high amid supply gaps between growing regions. ESS Cauliflower is limited; packer label is being substituted as necessary.



celery

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

The market is high. California's Salinas Valley season is ending. Oxnard production will begin next week. The Arizona-California desert and Florida seasons will get underway in December. Quality is very good; pith and disease pressure are minimal. MFC Celery is available.



chile peppers

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

Prices are fairly level. Volume is rising in Northern Mexico. The Texas season is getting underway. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Mexican markets are up; demand is strong. Quality is very good. East Coast growers will move to Florida over the next week or two. MFC and ESS Cucumbers are available.



grapes

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

California grape harvesting has wrapped up. Growers will ship out of storage for the remainder of the season. The offshore Peruvian and Chilean seasons will begin in mid-December. Expect pricing to rise as the California season winds down. 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
AZ- CA	///	*****	\$\$\$
EAST COAST	///	*****	\$\$\$
MEX	///	*****	\$\$\$

Markets remain extremely elevated amid low yields and reduced quality in the Salinas Valley as the season comes to a close. Markon Best Available (MBA) Green Leaf Lettuce is being substituted due to low weights.



honeydew

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

Prices are stable. Growers have moved to the Arizona/California desert region. Expect persistently limited supplies as fewer acres are typically planted. Quality is very good. MFC Honeydew Melons are available.



iceberg

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

Expect markets to remain elevated through November, until the Arizona-California season ramps up. MBA Iceberg Lettuce is being substituted due to low weights.



lemons

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

Prices continue to inch down. Domestic new crop harvesting is underway in the California desert region. MFC and ESS Lemons are available.



limes

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

The market is inching down. Stocks are increasing; 175-count fruit dominates availability. Quality is good; styler and skin breakdown are issues in some lots. MFC and ESS Limes are available.



onions

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

Yellow onion prices are weak; storage supplies are plentiful. Strong demand is pushing up white onion markets. 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	///	*****	\$\$\$

California Navel orange markets are easing; supplies are becoming more plentiful as multiple growing regions are now producing fruit. Expect easing markets and increased supplies. 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 available. The California season will wind down through late November. Quality is excellent; sugar levels range from 14 to 17 Brix. MFC Bartlett and Green Anjou Pears are on the market.

FRESH CROP REPORT



pineapples

Markets are stable. Costa Rican supplies are sufficient. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.

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



red/yellow potatoes

Strong demand has pushed up red prices; yellow markets are level. Quality is very good; growers are now shipping from storage. MFC Red and Yellow Potatoes are available.

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



potatoes

The market is low. Norkotah stocks are abundant. Burbank yields will increase in late November/early December after going through the sweat process, which naturally cures skins and extends shelf life. MFC Idaho Burbank and Norkotah Potatoes are available.

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



raspberries

Prices are unchanged. Stocks are ample in California's Santa Maria and Watsonville regions. Quality is very good in all regions.

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



romaine

Markets remain extremely elevated amid low yields and reduced quality in the Salinas Valley as the season comes to a close. MBA Romaine Lettuce is being substituted due to low weights.

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



salads & blends

The Salinas Valley season is ending. Expect markets to remain elevated through November, until the Arizona-California desert season ramps up.

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

FRESH CROP REPORT



spring mix

Supplies of tender leaf and spring mix varieties remain tight. Expect high markets until the Arizona-California desert season ramps up. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Prices are inching down. Zucchini supplies are increasing due to ideal weather conditions last week in Mexico. Quality has remained strong, with deep color and little scarring. MFC Zucchini and Yellow Squash are available.

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



tomatoes

Prices are slightly lower than last week. West Coast supply is meeting demand; stocks are shipping from Baja, Central Mexico, and Jalisco. The best quality is coming from Jalisco and Baja where growers have started some new fields last week. The plants have excellent fruit with strong color and firmness. Central Mexico's output should increase; conditions are stabilizing after rain in early October. 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
--	///	*****	\$\$\$



strawberries

Markets remain elevated; California volume is low. MFC Strawberries are sporadic; packer label will be shipped when fruit doesn't meet Markon specifications.

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



watermelon

Markets are starting to climb. Production is transitioning to Florida and Mexico for the winter. Quality ranges from good to very good; sugar levels are approximately 10 Brix.

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

ASK A MARKON CHEF

Markon has gathered a group of our member- and grower-affiliated chefs to answer your questions about produce.



CHEF
VINCENT CASE
MARKON MEMBER CHEF

Q

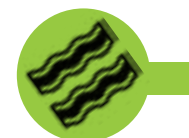
What are your favorite produce-driven desserts for Thanksgiving?

A

I like to showcase berries through the fall months.



One dish I serve is a wild berry cobbler topped with brown butter ice cream and sea salt.



I also like to roast fruit to enhance its natural sugars, especially apples, pears, cranberries, and pineapples.

TIPS FOR SERVING RSS BRUSSELS SPROUTS



- 1.** Sauté chopped Brussels sprouts with hazelnuts and bacon; deglaze with touch of cream; serve with roasted chicken.
- 2.** Serve slaw made with shredded Brussels sprouts and spicy mustard dressing.
- 3.** Finely dice and use to top tacos and tostadas or add to stir-fries and curries.

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.

Tandoori-Spiced Brussels Sprouts with Cranberries

The unique blend of curry and cranberry are combined in this dish to give Brussels sprouts worldly flavors.

- 2 T Olive oil
- 1 C RSS Diced Red Onions
- 2 tsp. Curry paste
- 1 MFC Serrano Chile Pepper, sliced
- 24 RSS Brussels Sprouts, coarsely chopped
- 2/3 C Fresh cranberries
- Salt and pepper to taste

Heat oil in a large skillet. Cook onions in oil until translucent. Stir in curry paste and Serrano; cook two more minutes. Add Brussels sprouts and cranberries; continue cooking until both have softened and are cooked through but not soggy.

Season with salt and pepper and serve.

Top filet mignon with crunchy, colorful potatoes and aromatic thyme and rosemary.

