



FRESH CROP REPORT

WEEK OF NOVEMBER 2, 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

CAULIFLOWER

Markets are seeing slight relief this week as a result of improved weather and softened demand, but supplies remain limited as we near the end of the Salinas Valley season.

HURON LETTUCE SEASON

The brief Huron, California growing season is in full swing. The small number of growers that use this area as a bridge from the Salinas Valley to the desert region are harvesting mostly iceberg lettuce, with a small amount of green leaf and romaine. This area will ship supplies for another two to three weeks.

ARUGULA & TENDER LEAF ITEMS

Supplies of tender leaf and spring mix varieties are limited in the California growing regions.



LEMONS

- Prices are starting to ease.
- Domestic new crop lemon production is in full swing in the California desert region.

ASPARAGUS

- Markets are easing.
- Mexican supplies are increasing, especially jumbo and extra-large sizes.

ORANGES

- California's available Valencia orange supply continues to diminish.
- The new crop Navel season has begun in a limited manner; stocks will increase week over week as harvesting ramps up.

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apples

The 2026 new crop Washington and Michigan seasons are off to great starts. Markets are steady; supplies are sufficient. 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

Prices are easing. Mexican supplies are increasing, especially jumbo and extra-large sizes. MFC Asparagus is limited out of Baja, Mexico; packer label is being substituted where necessary.

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



avocados

Markets are low. Mexican stocks are abundant. California and Peruvian supplies are adequate. 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

Prices are level. California's Coachella green bell season is underway; favorable temperatures will increase extra-large supplies. Growers will harvest red bells there in two to three weeks. MFC and ESS Green and Red Bell Peppers are available.

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



blackberries

The market is unchanged. Mexican and West Coast yields are average. Quality ranges from very good to excellent. Fall harvests have begun in Watsonville, California.

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



blueberries

Prices are weak; volume is high in both growing regions. Quality is very good; berries are plump and sweet.

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

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broccoli

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

Markets are dropping significantly as supplies increase in several growing regions. MFC Broccoli Crowns are limited; Markon Best Available (MBA) Broccoli Crowns are being shipped as necessary.



cantaloupe

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

Expect higher markets through the Arizona/California desert season as fewer acres are typically planted in that region than in the San Joaquin Valley. Quality is very good. MFC Cantaloupe Melons are available.



cauliflower

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

Markets are seeing slight relief this week as a result of improved weather and softened demand, but supplies remain limited as we near the end of the Salinas season. East Coast growers will move to Florida in the late fall. ESS Cauliflower is limited; packer label is being substituted as necessary.



celery

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

Prices are inching up as California's Salinas Valley season winds down. Oxnard production will start in mid-November. The Arizona-California desert and Florida seasons will start in December. Quality is very good; pith and disease pressure are minimal. MFC Celery is available.



chile peppers

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

The market is a bit lower. Supplies are increasing in Northern Mexico. The Texas season will begin later this week. MFC Anaheim, Habanero, Jalapeno, Pasilla, Red Fresno, and Serrano Chile Peppers are available.



cucumbers

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

Mexican prices are rising due to strong demand. New crop Mexican stocks are sufficient; quality is very good. East Coast growers will move down to Florida in mid-November. MFC and ESS Cucumbers are available.



grapes

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

Markets are stable; California supplies are ample. Fruit will ship through late November; offshore production will start in early 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	///	*****	\$\$\$

High prices persist due to tight Salinas Valley supplies; the season is ending. Growers will move to the Arizona/California desert region over the next few weeks. Markon Best Available (MBA) Green Leaf Lettuce is being substituted due to low weights.



honeydew

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

Expect higher markets through the Arizona/California desert season as fewer acres are typically planted in that region than in the San Joaquin Valley. Quality is very good. MFC Honeydew Melons are available.



iceberg

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

Elevated prices persist. The Salinas Valley season is ending. Growers are harvesting limited quantities in the Huron region. The Arizona/California desert season will start in mid-November. MBA Iceberg Lettuce is being substituted due to low weights.



lemons

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

Markets are easing. Domestic new crop lemon production is in full swing in the California desert region. MFC and ESS Lemons are available.



limes

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

Prices are a bit lower due to weaker demand. Supplies are sufficient; 175-count fruit dominates availability. Quality is average: styler and skin breakdown are occasional problems. MFC and ESS Limes are available.



onions

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

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

Prices are starting to ease. California's available Valencia orange supply continues to diminish. California's Navel season has begun in a limited manner; supplies will increase week over week as harvesting ramps up. MFC and ESS Valencia Oranges are available.



pears

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

Markets are level. Washington Bartlett, Bosc, and green/red Anjou varieties are available. The California season will run through mid- to late November. Quality is excellent; sugar levels range from 14 to 17 Brix. MFC Bartlett and Green Anjou Pears are on the market.

