



FRESH CROP REPORT

WEEK OF OCTOBER 12, 2025

RSS



Table-ready fruits & vegetables. Backed by 5-Star.

MFC



Whole fresh fruits & vegetables. Backed by 5-Star.

ESS



Whole fresh fruits & vegetables. Backed by 5-Star.

HIGHLIGHTS

LETTUCES

Green leaf, iceberg, and romaine markets continue to escalate as quality, weight, and yields fall in California's Salinas Valley. Expect prices to remain elevated through the transition to the Arizona/California desert season in mid-November.

BROCCOLI

Tight supplies and persistent quality issues are driving up markets in multiple growing regions.

ASPARAGUS

Prices continue to rise amid poor weather that is interrupting production in Mexico and Peru.



SQUASH

- Although California's Santa Maria season has ended due to recent rain and high humidity, the San Joaquin Valley has steady supplies.
- High volume in North Carolina and Georgia are keeping East Coast prices level.

CAULIFLOWER

- Strong demand continues to drive up pricing.
- Yields are down due to significant quality problems.

BABY BROCCOLI

- Baby broccoli supplies are extremely limited; markets are elevated.
- Rain, humidity, and above-average temperatures have disrupted production and reduced yields in Salinas and Santa Maria, California.

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apples

New crop supplies are shipping from Washington and Michigan; all varieties are now on the market. Prices are stable and quality is excellent. MFC Gala, Golden Delicious, Granny Smith, Fuji, and Red Delicious Apples are available.

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



asparagus

Expect higher markets and lower availability over the next 7-10 days due to heavy rain and strong winds from Hurricane Priscilla off the coast of Mexico. Peruvian supply levels continue to normalize after an ocean vessel experienced a mechanical breakdown two weeks ago, resulting in many ocean containers being left behind; supplies then had to fly product into ports. MFC Asparagus is on the market.

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



avocados

Weak prices persist. Mexican stocks are ample. California and Peruvian volume is low; 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

Markets are steady. California green bell production will move to the desert region in a few weeks. Choice grades are most common right now. East Coast supplies are sufficient. Red bells are ample; all sizes are available. 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 supplies have begun to rebound after recent rain. Heat-related issues are present from past weather patterns. Quality remains fair; over-ripened berries and decay are being reported. The fall season has started in Watsonville, California; quality is excellent.

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



blueberries

The market has stabilized. The Pacific Northwest season has officially ended. Limited production has started in Mexico this week. Peruvian shipments are now arriving in the U.S. Quality is very good.

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

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broccoli

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

Hot, humid weather and intermittent storms have reduced volume and caused persistent quality issues that are driving up prices in multiple growing 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

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

The market is up. The San Joaquin Valley season is ending; production will start in the Arizona/California desert season in two weeks. Size is dominated by 9-count fruit; 12-count stocks are limited. 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	///	*****	\$\$\$

Strong demand continues to drive up pricing. Yields are down due to significant quality problems. Supplies are extremely tight as warm, humid weather and inconsistent rain have disrupted growth. East Coast markets will remain high through the next few weeks until West Coast volume increases. ESS Cauliflower is limited; packer label is being substituted as necessary.



celery

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

Moderately high markets will persist until the Oxnard season starts in mid-November; volume is low. 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 level; Jalapeno and Pasilla supplies are plentiful. Anaheim and Habanero volume is low; markets are rising. Rain and strong winds from Hurricane Priscilla may cause quality problems. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Although markets are stable, they may rise over the weekend. Mexican supplies are abundant, but Hurricane Priscilla could reduce yields. East Coast stocks are meeting demand. The Florida season will begin in November. MFC and ESS Cucumbers are available.



grapes

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

Prices are low; California supplies are abundant. Harvests will run through late November; the offshore season 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.

