



FRESH CROP REPORT

WEEK OF SEPTEMBER 13, 2026

**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

ZUCCHINI & YELLOW SQUASH

Expect markets to inch down over the next two weeks. Eastern production is increasing in North Carolina and Georgia; availability will improve in 10 to 14 days. West Coast squash supplies are tight but the San Joaquin Valley season is getting started this week.

HONEYDEW & CANTALOUPE MELONS

Last week's cool California weather greatly reduced growth in some fields; while temperatures are expected to climb this week, the heat will be short-lived. Prices will continue to inch up, then stabilize in mid-September.

ONIONS

Fresh-run MFC Onions are available in Idaho, Oregon, Washington, and Utah. New crop harvests are continuing across multiple growing regions. Markets are steady.

BROCCOLINI BABY BROCCOLI

- Industry supplies have increased as new acreage enters first-cut production.
- Warm weather for the month of September is expected to further increase diamondback moth pressure, but overall quality is expected to meet specifications through the rest of California's fall season.

RED & YELLOW POTATOES

- Volume is increasing with multiple growing regions now in play, and more to start over the next several weeks.
- Markets are steady.

SWEET POTATOES

- Storage crop supplies are winding down across several growing regions as the industry transitions to new crop production. While acreage has increased in most regions, an early harvest has accelerated shipments, reducing available supplies.
- Firm-to-higher prices are forecast as the new season begins.

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apples

The market is holding steady while new crop harvests start for the fall season. Washington Gala and Honeycrisp shipments have begun. Fuji, Golden Delicious, Granny Smith, and Red Delicious supplies will become available next week; volume will increase through the month. Quality is very good; sugar levels range from 15 to 18% Brix.

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



asparagus

Pricing remains elevated as sizing issues and harvesting transition challenges tighten supplies. The Central Mexican season has ended. Baja production is underway, and new crop harvests are starting in the Hermosillo, Sonora region. Offshore growers are focused in Southern Peru. MFC Asparagus is available; packer label is being substituted if needed.

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



avocados

Expect slightly higher markets for large sizes and No. 2 grade fruit. Quality is very good. RSS Chunks, Halves, Pico de Gallo Guacamole, Authentic Chunky Guacamole, and Pure Pulp are available.



bell peppers green/red

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

Prices are steady at low levels. East Coast supplies are abundant in North Carolina; the Georgia season will begin next. West Coast and Canadian stocks are plentiful. MFC and ESS Green and Red Bell Peppers are available.



blackberries

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

The market is up slightly as California production is past its peak. The Mexican new crop season is underway; yields will increase through September.



blueberries

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

Expected high prices for up to three more weeks. Pacific Northwest supplies are tight. Early-season yields are low out of Mexico. Peruvian volume is low. Demand is forecast to exceed supply levels through this month.

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broccoli

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

Markets are up; pin rot, hollow core, and Diamondback moth pressure are causing damage and reducing quality yields in California and Mexico. The East Coast season will run through October; strong demand is keeping prices elevated. MFC Broccoli Crowns are available; Markon Best Available (MBA) may be substituted if supplies do not meet Markon specifications.



cantaloupe

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

Prices will continue to inch up, then stabilize in mid-September. Last week's cool California weather greatly reduced growth in some fields; while temperatures are expected to climb this week, the heat will be short-lived. MFC Cantaloupe Melons are available.



cauliflower

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

Markets are escalating; heat and humidity have increased insect pressure and reduced West Coast yields. East Coast supplies are tightening due to strong demand. ESS Cauliflower is available.



celery

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

Prices are weak; supplies are ample in California and Michigan. Quality is excellent. MFC Celery is available.



chile peppers

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

Tight supplies are pushing up markets. Recent heat-related challenges are decreasing volume in California and Mexico. East Coast growers are harvesting in New York, Tennessee, and North Carolina. Quality is very good. MFC Anaheim, Jalapeño, Pasilla, and Serrano Chile Peppers are available.



cucumbers

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

West Coast prices are stable; supplies are sufficient in all areas. East Coast growers have moved to Georgia. Quality is very good; product is firm with smooth skins and refreshing flavor. MFC and ESS Cucumbers are available.



grapes

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

The market is weak; domestic supplies are plentiful. Quality is very good; sugar levels range from 12 to 14% Brix. MFC Lunch Bunch Grapes and ESS Red and Green Seedless Grapes are available.

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green leaf

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

Prices are up a bit. Quality is strong with ideal texture; insect pressure and fringe burn are being trimmed at harvest. Growers will start to transition to Huron, California in mid- to late October. MFC Green Leaf Lettuce is sporadic; MBA will be substituted when necessary.



honeydew

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

Last week's cool California weather greatly reduced growth in some fields; while temperatures are expected to climb this week, the heat will be short-lived. Markets will continue to inch up, then stabilize in mid-September. MFC Honeydew Melons are available.



iceberg

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

Prices are escalating. Disease and insect pressure are forecast to increase following a heatwave in the Salinas and Santa Maria Valleys, further limiting supplies and reducing quality. The Colorado season will end this week. MFC Iceberg Lettuce is sporadic; MBA will be substituted if needed.



lemons

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

Strong demand and tight supplies are keeping markets elevated. Volume should increase in approximately two to three weeks. MFC and ESS Lemons are available.



limes

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

Prices are level. Although more rain may delay Mexican harvests briefly and increase instances of blanching, styler, and oil spotting, supply is meeting demand. Colombian quality is best. MFC and ESS Limes are available.



onions

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

Markets are steady. Fresh-run MFC Onions are available in Idaho, Oregon, Washington, and Utah. New crop harvests are continuing across multiple growing regions. Colossal and super colossal volume is low, but increasing. The storage season will begin in early October.



oranges

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

Elevated prices persist. The domestic Valencia and imported crops are exhibiting cosmetic defects; internal quality is not being affected. Growers are actively sorting supplies and shipping the best quality fruit. MFC Valencia Oranges are available.



pears

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

The market is unchanged. MFC Bartlett Pears are shipping from California and the Pacific Northwest; the Anjou season will begin in about a week. The California season will wrap up in late September/early October.