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pineapples

Prices are fairly steady. Costa Rican stocks are adequate. Sugar levels are approximately 14 Brix. RSS Pineapple Chunks and Spears are available.

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



raspberries

The market is steady. Supplies are abundant in California's Santa Maria and Watsonville regions. Quality is very good in all regions.

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



red/yellow potatoes

The red market is inching up due to strong demand; yellow prices are stable. Quality is very good; most orders are shipping from storage. MFC Red and Yellow Potatoes are available.

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



romaine

High prices persist due to tight Salinas Valley supplies; the season is ending. Growers will move to the Arizona/California desert region over the next few weeks. MBA Romaine Lettuce is being substituted due to low weights.

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



potatoes

Prices are weak. Norkotah supplies are plentiful. 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	///	*****	\$\$\$



salads & blends

The Salinas Valley season is ending. Demand for fresh pack and processor supplies remains extremely strong as growers battle lower weights and fewer yields. Growers will transition to Yuma, Arizona in mid-November.

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

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spring mix

Supplies of tender leaf and spring mix varieties are limited in the California growing regions. Expect elevated prices 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	///	*****	\$\$\$



tomatoes

The market is level. Volume is average in Baja; additional acreage is set to come online within the next week. Production is increasing in Central Mexico as growers recover from recent weather challenges. Quality has been mixed across Mexico; Central Mexico currently has an edge over Baja in terms of color and firmness. East Coast growers are harvesting in South Carolina, Georgia, and Florida. MFC Tomatoes are available.

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



squash

Markets are elevated; supplies are tight. The California season has ended, shifting West Coast production to Sonora, Mexico. Recent rainfall brought cool temperatures that temporarily slowed harvests, but as conditions warm up, volume will increase. Despite the weather interruptions, quality is very good, with deep green color and firm texture. East Coast supplies are sufficient in Florida. MFC Zucchini and Yellow Squash are available.

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



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

Prices are high; California yields remain low. MFC Strawberries are sporadic; packer label will be shipped when fruit doesn't meet Markon specifications.

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



watermelon

Prices will inch up as production moves to Florida and Mexico for the winter. 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 Thanksgiving is the ultimate foodie holiday. What side dishes do you suggest menuing for in-house dining and/or meal delivery?

A ←←←

For this special, family-focused holiday, I love to roast wild mushrooms, pearl onions, and smoked applewood-bacon lardons, then serve this dish with chimichurri sauce for balance and brightness.



I also utilize winter squashes, pears, and apples in both savory and sweet dishes.



Herbs like sage, rosemary, and thyme also give dishes more seasonal flavor.

TIPS FOR SERVING COLLARD GREENS



- 1.** Add RSS Chopped Collard Greens to broth-based soups just before serving for a burst of color and nutrients.
- 2.** Sauté RSS Chopped Collard Greens in pork fat; serve alongside soul foods such as fried green tomatoes, okra, and mashed sweet potatoes.
- 3.** Add color and fiber to shrimp and grits with RSS Chopped Collard Greens.



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.

Garbanzo-Mushroom Meatballs

Serve as a shareable appetizer or add to pasta and pizza—everyone loves meatballs. Great for vegans and vegetarians too!

- ¼ C Olive oil (split)
- 1 C MFC Mushrooms, minced
- ½ C MFC Yellow Onions, minced
- 1 can Garbanzo beans (liquid included)
- 2 C Panko breadcrumbs
- 1 T RSS Peeled Garlic, minced
- 1 T RSS Washed & Trimmed Parsley, minced
- 1 T MFC Basil, minced
- 1 tsp. Kosher salt
- ¼ tsp. Black pepper
- 8 oz. Tomato sauce

Heat oil in a skillet; add mushrooms, onions, and garlic. Cook until browned. Blend garbanzo beans and liquid in a food processor until smooth. Add mushroom mixture, breadcrumbs, parsley, basil, salt, and pepper; blend again until everything is incorporated. Form mixture into balls. Heat remaining olive oil in skillet. Brown the meatballs in batches, being sure not to crowd the pan. Put tomato sauce in a large saucepan. Move browned batches into the sauce and simmer until fully cooked (approximately 7 more minutes). Garnish with herbs and garlic.



A cold preparation of chopped collard greens in a Mediterranean salad with bright colors, bold trendy flavors, and fresh crisp textures.