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green leaf

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

Markets continue to escalate as quality, weight, and yields fall in California's Salinas Valley. Expect prices to remain elevated 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	///	*****	\$\$\$

Prices are up. The San Joaquin Valley season is ending; production will start in the Arizona/California desert season in two weeks. Size is dominated by five-count melons; six-count stocks are limited. 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 up; quality, weight, and yields are down in California's Salinas Valley. Expect prices to remain elevated 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	///	*****	\$\$\$

Prices will remain elevated due to low yields for at least one more week as the new crop California season begins. MFC and ESS Lemons are available.



limes

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

The market is at lower levels this week as supply remains strong, while demand is moderately weak. Styler and end rot problems will diminish as new crop supplies are becoming available. MFC and ESS Limes are available.



onions

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

Weak prices persist. Growers will start shipping storage supplies over the next few weeks. 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 California Valencia remains elevated; end-of-season supplies are diminishing, especially small sizes (113- through 138-count fruit). 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	///	*****	\$\$\$

Prices are unchanged. Washington Bartlett, Bosc, and green/red Anjou varieties are available. 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

Markets are inching down. 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

Prices are steady. New crop, fresh-run supplies are shipping from Colorado, Idaho, North Dakota, Washington, and Wisconsin. Quality is excellent, although skinning and high moisture content are occasional problems in the early season. MFC Red and Yellow Potatoes are available.

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



potatoes

The market is weak. Supplies of large-size 40- and 50-count potatoes are ample; good mixer volume is expected on all sizes. MFC Idaho Burbank and Norkotah Potatoes are available.

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



raspberries

Prices are unchanged. California's Santa Maria and Watsonville regions are shipping high-quality fruit. Mexican quality has begun to improve after recent rain.

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



romaine

Markets continue to escalate as quality, weight, and yields fall in California's Salinas Valley. Expect prices to remain elevated 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 is being challenged in most lots following high temperatures, rain, and lingering humidity. Demand for fresh pack and processor acreage continues to be extremely strong as growers battle lower weights and fewer yields. Growers will transition to Yuma, Arizona in November.

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

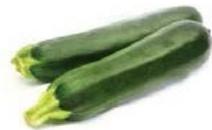
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spring mix

Quality is being challenged in most lots following 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

Although California's Santa Maria season has ended due to recent rain and high humidity, the San Joaquin Valley has steady supplies. High volume in North Carolina and Georgia is keeping East Coast prices level. MFC Zucchini and Yellow Squash are available.

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



strawberries

Markets remain high; stocks have tightened. Weather issues have caused quality problems at the field level; growers are culling damaged fruit. MFC Strawberries are available.

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



tomatoes

Prices are weak but may rise due potential damage caused by Hurricane Priscilla in Mexico; Baja crews picked early to offset any disruptions due to rain and wind. The California season will end in two weeks. East Coast supplies are adequate. The Florida season is getting underway. 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

With fewer plantings in the fall, the market will inch up over the next several weeks. Growers are transitioning from northern states 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

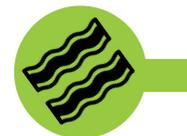
Apples are a true sign of fall food. Salads, sides, desserts, and beverages...they work across all day parts. How do you use apples on your menus?

A

MFC Apples are available in different varieties to fit different dishes' flavor profiles.



I use tart Granny Smiths in pies and tarts, sweet Galas in green and mayonnaise-based salads, and Golden Delicious under the skin of chicken breasts.



Nothing says autumn cocktail like cider-based drinks with dehydrated or raw apple slices and chunks.

TIPS FOR SERVING APPLES



- 1.** Chop MFC Potatoes and MFC Golden Delicious Apples into cubes; mix with olive oil and salt; roast with MFC Rosemary.
- 2.** Accent brown rice or stuffing with fresh cranberries, sautéed MFC Mushrooms, and chopped MFC Granny Smith Apples.
- 3.** Layer thin slices of MFC Gala Apples, MFC Fennel, and MFC Potatoes; pour Béchamel sauce over top and bake until potatoes are tender and sauce is bubbling.



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 Bistro Butter Blend Salad with Hot Honey Vinaigrette

Tender lettuces, seasonal apples, crunchy shallots, and sweet-spicy vinaigrette—delicious and on-trend.

- ¼ C Avocado oil
- 1 clove RSS Peeled Garlic
- 2 T RSS Orange Juice
- 1 T Dijon Mustard
- 1 T Hot honey
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- 16 oz. RSS Bistro Butter Blend
- 2 MFC Fuji Apples, sliced thin
- 2 MFC Peeled Shallots, sliced thin and fried until crispy
- 4 oz. Goat cheese, crumbled

Pulse the first seven ingredients together in food processor until smooth. Hand toss RSS Bistro Butter Blend with dressing.

Artfully arrange equal portions of Fuji apples, fried shallots, and goat cheese on top of RSS Bistro Butter Blend tossed in dressing and serve.



These beautiful gluten-free tarts are filled with citrus-vanilla custard and roasted rose apples.