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pineapples

Prices are a bit lower than last week; stocks are adequate. Quality is very good; sugar levels are approximately 14% Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is up a bit; California supplies are tightening. New crop harvesting has started in Mexico; yields will increase through September. Quality is very good; color is bright and flavor is sweet.

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



red/yellow potatoes

Markets are steady. Volume is increasing with multiple growing regions now in play, and more to start over the next several weeks. MFC Red and Yellow Potatoes are available.

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



romaine

Prices are rising. Quality is strong with ideal texture; insect pressure and fringe burn are being trimmed at harvest. Growers will start to transition to Huron, California in mid- to late October. MFC Romaine Lettuce is sporadic; MBA will be substituted when necessary.

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



potatoes

Although storage crop stocks have been depleted for the season, new crop production is underway. Prices for large sizes (40- through 70-count potatoes) and No. 2 grade supplies are up. MFC Potatoes are available from Idaho and Washington.

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



salads & blends

The market is stable; Salinas Valley stocks are abundant. The region is experiencing higher incidences of Impatiens Necrotic Spot Virus (INSV) and Sclerotinia, reducing yields. Growers are sorting for the best quality for Markon packs.

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

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spring mix

Prices are unchanged. California's fall season will run through early October; all varieties are shipping. RSS Arugula, Spinach, and Spring Mix are available.

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



squash

Expect markets to inch down over the next two weeks. Eastern production is increasing in North Carolina and Georgia; availability will improve in 10 to 14 days. West Coast squash supplies are tight, but the San Joaquin Valley season is getting started this week. MFC Zucchini and Yellow Squash are available.

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



stone fruit

California peach prices are steady; supplies will ship through mid-October. The plum season will wrap up next week; the nectarine season has ended. Quality is very good; sugar levels range from 11 to 14% Brix.

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



strawberries

A heat advisory is in effect across all California growing regions, with temperatures expected to reach the mid- to upper 90s. Harvesting may be slowed due to extreme heat conditions. Cooler weather is forecast later this week, with temperatures returning to the mid- to upper 70s. Growers are prioritizing the health and safety of harvest crews, which may impact production schedules and order fulfillment. MFC Strawberries are available; packer label will be substituted as necessary.

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



tomatoes

California prices are stable; large and extra-large sizes dominate supplies. Quality is very good; some light cosmetic gold flecking has been reported. Most Roma tomato orders are shipping from Baja and Central Mexico. East Coast growers are starting harvests in Virginia; rain is lowering yields in Tennessee. MFC Tomatoes are available.

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



watermelon

The market is level; supply is meeting demand. Quality is very good; sugar levels measure over 10% Brix.

REGION	SUPPLIES	QUALITY	PRICE
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
VINCENT CASE
MARKON MEMBER CHEF

Q

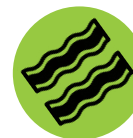
RSS Peeled Shallots are a true labor saver, allowing chefs to skip the mess, the employee hours, and potential kitchen injuries. How do you suggest using them across menus?

A

Shallots are great for fall menus, adding subtle onion flavor to roasted poultry, meat, and vegetable dishes.



Braise whole shallots with beef and pork roasts to add complexity; serve ladled with jus.



Create a chutney condiment with chopped shallots and lemon zest.

TIPS FOR SERVING MFC ONIONS



- 1.** Grill thickly sliced MFC Onions; serve on burgers, gourmet hot dogs, steaks, and pork chops.
- 2.** Caramelize onions; simmer in mushroom stock with thyme-cROUTONS; top with Gruyere cheese; broil until bubbly.
- 3.** Add caramelized onions and braised short rib meat to grilled cheese sandwiches.

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.

Tostone Sandwich Snacks

Cuban flavors come alive when plantains and pork are packed with produce like pickled cucumbers, onions, and fresh cilantro.

2 T	Canola oil
2 ripe	Plantains, cut into 12 rounds
4 oz.	Roasted pork shoulder, shredded
2 oz.	Monterey Jack cheese, sliced into 12 squares
12	Lightly pickled slices of MFC Cucumbers
1/2 C	RSS Washed & Trimmed Cilantro
1/2 C	MFC Red Onions, sliced and pickled

Heat oil in a grill pan or flattop grill. When hot, add plantains rounds. Cook until browned on one side and flip, turning down the heat if necessary to ensure that plantains are cooked through. Remove rounds and flatten them with a mallet or cast iron pan. Return plantains to the grill for a second grill to crisp the outer edges. Remove and drain on paper towels.

Stack each sandwich with a plantain on the bottom, topped by equal portions of pork, and one square of cheese. Place under a broiler for approximately 30 seconds or until cheese melts. Top with one pickled cucumber, pickled red onions, a second plantain round, and cilantro. Repeat until you have 12 mini sandwiches; serve immediately.

As delicious in taste as they are beautiful in presentation, these blossomed onions are a healthier version of the fried favorite.

